

PERSONALS

Mr. A. J. Murray, who is in charge of sales at 3KZ, has been appointed assistant manager of that station, in addition to his new duties he will still carry on his good work with 3KZ sales.

Mr. V. M. Brooker, manager of the A.W.A. broadcasting department, is one of the latest executives to fall victim to the prevalent "cold" germ. He was confined to bed in the early part of this week.

Gary Russell, of Cenovis Yeast, known to his immediate pals as the sheriff because of his large hat, informed "C.B." rep., Miss Touzeau, that the only cure for her cold was Cenovis Yeast (free ad.). Incidentally his radio talks over the air are still continuing to build business.

Eric Welch of 3DB is in hospital, but we are glad to report he is progressing favourably, surrounded by very attractive nurses. In his absence the racing commentary is being done by Dick Cranbourne.

Former program manager of 3DB, Stan Clark, has now three pips and should be known to all his friends as Captain Clark. Stan was recently in Melbourne on leave when he said "hello" to his new son. Congrats, Stan!

Mr. R. McC. Russell, assistant manager of 3DB and 3LK, has returned to that station after being absent two and a half years. His military career has been most interesting and quite a lengthy one. From 1916 to 1919 he was with the first A.I.F. From 1921-1929 he was with the C.M.F., and since 1940 he has been doing a big job of work in this war. He recently returned from New Guinea with the rank of Major. His many friends in broadcasting circles are very glad to welcome him back again.

Mr. J. L. J. Hamilton has joined the staff of 3UZ as liaison officer to the advertising agents. Mr. Hamilton, although new to commercial radio, was two years ago on the news staff of the A.B.C., and was recently with the Army Secretariat at Canberra. He joined 3UZ on July 5, and although has only been there a short time seems to be settling in and is very happy in his new surroundings and with his new associates.

Quite an attractive and interesting personality is Miss Winifred Thwaites of 3UZ. Assistant secretary Nilsen's Broadcasting Services she carries a very big job for one so young. She has been with the station for eight years, and what she doesn't know about broadcasting is hardly worth knowing. Her courtesy to all business acquaintances have certainly endeared her in radio circles.

Mr. Desmond Day, Westralian, who was with 2KO Newcastle before more recent several months engagement with 2CH Sydney, is now reported to have taken over the management of 2LT Lithgow, while Mr. W. Grant, former manager of 2LT, has moved to 2BS Bathurst.

Frank Bennett, 2CH announcer, before donning khaki, was in town this week on leave, sporting the bronze complexion and rugged bigness which seems to go with our well trained army boys these days.

Malcolm Metcalfe who has been on the early morning announcing roster at 2GB, was very seriously injured as he was boarding a tram at Bellevue Hill on his way to work on Monday morning last. He was admitted to hospital suffering from compound fractures of the left arm and collarbone and other injuries.

Miss Esme Williams, popular publicity officer of 2KY Sydney, was last week added to the Sydney radio "flu casualties," with a touch of bronchitis thrown in to complicate matters.

A recent visitor to Sydney for a few days was Alec Mather, manager of Macquarie station 2HR.

The illness of small son Lionel with a touch of pneumonia, has meant five wakeful nights for busy Macquarie salesman, Fred Laurie. Lionel, however, has now taken pity on his dad, and is well on the road to recovery.

Full of beans after a recent leave spent in his home State of Tasmania, Sergeant John Storr looked in to say "howdy" to the folks at 3XY before his Mobile Entertainments Unit takes its next trip. Every port of call is like home to John, whose circle of friends spreads around the Commonwealth.

Radio 2UE announcer and actor, Ron Morse, now a Pilot Officer Air Gunner in the R.A.A.F., is now overseas. Latest letter received from him came from the Waldorf Astoria, New York. Ron wished to be remembered to all friends in radio and advertising circles.

Colina Lynam has resumed duties at 2UE after three weeks' vacation. During her absence the women's session was conducted by Gwen Plumb.

Jack Pettitt, former member of the 2UE technical staff and son of Arthur Carr, has been promoted to Flight-Lieutenant in the R.A.A.F. Jack was with the famous Australian squadron which first kept the Japs out of Port Moresby. He is still up north.

Adrian Roden, one of the brilliant young debaters in Nyal's "Youth Speaks" from 2GB on Fridays at 7.30 p.m., has chosen law for a career. At school he had a liking for law, and was a member of the Law School debating team. He is now articled clerk to a Sydney firm of solicitors, and hopes to be admitted to the Bar in five years' time. He also has definite political ambitions.

Lieut. "Pip" Cogger, who has been in the army for many moons, may well be feeling a little nostalgic when he thinks of his old office at Hansen Rubensohn's during the hurly burly of this election campaign. Cogger has handled election advertising campaigns for various parties for more years than he cares to remember, and this will be the first that he has missed. Anyway, who is there who can say that winning an election is more important than winning the war? Cogger, by the way, is stationed at Melbourne, Victoria Barracks.

Major Sid Tatham, though with Army headquarters in Melbourne, is not losing touch with the radio and broadcasting field. His present job is a far cry from the old Sound Recording studios in Sydney, but his work keeps him close to radio in its application to the war.

Former chief of Legionnaire and of Broadcasting Exchange, Melbourne, Captain Lin Corr, is now with the Small Crafts and is proud of the fact that all the original male staff of Legionnaire and Broadcast Exchange recording and transcription organisations are now in the fighting services. Of the Broadcast Exchange personnel Athol Riley is a fighter pilot, Peter Brown is training for his wings, while Jack Stewart is again under his old boss in the Small Craft. Miss Peggy Druce, who was also well known at Broadcast Exchange is also in uniform at Water Transport Headquarters (Small Craft).

Mr. Eric Cottrell, secretary of 3UZ and other O. J. Nilsen enterprises in Melbourne was showing a barked knuckle last week. It was a ding dong fight, he claims, but admits that his gas producer won on points!

Manager Sid Morgan, of 3KZ, is forging ahead to fitness again after a recent bout of illness. Though taking things quietly he is again attending office. Reading in last "C.B." of O. F. Mingay's stay at Palmer House Hotel, Chicago, where the N.A.B. War Conference was held revived happy memories of his stay at that great caravanserai when he visited the U.S. a few years ago.

John Leslie, who was with 2CH for many months, has stepped into the advertising field, having taken over management of the radio division of Vincent H. Freeth Agency.

MAY LICENCE FIGURES

NEW SOUTH WALES		
New Issues	1942	1943
Renewals	5,534	4,663
Cancellations	38,828	41,267
Monthly totals	4,300	167
Nett increase	495,238	526,626
Population ratio	1,234	x4,496
	17.65	18.73

VICTORIA		
New Issues	2,507	3,064
Renewals	31,744	29,404
Cancellations	1,343	4,623
Monthly total	361,864	376,488
Nett increase	1,164	-1,559
Population ratio	18.94	19.44

QUEENSLAND		
New Issues	2,130	791
Renewals	13,868	14,433
Cancellations	1,925	2,376
Monthly total	167,705	173,526
Nett increase	1,105	-1,585
Population ratio	16.41	16.74

SOUTH AUSTRALIA		
New Issues	1,563	1,192
Renewals	11,363	12,480
Cancellations	1,428	643
Monthly total	130,727	141,734
Nett increase	135	x549
Population ratio	21.57	23.25

WESTERN AUSTRALIA		
New Issues	1,157	1,273
Renewals	8,144	7,731
Cancellations	1,103	737
Monthly total	91,087	94,978
Nett increase	54	x536
Population ratio	19.48	20.25

TASMANIA		
New Issues	462	372
Renewals	3,983	4,183
Cancellations	370	125
Monthly total	44,710	47,733
Nett increase	92	x247
Population ratio	18.79	19.99

COMMONWEALTH		
New Issues	13,353	11,355
Renewals	107,930	109,498
Cancellations	9,569	8,671
Monthly total	1,291,331	1,361,085
Nett increase	3,784	x2,684
Population ratio	18.32	19.16

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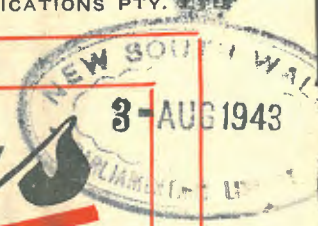
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Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY.



It's obvious



WHY MOST PEOPLE LISTEN TO

FRIDAY:

- 6.30 p.m. Sports Parade.
- 6.50 p.m. Down Every Street.
- 7.00 p.m. News.
- 7.16 p.m. The Watchman.
- 7.30 p.m. Three Generations.
- 7.45 p.m. Wake Up Australia.
- 8.00 p.m. The War of the Sexes.
- 8.20 p.m. Musical Moneybox.
- 8.45 p.m. Whiz Quiz.
- 9.00 p.m. Variety Time.
- 9.30 p.m. Food, Facts and Fun.
- 10.15 p.m. A. M. Pooley's War Digest.
- 11.00 p.m. B.B.C. News.

SATURDAY:

- 6.30 p.m. Sporting Results.
- 6.50 p.m. Down Every Street.
- 7.00 p.m. News.
- 7.15 p.m. Band Parade.
- 7.30 p.m. The Perfect Song.
- 7.45 p.m. The Best of Them All.
- 8.00 p.m. The Brighter Horizon.
- 8.30 p.m. Lest We Forget.
- 9.00 p.m. Eminent in Music.
- 9.30 p.m. Radiola Harmony.
- 10.15 p.m. A. M. Pooley's War Digest.
- 10.30 p.m. In Dancing Mood.
- 11.00 p.m. B.B.C. News.



And every other night is just as good!

SYDNEY: 49 Market St. (M 6686)
MELBOURNE: 18 Queen St. (MU 2819)

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

★ **A**
WORLD'S
RECORD!

One show, one station, one sponsor, six nights a week for—

10 YEARS

The show — "Grocer and Madam"

The sponsor — Moran and Cato

The station — **2SM**

That's why **2SM** sells More

★ At the Stage Door Canteen Show, Sydney Town Hall, last week, world celebrity Mr. Peter Dawson introduced John Dunne, 2SM's famous "Grocer," of the Moran and Cato show to announce that "Grocer and Madam" were that night celebrating their tenth anniversary.

COMMERCIAL BROADCASTING

Sydney,
 FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
 10/- p.a.

Vol. 12, No. 3.

Thursday, July 29, 1943.

Price, 6d. per copy.

Let's Not Have
"Too Little, too Late"

In recent issues of "Commercial Broadcasting" attention has been focused upon some of the salient features of developments in radio broadcasting which may well be expected to come prominently into practice within a short while after the conclusion of the world wide war. Television, facsimile, world range short-wave broadcasting, frequency modulation; these and other facilities in communications which are still in the crucible of wartime secrecy will be available, to play a major role in post-war reconstruction and in the sociology which will follow. We have pointed to the fact more than once that Australia has been lamentably backward in securing ample or sufficient frequency channels for our future short-wave requirements; we have decried the short-vised bureaucratic stupidity which has and still does hamstring the development by private enterprise of the widest possible application of the art and technique of broadcasting, by restricting to the national, Government owned, stations the use of reasonably adequate power output from the aerial, by restricting to the Government's Post

Office Department control experimental operation of television, or ultra high-frequency stations.

It is inconceivable that all such broadcasting will in the future become the sole province of our government for the simple reason that the Government or a Government Department is not capable of handling the whole problem of technical facilities and of coping with the question of competition for the ear and the eye of our listening public from broadcasters in other lands beaming their programs upon us the challenge of these broadcasts from other countries is one which will undoubtedly be so great that only private enterprise in this country is likely to have a chance of holding the "ears and the eyes" of our people.

That challenge is a fact founded one foreseen by anyone who has studied the rapid development of radio broadcasting over the past few years. Must we wait until the challenge is real and with us before undertaking to do something about it? . . . perhaps "too little, too late!"

THE UPWARD TREND

Stanley Maxted, in pursuit of "Off the Record" material for one of his B.B.C. overseas talks, told this story the other day about a party of seamen he'd met. All the men had had a very bad time, but after a few days in the peaceful countryside they were most of them ready to go back to sea.

An argument arose between some of the sailors as to differences in technique for abandoning ship when the cargo consists of high explosives. One school of thought maintained there was no difference; the other went into technical details. A lad from Hull chipped in: "I know the difference—with H.E. aboard they issue with blooming parachutes instead of life-jackets."

—From the B.B.C.

Chapter and Verse

"Talking of signalling . . . We'd arrived at a point where the convoy was to split up and go to different parts. There were two corvettes with us and we didn't know whose turn it was to take a certain portion. We signalled both of them telling them this. The reply came back from one of them quoting a chapter and verse of the Bible. We looked it up and found it read like this: 'And the Lord said, Whom shall I send and who will go for us? Then said I, Here am I. Send me.'"

Lieutenant W. Jackson, R.A.N.V.R., interviewed at the B.B.C. microphone).

Bundaberg Calls
The Front Line

Believed to be the first program of its kind to be featured by an Australian commercial station, 4BU's new show, "Calling the Front Line," was very successfully launched on Friday night, July 16, at 5.30.

It was designed to bring a breath of home to Bundaberg boys serving at battle stations in the South West Pacific area, and reports have shown that the initial broadcast was listened to by large bodies of servicemen at many parts of the Pacific front. In arranging the weekly program everything was done to make the show as "homely" as possible. A number of local artists was featured; calls were sent to Bundaberg boys in the front line from their relatives through the medium of the 4BU announcing staff; the mainland's most popular new release tunes were included; and servicemen were invited to submit "Front Line Jokes" for inclusion in the presentation. Later, these jokes will be dramatised and canteen orders sent to those servicemen who submit the three best.

Servicemen in the South West Pacific areas have been invited also to send in request numbers to the "Front Line" program.

The idea of entertainment for Bundaberg boys at battle stations was first conceived some weeks prior to the first session. Nothing was done further, however, until 4BU had satisfied oneself that reception conditions warranted such a feature. Reports were agreeably surprising. The idea was enthusiastically welcomed by local and other servicemen. It was found that 4BU's signal was reaching far out into the South West Pacific, and at many points were able to enjoy almost continuous day and night reception from the Bundaberg station.

Arrangements for featuring the program were commenced, and permission was received from the Censor to carry on. Paragraphs were kindly inserted by the editor of "Guinea Gold," the Port Moresby newspaper, announcing the "Front Line" show.

In view of its popularity, "The Front Line" program from 4BU may have to be extended from 30 to 60 minutes.

As the Bundaberg lads in the front line can't come home, "The Front Line" show is one way of bringing home to them.

The first semi-final of the Sydney Rugby League premiership will be played at the Cricket Ground on the August raceless Saturday, and will be broadcast without interruption, other than commercials, by 2UE and the A.S.B. stations. The absence of any racing cross-overs will make such a broadcast possible. The commentator will be Si Meredith.

Stage Door Canteen Show Packs Sydney Town Hall

Over £700 was raised for the recently inaugurated Stage Door Canteen charity from sale of seats in the Sydney Town Hall for the first big concert put on by S.D.C. on Thursday last, July 22. The big hall was packed to capacity. Seats were sold for prices ranging from 5/- to a guinea.

Well known broadcast sponsors Moran and Cato Ltd., grocers, defrayed the whole of the cost of hiring the Town Hall, and were rewarded by an enthusiastic capacity house.

Remarkable feature of the concert was the extraordinary public interest created with a minimum of publicity effort. The only publicity given to the concert was that by John Dunne during his sessions over 2SM, and by "plugs" given by Harry Withers in his breakfast session on 2GB.

It would be difficult to imagine a more diversified concert program studded with so many well known stars of radio and stage as was presented. Gladys Moncrieff and Herbert Browne (by courtesy of J.C.W. Ltd.), John Fullard, Peter Dawson, Dan and Dusty (2SM comedians), Jim Gussey's A.B.C. Band and the A.B.C. Out of the Bag Unit, Bob Dyer, Colgate-Palmolive Show Unit with Jack Davey, Marie Burke, "Ada and Elsie," the U.S. Army Band, Betty Smith (pianiste), and Fances Stuart, Pat Kenny (accordionist) and Maurice Diamond's Juvenile Ballet, all contributed to a great night.

Two short sections of the concert were broadcast—the A.B.C. Band through the National network, and the celebration of the tenth anniversary of the 2SM feature "Grocer and Madam," through 2SM.

After being introduced by Mr. Peter Dawson, Mr. John Dunne and Neta Squires ("The Grocer and Madam" of 2SM fame) came on stage. Mr. Dunne revealed how the concert had been born. He told how he had put the idea of standing all expenses of the Sydney Town Hall up to the "Grocer and Madam" sponsors, Moran and Cato Ltd., the directors of that company had said, "Go ahead and good luck to the Stage Door Canteen." Mr. Dunne said he was proud of the record of the "Grocer and Madam" session on 2SM in which he had played "grocer" for ten years. The tenth anniversary the previous night had marked the broadcasting of the 3,102nd script for the show from the pen of Mr. Bert Gibb of Aerial Publicity. He claimed it to be a world's record in broadcasting for one-show-one-sponsor-one-station association.

Mr. Harold Bowden, president of the Stage Door Canteen announced the takings from the sale of seats at over £700. He thanked Messrs. Moran and Cato Ltd. for their very fine gesture in defraying all costs of the Town Hall for the concert, and also paid a tribute

Hospital Distress

Commercial Broadcasting Again Steps Into a Breach

"If you want to get something done for the public good, tell it to the radio!" That might well be a maxim of modern society.

One of the latest examples of the vital part which commercial broadcasting is playing in relieving distress of those who cannot help themselves comes from Sydney broadcasting circles this week. A move to make hospital waiting rooms more comfortable, initiated by Mrs. Grey in her women's session on 2KY, has been taken up at that station's instigation by other stations.

Since its inception in 1930, the 2KY's women's session, conducted by Mrs. Grey, has been the medium for the expression of listeners' viewpoints on topical and other matters.

Letters from listeners have formed the basis of many interesting discussions, whilst some correspondents have taken the opportunity of "airing" legitimate complaints about this, that and the other public (dis)service.

It was due to a recent letter from one such listener, who told of having to wait for treatment for five hours on a hard, backless form at one of the public hospitals, that Mrs. Grey appealed to listeners for funds to purchase low-slung chairs to replace the backless forms in one of the waiting rooms of the Royal North Shore Hospital.

The response was immediate, and within three months this particular waiting room was made comfortable with chairs specially designed and constructed for the relaxation of patients.

Such was the appreciation of the hospital authorities that Mrs. Grey was moved to seek the co-operation of other Sydney radio stations, and in a letter to the Federation of Commercial Broadcasting Stations, suggested that each station "adopt" a different hospital, and interest listeners in making waiting room accommodation more comfortable.

Latest news in this regard is that several of the stations have expressed their willingness to co-operate, whilst 2KY is now appealing for funds to furnish the waiting room of another department of the Royal North Shore Hospital.

to all the artists and stage and hall staff who were all drawn from the ranks of radio and stage employees, and all gave their services voluntarily. The £700, together with the £600 contributed by those attending the inaugural meeting of Stage Door Canteen a few weeks ago would go a long way towards their objective of securing premises in the city in which to carry on the good work of providing rest and recreation facilities for men and women of the fighting services and merchant shipping of all allied nations.

Change in Management of 2DU and 2BS

New Shareholding Control

Mr. Walter T. Grant, former manager of 2LT Lithgow, announced this week that he and Mr. E. Williams who was also formerly with 2LT, had purchased outright from Mr. E. V. Roberts, the Bathurst commercial station 2BS.

Coincidentally with this move Messrs. Grant and Williams have joined the board of 2DU Dubbo, in which company they have secured the majority of shareholding interest. The new set-up will bring together again the representation relationship which formerly existed between well known Sydney station rep., Don Scott, and Mr. Grant. Scott has always represented 2DU in Sydney, and amongst his other interests used to represent 2LT. Now he will have 2BS added to his list of stations.

Mr. Grant stated in Sydney last week that the move was virtually an amalgamation of the two stations so far as management and control were concerned, and he was sure that listeners and advertisers alike would greatly benefit from the move. Some quite ambitious plans for bigger programming policies were well under way he said.

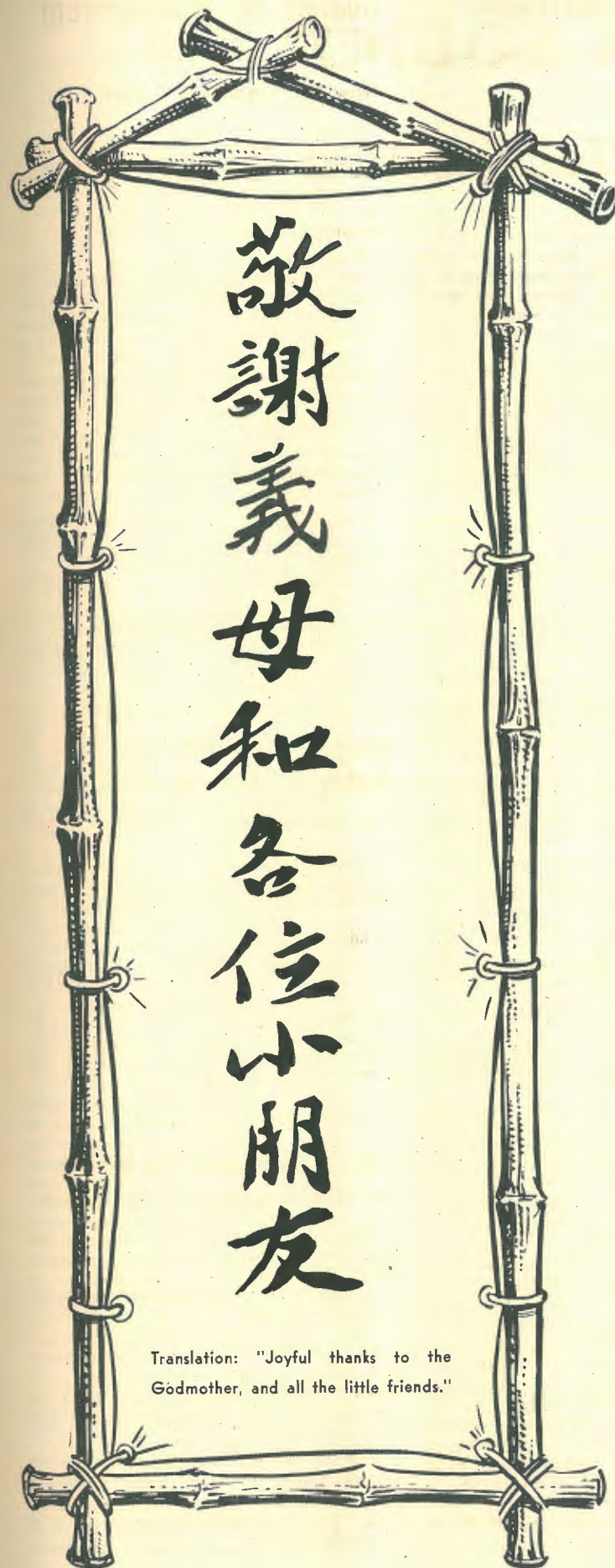
Competitor in "Hits and Highlights" Collects £100

Having jackpotted for three successive weeks, to a total of £100 in War Savings Certificates, the first prize in the Tivoli show "Hits and Highlights," heard from 3XY, and relayed to 2UE, Sundays at 6.15 p.m., was awarded on Sunday, July 18, to Mrs. B. Byron, Elm Grove, Richmond, Victoria. This is the first occasion on which a single competitor has collected a prize of this magnitude, since previously it has been shared by several entrants. Mrs. Byron was successful in selecting the seven hits of the week, in correct order, as decided by public vote.

"DO YOU WANT TO BE AN ACTOR?" GOES INTO CAMP

With Rod Gainford as producer, and Ray Chapman as his assistant, "Do You Want to be an Actor?" makes its bow to a listening public on Saturday night at 8.30 from 3AW, with the stage set at an Air Force station "somewhere in Victoria." Listeners will hear servicemen and women in parts which call for dramatic interpretation; for comedy touches and, of course, romantic roles will be asked for.

The show will be sponsored by The Mutual Store, and each night a tribute will be paid to the Australian Comforts Fund for its magnificent work among the troops.



the Chinese say

"thank you"

for 144,000 pennies

Juvenile listeners from 160 metropolitan centres and many country districts responded remarkably to an appeal by the 2CH Fairy Godmother during the 2CH Children's Session for a "Bowl of Pennies" for the war orphans of China.

Over 144,000 pennies, representing more than £600, was the result, and 2CH's listeners have already received the thanks of the Chinese people.

The response to the appeal, which was made only in the Children's Session, provides one more proof of the coverage enjoyed by this station, and it reflects the experience of every other listener-test conducted by 2CH during the day and night.

2CH

RADIO'S STRONGEST SELLING FORCE
IN AUSTRALIA'S LARGEST MARKET

AMALGAMATED WIRELESS
(AUSTRALASIA) LIMITED

"O.K. FOR SOUND"

Recording Company Tackles War Time Job

It is perhaps an unfortunate fact that the manufacturing of radio recordings must inevitably remain a back stage business. The general public, acutely aware of the fun and games to be derived from the family radio, has not the remotest opportunity of appreciating even to a small degree the tremendous amount of detail and precision work involved in the preparation, recording, production and processing of recorded radio entertainment. Further up the ladder of technical appreciation the sponsor—may his tribe increase—goes merrily on his way barely aware of the fact that somewhere between his approval of the project and his signing of a cheque for the finished product, a large number of people grapple mysteriously with a large number of problems and produce ultimately the sponsor's conception of a fine program. Further still up the technical scale, the advertising service agent comes into the closest, yet remote contact, with the sweet mysteries that go to make up the life of sound recording technicians and executives. It is a popular fallacy that there could be no finer conception of advertising bliss, than to imagine oneself sitting in the chair of a contented sponsor and watching with half amused detachment a large number of intelligent young men doing strange things with knobs and dials and gleaming gadgets; while in the studio, visible through a triple glass panel, glamorous young ladies and thoughtful looking males give the microphone the best they have—with actions. Yes, it is no doubt a very fine thing.

That's what you think.

In the interim between conceiving the Big Thought, watching the Young Loves, and signing the cheque for the recording and production bill, the identical seat sat in by the sponsor is worn threadbare by a succession of producers, operators, technicians, sound effects men, and engineers; not to forget among this galaxy the executive whose duty it is to keep out of this activity as much as he can in order to ensure that behind the scenes, the complete business and technical organisation continues to be served by an ever-increasing quantity of materials, manpower and supplies; such being the sinew of sound, as well as of war. And that brings to light some interesting facts relating to the functions of a sound recording company in war time.

It is again unfortunate as well as inescapable that practically every piece of equipment and item of material used by

a recording and processing company is also used in or is closely allied to equipment and materials essential to the prosecution of the war. Microphones and speech input equipment, being items one and two of studio and control room, are also required in ever increasing numbers for use in forward battle areas. Technical equipment of all kinds used in pick-up transmission or amplification

(By D. M. Fegan, Managing Director,
Australian Record Co. Pty. Ltd.)

of sound for commercial ends is also needed in increasing quantities by the troops in the field. Radio tubes, the nerve centres of every amplifier have been frozen for so long that the dear departed days of blithely changing over a tube which is suspect, have vanished so far into the past that this simple operation of tube replacement has assumed proportions of the first magnitude. The problem is, where will the next tubes come from and when; also, if any.

At this stage in the progress of war-time restrictions, sound recording technicians accept as inevitable the fact that normal items of equipment are virtually unprocurable; but there are added to this list little known individual "nerve centres" used in equipment for the recording of high-fidelity sound; nerve centres in the shape of delicately-ground and sharpened sapphire cutting styli; highly-efficient and absolutely matched sound-recording heads. Also, and within the better known field of raw materials, such humble-sounding though highly important factors as recording blanks, copper anodes, processing chemicals and, above all, record "biscuits"; these latter being a thermo plastic material generally known as "vinyl acetate compound."

Materials Shortage

Of all the spectres that sit grinning on the bed rails of every member of the staff of a record processing factory, the vinyl acetate shortage is a bogey of no small proportions. Many months ago, when it was known that synthetic rubber was being produced overseas, news of the availability or otherwise of the vinyl compound was whispered with bated breath among all its users.

In an attempt to combat shortages of imported materials required for other more essential war purposes, A.R.C. executives and technicians have been developing a substitute material which though yet not perfected shows a great degree of promise. However, realising the vital necessity of safeguarding the recording industry any project in its experimental stages looked far too intangible for safety. Some years ago when the material position was not as critical as it is to-day, A.R.C. designed and installed special plant in the factory division to handle the reclamation and remilling of material already used and which in disc form was distributed throughout Australia among all stations. This remilled material which can be made suitable for reuse with the addition of a quantity of new material has been the backbone of A.R.C.'s factory division since wartime restrictions came into force, and has been instrumental in effecting a very substantial saving in this company's dollar requirements. This is a factor which Government departments handling Australia's imports have fully appreciated.

Copper is another material of vital importance to the war effort, and is also this company's number two factory requirement. Copper is used in the processing factory to back up the silver-surfaced matrix from which the finished records are pressed. Due to the vital importance of this material every scrap of copper anode and every copper-backed matrix which can be withdrawn from use is carefully preserved as scrap and is sent to the foundries for conversion into high-grade electrolytic copper. This conservation however creates a position not without its dangers. From time to time the vicious circle nearly closes when it is discovered that further supplies of copper anodes are required and that the stock of matrixes at that date unscrapped represents the only visible evidence of costly recorded programs, which costs in some cases a total of hundreds if not thousands of pounds individually.

And of course there is manpower. Manpower is—well, shall we say it is part of the common burden shared by all, and leave it at that. With the additional comment that, in a closed field such as that of radio processing, skilled operatives are never available upon the open market even in peacetime. This is understandable when it is considered that only three record pro-

cessing factories are in existence in Australia at this date.

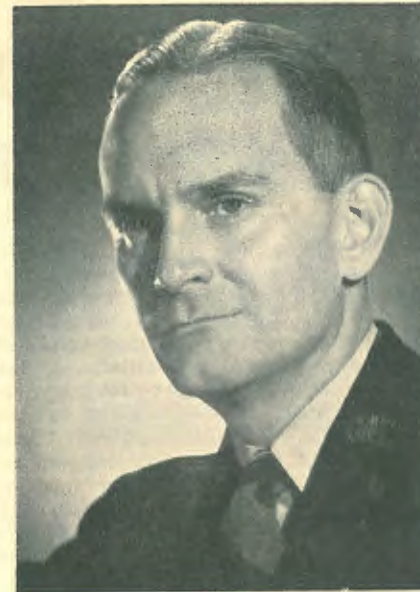
Other Tribulations

Over the war period this company's output has had to be expanded to take care of the requirements of those military and governmental bodies which, in their prosecution of the war on the home front, use broadcasting and radio recordings as their medium of presentation. Some years ago when censorship regulations were gazetted our already full-time operations were expanded into an almost chaotic industrial symphony of Night and Day. Following closely on the heels of censorship regulations came the heavy curtailment of landline facilities, by which national hook-ups were frequently arranged. Such curtailments were readily shouldered and military and other authorities have expressed themselves as highly appreciative of what has been accomplished in this regard. As a necessary corollary to this, however, the output of programs on disc had to be expanded. Once again the manpower, material and equipment problems almost caught up with us, and at this stage the grinning spectre which had previously sat contentedly on the bedrail took two paces forward and danced upon our pillows in sadistic glee! Things were getting rather close; in fact far too close for our general comfort. Not content with this closer proximity, however, the self-same spectre scrambled even nearer during the rationalisation of the broadcasting industry. This process was largely made practicable by the increased use of recorded material, by which it was possible to have produced in one day a clients given programs for one week or more. Such an achievement could not have been contemplated with the use of artists on physical broadcasts.

Now more than ever attention has been focussed on that rather hackneyed state, "morale." Increasing attention is being paid not only to the efficiency of the family radio set itself, but to the quality and character of the program matter tuned in to the local home. Since the very conception of this short review I have been fighting a losing battle with myself in a vain endeavour to dodge the merest mention of that ill-used word, but whether we like it or not, much of the home front outlook hinges upon the deliberations of those who form a line of home front by the use of radio broadcasting and its ally the recording industry.

Interesting facts relating to the coverage of this company's recordings were received from a large network who carried out a special survey on this question. A section of the report is detailed below:—

"We have analysed the program schedules of our network and co-operating stations to ascertain the amount of time taken up with features that are recorded by your company. The total time during the night transmission alone amounts to an average of seven hours per week per station. These programs represent more than 50 per cent of the feature entertainment of the 20 stations of the network, during the peak listening hours, and approximately 25 per cent in the case of the 15 co-operating stations.



Mr. D. M. Fegan who contributes this article

"Extensive research has indicated that the audience of these programs on each night of broadcast ranges from 350,000 to 1,600,000 persons, according to the appeal of the program and the number of stations used. An average estimate of 1,000,000 would not be unreasonable.

"Simple arithmetic thus shows that the loss of these programs would deprive listeners of their customary entertainment to the extent of an aggregate of 364,000,000 listening hours per annum. If this should happen, through lack of recording material, we believe that such a violent withdrawal of the means of recreation would amount to a revolution in the habits of the people and would have an extremely depressing reaction, the effect of which would be incalculable.

"The habit of listening to programs on commercial broadcasting stations has become the foremost recreation of the civil population of Australia. It is also the greatest medium of sustaining morale, providing an intimate and personal means of

contact between the leaders of the Government and the people, and stimulating the public to such action as the Government may desire in its direction of the war effort. The extent to which the Government used the commercial stations, and the support given to the same purposes in the programs of national and local sponsors, give tangible evidence of this claim."

I am more than gratified to be able to quote the foregoing extract in view of the fact that it provides irrefutable facts from which all concerned with radio, from the owner of a set back to the man who conceives a fine program, will be able to assess the value of the outstanding job being done by Australia's commercial broadcasting stations.

From the turmoil of the last few years and from the figures now available I have chosen one month at random and have calculated that A.R.C. alone has produced in approximately 20 working days a total of 866 hours of recorded programs to the order of not only commercial interests but of governmental bodies set up with the specific object of furthering Australia's war effort.

"AUSTRALIA'S CHOICE" CARRIES ON

Ashley's (through Goldberg Advertising Pty. Ltd.) has renewed its Wednesday night at eight half-hour musical "Australia's Choice" with 2UE.

Compered by Allan Toohey, "Australia's Choice" features the eight top tunes of each week. The order of popularity is based on public demands from retailers in the capital cities of Australia.

Ashley's provide cash and consolation prizes for the best forecasts each week, and entries over a period of months exceed a thousand for each program.

Prize money is doubled if any successful entrant encloses a docket from Ashley's in the Imperial Arcade.

TOPS

TIME WISELY BOUGHT

INCREASES SALES

OPPORTUNITY TO REACH

A VAST BUYING PUBLIC

PROGRAMMES WHICH ARE

THE PEAK OF PERFECTION

SALES WHICH INCREASE

100% WHEN

3AW

IS YOUR SELLING MEDIUM

Plan Publicity Now for Australia's Part in the Post-War World

With encouraging news steadily flowing in from all battle fronts, perhaps it is not being too illogical or over-optimistic to hope that the United Nations will soon have brought this great struggle to a glorious conclusion. But we must not lose sight of the fact that peace is a meaningless term apart from its content, and victory must always be more than a military term. There is a growing public demand for decisions which are needed, if a peace policy is to be ready, and if civilians and soldiers alike are to know that their future and their children's future are being as fully assured as foresight, courage, and organising capacity can contrive.

Of all the major lessons we have learned through painful experience during these trying years, the one we have to be most careful not to forget is that there must be international co-operation in a far more substantial form than ever before if we really intend to establish anything like an enduring peace. After victory, Australian industry must continue to go forward—must not lose the new momentum of production, if the needs of an awakened world are to be fulfilled. To achieve that end, she needs above all to make herself better known to other countries, in many of which there has been—and will continue to be—a very real hunger for knowledge about us, and for vital information about what we are capable of producing to supply the manifold wants of less favoured peoples.

Commercial rivalry was at the root of the antagonism and mistrust felt between many nations before the war, and there is a grave danger that trade rivalry will persist after the war unless something is done about it now. However, nothing is more likely to bring about friendship between any two countries in the future than a realisation that in the new world economy it should be possible to enjoy a relationship that will be one of co-operation and not of rivalry. We have, fortunately, already advanced far along these lines, in the case of the United States, for instance, through a mutual Lend-Lease, which provides a striking demonstration of the fact that much can be accomplished through a better knowledge of what constitutes the material wealth and resources of any specific country.

It is not too early to begin now to publish authoritative articles in over-

seas journals, so as to enlighten readers in Allied and foreign countries on matters of mutual interest. We ought already to be making far more use of publicity to demonstrate to our American and other Allies the remarkable achievements that this country has to its credit in the gigantic effort it has been making to speed the day of victory. This would be one way of making people in other parts of the world well informed as to the potentialities of this country. The staggering production of industry in Australia, while being evidence of the ability of private enterprise and free men to overcome any odds when freedom itself hangs in the balance, is also proof that we have the skill, as well as the materials, to turn out the products of peaceful living as swiftly and as capable as the munitions of war.

Wherever we undertake publicity to advance Australia in the post-war world—and it should be in as many different regions as possible—it should be our aim to emphasise mutual interest as well as common ideals. As Sumner Welles recently said "There could be no surer road to disaster than for the United Nations to enter the post-war period as rivals and opponents in their commercial and financial policies rather than as collaborators. Together we can solve this gigantic problem; opposed to one another, no one of us will profit.

The United States Office of War Information is already planning to buy radio time and newspaper space in several foreign countries, and is persuading American advertisers to do the same. For some time past it has been buying space in scattered foreign newspapers to promote the short-wave news programs beamed from the U.S. And in at least one country—India—the advertising has gone beyond that stage and turned into a full-fledged institutional series for the United States.

In about forty Indian newspapers last autumn and winter, the Office of War Information ran large advertisements to tell the natives about the munitions which the "Arsenal of Democracy" was turning out, about the huge forces it had under arms, and about its industry's all-out conversion to war. Headlined by such phrases as "American Production Turns the Tide," and "Arms for Democracy," the series started in October and

ran until January. Most of the advertisements showed tanks rolling into battle, ships steaming out of American harbours, or huge oilfields being drained of precious fuel for the United Nations' cause.

Because of its economic and political implications, the series caused several repercussions in London. A front-page article in the "Sunday Dispatch" about the campaign, which gave a detailed description of the series, said that the campaign was most skilfully carried out, but added that concern was felt over the fact that no steps were being taken by the British and Indian Governments to tell India what was being done by Britain and the British Empire. The impression inevitably conveyed to Indians, said the "Sunday Dispatch," was that Britain was taking a back seat and leaving the waging of war and the production of armaments to others. It suggested that the matter was one which might well be raised in Parliament.

Comment in another British journal was: "The people in India are impressionable. Who can blame them if, in the face of this unbalanced propaganda, they grow to believe that the United States alone is producing the weapons with which to defeat the Axis; if they believe that American soldiers and sailors alone are guarding them and bringing to their shores the weapons with which to defend themselves? Who can blame them if they grow to believe that in this job of winning the war Britain is taking second place to the United States? There are some in this country who would go so far as to say that the United States, unjustifiably seizing her opportunities, is laying in India a foundation of inestimable value for the time when she can sell her manufactured products to 400,000,000 Indians. It is time we ourselves did a little prestige advertising.

That question of prestige advertising, that is now exercising the minds of British experts because of the go-ahead, businesslike methods of American publicity, might well be brought to the attention of those in authority in Australia likewise. It is clear that we ought to follow America and make full use of the powerful assistance which publicity can give towards maintaining the prestige of Australian manufactures and Australian primary products all over the world after the war.

By FRANK GOLDBERG

Governing Director, Goldberg Advertising (Aust.) Pty. Ltd., Sydney

Our Share in New International Trade Harmony

There is a very real need of getting our country into an export state of mind, to hold off the dangers of inflation, and also because an important part of any large-scale development of the secondary industries of this country will be to find an overseas outlet for their goods after the cessation of hostilities. A big publicity and advertising drive would be the surest means to this objective.

The whole field of raw materials research should be reviewed, and decisions made as to what raw materials may be of value for the manufacture of intermediate and other products required by industry. Researches on such products must be initiated and supervised by some responsible authority, which should also consider how, by the application of research, greater use can be made of them. The Government should also stimulate the greatest possible interest in industrial research. This should be of great assistance for Australian manufacturers.

Post-war trade will probably fall into two big categories. The first may be concerned with a period of rehabilitation organised through international boards, and may involve control of materials, food, exchange, and investments. This period of rehabilitation might extend from two to five years, with controlled trade and production planned from one centre. First measures would probably be provision of food, clothing, shelter, and medicine, followed by seeds, fertilisers, machinery to produce crops; and then the reconstruction of industry.

But following this period of readjustment there will be enormous opportunities for trade development at home and overseas. There will have to be a big drive to build up exports, and need for initiative on the part of exporters will be very great. It is essential that commercial centres for exporters in all customer countries should be maintained. And there will be more need than ever before to study individual markets and make ourselves known in them. Given adequate support, there is much that publicity can do. Let the leaders of industries concerned, therefore, decide to support to the full any plan to promote better understanding by means of publicity, put their decisions on trade policy into effect, and by co-operation ensure the maintenance of good will at a time when it will be most needed.

There must be a big long-range plan formulated by the best financial and commercial brains of the country. Allied countries must plan to work in trade harmony as to-day they are working in harmony on war strategy. Sensible statesmanship and the will to work in trade harmony amongst the Allies would provide full employment for men and

women in well-paid work under the best social conditions for the next quarter of a century at least.

There is much evidence that we have a far-seeing Government preparing now to tackle some of the big marketing problems that will face this country after the war. They should realise that now is the time to undertake publicity. The war is not being fought for a regimented way of life, a frozen economy, or another era of scarcity amid plenty. It is being fought to open the door to an amazing new world of opportunity for everyone. But in the making of new products there can be the fullest employment after the war only if we expand our markets. We must prepare now the way for that expansion by bringing ourselves and our wares to the attention of every possible post-war purchaser.



Camouflage is a useful art... but

You can't camouflage the fact that Newcastle can only be properly covered by using 2KO. No amount of camouflage can conceal that fact.

Scientific survey has proven that Station 2KO dominates 73.5% of All Listening Time in Newcastle. Also that peak listening periods reach the astounding figures shown below:—

Breakfast	94%	of listeners
Morning	100%	" "
Afternoon	95%	" "
Evening	95%	" "

No! You cannot cover Newcastle without 2KO. But you can cover the whole of this prosperous city and country districts with Newcastle's premier Station—2KO.

the premier station >> **2KO** <<
NEWCASTLE

How Post-War Reconstruction Will Affect Our Homes

Radio's Part in Problem of Health and Domestic Planning

Far-reaching plans, which have been developed by the Sydney County Council Electricity Undertaking as a concrete contribution to post-war re-construction in the domestic sphere, will, within the next few months, arouse considerable comment among representatives of other sections of public and private bodies who already are looking to the changes which will come with peace.

The point of immediate interest to the broadcasting industry is the fact that radio has been selected as the medium through which the plan will be implemented. It will take the form of a 60-minute broadcast over 2UW Sydney each Thursday at 2 p.m. under the title, "Your Home, Your Family, and You." The first broadcast will be on August 19.

Discussing the scheme with "Commercial Broadcasting," the Advertising Officer of the Council, Mr. H. J. Morris, said that "Your Home, Your Family, and You" would be presented with the full-co-operation of the New South Wales Government Health Department and the New South Wales Institute of Architects. The fundamental purpose was to inform the public mind on questions of health and domestic planning, so that the post-war bride would have a far wider appreciation of domestic science, and be more fitted to make a success of her new opportunities than was perhaps her mother.

"Inevitably," Mr. Morris said, "there will be an enormous number of marriages after the war; and I think we can say also that those newly weds will have an opportunity to secure their own homes under easier circumstances than we knew before the war. We will, therefore, have tens of thousands of

new home-makers. Ordinarily, in peace time, the new brides would have enjoyed opportunities in their own homes to have gained at least some knowledge of how to run their own domestic economy. War conditions, however, and the employment of so many thousands of girls in the armed services and industrial life, almost certainly will mean that a very large percentage of the post-war brides will have had little or no opportunity to gain that knowledge.

"When we first discussed the possibility of our making some contribution to this vital question, we realised that our effort, if it were to be successful must embrace the three essentials of home management—the lay-out of the home, domestic management, and health, with particular emphasis on infant welfare.

"The Council's plans were outlined to the New South Wales Government Health Department and the New South Wales Institute of Architects who both offered us their enthusiastic co-operation. We are now happy to announce that all the details have been ironed out and that the first broadcast of what we believe will prove an outstanding contribution to community welfare, will be made from 2UW on August 19.

Dept. of Health's Part

"The whole basis of the session has been built on a conception of service, and each broadcast will include specialised studies on the three fundamental points which I mentioned—the lay-out of the home, domestic management, and health. The speakers will be official representatives of the Health Department, the Institute of Architects, and our own expert domestic science staff.

"The health talks will cover the widest possible range of subjects of particular interest to the young bride, and they will be particularly valuable by reason of the fact that each doctor-speaker will discuss medical subjects on which he or she is a specialised

authority. Pre-natal health and infant welfare, for instance, will be discussed by the Sydney's leading authority on this particular branch of medicine, and the same condition will apply in each of the other talks. In the case of disease, principal emphasis will be placed on prevention, and we hope that these talks will be the means of, perhaps, lessening the possibility of ill-health in those post-war homes for which we are planning.

Leading Architects

"Problems involved in the lay-out of the home, which will be discussed by leaders of the architectural profession will be examined primarily from the stand point of health and comfort. They will include questions such as the use of sunlight, the placing of the various rooms in relation to the location of the home; the question of colour and its effect on domestic life; and all the thousand and one points which, although small in themselves, can do so much to lighten labour and improve living conditions.

"Considerable time will be given also to the internal lay-out of the home, and particularly to the kitchen and the dining-room where careful planning can do so much to lessen work and to banish drudgery. Even in one small direction—the planning of the relative positions of the sink, the range and the dresser—the post-war bride can be saved hundreds of needless steps in each day's work, while the placing of the ironing board and the cupboards can either make or save work.

"The whole aim of this section of our effort will be to provide knowledge with which post-war brides can approach the problem of planning the lay-out of their own homes.

"Thirdly, under the heading of domestic science, the Council's own experts will cover an immense range of subjects, including food buying, food preparation, domestic budgets, planned working, decoration, cleaning and, in fact every problem which the young housewife can expect to meet in her daily domestic round. Particular emphasis will be placed on what has been called planned working—that is the planning of the household duties on a systematic basis so as to provide the maximum amount of leisure.

"The cookery talks will go far beyond recipes, and will embrace every facet of the whole question of the preparation of food from the standpoints of economy, health, nutrition and appearance.

"We believe that this service which we have planned will be of definite value not only to the post-war bride, but also to every woman in the home

(Continued opposite page, foot col. 1)

'Youth Show' Says Adieu Young Stars Graduate to Bigger Features

On Tuesday night, August 3, two weeks after having celebrated its third birthday, "Youth Show" will bid adieu to its Australian-wide audience.

Since its very first presentation, the show has brought into the limelight many of Australia's cleverest young stars. It has chosen its stars with care, it has groomed them, it has watched them grow into polished performers with a big future ahead of them.

Now they are ready to graduate to bigger and more ambitious presentations and they'll get their first chance in Jack Davey's 60 minute production—The Palmolive Hour—"Calling the Stars."

Joy Nicholls, whose fine performances were always a feature of "Youth Show," will take her place in "Calling the Stars" from time to time. Other young performers will also get a chance in coming shows.

Those ever-popular stalwarts of "Youth Show," the Singing Group, will step up into "Calling the Stars" in a body, and under the supervision of Brian Lawrence, will present many choral highlights in this entertainment-packed program.

Other shows lined up for future production will also find a place for talented "Youth Show" stars—notable among these being "As You Like It" (scheduled to start August 25)—a half-hour program of music with Jack Davey, Montague Brearley, a 32 piece orchestra, and Australia's finest singing stars.

Incidentally, in "Youth Show" time channel on Tuesday nights, August 10, 17 and 24, Jack Davey will conduct programs which will contain a little bit of anything and everything, presented in his inimitable style. These shows will include a dramatic interlude and encores from "Calling the Stars" and Davey will also give news about the new show which will be the Colgate-Palmolive radio unit's most ambitious to date.

On the fourth Tuesday, August 31, the Quiz Kids, now heard on Sunday nights, will move to the "Youth Show" spot on Tuesday nights at 8 o'clock.

to-day; and we realise that radio is the one medium through which it can best be implemented.

"Supplementing the talks, at regular intervals throughout the program, we will provide attractive music; and we believe that the whole session will be not only interesting, but easy to listen to.

"Finally, it would be a grave waste of valuable material to allow these specialised talks to be lost to future reference, and ultimately we hope to combine all the scripts into a booklet to be made available to those post-war brides who, in this instance, are our main consideration."

GOODLAND'S RENEW TALENT PROGRAM

Goodlands Pty. Ltd. have renewed their contract with 2CH for the presentation of Joan Read's Talent Quest for Women in the Home, an hour's broadcast, scheduled at 8.30 p.m. every Friday.

Goodland's have been sponsoring this program since the beginning of the year and during the past seven months listeners have been treated to entertainment, in most cases provided by women who had never previously thought of broadcasting. In addition, the high standard variety has been maintained, and this, coupled with the bright personality of Joan Read herself, has resulted in an hour's excellent entertainment each week.

Prizes of £2/2/-, £1/1/- and 10/6 for every other competitor are awarded, and all those who appear become eligible for engagement as guest artists. Many have already secured engagements on the 2CH programs and elsewhere, as a result.

Goodlands also sponsor "Stars of the Services," a talent quest for servicemen every Wednesday at 8.30 p.m.

The account is handled by Goldberg's.

JACK O'HAGAN IN HARNESS AGAIN

Jack O'Hagan, popular sales manager of 3AW, is back again before the "mike," two nights a week from 3AW, "Gems from Musical Comedy," which was such a popular feature at 3AW some time ago and which brought many hundreds of letters from listeners who enjoyed the program—is making a comeback—and O'Hagan is enjoying himself greatly.

The new feature which Jack O'Hagan is to comper, "Of Men and Music" has its premiere, to-day, Thursday, July 29, at 9.15 p.m. In this presentation O'Hagan tells intimate stories of the great, and near great, as he gives the public the music which they like so much.

Both programs are sponsored by Catanch's, and should be a pronounced success for Jack O'Hagan certainly knows his music.

"MONEY FOR MUSIC" £20 JACKPOT

Steadily mounting Monday after Monday, the big prize of £20 in 3XY's "Money for Music" quiz, presented by Davies Coop and Co. Ltd., was handed over to a competitor on July 19. Successfully identifying "In the Cool of the Evening," as played by Douglas Gamley on the piano, his prompt answer was met with a burst of applause.

This contest offers a double chance to competitors—first they're asked to identify a tune played by the pianist, then they have the right to challenge with a tune they themselves select. Now in its second year of production, "Money for Music," compered by Alwyn Kurts, draws a packed studio every Monday.

KEEP 'EM BUYING—

AND IF YOU CAN'T DO THIS THEN KEEP 'EM REMINDED.

YOU CAN MAKE THEM REMEMBER

YOUR NAME WITH GOODWILL PROGRAMMES ON—

3KZ MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street

★ For **PRESTO**
ALL your
RECORDING SUPPLIES

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3408

2 Covering a rich market of rural and town areas **T** from the Commercial Centre of Northern New South Wales. **M**

"Australia Sings" is Valuable Contribution to Cultural Development

A Chance for All

Johnson and Johnson, sponsors of "Australia Sings," that all singing half-hour program broadcast on 2GB and Macquarie Network stations, are to be commended for the way in which they are fostering Australian talent, not only in professional circles, but amongst amateurs as well.

Producer E. Mason Wood said last week that upwards of 200 different voices have appeared as soloists in "Australia sings." The majority of these voices (excepting those of guest artists), are just breaking into radio, and it says much for the musical knowledge and singing ability of the many artists who have taken part in them, that program after program of such a high standard has been maintained.

Australia has produced more outstanding singers for its population than any other country in the world. "Australia Sings," which was designed to bring to the forefront the very best voices—voices which are novices today, but give promise of being potential stars—hopes to add to the list of names which have won international acclaim and have made Australia's name world-famous.

The public re-action to this program in all States has been most gratifying, which is not to be wondered at with a program which offers young and unknown voices such an opportunity. More and still more new voices are demanded, and regular auditions are held at 2GB every Monday night at 8.30, when new talent is sorted out, and presented in the sessions from week to week. There is no limit placed on the type of song—or the singer. Modern numbers, operatic numbers, favourite airs from musical comedy, rousing ballads, old favourites—all have been presented in this session. The only proviso is that the singer has a voice of



Australia Sings—grand half-hour all-singing show sponsored by Johnson and Johnson, and heard from 2GB and Macquarie Network Stations every Saturday night at 8.

promise, and the desire to become a star some day in his or her own right.

At intervals presentations are made from Melbourne, to give that city an equal opportunity to present its many talented guest artists, and new discoveries in the vocal field. Melbourne producer is Hector Crawford.

"Australia Sings" is on the air every Saturday night at 8 p.m.

TRANSCRIPTION SALES

A.W.A.

Recent transcription sales announced by A.W.A. include *The Bright Horizon*, 52 x 30 minutes, to 7HO Hobart and 7LA Launceston, broadcast once weekly.

The Golden Sanctuary, 52 x 15 minutes, to 7EX Launceston and 7HO Hobart, also repeats for this feature to 4MK Mackay, 5AD Network Adelaide, and 2KO Newcastle, while 2CH Sydney is now on second repeat.

Coast Patrol, 2nd series, 104 x 15 mins. to 4TO Townsville for Messrs. Stacey and Stacey for a thrice weekly evening release.

We Were Young, 52 x 15 mins. to 2GF Grafton for a five times weekly release for Rockman's Showrooms.

Fred and Maggie Everybody, 15 min. shows, to 2WL Wollongong and 2PK Parkes.

"You be the Detective", 52 x 15 mins. to 4MK Mackay on a once weekly schedule.

"Cloudy Weather", 26 x 15 mins. to 2TM Tamworth, to be scheduled thrice weekly by Messrs. Gibb and Beeman Pty. Ltd. and for the same sponsor "Lost Property" 26 x 15 mins. for release over 2LM Lismore and

2GZ Orange, on thrice weekly schedules.

"Fred and Maggie Everybody," 15 min. programs to 2XL Cooma, 2BE Bega, 2PK Parkes, 2WL Wollongong, and 2MW Murrumbidgee—all on four and five times weekly presentations.

Artransa

Miss Joy Morgan, sales manager of Artransa, reports the following transcription sales for the month of June:—"This Happened in Australia," 6KG; "Radio Stage," 6PR, 2LM; "Walks of Life," 4BC; "The Citadel," 7DY; "Lee Fore Brace," "Radio Stage," "Harmony Isle," "One Girl in a Million," "Sunnyside," "Country Church of Hollywood," "Red Streak," "King's Cross Flats," "Red Horse Ranch," 2KO; "Here's a Queer Thing," "Pinto Pete and His Ranch Boys," "Sorrrell and Son," 2BS; "Dalt and Zumba," 2HR; "Charlie Chan," 2CA; "Spy Exchange," 2PK; "In His Steps," 7LA.

Try self-denial for a while—buy War Savings Certificates and £10 National Savings Bonds.

144,000 Pennies Response to Broadcast Appeal

A remarkable response to an appeal for "A Bowl of Pennies" for Chinese war orphans, made during the 2CH children's session conducted by the "Fairy Godmother," Margaret Herd, has resulted in more than 144,000 pennies representing over £600 being collected during the last few weeks.

This appeal was made exclusively in the children's session, no pointers or other reference being made to the Fairy Godmother's objective in any other section of the program, and the result has again demonstrated the extent of the

in China."

The young writer enclosed 8/.

The thanks of the Chinese people for the Bowl of Pennies was expressed in a recent broadcast on 2CH by Mrs. Fabian Chow, who shortly before reached Sydney from Chungking. Mrs. Chow escaped from Hong Kong and in her broadcast she told of her journey across country to the Chinese capital. Her description of the scenes she saw gave an indication to listeners, who had responded, of the very real need for assistance to alleviate the sufferings of China's millions.

The total amount of over £600 will go without any deduction direct to Madame Chiang Kai-shek for distribution.



The "Fairy Godmother" (Margaret Herd of 2CH)

wide listening audience to the session between 5 and 6 p.m.

In fact this period has become known in a large number of homes as commencing at "the Magic Hour of 5," a term frequently used by Miss Herd when she goes on the air.

An analysis of the mail received in response to the appeal revealed that contributions in varying amounts came from over 160 metropolitan centres, while many letters were received from country districts, and also from other States, donations coming from points as wide apart as Northern Queensland and several centres in Victoria.

Letters received in the handwriting of many youngsters indicated that they had emptied their money boxes in order to respond to the appeal. One such letter from a lad of 10 years ran thus:

"I was listening to 2CH last night so I thought I would send you the money in my money box to send to the children over

MEN IN CAMP SEEK CLASSICAL MUSIC

Well known radio personality, Jack Lumsdaine, is the producer and musical director of 2GB's "Camp Concerts." These concerts are greatly appreciated by the boys in camps and hospitals, and it is interesting to note that Lumsdaine has had a number of requests from the troops for musical numbers of a more classical nature. Requests have become so insistent in fact, that it has been planned to introduce some grand opera into the presentations.

Organisation and transport facilities are in the capable hands of Mr. Frank Grose, who, incidentally, is Senior Welfare Officer to the Y.M.C.A. and the Australian Comforts Fund, and it is largely due to his untiring efforts that the "Camp Concerts" are able to be presented without the transport hitches that often make themselves felt in programs of this type.

MORE RECEIVERS FOR TROOPS URGED

General manager of the Australian Broadcasting Commission, Mr. Moses, stated last week that there were not sufficient radio receivers in camps for Australian troops to obtain full benefits of programs prepared for them.

Beginning on July 5, the A.B.C. are presenting every night, from 6.35 to 9, a program of light entertainment specially designed for Allied troops.

Australian troops were not as well served as Americans who had a wireless set for every 80 men, Mr. Moses said. The Commission had given some hundreds of sets, but every endeavour should be made to provide adequate facilities for troops who wanted to listen to broadcasts.

U.S. NEWS COMMENTARIES

A news commentary "What the American Commentators Say," relayed from K.N.Y. San Francisco is being broadcast to 3DB on Monday, Tuesday and Wednesday at 11.45 a.m. It is to be moved however to follow on as a commentary after the A.B.C. news at 12.45 on those three days. Such well known commentators will be heard as Dorothy Thompson, William Shirer, James Abbey, Edward Murrell, and many others.

OUTSTANDING IN THE SELLING FIELD



... as ...
the
BEE-LINE
to
BIGGER
BUSINESS

●£1,000,000 is spent every week by the 250,000 wage-earners affiliated with **2KY**

A U D E X

Have you placed your order for discs for the elections and forthcoming events?

Among the Sponsors

The Pharmacos Co., through Leyshon Publicity, have signed a contract for 52 10-minute sessions with 3XY, in which they will continue to present their already-established feature "Our Replies to Axis Lies," a dramatized series of answers to Axis propaganda, aired each Tuesday night at 8.

Nestle and Anglo-Swiss Condensed Milk Co. (A/sia) Ltd., through Hansen Rubensohn, have signed for 52 weeks' advertising (100 word announcements) in 3XY's daytime sessions, publicizing Malted Milk, Condensed Milk, "Milo" and "Sunshine" Powdered Milk.

Jeff's Watch Repair Service, Melbourne, have taken out a contract for 52 weeks with 3XY, covering announcements in the women's sessions.

E. Griffiths Hughes Ltd. (through Catts Patterson) have renewed their advertising contract with 3XY, signing up for 52 weeks, using one-minute announcements to publicize Digestif Rennie.

Bureau of National Affairs (Gotham A/sia Ltd.) renewed for two sessions per week for the "Voice of Freedom" on 2UE. The time channels chosen are Tuesday and Friday at 7.20 p.m.

Tivoli Theatres has signed for spot announcements on Associated Sport Broadcasts.

Austral American Productions are using 2UE for spots in breakfast and evening sessions.

L. R. Reynolds (sewing machines) are using the women's and afternoon sessions on 2UE for spot advertising.

Thermo-Ray Institute has renewed with 2UE and the A.S.B. for five minute talks on Monday and Saturday afternoon.

Foley Bros. Pty. Ltd. (O'Brien Publicity Pty. Ltd.) is using the 2UE breakfast session for slogan announcements.

Through Hansen Rubensohn the Australian Labour Party has contracted with 2CH for a series of session and announcements during the Federal election campaign.

Salmond and Spraggon Ltd. (agency, George Patterson) are using 2CH in a campaign for Andrews' Liver Salt.

R.K.O. Radio Pictures have contracted with 2CH for direct announcements for a forthcoming film release.

The United Australia Party (agency, Goldberg's) are using 2CH for sessions and direct announcements during the Federal election campaign.

The Liberal Democratic Party has again contracted through Beckett Thompson Agency providing for a campaign of four broadcasts weekly setting out the party's policy and objectives.

Bonningtons Ltd. (agency, J. Walter Thompson) have issued schedules for one minute evening announcements on stations 2GN, 3BO, 4CA and 4TO.

Cox Bros. Ltd. (agency, Richardson Cox) have again renewed on 2AY Albury an unbroken sponsorship of several years standing on the border station.

New business on 2GF Grafton includes sessions twice weekly for Inglis Ltd. for Goldenia Tea; a weekly session for Life-savers "Those We Serve" is scheduled for release on Tuesday evenings at 8.30 p.m., and sessions twice weekly for Clement's Tonic.

The Iodine Educational Bureau, London, through their representatives, R. Dundas Smith and Son, have taken a series of announcements on 2GB. These will be heard in Frank Sturge Harty's afternoon session.

Salmond and Spraggon (Aust.) Pty. Ltd. have renewed for one minute spot announcements in the 2GB daytime sessions for a period of 52 weeks. The account is handled by Geo. Patterson Pty. Ltd. on behalf of J. Iott (Aust.) Pty. Ltd.

A. N. White Pty. Ltd., on behalf of Mauri Bros. and Thomson Ltd. have renewed for spot announcements in the 2GB daytime sessions for a period of 52 weeks.

Reuters Ltd., on behalf of Dr. Williams Medicine Co. Pty. Ltd., have renewed spot announcements in the 2GB morning session five mornings weekly for a further period of 52 weeks.

Bushell's Pty. Ltd. have renewed their five-minute breakfast "spot" on 2GB six mornings weekly, for a further period of 52 weeks. The "Morning Star" is one of those popular singing sessions which help to brush off the early morning cobwebs. It features a different star every morning. Time channel is 7.20 a.m. This session is also "aired" on 2WL and 3HA Victoria. The account is handled by Amalgamated Wireless (A/sia) Ltd.

PRaise FOR "QUIZ KIDS"

A graceful tribute was paid the "Quiz Kids," those clever youngsters who solve so many knotty problems, in a letter from Dame Mary Gilmore, famous novelist.

Dame Mary Gilmore praised the wide scope of educational knowledge covered in these broadcasts, where the knowledge is not confined to a single subject, but is as wide as the world in its range. This, of course, is because the subjects are gathered from near and far, and from all types of people, and naturally there is no limit to the subject matter dealt with. In view of this, it is all the more astonishing that the "Quiz Kids" are able to answer such a very large percentage of these diverse questions.

In many of their partial answers, it is not just memory, but actual reasoning that prompts them, and this, in itself, holds out great promise for their future development.

Dame Mary Gilmore could not say too much in praise of this session, and she claims that the "Quiz Kids" keep our minds alive. A copy of her famous poem—"No Fool Shall Gather Our Harvest" was sent to the "Quiz Kids."

HIGHLIGHTS FROM LIVES OF THE STARS

A recent addition to 2GB's Sunday programs is "Interviews with the Stars," at 9 p.m., sponsored by Traders Pty. Ltd. Each quarter-hour episode features a personal interview with a famous and popular stage artist, and the opening program introduced Bernard Manning, so closely associated with the Mikado—in fact he has played this exacting role 1,536 times—followed by Gregory Stroud, a Gilbert and Sullivan star, who is well known on both the English and Australian stage.

"Interviews with the Stars," conducted in the form of pleasant, entertaining and instructive chats, by compere Douglas Stark, gives personal anecdotes from stage stars, interesting experiences of interesting personalities, reminiscences, how they have achieved fame.

Artists lined up for future appearances are Peggy Shea, a young lady who had a meteoric rise—she graduated practically over-night from an office girl to a fully fledged star, playing leading roles in theatrical products, Maxwell Oldaker, Hal Thompson, Gladys Moncrieff, Kitty Bluett, etc.

"Interviews with the Stars" is broadcast over N.S.W. Macquarie Network Stations, 2GB-HR, 2CA, 2GZ-KA, 2NZ and 2LM every Sunday night at 9. The account is handled by the Hepworth Agency.

EDDY AGAIN TOPS "STAR BAROMETER"

In Schumann's Mineral Spring Salts, second "Star Barometer" competition, 2GB announced recently that Nelson Eddy had again topped the poll, proving that there has been little fluctuation in musical taste since the first competition, some months back. Bing Crosby climbed up to second place, followed by Deanna Durbin, who has retained her position of third place, first favourite among the female stars. The others in order of preference are Jeanette MacDonald, Gladys Moncrieff, Richard Crooks, Kate Smith, Richard Tauber, Vera Lynn and Peter Dawson. Lawrence Tibbett and Gracie Fields did not make the grade, and Kate Smith and Vera Lynn stepped into their place.

The award of £10 goes to P. Lovegrove, 122 Bruce Street, West Preston, Melbourne. This was a praiseworthy effort on the part of Mr. Lovegrove, who was successful in placing all the winners but one in their order of preference. He missed out on number 7 only, his selection favouring Lawrence Tibbett instead of Kate Smith.

Don't turn a deaf ear to the Legacy War Ophans' appeal. £50,000 is urgently needed. You can help.

PERSONALS

During the absence through illness of Mr. Norman Banks, from 3KZ's microphone, many of his sessions were handled by Ron Atholwood. These included "The Voice of the People," "Junior Information" and "Yes-No Jackpots." Bill Vickers, a former Essendon and interstate amateur player, took over the football broadcasts.

Quite a hive of industry is Realistic Recording Studio in Melbourne these days, as well as recording quite a few big shows from the different radio stations and their usual recording work, they are extremely busy on recordings for the elections.

Saturday night, July 17, was a successful night for the Misses Dugdale, who gave a party at their home in Toorak, and although they only had 60 guests, were able to collect £25 for the Merchant Navy, which they happily handed to Penelope at 3UZ.

It was good to see Mr. David Syme back at 3AW after a fortnight's absence. Mr. Syme who is also managing director of the V.B.N., certainly has his hands full these days, and it was a (very heavy) bout of "flu" that kept him away for that length of time.

Last Friday, July 23, marked a happy get-together for O. J. Nilsen's organisations. A staff dance for the Prisoners of War Fund was held in the lower Town Hall. A very good band from Earl's Court kept the party at full swing, while Johnny MacMahon and Penny Lucas contributed with items. Hon. secretary for the dance was 3UZ's attractive Biddy Murray.

This week's gossip column seems to be full of Melbourne personalities who have got the 'flu, and we have just learned that "Argus" Network manager, Sid Kemp, is laid low.

Another victim who seems to have just struggled back on deck to do a bit of work Mr. R. O. Orr, of Claude Mooney Advertising.

Saw 3KZ Sydney rep, Mr. A. L. Finn, in Melbourne last week with 3KZ assistant manager A. J. Murray. We enquired as to what the big get-together meant and learned that Mr. Finn had been usually quiet . . . for him!!! must have been the cold weather that dampened his spirits. We do know however that he dashed around quite a bit on 3KZ business.

"Personality" behind the A.F.C.B.S. is Miss Morgan, secretary to Mr. Ray Dooley. Her graciousness and kindness has endeared her to interstate visitors as well as those in Melbourne. Suspecting that "C.B." was on her trail looking for a story, Miss Morgan withdrew right into her shell and not one word "this way or that." He first name is a secret, but we know that certain of her friends in the trade call her "Birdie." We even tried to discover her greatest hobby. We know she loves gardening and designing houses, but we did not know until recently that she has taken a definite interest in the ironmongery business (this has something to do with the shortage of bobby pins).

A big party of station personalities and radio stars left 3XY's studios on Wednesday, July 21, to visit a military hospital near Melbourne—one which is an especial "pet" of Nance Martell and the 3XY Service League. Manager H. A. Snelling, Alwyn Kurts, Zell Manners, pianist Doug Gamley, and Nance Martell represented the station, and had for company soprano Beatrice Oakley, comedians Hal Percy, Syd Hollister, Frank Perrin, and Norma Mitchell, and young vocalist Joyce Gratton. The party dispensed gifts and bright entertainment to a very appreciative crowd of boys, all of whom are devoted listeners to Nance's "Hospital Half-hour" on Wednesdays at 2.30.

Washing-Day in the Desert



Monday—Washing day on a petrol fire boiling a few clothes. "Don't be fooled by the white colour of the underpants—I didn't use Persil, and they're really a nice light khaki shade," says Flight-Lieut. John Watson, late of 2GB.

O. F. MINGAY IN U.S.A.



Mr. O. F. Mingay, chairman of Australian Radio Publications Pty. Ltd., and associated companies, snapped at Ridgewood, New Jersey, U.S.A. He is now stationed at Washington, D.C., for the Radio and Signal Supplies Directorate of the Australian Ministry of Munitions.

Another £200 from Good Companions

The 3XY Good Companions, with Sally at their head, handed over a cheque for £200 to Padre Oliver, on behalf of the Victorian Mission to Seamen, at the Companions' afternoon meeting at Myer's grill room on Thursday last, July 8. Raised by members by means of various functions and sales of gifts, the £200 represents plenty of hard work, and is additional to the £50 recently contributed to their cot at Prince Henry's Hospital.

Love and Lewis are sponsors of a new and entertaining program from 3AW, effective from July 15, at 8 p.m. Show is "Musical Mirror," which "reflects" a variety of music.

CLASSIFIED ADVERTISING

Position Vacant

Wanted for 2DU Dubbo. Male Announcer over 45, or exempt from Military duties. Apply by letter.

Triple 3XY Triumph

FEATURES RADIO'S THREE LIVELIEST STUDIO QUIZZES!

"MONEY for MUSIC"
Mondays 8.30-9

Presented by Davies Coop
and Co. Ltd.

"WHAT WOULD YOU
HAVE DONE?"
Tuesdays 9-9.30

Presented by Laconia Blankets

"THE TWO —
STATION QUIZ"
Tuesdays 9.30-10

Presented by Maples' Furnishers

CHANGE OF LOCATION:

3CV CENTRAL VICTORIA

The People's Station

Will soon be transmitting from
MARYBOROUGH, the prosperous
industrial centre of VICTORIA.

PERSONALS

The host of friends of popular A.A.N.A. secretary, Mr. Roy Stanely, will regret to learn that he was badly injured when run over by a bus last Saturday week. He was first rushed to St. Vincent's Hospital and later admitted to a private hospital in Randwick suffering from severe cuts and bruises and from shock. As this goes to press the hospital reports Mr. Stanley's progress as being satisfactory.

John Scott Griffiths of 3BO Bendigo, who joined the R.A.A.F. about two years ago, is now a commissioned Pilot Officer.

Seen a few days ago in Sydney was Ray Kidd, a member of the R.A.A.F. Mr. Kidd was associated with 2GN and prior to that he was at 4TO Townsville.

On recreation leave from 2AY Albury is Mr. George Jennings, who was renewing friendships with many members of the broadcasting world in Sydney.

'Flu has been taking its toll at Albury—Mr. Proust and Mr. Nolan have been on the sick list for a few days.

On recreation leave is Mr. J. K. Lowe, manager of 2GF Grafton. The busy Clarence River Station is under the control of Mr. Collins, while Mr. McLean recently relieving at 2AY Albury, is providing the technical assistance for the leave period.

Mr. Cliff Paray, of 3CV, and Mrs. Paray, were visitors to Sydney last week, putting up at the Australia Hotel. Although not newcomers to the "Bridge City" (our 'Arbor has frozen up), the Parays were making their first visit since becoming associated with broadcasting, and were made welcome by broadcasting executives over there. They attended a "cutting" of the new "Bright Horizon" show at the A.W.A. studios, and later attended the Macquarie Auditorium for the "cutting" of the "Quiz Kids" and the new Colgate-Palmolive show, "As You Like It."

One of the busiest men of broadcasting during the past couple of weeks has been Mr. Harry Withers of 2GB. As hon. organising secretary of the Stage Door Canteen's big Sydney Town Hall concert last week, he had more than his hands full—and that goes too for his team of willing helpers. Preponderance of broadcasting artists and executives and technicians on the job with their experience in zippy radio production ensured much of the success of the venture.

About "Pip" Cogger; we were perhaps a little premature in announcing in this column last issue that his mighty hand would be missed behind the advertising scenes in this election campaign due to his army duties. Quite unexpectedly Lieut. Cogger was recently granted some accumulated leave, and he just couldn't resist the temptation to get back into the old harness for a few days at the Hansen Rubensohn Agency where he has been able to churn out some work for the Labour Party. At every election in the past 15 years he has been associated with the Labour Party's advertising campaigns.

Mr. James Laurie, late senior announcer of 2HR, Hunter River, is the latest addition to the 2GB announcing staff. Mr. Laurie has had wide experience in broadcasting as an announcer and writer.

The keen sense of smell of Mr. W. J. Stelzer, 2GB salesman, was responsible for saving a launch from being burned while out on a recent naval patrol. The oil pump had ceased functioning, the engine was hot, and the woodwork in the cabin near the engine on fire. Fortunately through Mr. Stelzer's discovery of the fire at an early stage, and his quick action in putting it out, nobody had to stand on "the burning deck."

16 Commercial Broadcasting, July 29, 1943

First airgraph letter from England to reach 2GB was addressed to "Charlie" Fletcher informing him that the family name is being well upheld, inasmuch as his brother, Wing Commander Alec S. Fletcher, has been awarded O.B.E.

News has been received that Robin Ordell, late 2GB early morning announcer, and "Youth Show" comper, has completed his overseas training under the R.A.A.F. Empire Scheme, and is now in England. His rank is now Sergeant Pilot, and he will be attached to a Fighter Squadron.

So much faith have listeners in Jack Lumsdaine's knowledge of music, that they even ask his advice and criticism about their song compositions. A recent instance was a song Jack received written by an invalid pensioner.

After a recent military camp concert, featuring Jack Lumsdaine's "Troupers All" Company, the artists were about to return to town, when it was discovered that Jack was missing. After an extensive search the truant was located in the Sergeant's Mess, discussing old times with a Digger he had known at the last war.

An event in May last is the reason for the very parental air being worn these days by that well known broadcasting announcer and film commentator Ernest Walsh. Announcer colleague, Allan Toohey of 2UE is godfather to Verdi Frances which seems to indicate that the little Walsh lass will know all about broadcasting before she steps out on her own feet sometimes in the next few months. She might almost be entered at this early stage in an "amateur trial" as a shrill soprano.

Mr. Harry Yates, member of the 2UE sales staff and for many years comper of special Diggers' programs and camp concerts, is to contest the Watson seat as an Independent. Mr. Yates served in the last war in the Light Horse and was in khaki before his 16th birthday.

Clif Cary has been appointed to the position of chief of the 2UE copy and service departments embracing indoor supervision. He also still holds the post of sports editor of A.S.E. (stations 2UE, 2KY, 2GZ, 2CA, 2HR and 2KA).

Peter See, after service in the armed forces, has rejoined the 2UE sales staff.

Staff at 3XY were all admiration when Eunice Lloyd, until recently the station pianist, arrived last week to take 7-month-old son David on a tour of inspection. Eunice in private life, Mrs. Lou O'Neill should know plenty about the handling of infants. In conjunction with two of her sisters she runs a most successful day nursery in a Melbourne suburb.

"Flu" is still very prevalent in Melbourne, though V.B.N. general manager Rupert Pitts, had to go all the way to Hamilton to find a good big "Daddy" germ that kept him in bed for a few days.

Jack Clemenger, of Leyshon Publicity, is back on the job again. His absence from radio circles was felt by all. Jack certainly does not let the grass grow under his feet as he commenced a new show at the Dug Out for Guests Biscuits before he had finished convalescing.

Helen McDougal, publicity officer for 3AW, was interviewed in the "Theatre Goers" session at that station, and judging by the amount of fan mail and phone calls received she certainly must have given listeners a treat, especially when she described her meeting with His Majesty the King, which should be enough to touch any feminine heart.

Mr. Eric Cottrell, manager of 3UZ, secretary of O. J. Nilsen's, and director and secretary of Nilcrom Porcelain, Nilsen Cromie and Nilcrom Electric Sales, spent a few very busy days in Sydney last week.

Former 3DB personality, Darrel Brewin, who was sales manager for that station and enlisted in the A.I.F. as a private, has now attained the rank of Captain. Congratulations Darrel.

CLASSIFIED ADVERTISING

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Equipment

Wanted, two only Transcription Pickups of 200 ohms impedance. Wire or write fullest particulars Whitford's Broadcasting Network, St. George's House, St. George's Terrace, Perth, or Archer Whitford, 102 Sussex Street, Sydney.

O'Brien Publicity's King Gates is another Melbourneite who has at last been caught by the "flu," and has had to retire into seclusion for a few days.

Noticed Mr. Edward O'Brien in Melbourne last week, evidently doing a spot of conferring with their Melbourne office.

Doing a good job of work these days is Phil Jackson, who will be remembered by her charming personality on the switchboard of 3KZ. Goldberg Advertising must have seen quite a future for this lass and made her their media manager in Melbourne, where she has been with that firm a few months, and as well as her media work has been put in charge of their radio department.

Now conducting 3XY's breakfast session is Keith Stewart, who after two and a half years' service with the A.I.F. in the Middle East, has been discharged. Before trying his luck in the city Keith gained some experience on one or two country stations. He is ambitious, and has already written a few radio plays.

Another personality to forsake the country for the city is Mr. Terry Hill, who was program director and chief announcer of 3SR Shepparton. When at 3SR Terry had the distinction of being the youngest chief announcer in the State, having commenced when he was only 20 years of age. He is now at 3XY where he handles afternoon and evening sessions.

COMMERCIAL BROADCASTING

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



13,808

TELEPHONE VOTES FROM 2UW LISTENERS
in 90 minutes!

That was all the 20 operators
could take!

The votes flooded in (29/7/'43)
by 'phone from 2UW listeners
after an outstanding broadcast
of Messrs. LEVER BROS.' famous
programme . . .

"Australia's Amateur Hour"

. . . proving once again the
amazing popularity of this great
feature.

. . . And proving, once again,
too, that Most People
listen to



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