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COMMERCIAL BROADCASTING

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

BROADCASTING

PERSONALS

Mr. O. F. Mingay, who is expected shortly to arrive back in Australia after spending nearly 12 months in Washington, has been elevated to the new grade of Senior Member of the Institute of Radio Engineers (U.S.A.), according to advices received from America this week. Mr. Mingay will not be aware of the advancement until he actually reaches Australia.

Mrs. Stelzer, founder of the 2GB Happiness Club, was entertained at Prince's in Sydney on Monday this week by group leaders of the many branches of the club throughout the metropolitan and Newcastle areas. Occasion was to celebrate Mrs. Stelzer's birthday.

Jack Davey, inimitable comper, producer, comedian of Australian radio, has accepted a position with the American Red Cross, in which his services as an entertainer will be fully availed of for the troops in forward fighting areas. Although he has joined the American Red Cross, that does not mean that he will be entertaining only Americans, for in his new capacity he will be entertaining Aussies too in places where he will have to go.

Sydney rep. for 3XY, **Mr. John Barnes**, fondly known amongst his friends as the "human dynamo," entertained several pals in the advertising fraternity at the Wentworth Hotel one day this week. Occasion was in the nature of a December get-together to exchange best wishes.

Mr. Lionel Shave, of the George Patterson agency, himself a handy welder of the brush and pallet, is in his element these days. Reason is the George Patterson Red Cross centre's exhibition of paintings now being held in the basement of A.W.A. Building. Many hundreds of pounds' worth of paintings by famous Australian artists have been donated for the exhibition, and a brisk sale of good works is rewarding the efforts of the organisers. Shave has at least one work in oils in the exhibition.

Mr. L. R. Hood, 2UE sales manager, has returned to Sydney after a hurried business trip to Melbourne.

W. (Bill) Moloney, who conducts the 2UE "Happy Go Lucky" hour every Monday to Friday at 5.15 p.m., is now also heard night announcing Tuesdays.

Recent visitor to Sydney was **Rupert Fitts**, of the V.B.N. Drifted in like a wraith of smoke and as quietly disappeared south again. Never was the popular Rupert more mysterious about his moves. Well, it never does do to let the right hand know what the left is doing!

Mr. Frank Moody, advertising manager for N.S.W. of Vacuum Oil Co. Pty. Ltd., has been appointed associate liaison officer to Mr. Charles K. Gamble for the Anzac division of the British War Relief Society in U.S.A.

Mr. Cliff Paray, manager of 3CV Maryborough, Vic., and Mrs. Paray, have been spending a couple of weeks in Sydney "seein' the sights." Mr. Paray is also taking the opportunity of resting his foot which was fractured a couple of months ago. He's not a bit embarrassed in having to hobble about on a stick; says it's the fashion anyway in Sydney these days! It did not stop the Paray's doing a spot of entertaining in their suite at the Australia Hotel.

There's nothing like having faith in your own medium—and it's men. A strong example is found in the large number of the broadcasting fraternity who dwell upon selections given out by **Cliff Cary** of 2UE Saturday mornings.

It will be learned with regret that **Mr. Bill Lascotte**, principal of the Lascotte Dance Studio of George Street, Sydney,

20 Commercial Broadcasting, December 16, 1943

which sponsors "Get Rhythm in your Feet" on Sunday nights at 6.30 from 2KY, is in Lewisham Private Hospital for an operation. During his absence, his sister, **Glady**, will continue to arrange his program for their popular dance session, the sponsorship of which was recently renewed for a further 12 months.

Stan Thomas, 3XY sales chief, is out and about again after his hospital term.

John Taylor, 3AW's popular manager, is in Melbourne on a spot of leave, and whilst there is combining a mass of business with a dash of pleasure. As he now wears a crown on both shoulders the 3AW staff no longer refer to him as J.T., but as "the Major."

In Melbourne last week we saw **A. Campbell Jones**. Also **Mr. Randal White**, who only stayed a moment on his way through to Sydney.

3AW director, **David Syme**, has been in hospital for the last few weeks, but we hope see him back on the job by Xmas. The hospital reports that he is doing quite well.

"Sally," 3XY's morning announcer, has returned to the air after three months of illness.

3KZ salesman, **Carol Rose**, is a fisherman to some account since he recently caught the biggest garfish he has ever seen—or that anyone else has ever heard about!

Raymond Chapman, 3XY chief announcer is back on the job again after a fortnight's leave. Holiday at Lorne include hiking to the extent of 70 miles—one way of getting over petrol shortage.

Pat Bennet, secretary to 3AW's manager, **Hector Harris**, has recently announced her engagement and the big event is scheduled for the near future.

3UZ sales manager, **Sid Baume**, has bought a new hat—for days of austerity it really is a good hat. Hats certainly come and go, but this one has really caused comment. We are afraid that a little influence must have been brought to bear to get it.

3XY artists and executives turned out in force at the formal presentation to the McLead Repatriation Sanatorium of a shelter shed donated by the 3XY Service League. Cost of the shelter was £80, and on the day of presentation patients were given a concert by the orchestra and artists of 3XY "Salute the Services company." They were treated with chocolates and cigarettes, and the League took enough Christmas cakes to supply the whole institution.

Fred Tupper, of 3AW fame, is in Melbourne, and whilst here is keeping his hand in by handling the Saturday night program which for many years in pre-war days he zealously conducted. Fred has lost none of his old finesse.

Now we know why **Cliff Mackay** has been carrying screeds of architectural plans in his pocket. There was quite a stir at the top of Collins Street the other day when Paton's moved bag and baggage further down the street. In fact, for quite a moment or two traffic was held up. Ad. desks scrips, records, etc., packed the path and road. New locale of the agency is 98 Collins Street, Melbourne.

Latest mail from overseas reveals that former noted actor and 2UE announcer, **Pilot Officer Ron Morse**, was serving with Coastal Command.

Recently on final leave before going to a battle station was **Mike Noonan**, former member of the 2UE copy department. Mike holds the rank of Lieutenant in the A.I.F. He graduated from the ranks.

Radio 2UE sales manager, **Mr. Leslie Hood**, has returned to Sydney after attending several business conferences in Melbourne.

Most excited member of the 2UE staff in many months was well known pianiste, **Flo Paton**, when it was announced she had been chosen as accompanist to **Gladys Moncrieff**, who is making a tour of northern and New Guinea battle stations. Flo Paton is frequently heard from 2UE, two sessions in which she is featured being the Diggers' Show and the Listeners Get-Together.

OCTOBER LICENCE FIGURES

NEW SOUTH WALES

New issues	1942	1943	Additions
Renewals	4,549	5,385	(596)
Cancellations	39,316	39,345	(1,300)
Monthly total	270	4,520	(200)
Nett increase	507,842	535,703	(19,747)
Population ratio	4,279	x865	(x35)
Population ratio	18.06	18.96	

VICTORIA

New issues	3,480	3,120	(76)
Renewals	30,998	31,503	(1,552)
Cancellations	1,281	2,975	(10)
Monthly total	372,416	381,662	(15,519)
Nett increase	2,199	x145	(x90)
Population ratio	19.26	19.55	

QUEENSLAND

New issues	1,224	1,495	(76)
Renewals	14,111	14,247	(188)
Cancellations	1,351	1,088	(7)
Monthly total	171,620	174,772	(3,190)
Nett increase	-127	x407	(x3)
Population ratio	16.55	16.85	

SOUTH AUSTRALIA

New issues	1,326	1,065	(175)
Renewals	9,684	9,510	(370)
Cancellations	617	1,500	(125)
Monthly total	139,291	142,538	(9,122)
Nett increase	709	-485	(x35)
Population ratio	22.85	23.53	

WESTERN AUSTRALIA

New issues	1,253	622	(78)
Renewals	7,121	7,110	(222)
Cancellations	500	1,264	(8)
Monthly total	92,620	95,001	(2,969)
Nett increase	753	642	(x23)
Population ratio	19.75	20.33	

TASMANIA

New issues	433	322	(57)
Renewals	3,202	3,340	(122)
Cancellations	278	295	(11)
Monthly total	47,170	47,692	(2,550)
Nett increase	155	x27	(x40)
Population ratio	19.76	19.77	

COMMONWEALTH

New issues	12,265	12,009	(1,047)
Renewals	104,432	105,055	(4,050)
Cancellations	4,297	11,642	(500)
Monthly total	1,330,959	1,377,368	(53,310)
Nett increase	7,968	x867	(x54)
Population ratio	18.74	19.32	

E. W. Campbell, Sydney journalist, has been selected to conduct the "Voice of the People" sessions from 2UE in place of original commentator, **Adam Ogston**, who has enlisted in the R.A.A.F. The "Voice of the People" programs deal with current affairs and are broadcast every Sunday at 6 p.m. and every Wednesday at 7.20 p.m.

COMMERCIAL BROADCASTING

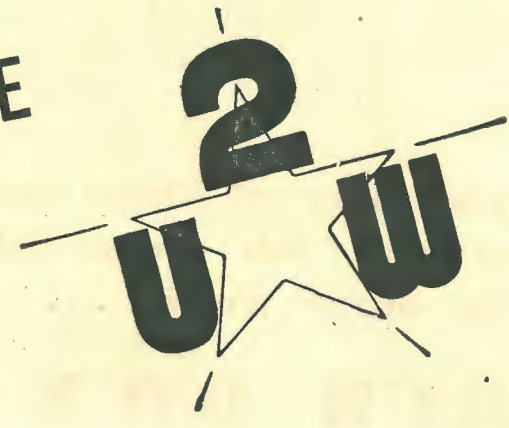
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Telegrams: "FL 3054 Sydney."
Melbourne Representative:
Miss Beatrice Touzeau, 4th Floor,
403 Bourke Street. 'Phone: MU2932

YOU CAN BE SURE OF



A Happy New Year

IF YOU USE



IN 1944

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

WE DON'T KNOW*

but we have reason to believe that 100%
of the following advertisers will tell you
that results from RADIO 2UE are
PROFITABLE.

RADIO
2UE
SYDNEY

Aloha Cabaret
Alpha Laboratories
Amalgamated Business College
Apollo Therapeutic Salon
Wm. Arnott Pty. Ltd.
Ashley's
Associated Newspapers Ltd.
Australamb Pty.
Austral American Productions
Australian Comforts Fund
Australian Cosmetics Pty. Ltd.
Australian Health Services
Australian National Service League
Australian Red Cross
Australian Rules Football
Vic Bailey
Beach Court
Beare & Ley Pty. Ltd.
Bebarfalds Ltd.
Best & Gee Pty. Ltd.
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Black Lance Ltd.
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British General Electric Co. Pty. Ltd.
British Israel World Federation
Buckingham's Ltd.
Bureau of National Affairs
Bushells Ltd.
Cereal Foods (N.S.W.) Pty. Ltd.
W. Chowne
Clemons Tonic
Clifford Love & Co. Ltd.
Clinton Williams Pty. Ltd.
Colgate-Palmolive Pty. Ltd.
"Daily Mirror"
Dalmore Preserving Co. Ltd.
Department of Information
Diesel Engineering College
Walt Disney (Aust.) Pty. Ltd.
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W. C. Douglass Pty. Ltd.
Dunlop Rubber (Aust.) Pty. Ltd.
Eastmans Pty. Ltd.
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Fisher & Co. Ltd.
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Forhans Dental Cream
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Reg Fox
Mark Foy's Ltd.

J. A. D. Gibson & Co. Ltd.
Goldman & Co.
Goodlands Pty. Ltd.
Goodwood's Furniture Store
Gowing Bros. Ltd.
Grace Bros. Pty. Ltd.
Greater Union Theatres Ltd.
Green Tree Tea Rooms
E. Griffiths Hughes Ltd.
Hallams Ltd.
Anthony Hordern & Sons Ltd.
A. A. Hart
Hoyts Theatres Ltd.
Imperial Chemical Industries of Australia and New Zealand Ltd.
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King Gee Clothing Co. Ltd.
Kings Cross Newsreel Theatre
Klembro Pty. Ltd.
Kolynos Inc.
Lanes Pty. Ltd.
Harry Landis
Laxette Manufacturing Co.
Lever Bros Pty. Ltd.
Liberal Lending Library
Life Savers (Aust.) Ltd.
C. T. Lorenz Optical Service
J. R. Love & Co. Ltd.
Luna Park (N.S.W.) Ltd.
McCarthy Phillips Pty. Ltd.
Mac-Ray Clinic

MacRobertson's
E. Maroney
Mauri Bros. & Thompson Ltd.
Mawson's School of Dancing
Maxam Cheese Products Ltd.
H. Mayer
Medical Aid to Russia
Metro Goldwyn Mayer Ltd.
Milk Board
Geo. T. Miller
Moderne Knitwear Co.
C. Morrison
Murdoch's Ltd.
National Brush Co.
Nestle & Anglo Swiss Condensed Milk Co. (Aust.) Pty. Ltd.
Newsletter
N.S.W. Dancing Club
Newtown Business College
Nicholas Pty. Ltd.
Adam Ogston
Olympic Spark Plugs Pty. Ltd.
F. J. Palmer & Son Ltd.
Paradance Dance Circuit
Penfolds Wines Pty. Ltd.
Pepsodent Co. (Aust.) Pty. Ltd.
Pioneer Book Shop
Pharmacos Co.
Police Boys' Club
Popsy Products Consolidated
Port Jackson & Manly S.S. Co. Ltd.
Prince Edward Theatre
Pymont Firewood Supply
Radio Corporation Pty. Ltd.

Reynolds Bros.
Rhu Pills Ltd.
Rola Co. (Aust.) Ltd.
Royal Art Furnishing Pty. Ltd.
Rural Bank of New South Wales
June Russell
Sales Affiliated (Aust.) Pty. Ltd.
Salmond & Spraggon (Aust.) Pty. Ltd.
Sargents Ltd.
Savoy Theatre
Segars Dance Studios
Ernest H. Shaw
Speedo
E. S. Spooner
Spruso Co.
Standard Technical Training Service
Steele's Spring Mattress Co.
Strollers Dance
Suttons Pty. Ltd.
Sydney County Council
Thermo Ray
Bernard Thompson
Tivoli Circuit of Australia Ltd.
Tomkins Enfield Nurseries
Traders Pty. Ltd.
Truth & Sportsman Ltd.
Twin Soda Laboratories
United Artists (A/sia) Pty. Ltd.
Ve Toy Biscuits Pty.
Vincent Chemical Co.
War Veterans Art Union
E. Way & Co. Ltd.
Whitehall Productions Ltd.
Wirth Bros. Pty. Ltd.
W. E. Woods Ltd.
World Agencies

You must know some of these people, so why
not ring them and ask about RESULTS from
RADIO 2UE. In other words . . .

***MAKE YOUR OWN SURVEY**

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Vol. 12, No. 14.

Thursday, December 30, 1943.

Price, 6d. per copy.

NEW YEAR RESOLUTION Better Broadcasting for Australia with UHF?

Each New Year brings with it a sense of hope in which we try to see the shape of things to come. We make our good resolutions and decide to do things better than we have done them before; we wish each other prosperity and goodwill.

But this New Year has a special significance. It might bring to the Allies that final victory which will restore peace to the world. We begin the New Year with a very strong hope, and with very good reason, that peace will come before the close of 1944. We are already planning, and again with very good reason, our way of living in that peace to come, be it next year or the year after.

Much has been said about this planning for the post-war world, much has been said and written about the probable and the potential development of Australia under those peacetime conditions. But little, far too little has been projected to date regarding the future of radio broadcasting in Australia. Generalities, yes; but of a specific course of planned development we have heard naught.

Now is an appropriate time to take stock, and to ask quite pertinently whether the radio and broadcasting industry is to be pegged back to pre-war standards, before beginning a laborious and inexcusably uneconomic process of arriving at the inevitable introduction of Ultra High Frequency broadcasting as a medium for the multiplicity of developments which will follow peace.

No time could be imagined more opportune for the purpose of developing UHF services than the

post-war period. The manufacture of civilian radio receivers for our medium wave broadcasting has virtually dried right up over the past 18 months. Thousands of radio receivers throughout Australia are standing mute in homes out of commission for lack of servicing facilities and replacement parts, such as valves; many thousands more should never be switched on because of the abominable noises which they emit, noises which have no more relation to the excellent material transmitted by the stations than a fish has to a queen bee.

There is nothing more certain than that medium wave broadcasting, which is already outdated, will eventually be thrown overboard, to be replaced by broadcasting systems operating in the higher frequency spectrum. Why should we not take time by the forelock and get down to the job right away—or rather, upon the earliest available opportunity?

In paying for our share in the war the Australian public has also paid for the marvellous developments which war working laboratories have perfected in the field of radio and electronics generally. Although those developments might now be strictly reserved for the prosecution of the war, surely the public is entitled to some share in their usage in peace? The public is entitled to good reception, free from the noisome interferences which infest the medium wave band. To overcome those interferences with a medium wave transmitter it is necessary to step up the power output to those gargantuan wattages of 40 or 50 thousand class

in which direction the Post Office is even now headed in respect of transmitters for the ABC. Such initial and continuing expenditure is surely an unwarranted extravagance in the light of the availability of a more logical and far less costly solution of the problem—the introduction of UHF.

This matter is one which should be quite earnestly placed before the Government for immediate consideration. Representing a vital and progressive step in the direction of cultural development it would most likely receive early and weighty consideration. The Parliamentary Standing Committee on Broadcasting would be doing a thoroughly worthwhile job if it lost no time in making an investigation of every angle of the proposal.

UHF does not necessarily mean television, it does not necessarily mean frequency modulation; but it represents the foundation of both those services.

Australia cannot afford to lag behind other nations in respect of radio service development. We have been well warned of those developments. Lieut. Col. S. O. Jones, Director of the Radio and Signal Supplies Directorate of the Ministry of Munitions on his recent return to Australia from a tour of U.S. and Britain, said this after referring to overseas developments:—

"If the radio industry is to continue to meet the local demand as well as it has in the past, it must prepare for these new developments. It is my opinion that the only way in which this can be done is for units of the industry to send their technical representatives abroad immediately . . ."

In London recently Mr. Garro-Jones, Parliamentary Secretary to the British Ministry, addressing the Radio Industries Club said this:—

"Technical progress on the ultra-short wavelengths, resulting from wartime research and development, has opened up the possibility of new national broadcasting services of a quality which was unobtainable in the over-crowded pre-war long-wave and medium-wave broadcast bands."

In America during November the Federal Communications Commission conducted a conference on the technical future of the radio industry and

(Continued next page, foot of col. 1)

Clippings!

“Canberra, Tuesday:

“The only factor governing censorship in Australia was National Security, the Prime Minister (Mr. Curtin) said to-day. He was commenting on a statement by the acting president of the A.N.P.A. (Mr. Eric Kennedy) that liberties permitted in the U.S. would be a welcome change in Australia.

“Mr. Curtin said the Australian Government's view which was shared by the Commander in Chief of the Allied Forces in the South West Pacific (General MacArthur) was that newspapers should be free to treat all war matters according to their own judgment. “The only stipulation is that they shall not convey to the enemy information that would be of use to him,” Mr. Curtin added.”

Sydney “Telegraph,” 15/12/43.

“Brisbane, Tuesday:

“Radio criticism of the Federal Government's neglect of northern civilians has been banned. The criticism was sponsored by the Townsville City Council Food Committee and the Townsville Trades and Labour Council. The first radio talk was to have been given last night by the Secretary of the Townsville A.R.U. The Food Committee is organising a campaign to publicise the Federal Government's “apathetic attitude” to the lack of essential foodstuffs for civilians, meat supply anomalies, and transport problems in the Townsville area.”

Sydney “Telegraph,” 15/12/43.

“ONE MAN'S FAMILY”

Victorian country commercial stations are falling into line behind the 3XY production of “One Man's Family.” The discs have already been released on 3UL, 3SH, 3BA, 3BO, 3CS, 3SR and—on January 12, 2AY.

Paton Advertising is handling the accounts.

POST-WAR BROADCASTING

Continued from page 3

a study of post-war allocation of frequencies. Commenting, “Variety” said:—

“Meeting is expected prove a highlight in this country's preparation for the future in the field of radio, including television and F.M.

“War research has developed equipment to properly exploit ultrahigh reaches of the radio spectrum, which will open the way for countless new wavelengths in television and F.M.

“The industry is working hand in glove with the Government in the new developments which will all be made available for commercial exploitation.”

Radio and Signals Directorate Chief Welcomed Home

Chief of the Radio and Signals Directorate of the Ministry of Munitions, Lieut.-Colonel S. O. Jones, who recently spent several months in U.S.A. and Great Britain, was “welcomed home” in Melbourne on December 21 by the radio and broadcasting industries, at a dinner at Menzies Hotel. Mr. A. G. Warner was chairman.

Among the broadcasting representatives were the following: President of the A.F.C.B.S., Cr. O. J. Nilsen, H. Harris (3AW), S. Kemp (“Argus” Net), H. Snelling (3XY), S. Morgan (3KZ), D. Worrall (3DB), E. Cottrell (3UZ).

Toast list included: The King (A. G. Warner), Lieut.-Col. S. O. Jones (H. V. Prior), The Industry (W. J. Richards), Beatrice Touzeau (S. Gibson), Health of Chairman (N. Crawford).

Saying It With Music

5½ Hours Presentation for Greetings

With the 1943 wartime Christmas finding most people at home, offering one of the largest audiences Sydney radio has ever known, the management of 2UW Sydney and the station's advertisers co-operated in the presentation of a 5½ hour program conveying the Christmas greetings of the station's sponsors to their customers and their friends.

The presentation was unique in that there was nowhere in it any commercial selling copy, or any message other than Christmas greetings.

Leading 2UW advertisers individually presented special programs in units of 15 minutes, 30 minutes and 60 minutes, and the complete presentation occupied from 11.30 to 5 p.m.

The program opened with a recording of the King's Christmas greeting to the Empire, and the individual sponsored programs, all combined into one harmonious presentation, followed without interruption until 5 p.m.

The success of the presentation, from the audience viewpoint, was the fine balance of musical atmosphere retained in the composite whole.

TO ENCOURAGE JUVENILE SINGERS

The manufacturers of Aeroplane Jelly products are now conducting a juvenile singing competition from Radio 2UE at 12.30 p.m. Sundays. Two competitors are featured in every session, and listeners able to select the winner, through public vote, receive prizes amounting to 100 shares in lottery tickets.

The program is supported by well chosen musical recordings.

P.M.G. Plans for Post-War

The Postmaster-General, Senator Ashley, in an interview last week, said that the Post Office was preparing comprehensive plans for post-war development. In due course the proposals would be submitted to Cabinet. The plans under preparation provided for expenditure of approximately £30,000,000 over five years, mostly in buildings and plant.

“As far as the Post Office is concerned there is a vast field for improvement. New buildings are needed to provide better facilities for the general public and also better accommodation and facilities for staff,” the Minister said.

“One thing that the war has demonstrated has been a lack of foresight in planning the present Post Office buildings. In the past they have been erected just to provide for immediate requirements without any view to future development and increased postal service. During the war congestion at some Post Offices has been such that some services—the payment of allowances and pensions, for instance—have been transferred to other buildings. This is very undesirable, particularly with pensions, because when a pensioner goes to a Post Office the man in the street does not know whether he is buying a stamp or posting a letter, but when segregated from other postal services the world at large knows that he is a pensioner.

“Better telephone service will be provided after the war, including trunk line service, which will result not only from proposed post-war expansion but because of availability to the general public of extensive channelage of special lines now being used exclusively by Defence Forces. The automatic telephone system will also be extended, including provision for rural automatic exchanges in their proper place of priority with other work to be carried out in the general scheme.”

The Postmaster-General said that he was unable to make available, at this stage, the plans of the Post Office for post-war broadcasting.

DARRODS STICK TO GEORGE EDWARDS

Darrods, the big Melbourne store in Bourke Street, have taken two more George Edwards features, “The Circus Comes to Town” and “Forgotten People.” The former is a dramatic story of the life of circus players behind the scenes, and represents the 9th George Edwards serial presented in line on 3KZ by Darrods. The other eight, like “The Circus Comes to Town,” were presented from Monday to Thursday at 8 p.m.

Following on the successful run of “Forgotten People” on 3UZ, Darrods are now sponsoring the Columbia-George Edwards feature, “Michael Darter,” on that station.

3UZ MELBOURNE

Presents

“THE KOOLMINT THEATRE”

Commencing on Friday, 7th January, 1944, GRIFFITHS SWEETS, makers of Koolmints, the Sweet with the Secret, are sponsoring a series of one hour DRAMAS OF TO-DAY, under the title of “THE KOOLMINT THEATRE.”

Included in the casts are such leading players as Clifford Cowley, Robert Burnard, Beryl Walker, Hal Percy, Keith Eden, Marcia Hart, Joan Moss, Keith Howard, Douglas Kelly, Howard Smith, Nigel Brock, Margaret Reid, Eric Reiman, Catherine Duncan and many others.

The production is by John Hickling.

“THE KOOLMINT THEATRE” will be a regular feature from 3UZ Melbourne at 8.30 every Friday night.

3UZ MELBOURNE

Nilsen's Broadcasting Service,
45 Bourke Street, Melbourne.
Telephones: MU 4929, Central 1925.

Sydney Representative:
Eric Wood, 49 Market Street
Telephone: MA 3352.

Why Merchandise-Short Retailers Must Continue Advertising

A vital message for all retail advertisers is contained in this article which was written for "Gruen Time," house magazine of the Gruen Watch Company, U.S.A., earlier this year. Reprint of the article was obtained for "Printers' Ink," and subsequently the National Association of Broadcasters U.S.A. Department of Broadcasting Advertising issued the article in a bulletin to all members.

Readers of "C.B." will recall the very telling article recently published and written by Mr. W. Richards of The Weston Company, and find several points soundly emphasised by both these far-seeing gentlemen.—Ed. "C.B."

(By Howard P. Abrahams)

Recently a Washington, D. C. jewellery merchant asked me, "Don't you think I should stop advertising? Merchandise becomes tougher to obtain. Customers are easy to get; too easy, in fact, in this boom town. I really don't need to advertise. Look at the money I could save . . . the salaries of my advertising manager, his assistant, art costs, printing and all the newspaper lineage I buy?"

Hundreds of merchants are undoubtedly asking the same question. With the stringent rationing of shoes, gasoline, autos, electrical appliances, electric refrigerators and other "big ticket" items it is no trick to sell watches and jewellery. In spite of War Bond purchases excess millions of dollars are burning holes in war workers' pockets.

These factors have placed the retail jeweller in a fortunate sales position . . . a position which has seen his sales skyrocket to an all-time high. His customers are intent on buying luxuries and they will do it without the stimulus of vigorous sales promotion.

But does this mean that the retail jeweller should discontinue his publicity efforts? For his own protection and for the protection of his future welfare the answer is emphatically no. Stores and products which cease to keep their names before a forgetful and fickle purchasing public will unfortunately discover when the war is over, that they have faded from the retail scene.

It is almost always impossible to regain the prominence and business prestige which is carelessly and needlessly lost by the absence of a continuity of publicity. Reminiscing into the past can recall the names of stores and products which were accepted household standbys . . . names, which through the failure of constant publicity, have gone down memory's lane or become, in value, a fraction of their former fame.

What is the retail jeweller in for when the war is over? Forget if such a thing is possible, all the merchandise changes, the radical improvements and new designs. Be concerned with the

newcomers who will penetrate the retail jewellery business as well as the current crop of beginners whose competition will make itself increasingly felt on this retail front.

We appear to be in a cannibal era in retailing; furniture and fashion shops are eating into the jewellery business, men's clothing stores are eating into the women's clothing business, and so on. After the war, men and women who were attracted by high wages in war factories and people who drifted into other communities for war-time jobs, will be coming home . . . home to your city where they will return to live and earn their living. With a huge back-log of earnings, partly secured by payroll deductions and War Bonds, many of them will decide to open establishments in stores right in your own trading area. Salespeople, your present and your ex-salespeople, as well as all types of your store personnel, will tend to shift to these new stores for employment.

Post-war success will require more than post-war buying and selling. It will require acceptance . . . by the consumer, the store's personnel and the community at large. When the war is over, that store which has kept itself out in front in its city will find the front door to its selling effort . . . in spite of a new crop of stores or new departments in old stores. Just as merchants themselves adhere to tried and tested products, so do customers adhere to the store which has built up acceptance. The easy way to maintain this acceptance is through constant publicity.

It isn't just those who have remained on the home front who will be affected by the stimulation of advertising continuity.

Comes "V" day and it will be found that the men in khaki and the men in blue will be decidedly influenced by the aura of goodwill a store has built around itself during the war-torn years; because goodwill is an ingredient which sinks in and spreads through a community.

In creating goodwill, the retail watch and jewellery merchant has a head start over most others. Here is a field where big-league names play an impressive part in its business. Ask any consumer about the watch he wears and he will proudly refer to it by its brand name. These watch manufacturers, with their precision machines and their highly skilled workers, were among the first to convert a vast portion of their output to war production. This did not mean that their advertising pressure ceased. They wanted their immediate customer, the retail jeweller, as well as the consumer to be constantly aware of their product . . . aware to the extent that when normal production of civilian watches is resumed, their product will have had no let-down in the minds of their public.

This continuous flow of national advertising is a kite to which the retailer can hitch his advertising dollar. Picture for instance, the effect Gruen's national advertising campaign has upon customers the country over. By publicising its name in resourceful newspaper advertising, window displays and interior displays, the retail store can find a most inexpensive way to capitalise on an already accepted consumer buying trend. In this instance, a manufacturer lays the foundation of a dependable, style-right commodity. A retailer's job is half done. He builds the story of his reputation in his community on the maker's nationwide acceptance. It is the old story of a man being known by the company he keeps.

To-day's alert merchant and manufacturer is not confining his advertising message to merchandise alone. He is building one institutional layer on top of another to tell his customers about himself. The smart retailer is explaining his many customer services, showing why his store is a grand one in which to shop. He is showing the part his store is playing to win the war. Advertising which features War Bonds, Red Cross drives, USO and numerous local activities identify that the retail jeweller as an important store in that community . . . a store which deserves present and future buying support.

United States production will come out of this war riding high. It appears to this writer that watch manufacturers like Gruen will be able to produce at a pace which will make pre-Pearl Harbour records look very small. What part will a retail store play in the distribution of watches if its customers are not ready to accept watches from that store?

(Continued page 8, foot col. 2)

Because of AUDEX Quality and Service, users of AUDEX Recording Blanks had a successful year during 1943. Proud of its Record AUDEX will afford even greater service during 1944.

A U D E X

EXTENDS SEASON'S GREETINGS AND BEST WISHES FOR 1944

**Good
Wishes**

**Good
Business**

From

**3KZ
MELBOURNE**

Sydney
Representative
A. L. FINN, 66 King Street

Mobile Recorder Flown to N.G. and Back For Xmas Greetings

Messages From Front Line

In commercial radio biggest service "stunt" of the war, 3XY sent studio manager, Alwyn Kurts, by plane to New Guinea towards the end of December to bring back Christmas messages for relatives of Melbourne and Victorian boys in the battle areas.

Cost of the service was shared by Peters' Ice Cream (Vic.) Ltd. and 3XY. Recordings of 1,000 personal messages from troops, together with program novelties featuring the boys in uniform, were obtained on the spot, and were played in the Christmas Day programs.

Co-operation of the services was obtained for the flight, which provided Victorian listeners with an unusual Christmas novelty.

By bringing these messages, some of them less than a couple of days old, Peters and 3XY in conjunction provided a service that must have brought pleasure to many thousands of relatives of troops in the battle zones.

Forward arrangements for recording were made some weeks ahead, and the secret was well kept until Mr. Kurts was well on his way. Recording blanks were taken on the plane as well as equipment for mobile service, and the result justified all the work and thought put into it.

To cope with the volume of the messages, special channels in the 3XY evening program were made available, in addition to the afternoon broadcasts.

War-Time Advertising

— (Continued from page 3) —

A recent study* by the Department of Commerce shows that if Victory comes in the next two years and if manufacturers' outputs continue at high level, 1946 sales will reach an all-time high in jewellery stores. This study assumes that 96.5 per cent of those seeking post-war reconversion employment will be in peacetime productive jobs. Estimated sales of clocks and watches run to 393,000,000 dollars—an increase of 92 per cent over 1940.

A good way to lose this war is to be too sure of winning it. A good way to lose out in immediate and post-war business is to be too sure of getting it. Continuity of store advertising by promoting tried and tested nationally-famous products . . . store advertising that is tied on to the maker's own intensive campaigns . . . is the sure-fire insurance policy that will pay off with sales for the future.

* "Markets After the War" by S. Morris Livingstone, Dept. of Commerce, March, 1943.

THE PASSING PARADE A Saturday Afternoon Solution

For commercial radio stations throughout the world, the sale of Saturday afternoons has always been something of a problem, but Station 3ZB of the Commercial Network in N.Z. claims to have solved this difficulty, in a manner satisfactory both to themselves and to a number of important advertisers. Their solution lies in "The Passing Parade" which for the past eight months has been occupying Saturday afternoons from 1.30 to 5 o'clock. The set-up of "The Passing Parade" is as follows:—

All spot announcements have been removed from the schedule during the period nominated and the afternoon program is broken up into quarter-hour units which are mostly programmed from standard recordings. These recordings are linked by short continuity in the various quarter-hours under such headings as "Laughter Lane," "The Melody Makers," "Inspiration," and "Piano Time." These quarter-hours are broken at a suitable time with one of the half-hour America War Department programs which is the highlight of "The Passing Parade."

The remaining quarter-hours have been sold on a 12 months' basis to various manufacturers of national products, the majority of which are in very short supply. These advertisers would not normally be using commercial radio today but "The Passing Parade" offers them an opportunity of keeping their name brands before the public and at the same time of building up a great deal of public goodwill by devoting the actual commercial message to various national and patriotic projects such as War Savings, Health Stamps, Salvage, and even small local charities. The station time only is paid for by the advertiser, while the programs (standard recordings) are the contribution of 3ZB.

One small difficulty arose in selling the contracts, and this was that almost every advertiser approached, wanted to select either 1.30 p.m. or about 4.30 p.m., as his particular spot in the programs. This was quickly overcome by rotating every advertiser right through the schedule, e.g., "Laughter Lane" occupies a fixed position in the period but each advertiser moves on one quarter-hour each Saturday.

BETTER MUSIC PREFERRED

Gold Cross Shoes has taken the 6.45 p.m. spot on Wednesday from 3XY for a program titled "Changing Moods."

The sponsors found in a listener survey that the majority preferred music of a standard much higher than was expected, and as a result, Gold Cross have chosen music on the lines suggested by the survey. It will be varied in type, according to the suggestion in the new title.

"OFFICER CROSBY"

Sponsored by

MacRobertson's

**Mondays, Tuesdays, Wednesdays
at 7.15 p.m.**

Commencing January 3rd, 1944

on

RADIO 2UE

Among the Sponsors

Best and Gee Pty. Ltd. has renewed for preferred spot announcements in A.S.E. Nestle and Anglo-Swiss Condensed Milk Co. (Hansen-Rubensohn) has signed with 2UE for a series of commercials in the women's and evening sessions.

Alpha Laboratories are using 2UE for 50 word commercial, as well as two 10-minute sessions weekly. National Brush Co. (through George Patterson) has signed with 2UE for announcements in the breakfast session. Ernest H. Shaw, suburban hairdresser, has renewed with 2UE for spots in the breakfast session.

King Gee Clothing Co. (Arthur Smythe and Sons) has renewed with 2UE and Associated Sports Broadcasts for spot announcements.

J. R. Love and Co. Pty. Ltd. are using 10 word slogans through the 2UE programs for Kinkara Tea.

Thermo Ray has renewed for a five-minute health talk through ASB every Saturday afternoon at 3 o'clock.

Snows Pty. Ltd.'s quarter-hour musical program in 2GB's breakfast session, Monday to Saturday, has assumed a new title. Previously it was "Notes to You," but with renewal of the contract for a further 52 weeks, the program remains one of popular hit tunes to help brush away the cobwebs, but it will be known as "Have You Heard."

H. Mayer of Chetwynd Laboratory (Goldberg Advertising (Aust.) Pty. Ltd.) has placed 100-word announcements for Joy Wash—an entirely new soapless washing compound—on stations 2GB, 2UE, 2UW, 2CH and 2KO.

Len Luber of Alpha Laboratories has placed through Goldberg Advertising (Aust.) Pty. Ltd. a series of 100-word announcements over the 5AD and 5DN chains Adelaide. Mr. Luber is advertising Byte, Klutch and Totasil.

Goodlands Pty. Ltd. (Goldberg Advertising (Aust.) Pty. Ltd.) has contracted for five quarter-hour sessions weekly on Station 2GB for a new feature, "Songs that Linger."

The proprietors of Hutawai Tonic have signed with 3AW for a series of five minute sessions to be presented three times weekly in the daytime programs.

Exotic Eau de Cologne and Face Powder have taken out a new contract with 3AW for a series of 50-word announcements in the night program with 3AW.

The Leviathan Ltd. have signed a 52-weeks' contract with 3XY for direct announcements before and after the 10 p.m. local news service, Mondays to Sundays inclusive.

Manon Shoes Pty. Ltd. have renewed their contract with 3XY for sponsorship of "Cabaret Dance Time," a featured hour and a quarter of the latest dance music, aired each Saturday night from 10.15 until 11.30. Contract covers 52 weeks.

After only three broadcasts the new program, "Classics in Cameo," broadcast from 3KZ on Sunday mornings from 9.15 until 10, has proved to be a winner for the sponsor. Antoine-Kershaw studios "Classics in Cameo," is a potpourri of the work of the world's great composers and artists. It is presented with a minimum of advertising by John Bhone.

The Friday night one hour reality drama from the Living Theatre on 3UZ will in future be under the sponsorship of Griffiths Sweets. The title will be changed to "The Koolmint Theatre."

MacRobertson's have contracted for a half-hour musical presentation from 3UZ every Saturday night at 7.15.

The popular 5.30 to 6 nightly feature from 3UZ, "Hello the Hospital," is now under the sponsorship of the Direct Supply Jewellery Co.

The Borer and White Ant Exterminating Co. of Australia has purchased a five minute session which is heard from 3UZ every Saturday afternoon at 2 o'clock.

The Bon Manufacturing Co. Pty. Ltd. has renewed for "Gumlypta" announcements in the A.S.E.

"My Favourite Band" is the title of a quarter-hour session sponsored by Segar's Dance Studio on 2UE every Saturday at 6 p.m.

H. Mayer (through Goldberg Advtg. Pty. Ltd.) has signed for announcements in the 2UE afternoon sessions.

Through Beckett, Thompson Agency the Hutawai Distributing Co. has renewed over a long term for direct announcements for Hutawai on 2CH.

Associated Newspapers Ltd. have renewed through Geo. Patterson for a big series of direct announcements on 2CH.

J. A. B. Gibson and Co. have renewed on 2CH for continuation of their direct announcements. (Agency, 'Traders' Advertising Service).

Sheldon Drug Co. (through Gotham (A/sia) Pty. Ltd.) are using direct announcements every day of the week except Sundays in 2GB's breakfast, morning and luncheon sessions.

R.K.O. Radio Pictures have arranged a contract with 2GB, covering 50 word daytime "spots."

Foy's musical session from 3XY, "Cream of the Classics," formerly heard on Tuesdays at 8.15 p.m., has now moved to the 8 p.m. spot on the same night.

Following the conclusion of an original short-termed contract for the presentation of a series of announcements in 2UW's daytime schedule, Christie's Auctions Ltd. have arranged with 2UW for the presentation, on their behalf, of "Musical Mart" at 11.30 a.m. five days weekly. "Musical Mart" is a presentation of recorded music.

Dr. Williams Medicine Co. (Reuter Ltd., agency), proprietors of Dr. Williams' Pink Pills, is now advertising regularly on 48 stations in Australia and New Zealand. It is regretted that in this column in our issue of December 2, this sponsor was referred to as issuing a renewal contract for two stations for "Rhu Pills," which, of course, was an error.

A change-over of times between sponsors alters the time of two Tuesday night sessions from 3XY. Foy's "Cream of the Classics" now comes on the air at 8 p.m., running until 8.30. Ellinson Bros.' program, formerly known as "The Master Singers," takes the 8.30 spot and changes its name to "Doing the Rounds."

Sunshine Biscuit Co. are sponsors of "One Man's Family" over 3BO Bendigo, commencing from December 21, at 8.30 p.m.

Through Leyshon Publicity Service, Christies Pty. Ltd. have renewed their contract with 3UZ Melbourne for a further series of half-hour dramas produced under the title of "Christies Thursday Night Players." This popular feature is heard every Thursday night at 8 o'clock.

MacRobertson's Pty. Ltd. have contracted with 3UZ for a 30-minute program every Saturday night at 7.15. It will be known as "MacRobertson's Uninterrupted Half-hour of Fine Music."

The Kiwi Polish Co. have renewed the sponsorship of the popular feature from 3UZ "Chins Up." This is a bright artist show heard at 9.15 every Thursday night.

Sheldron Drug Company have planned for a long-term concentration of 50-word spots in 2GB's breakfast morning and luncheon sessions, from Monday to Saturday inclusive. Product being advertised is Forth Dental Cream. Contract (through Gotham (A/sia) Pty. Ltd.) commenced in December.

NEW NATIONAL STATION OPENED AT NEWCASTLE

The new Newcastle district national station 2NA was officially opened by the Postmaster-General, Senator Ashley, on Monday evening, December 20. The station will provide an alternative national outlet to 2NC.

Russell Alsop Returns with Deep Impression of U.S.A.

It doesn't seem so very long ago since Melbourne farewelled Mr. Russell Alsop, of Eclipse Radio Pty. Ltd., before leaving on his trip to America. Now he is home again.

He travelled by plane to San Francisco, and was happy to find he had a travelling companion George Brown, son of Sir Harry Brown, who was on his way to Washington to take a permanent position with the Australian Legation.

Mr. Alsop spent a day in Honolulu on the way over, and was delighted with the place; in fact, he has promised himself a holiday to this enchanting island after the war.

He arrived in San Francisco where he stayed a few days. He spent three weeks in Cleveland investigating the manufacture of electrical apparatus. Manufacture there gives an almost overwhelming impression of immensity in its output.

Employees work longer hours than they do in Australia, he said, and salaries over there are smaller in comparison to the cost of living. Absenteeism is not so prevalent in America, the worker being intent on his job and holding on to it. They commence work earlier than we do, but finish at 4.30 p.m. Plenty of organised sport is provided.

"Welfare" is very important and vital to all factories, and medical-attention is given to all. "Pep" talks are given over amplifier systems whereby the management advises the employee of their production and what it should be.

Mr. Alsop found the personnel in factories very friendly and helpful. They are bright and witty in their conversation. The factories are clean and well lighted, great use being made of fluorescent lighting.

A very good impression of American industry is gained whilst travelling by air at night seeing all these industrial areas lit up showing a most unending stream of illuminated factories.

Radio City made a deep impression on Mr. Alsop. During a tour of the N.B.C. Mr. Alsop saw the television studios. Television, he says, is somewhat limited in wartime, although there is a programme every night. He spent a most enjoyable time in one of New York's private homes with television equipment, and saw a broadcast of a movie film.

The Science Exhibition in Radio City was most interesting. Every phase of science was demonstrated in a practical form—electrical theory, mechanical movement, lighting, polarised light (used for reducing glare), whole and part manufacture of aircraft engines, armaments of all descriptions, and radio and television.

PRISONER OF WAR MAIL SENT DIRECT

Letters and postcards to Australian prisoners of war and Australian internees in enemy hands must in future be addressed direct to the prisoner at his place of internment, and not sent through the Australian Red Cross Society.

Correspondence should show in full the latest camp address of the prisoner and the name of the country of internment.

The change in postal direction of prisoners' mail, which was announced by the Prime Minister, Mr. Curtin, has been made to conform to the requirements of the Japanese Government and to establish a uniform method of addressing mail.

Only relatives and close friends of prisoners should write letters, which should be short and not be sent too frequently, as delays occur in enemy censorship if letters are too long and too numerous. The text of letters to prisoners in Japanese hands should not exceed 25 words and should be typed or written in block letters.

The decision to send letters direct to prisoners without reference to Red Cross was taken at a conference between the Australian Society and Government departments. The Secretary-General of the Society, Captain A. G. Brown, pointed out that the work of the Red Cross letter department had familiarised the public with mail regulations. It was realised that letters could now safely be posted direct, if correspondents followed instructions carefully.

LUCKY LISTENERS

More than a thousand listeners to the 2UE midday serial sponsored by F. J. Palmer and Sons were presented with parcels of groceries, each weighing over 20 pounds during December.

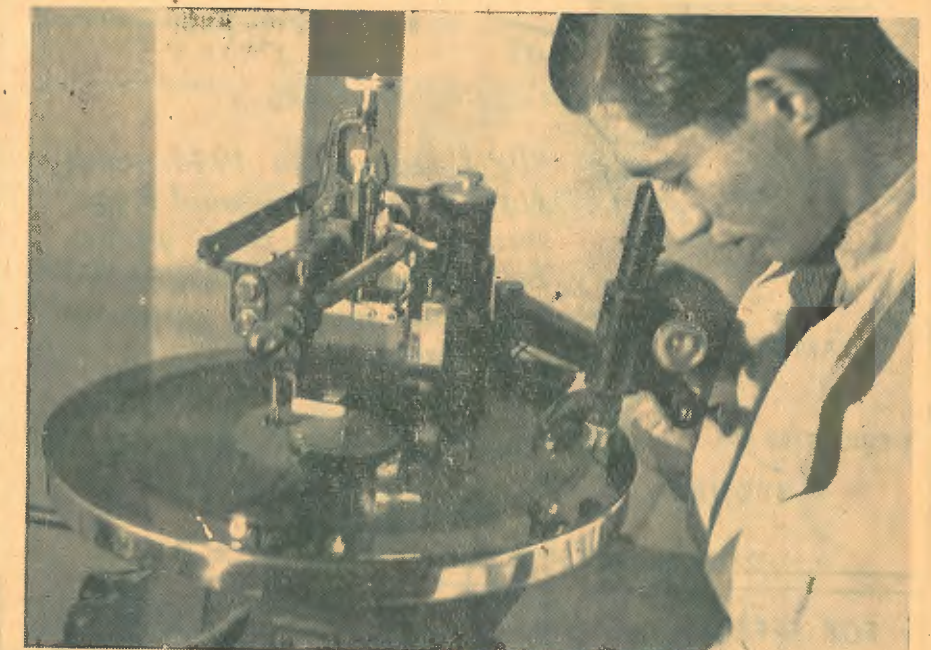
Names of the lucky winners were announced by Si Meredith, who has been conducting Palmer's midday serial from 2UE for over 11 years.

The session is broadcast four days weekly, and its long run is probably a world's record for a sponsored serial.

No. 4 in the series.

THE STORY OF SOUND

Advertisement



Continuous examination of the Recorded Sound Track demands the closest attention of highly skilled sound technicians. A.R.C.'s Chief Recording Engineer is here giving microscopic attention to a show being cut on one of the Company's four Recording Turntables. Continual attention to minute details is one of the governing rules behind A.R.C.'s guarantee of Recording Quality.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY



"Calling the Stars" and "Quiz Kids" Change Places

All Macquarie Network and 22 co-operating stations presenting Colgate-Palmolive's "Calling the Stars" and "Quiz Kids" will make a neat switch-over when these feature programs exchange places as from the 11th and 14th January respectively.

"Quiz Kids" will be transferred to Friday night at 8 o'clock. Instead of "Quiz Kids" on Tuesday night, listeners will hear the Palmolive Hour, "Calling the Stars," from 8 to 9 p.m.

A heavy publicity campaign is being undertaken to familiarise listeners with the changeover.

In Victoria where "Quiz Kids" is now broadcast on Wednesdays and "As You Like It" on Tuesdays, the change will bring all three programs into line thus: "Calling the Stars" on Tuesday, "As You Like It" on Wednesday, and "Quiz Kids" on Friday, commencing January 11, 12 and 14 respectively.

One outstanding feature about the "Quiz Kids" program is the steady regularity of mail being received from listeners. Since Macquarie first introduced this program the mail has averaged around 1,000 letters per week and the task confronting the selection committee has accordingly proved a most formidable one.

The famous "Quiz Kids" still going strongly after 18 months.

Altogether more than 67,000 letters had been received up to the end of October last, and one can imagine, not only the great variety of questions being submitted, but also the number of duplications which must be carefully avoided.

To date approximately 2,000 questions have been used, each one being included entirely on its merits. So long as the committee considers that the "Quiz Kids" have a 50-50 chance of answering any question, that reason is sufficient for its inclusion.

This popular radio feature is broadcast throughout Australia through all Macquarie Network Stations and selected co-operating stations.

The "Quiz Kids," sponsored by Colgate-Palmolive, is outstanding in the impression it is still making on the public after a term of some 18 months.



POLICE CLUB'S BROADCAST

"Making Men" is the title of a 15-minute session broadcast from 2UE every Sunday at 1.15 p.m. under the sponsorship of the N.S.W. Police Boys' Clubs.

The session deals with the activities of the clubs, and the aims of the Police Committees running them. Musical recordings featured in the program are selected by club members.

On the Sunday before Christmas the program will be extended to 25 minutes from 1-5, to allow club members to stage a special "live" Christmas feature.

"Making Men" scripts are written by Betty Lee. The session is compered by Tony McFayden.

100-CAST SERIES FOR MASCOT SHOES

The manufacturers of "Mascot" shoes will start the year well with their booking of the B.A.P. production "Miss Portia Intervenes," for broadcast on 3KZ Melbourne. Show will start January 5 and follow every Wednesday at 9.45 p.m. for quarter-hour.

Headed by brilliant Queenie Ashton, the cast of this show numbers 100, and represents one of the most impressive ever assembled by producer George Matthews. In the series of which each episode is a story in itself, Miss Portia is a lawyer, and by turns a problem fixer, detective, kindly counsellor, and anti-espionage investigator.

Lloyd Lamble, Neva Carr-Glynn, John Tate, Lyndall Barbour, Harvey Adams, Bettie Dickson, Marshall Crosby, Marcell Hart and John Saul are among some of the top-liners in Australian and New Zealand stage and radio who take part in the series.

RONALD COLMAN STARS IN SPECIAL XMAS BROADCAST

Payne's Bon Marche, a leading Melbourne retail store, who sponsor a three hour program every Saturday night over 3AW, are entering into the true spirit of Xmas by including in the program on Xmas night, a broadcast of Charles Dickens' "Xmas Carols" with the starring artist, none other than Ronald Colman playing Scrooge. The session is usually classified as "A Cavalcade of Music," but on this occasion it is to be called a "A Cavalcade of Xmas."

Quartz Crystals—the "Ears" of Battle

Among the materials most essential in war, one thinks first of oil, steel, aluminum, manganese, of TNT, trucks, tanks, cannon, ships and planes. There are thousands of other items just as essential, but much less spectacular and less known and talked about—for example, quartz crystals.

Wartime communications have been revolutionised through the development of radio. No longer are communications on the battlefield dependent upon couriers or telephone and telegraph wires, or on visual signals. These are still used, but the heart of wartime tactical operations is a small, thin disk of quartz crystal installed in a short-wave radio set.

Throws Back Own Charge

Quartz crystal is the one substance which, when struck by an electrical charge, oscillates and throws back a charge of its own making. It responds only to a charge of its own frequency. That is what makes it so valuable to a tank commander or fighter plane pilot. It is literally the "ears" of battle.

The radio sets may be portable field radio telephones or installations in planes, tanks or communications headquarters. It is the thin quartz crystal disk that detects radio signals. With a crystal detector, a receiving set is able to receive messages from one transmitter only—one using a corresponding wavelength. To tune in on another station involves the changing of the detector disk to one ground to a different receiving capacity. These one-station detectors have one great advantage; they cannot get out of tune and they report instantly any signal from a station of their own wavelength.

No Dial-Twisting Delay

In airplanes and tanks messages must come through without dial-twisting delay. The crystals make it possible for the pilot to press a button and receive a clearly defined message from his headquarters or squadron leader.

Most quartz crystals of the type used for U.S. combat radios are imported from Brazil. Very little quartz with the necessary crystalline and electrical properties, measuring up to the high standards imposed for combat radios, is found in North America.

Grinding and shaping radio crystals is an exacting and delicate job, fully equal to that of grinding astronomical lenses. Tolerances are brought down to 1/100,000 of an inch (1/200,000 of a millimeter), a measure so small that no known mechanical means can be used in gauging it, and measurements must be taken by electrical means. Finishing room operators must hear the changes made because they cannot be seen.

Look Like Lumps of Glass

When imported, the quartz crystals look like fist-size irregular lumps of glass. After unpacking, they are immersed in a polarised liquid to determine the cutting axis, which is marked approximately on the rough crystals. Then they are taken to an X-ray machine which determines the exact line of cleavage. It is all a matter of lining up the atoms in the right direction for cutting into thin slices. As quartz crystals are among the hardest substances known, diamond dust saws must be used.

The blanks, or slices, thus cut out are minutely examined to make sure that there is enough unblemished surface to produce a finished crystal, and to detect any electrical faults. Already the crystals are ground so accurately that it is no longer possible to measure them with the usual equipment. It takes electrical impulses to tell the story, impulses made audible through amplifiers attached to the testing machine. To get them exactly right, the crystal wafers are whirled in a blast of extremely fine carborundum dust.

An acid bath prepares the wafers for testing by more delicate apparatus. An actual radio program is tuned in, the "tone" of the crystal is compared with a standard and, by means of earphones, is matched exactly. Finally, hand lapping brings each numbered and classified crystal to final perfection—to be used as a mechanical "ear" on the battlefield.

BIRTHDAY LUNCHEON TO MRS. W. J. STELZER

The Sydney metropolitan group leaders of the 2GB "Happiness Club" put their heads together early this month and gave a luncheon to Mrs. W. J. Stelzer, president and founder of the club, in honour of her birthday. The "Happiness Club," under Mrs. Stelzer's untiring guidance, now boasts over 20,000 members. The amount of cash raised for charity, and distributed in kind, runs to many thousands of pounds, and much credit goes to Mrs. Stelzer for her organisation. Her one interest in life is to bring happiness through deeds rather than words, to those less fortunately placed.

The 2GB "Happiness Club" is also doing yeoman service for the war effort. Recently, Mrs. Stelzer handed over to the Army two modern Field Ambulances valued at £1,000, the cash being raised by members. Cash raised by the sale of War Savings Stamps by members would now approximate £3,500; and another £2,000 or so could well be added on through the strenuous work of selling badges and buttons on National days.

Mrs. Stelzer's "Happiness Club" session is between 11.45 a.m. and 12.45 p.m. Monday to Friday from 2GB.

SAILING RESULTS POPULAR

Radio 2UE's service in giving progress reports and the result of the Sydney Flying Squadron's sailing event every Saturday afternoon is proving popular, particularly in war factories and camps. A special representative follows the race and 'phones through a running story of the position of the boats as they pass certain marks. These are broadcast, and the result is announced immediately the winning boat crosses the finishing line.

3XY

proudly presents — every Wednesday at 8 p.m.

"ONE MAN'S FAMILY"

by courtesy of

GOUGE PTY. LTD.

Produced in Melbourne by 3XY, and released throughout Australia, this series continues the fascinating story of the Barbour family from the point where it left off 5 years ago! It's a Mayne Lynton production!

ALL AUSTRALIA WILL BE LISTENING TO IT SOON!

2TM

In the Commercial Centre of Northern New South Wales and its Great Rural Surround

We'll see you in 1944—with bigger programmes and bigger audiences and even greater local spending power — but with the same old courtesy and service.

Tamworth Radio Development Co. Ltd. PEEL STREET, TAMWORTH

or SYDNEY OFFICE, 30 CARRINGTON STREET. 'PHONE: BW 7375.

FOR EFFECTIVE COVERAGE AND RESULTS FROM THE SOUTH COAST USE 2BE BEGA

Sydney Agent: L. S. DECENT, LISGAR HOUSE, CARRINGTON STREET. 'PHONE BW 2081

"Man in the Dark" for De Witts

Following the conclusion of "The Convenient Marriage," their current 2UW dramatic feature, Messrs. E. C. De Witt and Co. (Aust.) Pty. Ltd. have chosen another George Edwards production, "The Man in the Dark."

An original script by Sumner Locke-Elliott, "The Man in the Dark" is based on the life of an extraordinary personality who, some years ago, provided Britain with its most sensational trial of the year.

A Pole by birth, he impersonated an Englishman and built a fortune in London until, ultimately, he was arrested on a triple murder charge. It is a psychological thriller taken from real life.

A brilliant cast is headed by Lou Vernon, supported by Nell Stirling, Hazel Hollander, Lyndall Barbour, Warren Barry, Eric Scott, Queenie Ashton, Michael Willoughby, Lorna Bingham and Ailsa Grahame.

"The Man in the Dark" will be broadcast from 2UW in the established De Witt's channel—7.45 p.m. Monday, Tuesday and Wednesday.

3CV

NOW BROADCASTING

from the

PROSPEROUS INDUSTRIAL

Centre of

MARYBOROUGH VICTORIA

Population within

50 miles, over

250,000

PRESTO

FOR ALL YOUR RECORDING SUPPLIES

MANY CHEQUES PRESENTED Convalescents Attend Radio Party

A unique feature of the 2CH Women's League annual party held at the Trocadero on Friday, December 17, was the attendance of the matrons and inmates of seven convalescent homes for members of the A.I.F.

These inmates were present at the invitation of the league, and the matron of each home received a cheque for £2/2/-, the gift of the league to assist in providing Christmas cheer at the homes.

The presentation of cheques of large and small amounts to the organisers of various charity and war organisations was one of the most important functions at the party, a total of nearly £4,000 having been raised by the league during the past 12 months.

The presentation of cheques was performed by Lady Fisk, patron of the league, who in a short address congratulated the members on their efforts during the year.

Meg. McSpeerin, the league organiser, in a review of the activities of the organisation and of various clubs associated with the league, revealed that over the whole 12 months a total of nearly £11,000 had been raised for various objectives.

An important feature of the year was the introduction of a voluntary war workers' session on 2CH to enable war workers all over the metropolitan area to publicise their activities. At many of these broadcast sessions Meg McSpeerin secured the attendance of well known charity workers who spoke on the activities and work of their own organisations. Among these was Madame Helene Kirsova, whose Russian ballet has raised large amounts for charitable objectives.

Miss Peggy Sager, well known ballerina and a member of the Kirsova Ballet, was one of the soloists in the floor show at the Trocadero party, and she accepted a cheque on behalf of Mme. Kirsova towards the latter's fund to provide playgrounds for children in industrial areas.

The convalescent homes represented at the party were the Lady Gowrie Convalescent Home, the Lady Wakehurst, the Bonnie Brae, Neringa, Eva Hordern (women) and Glen Mervyn.

The attendance at the party was nearly 1,800.

SOUTH-EASTERN NEW SOUTH WALES

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"Officer Crosby"

Many Stations to Carry MacRobertson's New Show

Commencing in January MacRobertson's will sponsor the new Radio 2UE production, "Officer Crosby," from that station and through a national network. "Officer Crosby" will be broadcast from 2UE every Monday, Tuesday and Wednesday at 7.15 p.m., and will replace MacRobertson's present feature, "Nine o'Clock Stories."

Specially written for 2UE by W. M. (Bill) Maloney, the "Officer Crosby" series is sure have wide appeal.

Discs for quarter-hour broadcast each episode is a complete story dealing with the adventures of a police officer who brings much human understanding to his task of maintaining law and order. The series has a strong human interest theme as its background, and is well scripted.

Many of Sydney's best known radio stars will be featured in "Officer Crosby," with Marshall Crosby playing the lead.

Pepsodent Consolidates Time for Half-Hour Show

Previously, Pepsodent's "Perfect song" session constituted two quarter-hours weekly, but renewal of the contract on Macquarie Capital city stations combines these into one, half-hour per week on Saturday nights. First broadcast under the new arrangement was made on December 4.

The title of the new feature is "The Pepsodent Toothpaste Program," and on 2GB is compered by John Walker. It comprises a parade of popular hits of today and the continuity, which Johnny Libs, discloses some interesting tidbits about them.

"The Pepsodent Toothpaste Program" is broadcast every Saturday at 7.30 p.m. from 2GB-HR, 3AW, 5DN-RM, 6PR-TR and 7HO.

FACTORY GIRLS GIVE XMAS CHEER

A committee of more than 200 Sydney factory workers were kept busy during the Christmas week-end taking cheer to young and old people, as well as to soldiers in one of our largest military hospitals.

The girls are listeners to the 2UE Factory and Munition Workers' session conducted every Monday to Friday at 2 p.m. by Mrs. Sally Harten.

Four buses were booked and transporting the girls to the Newington and Lidcombe Homes, and the Havilah Home for children. Fruit and presents were distributed to the inmates from moneys raised in the factories and through appeals.

A considerable sum collected in the factories were per medium of "swear boxes"—factory workers being forced to put a penny in a box for every swear word uttered.

TRICHO LABORATORIES USING DAYTIME

Using a specially arranged "Half Hour of Good Music" as the vehicle, Tricho Laboratories and Supplies Co. Pty. Ltd. have contracted with 2GB for the 11.30 p.m. channel every Sunday.

Each Sunday, a separate composer will be chosen, and the best known of his works will be presented, together with suitable continuity.

Mr. Ross Buchanan, sales manager of the company and well known as a radio artist, will comper the presentation, first broadcast of which was made on December 5.

"A DINKUM" DRINKER

Colin Wills, former Australian broadcaster and journalist, who is now a B.B.C. commentator, mentioned, in the course of one of his Australian newsletters for servicemen on this side, that a listener in England had written in to the B.B.C. on a point of interest both to Australians and their British comrades. It concerned the origin of some of Australia's slang terms.

The letter-writer, Mr. R. B. J. Clayton, once of Maryborough, Queensland, and now of Milford-on-Sea, Hampshire, offered an interesting theory as to the way the expression "dinkum" and "fair dinkum" first arose. Wills explained, for the benefit of British listeners, that "dinkum" means "genuine, true, no kidding." And a "dinkum" man is a genuine one—what the Americans call a "regular fellow" probably. Mr. Clayton went on to say that "dinkum" came from the old gold-rush days. The miners used to gamble after the day's work, and anyone who stayed "cold sober" was looked upon as having an advantage—an unfair one—over the other players. So it became a point of honour that all should drink together—"fair drinking" was the slogan. Some of the foreigners, according to Mr. Clayton, pronounced the phrase "fair dinkum." And so Australians adopted that pronunciation, at first jocularly, but as time went on a new generation inherited the word "dinkum" without knowing anything of its origin.

Mal

Verco

to
Take a

Rest

At an informal gathering in Mr. H. G. Horner's office last week, the executive staff of 2GB-Macquarie said "au revoir" to Mal Verco, who has decided to put away his red-headed mouthpiece for a while and take a well-deserved rest.

In presenting a cheque on behalf of the directors, Mr. Horner said Mal Verco had played an important part in the success of the Macquarie Network when it was first launched some five years ago. The Network, then, was at a stage when its growth

FINE MUSIC FOR SHOE STORES

Commencing on Sunday, January 2, Fostars Pty. Ltd., well known shoe manufacturers and retailers, will present, over 2UW Sydney, each Sunday, "An Hour of Fine Music" at 1.30 p.m.

"An Hour of Fine Music" will present the best in recorded melody, the great voices of the world, the best of the ballads, and the most popular extracts from opera. The program has been designed to afford the maximum listening interest to all who appreciate melody in music at an hour when the midday meal is over, and the presentation has been shaped to meet the mood of the hour.

Commercials will be reduced to a minimum, and so far as it is possible, the musical numbers will be announced in groups and played through without interruption.

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ing pains were rather severe, and his loyalty and indefatigable work with his sawdust friend helped enormously in bringing the National plan to fruition.

Owing to indifferent health Mal Verco's plans are indefinite, and listeners will miss him and "Ginger" during their absence from the air.

KIDDIES SESSION RAISES RECORD SUM

The ladies of 3AW Chatterbox Corner are all to be heartily congratulated on the wonderful results of the past year's charity drives, which culminated in "The Chatterbox Corner Fete" at the Melbourne Town Hall last week. They collected a total sum exceeding £2,250, an amount which broke all previous records by many hundreds of pounds.

"Chatterbox Corner," the 3AW kiddies session, which is conducted by Nancy Lee and "Nickie," is practically an institution in Melbourne as the actual children's membership is well over 100,000, and that figure in any language means something. Such success as obtained this year has whetted the committee's ambitions to the extent that the figure they will attempt next year is £3,000 or more.

PERSONALS

Amongst the recent new members admitted to the Millions Club of Sydney is Mr. H. G. Horner of 2GB and Macquarie. A good clubman he will be welcomed by a wide circle of friends and acquaintances at the Rowe Street retreat.

Stuart Edwards, former 2UE and A.S.B. racing commentator, has now graduated as a navigator with the R.A.A.F.

Enjoying leave in Sydney is Captain Harley Goodsall, former chief of the 2UE copy department. Harley for some time past has been at a northern A.I.F. camp.

Disappointment was expressed all around that Mr. O. F. Mingay had not returned from America in time to attend the welcome home dinner given by the Melbourne radio trade to Lieut. Col. S. O. Jones last week. Mr. Mingay, who has been in Washington since the beginning of the year for the Directorate of Radio and Signal Supplies, is expected back in Australia shortly.

The producer's lot, like the proverbial policeman's, is not always a very happy one, and he may often have to extricate himself or his production from a ticklish spot. Such was the case in the production of "Pinnocchio," hour show broadcast by many stations on Xmas Day for Kolyonos, which was made at Columbia.

Producer Reg. Johnston, at the eleventh hour had to step into the leading role which was to have been taken by John Cazabon. Decision was made a matter of minutes before the first cut was due to be made.

David Syme, 3AW director, is speedily recuperating from three or four weeks in hospital, and last week received a bundle of cheer-up gifts from the 3AW staff who got together to send him chocolates, strawberries and oranges.

3AW's sale manager, Jack O'Hagan, has received word from Ashbergs, one of England's biggest music publishers, to the effect that they have accepted his latest song, "Little Ships will Sail Again," and that they expect it will be a winner. The acceptance of this song by Ashbergs creates a record for O'Hagan, who has now had a song published by every leading publishing house in England.

On Friday, December 17, Councillor O. J. Nilsen, governing director of 3UZ Melbourne, entertained executives and the announcing staff of the station at luncheon at the Hotel Australia. Those present were afterwards taken on a tour of inspection of the various Nilsen undertakings.

Raymond Chapman 3XY chief announcer spent something of a busman's holiday on his recent vacation at Lorne. It wasn't long before Raymond was shanghaied into running entertainments among the guests in aid of local Red Cross funds. Quite a respectable sum was raised too.

Virginia Uren, who has been conducting the 3AW Women's Association for the last few years, is leaving that station at the end of the year, and Judy Willing is taking over the programs. Judy has been at 3AW for the past month getting into the routine of these popular daytime programs.

Jack Clemenger of Leyshons, Phil Gouldstone of Darrods, and 3KZ salesman Arthur Banks relaxed for once the other day and had a very good afternoon's golf. All came back next day with renewed energy.

Mrs. William Bradley, mother of 3XY musical director Kevin Bradley, died early this month. Her musical family includes Charles Bradley, formerly associated with 5DN Adelaide, Reg. Bradley, who is a member of the A.B.C. Orchestra, Eileen Bradley (radio singer), and Leo Bradley, Melbourne radio musician.

General manager of 2SM, Mr. Bernie Stapleton, planned having a really good rest over Christmas. Other than shift ten tons of rock garden from one side of the Coogee garden to the other and plant a few hundred vegs. in his victory garden, he intended having a really lazy time of it!

3XY Service League did its bit for the McLeod Repatriation Sanatorium this month at a big show staged to open the shelter shed, presented at a cost of £80 to provide shelter for patients seeing friends off at the connecting bus. 3XY took up Carl Brigriss' band and a full show of supporting artists, plus station executives.

Sunday, December 19, brought the wind up of 12 months of "Are You An Artist?" Prizes were given out for the last quarter final. After the program sponsor Mr. W. Kelton and Mrs. Kelton, together with Mr. and Mrs. O. J. Nilsen, Jack Clemenger and Cec Corboy gathered together for a bite of supper.

Lieut. Commander Colin Gilder of the R.A.N.V.R., who has been seen around Sydney quite a bit since his return from England, where he put in two years with the subchasers, seems to have drifted into the spume once again. Believed that he is heading north.

Mr. Ron Irish, treasurer of Macquarie Broadcasting Services Pty. Ltd., and secretary of Australian Record Company recently returned from the "bush" bronzed as the proverbial berry. Narooma is reported to be completely void of fish since Ron wielded a wicked rod among the scaly ones down there.

Peter Bathurst walking down Barrack Street, Sydney, one day last week in khaki shorts and rakish open necked shirt, looked nothing of the debonair announcer whose suave voice so appealingly used to give the Colgate commercials. But Army notwithstanding Peter still manages to squeeze in a few freelance assignments during rest days.

OCTOBER LICENCE FIGURES

NEW SOUTH WALES		
New issues	1942	1943
Renewals	4,549	5,335
Cancellations	39,316	39,345
Monthly total	270	4,520
Monthly total	507,842	535,703
Nett increase	4,279	x865
Population ratio	18.06	18.96

VICTORIA		
New issues	3,480	3,120
Renewals	30,998	31,503
Cancellations	1,281	2,975
Monthly total	372,416	381,662
Nett increase	2,199	x145
Population ratio	19.26	19.55

QUEENSLAND		
New issues	1,224	1,495
Renewals	14,111	14,247
Cancellations	1,351	1,088
Monthly total	171,620	174,772
Nett increase	-127	x407
Population ratio	16.55	16.85

SOUTH AUSTRALIA		
New issues	1,326	1,065
Renewals	9,684	9,510
Cancellations	617	1,500
Monthly total	139,291	142,538
Nett increase	709	-435
Population ratio	22.85	23.53

WESTERN AUSTRALIA		
New issues	1,253	622
Renewals	7,121	7,110
Cancellations	500	1,264
Monthly total	92,620	95,001
Nett increase	753	642
Population ratio	19.75	20.33

TASMANIA		
New issues	433	322
Renewals	3,202	3,340
Cancellations	278	295
Monthly total	47,170	47,692
Nett increase	155	x27
Population ratio	19.76	19.77

COMMONWEALTH		
New issues	12,265	12,009
Renewals	104,432	105,055
Cancellations	4,297	11,642
Monthly total	1,330,959	1,377,365
Nett increase	7,968	x367
Population ratio	18.74	19.32

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