

## PERSONALS

Mr. Reg Lane, 2GB-Macquarie's indefatigable assistant manager, has just returned from a well-earned three weeks' break, which he spent with his family at Newport. He is exceptionally fit and is already dealing copiously with business for 1944.

With Mr. Lane's return, Roy Heath, representation manager for Macquarie, has gone off for his vacation, as, also, has Harry Clarke, 2GB-Macquarie representative, and Ernie Brewer, 2GB station censor.

Mr. A. ("Paddy") Campbell-Jones, general manager of 2UE Sydney, was down in Melbourne last week on one of his frequent visits to the southern city. This trip, however, must have had more than the usual significance as will be discerned from the report elsewhere in this issue concerning the program tie-up between 2UE and 3KZ.

General manager, Bert Snelling, of 3XY Melbourne, has returned from holidays looking fit and bronzed, and lost no time in taking up the reins again.

Johnny Walker, popular 2GB-Macquarie announcer, is in the fashion and is enjoying his annual vacation at an "unknown" holiday resort.

Sydney transcription company, B.A.P., announces confirmation of the appointment as office manager of Miss Betty Barnard. Miss Barnard, who shortly will complete her second year with B.A.P., was formerly a popular member of the 2GB-Macquarie staff. Her appointment will permit the company's general manager, George Matthews, to devote greater time to program direction.

Les Daley, popular 2KY community singing leader and announcer, is enjoying annual leave "somewhere out of town," which is a spot which we may be sure is well away from crowds. Another 2KY man "resting up" is Mr. Les Decent of the sales staff, while publicity officer Esme Williams returned this week to work after three weeks welcome break.

W. H. ("Bill") Berry of the 3XY sales department is also back on the job after his leave with more ideas for pepping up programs for sponsors. And Marje McInnes of the 3XY continuity department had almost forgotten what radio sounded like when she came back after her annual leave. She had disappeared to a seaside spot where there was only a battery set and regular listening was not encouraged.

Judy Willing, who recently took over the 3AW women's program, claims to be the busiest woman in Melbourne, with her 17,000 club members to take care of.

Ronald Harwood, 3UZ publicity officer, recently had a fortnight's vacation but confesses that travelling is so uncertain these days that he was scared to go very far afield. Ronald who is also Mr. Fixit of "Do It Yourself" fame, spent a lot of the time putting into practice the advice he gives to his listeners every Saturday afternoon.

A couple of the members of the 3AW staff are busy increasing the country's population. A few weeks ago Gordon Tait, 3AW's program manager, announced the birth of a girl in the Tait family and duly named her Robin, and then last week Peter Ellis also announced the birth of a girl also named Robin. Peter claims that he is in no way poaching the name from Gordon, as he and his wife had selected it some months ago. The 3AW staff pertinently asked, "But Peter how did you know it was to be a girl?" To receive the reply, "We didn't, that is why we selected the name Robin, you can use it either way!"

Mr. V. M. Brooker, manager of the broadcasting department of A.W.A., has been spending a well deserved vacation at the seaside. He held a rendezvous with a rest at Whale Beach, one of Sydney's quietest and most exclusive beachside resorts on the north side.

Lloyd Lamble, well known radio and stage actor, is one of the latest of the broadcasting fraternity to be called up for military service.

If Melbourne has an air of unusual quiet this week it is probably because "C.B.'s" representative, Beatrice Touzeau, is touring the Island State. She flew to Tasmania on Saturday morning last, headed for Hobart.

Former 2GB scripter, Max Green, is spending a holiday at one of Sydney's northern beaches. Green has accepted a position with the Australian Broadcasting Commission, which he will take up within the next week or so. As he is one of Sydney's outstanding scriptwriters, commercial broadcasting's loss is the A.B.C.'s gain.

Arthur Pettit (Bobby Filbert to radio fans) has received his R.A.A.F. wings and graduated to the rank of Pilot Officer. Arthur had an astounding juvenile radio career with 2UE, and prior to joining up last year was with Lintas.

Harry Yates, 2UE sales staff and compe-re of the Diggers' show, has resumed duties after three weeks' vacation.

"Sally" Harten who conducts the 2UE daily session for factory workers is at present on annual leave.

After three weeks holidaying in the Mittagong district, 2UE announcer, Miss Bea Hussey-Cooper, is back on the job. In her absence her midday program was conducted by Tony McFayden.

After serving throughout several theatres of the present war, Pat Hodgins has joined the staff of 3UZ as day announcer. His real name is John, but there are so many Johns on the station that it was decided to call him Pat.

The 3AW production staff is spending a well earned holiday. Producer Don Joyce when asked where he was going, replied "Somewhere in Australia." Scripter Ru Pullan is loafing around at home, and continuity expert Kath Dunlop is having a couple of weeks at Port Fairy.

Norrie McPherson, celebrated pianist, who toured Australia with Sir Harry Lauder, has been appointed program manager at 3CV Central Victoria.

Noticed in Melbourne last week were Mr. and Mrs. Cliff Paray of 3CV Maryborough, Vic. They were on one of their usual business trips.

Cec Corboy, salesman of 3UZ, has given up signing new contracts for a few weeks and has gone on a few weeks' vacation.

### Kitty Bluett and Al Thomas to Appear in Colgate-Palmolive Productions

Following upon the withdrawal of Jack Davey from Colgate-Palmolive Radio Productions, special arrangements have been made between the Unit and Macquarie Broadcasting Services Pty. Ltd., for inclusion of two of Australia's leading artists—Kitty Bluett and Al Thomas—to appear in "Rise and Shine" and "Calling the Stars."

For some time these two popular comedians have been exclusive to the Macquarie Network. They have appeared in numerous National programs and, of course, will continue to be featured in Macquarie sponsorships—not necessarily together, but, where scripts call for hilarious situations, gags and laughs, listeners will generally find one or the other—or both.

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## NOVEMBER LICENCE FIGURES

NEW SOUTH WALES			
New issues .. ..	1942	1943	Additions
Renewals .. ..	4,863	4,081	(552)
Cancellations .. ..	33,601	35,787	(1,186)
Monthly total .. ..	2,102	2,697	(247)
Nett increase .. ..	510,603	537,087	(20,052)
Population ratio .. ..	2,761	1,384	(306)
Population ratio .. ..	18.16	19.01	
VICTORIA			
New issues .. ..	2,111	2,330	(328)
Renewals .. ..	24,992	26,995	(1,251)
Cancellations .. ..	1,485	108	(28)
Monthly total .. ..	373,062	383,884	(16,218)
Nett increase .. ..	646	2,222	(300)
Population ratio .. ..	19.24	19.66	
QUEENSLAND			
New issues .. ..	1,228	887	(200)
Renewals .. ..	11,662	12,525	(195)
Cancellations .. ..	955	365	(6)
Monthly total .. ..	171,893	175,294	(3,384)
Nett increase .. ..	273	522	(194)
Population ratio .. ..	16.58	16.90	
SOUTH AUSTRALIA			
New issues .. ..	1,076	994	(184)
Renewals .. ..	8,125	9,195	(547)
Cancellations .. ..	890	6	(2)
Monthly total .. ..	139,477	143,526	(9,314)
Nett increase .. ..	186	988	(162)
Population ratio .. ..	22.38	23.69	
WEST AUSTRALIA			
New issues .. ..	999	499	(57)
Renewals .. ..	6,030	6,075	(211)
Cancellations .. ..	496	354	(43)
Monthly totals .. ..	93,123	95,146	(3,074)
Nett increase .. ..	503	145	(14)
Population ratio .. ..	19.89	20.37	
TASMANIA			
New issues .. ..	254	225	(53)
Renewals .. ..	2,722	2,845	(89)
Cancellations .. ..	246	131	(12)
Monthly total .. ..	47,178	47,786	(2,200)
Nett increase .. ..	8	94	(40)
Population ratio .. ..	19.76	19.81	
COMMONWEALTH			
New issues .. ..	10,531	9,016	(1,374)
Renewals .. ..	87,132	94,002	(3,432)
Cancellations .. ..	6,154	3,661	(358)
Monthly total .. ..	1,335,336	1,382,723	(54,334)
Nett increase .. ..	4,377	5,355	(1,016)
Population ratio .. ..	18.80	19.39	

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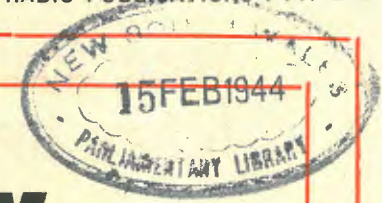
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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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In two half-hours each week.  
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  - **PRIDE AND PREJUDICE**
  - **THE LADY OF THE HEATHER**
  - **THE TALISMAN'S TALES**
  - **THE MEETING POOL**
- and in production
- **THE TALISMAN RING**
  - **THE MYSTERY OF MOOREDGE MANOR**
  - **SUN SPOTS**
  - **WHEN COBB & CO. WERE KING**

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

Incorporating  
**BROADCASTING BUSINESS** 10/- p.a.

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### W.O.I. Descends on Ad. Agencies Strong Defence Being Prepared by National Council

When the Department of War Organisation of Industry last month swooped down upon the advertising agency business with a request for immediate "rationalisation" of the agency industry there was some consternation. It was difficult to grasp the object of the W.O.I.'s seeking after manpower in an industry already so greatly depleted by enlistments in the services of a very large percentage of employees.

It is perhaps right and fitting that the advertising agency industry should be subjected to official scrutiny in regard to its potential contribution of manpower to the country's war effort—there is no reason why it should enjoy any special privilege in that regard. However it is likely that, like Old Mother Hubbard, W.O.I. too will find the cupboard somewhat bare! Not only have the agencies of Australia contributed a very high percentage of their former employees to the services. Those executives and operatives still remaining at their posts find themselves putting in long-houred work days (and often six or more days a week) carrying on

what really amounts to "essential" advertising and public relations work.

There is no fear that the Government fails to recognise the valuable work which the agencies are performing under the stress of war-time conditions. There is also little doubt but that War Organisation of Industry will be convinced that its vague plans of "rationalisation" which include the quite impracticable suggestion of "grouping" cannot be applied too stringently to the industry. Prime factor in that regard is that an agency becomes an integral part of his client's business organisation as a servant of that organisation while it is handling the particular account or accounts.

Following a deputation from the National Council of Advertising Agents' Association of Australia to the W.O.I. in Sydney last month, a strong case is being prepared for presentation to the Department. It will aim at clearing up a lot of misunderstanding which obviously exists in official circles.

### Victorian Stations' Bush Fires Relief Appeal

On Sunday, January 30, the Victorian commercial stations combined to conduct a day appeal in aid of funds for Bushfire Relief. City stations raised £8,161 between 12.30 p.m. and 4 p.m., and country stations increased the total raised by commercial stations to over £32,000—3GL Geelong raised £8,000, 3HA Hamilton £7,150, and 3BA approximately £6,000.

The appeal opened with short speeches by the Premier of Victoria and the Lord Mayor of Melbourne and, at half-hourly intervals, program items were supplied by Gladys Moncrieff; and Herbert Brown, Will Mahoney and Evie Hayes, Helen Crawford, Hal Percy who wrote special verse for the occasion, and William Laird.

The program and announcing staff of the Melbourne stations did a magnificent co-operative effort both on the Sunday and on the following night, when the stations were hooked up to put over acknowledgments of donations which were held over from the previous day. In addition, a number of the program personnel and announcers attended personally at the Melbourne Town Hall on Monday, which was a public holiday, in order to assist in writing out receipts for people who had subscribed.

One outstanding feature of the appeal was the way in which station announcers were intermingled so that, working in pairs, well balanced teams were on the air at 15 minute intervals. Mr. Eric Pearce of 3DB was stage manager, and

the announcers who assisted were: Norman Banks (3KZ), Eric Walsh (3DB), John McMahon (3UZ), Fred Topper (3AW), Alwyn Kurts (3XY), Monty Blandford (3DB), Gil Charlesworth (3UZ), Ron Chapman (3XY), Lou Bennett (3KZ).

At the Commonwealth Bank there was a bank of 40 inward telephones for handling donations, and four outward lines for checking purposes, including fixed time calls to all country stations for progress totals. The whole of the telephone girls, sorters, etc., were arranged by the officers of the Telephone Branch, Melbourne G.P.O., and these girls assisted materially by their enthusiasm in handling the calls.

Being a Sunday, the catering for the telephone staff was difficult, but was overcome by Miss Morgan of the Federation staff, who, with some friends, prepared cold meat and salad, fruit salad, and tea for 75 helpers.

By arrangement with the Advertising Agents' Association, Leyshon Publicity, prepared free of cost, all publicity for the appeal. The Melbourne "Herald" supplied machinists and comptometers, and the Boy Scouts' Association provided the services of runners.

Altogether the whole appeal was a tribute to commercial broadcasting, and the excellent spirit of co-operation which exists between stations.

### Wages, Conditions Fixed for Tasmanian Broadcasting

The recently created Broadcasting Wages Board set up in Tasmania has fixed wages and conditions covering employees in commercial broadcasting stations in that State.

It was decided that technicians in charge receive a margin of £2/15/- a week, making a total wage of £7/10/- a week. Technicians' wages were varied according to the class of station at which they were employed, the wages ranging from £6/10/- to £7 a week. Other wages fixed were: Control room operators, £6/5/- a week male announcers, £5/17/- a week and female announcers £3/15/- a week of 44 hours, the actual time of announcing in the case of males to be 34 hours a week and 30 hours in the case of females. Junior male rates were prescribed from £1/10/6 a week at 16 years to £3/12/- a week at 20 years. Junior female rates varied from £1/1/6 to £2/10/6 at 20 years. The adult female rate was fixed at £3/6/- a week at 21, to £4/1/- after three years' experience as an adult.

The hours fixed for the industry generally were 44 a week, and provision was made for one clear day off a week.

There were some classifications in which an award was sought such as chief operators, specialised announcers and script writers, which were adjourned pending negotiations between the employers and employees for revision of the existing wage rates.

The board comprised: Mr. G. Hargreaves (chairman); representatives of employers, Messrs. K. B. Goynes, B. A. McCann, A. E. Evans, and A. D. Townner; employees, Messrs. J. S. Dodds, R. M. Vertigan, D. E. Cooper, and S. V. Sydes.

### O. F. MINGAY GUEST AT FEDERATION LUNCH

At the Victorian station's monthly luncheon at the Australia on Monday, January 7, the guests were Messrs. O. F. Mingay and Capt. B. Samuel. Mr. O. J. Nilsen presided.

Mr. Mingay gave an interesting address on his impressions of America, and indicated particularly the trend of technical developments in radio in U.S.A.

Those present were: Messrs. O. J. Nilsen, S. Kemp, D. Worrall, Major O. Taylor, A. Prince, R. A. Fitts, E. J. Whykes, J. MacKenzie, R. Dooley, S. Morgan and H. Snelling.

### RADIO PRINTING PRESS PTY. LTD.

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## WELCOME HOME TO O. F. MINGAY



In Sydney last month the radio and electrical and broadcasting trades welcomed back to Australia Mr. O. F. Mingay, who has been in Washington for about 11 months for Radio and Signals Directorate of Ministry of Munitions. In this group we see from left to right—Colonel A. R. (Barney) Allen, Councillor Hardinge (Sydney City Council), Major Cox (Army Signals and formerly Sydney sales manager 2KO), Messrs. Wing, Trennam, Mingay, Martin and O'Brien. Colonel Jordan is standing behind Mr. Mingay.

## Telecommunication Needs World Standard

The need for greater international standardisation was stressed by I.E.E. President, Sir Stanley Angwin, D.S.O., M.C., T.D., B.Sc., when he spoke in London recently at the opening of a series of informal meetings arranged for the coming session.

Standardisation, he said, could be divided under the three headings of materials, articles and systems. Advantages gained were in regard to production, the reduction of excessive stocks, interchangeability and uniform performance.

Examples of standards for materials include such things as copper wire, lead sheathing and gauge dimensions; articles embraced plugs and sockets, valves and cathode-ray tubes, radio components; and the third division rating and performances, terminology, symbols and methods of testing.

At home standardisation was being well established through the work of the British Standards Institution, and although this was being supported by many of the Dominions, expansion in this direction was still too limited. Lack of international agreement was manifest by the existence of varying standards and

gauges for wire and cables, while valves and cathode-ray needed attention.

The differences between English and American valve bases, for example, could have been settled a long while ago by agreement, but it appeared they were then maintained because manufacturers feared that a common standard would introduce "dumping" risks. Here was a field for discussion particularly with reference to changes that might be expected in export markets; while an early decision should be taken with regard to cathode-ray tubes to prevent a recurrence of the trouble in this field.

Differences in standards of systems were particularly felt in telecommunication work between countries and the position regarding television should be carefully watched. So far there were different systems in Great Britain, America and France, and although, up to the present, they had caused little difficulty, a desire to interchange programmes would arise later. A wise decision now would facilitate these exchanges, and an international committee should be summoned as early as convenient to watch the general position and to secure basic agreement on terms and definition.

## Fostar's Shoes Keep Name Flying with Music

Fostar's Shoes Pty. Ltd. now sponsors some 10 Sunday daytime shows on stations in three States of the Commonwealth. The "Synchronomatic Hour" is heard from 2UE Sydney, 4BH Brisbane, 5AD Network in S.A., and also on 4CA Cairns and 4TO Townsville. "Rhythm Tred" is scheduled on 2GB Sydney, 2WL Wollongong and 4BK-AK Brisbane in Queensland, while "The Concert Platform" is heard from 2UW Sydney and 4BC Brisbane.

The program titles all tie in with the brand names of Fostar's Shoes, that is synchronomatic, flats, and rhythm tread. Each program depends for its popularity with listeners on the good selection of music included in each program, the popular orchestras presenting well-known works with world-famous vocalists adding their share to the entertainment. The programs are heard during the time period of 11.30 a.m. to 3 p.m. each Sunday. This contribution to the listener's musical entertainment by Fostar's Shoes Pty. Ltd., one of Australia's oldest radio advertisers, is worthy of the good wishes of listeners located in the several areas served by the stations mentioned.

Fostar's Shoes Pty. Ltd. are, of course, well known to tens of thousands of listeners to other stations too, for no less than three 15-minute programs are broadcast weekly on 2BH, 4MK, 4GR, 4RO, 4BU, 4CA and 4TO plus a breakfast session each morning on 2GB-2WL.

Back in pre-war years Fostar's Shoes Pty. Ltd. sponsored programs over the short-wave service of VPD2 Suva, one of the short-wave stations then operating which broadcast sponsored programs for commercial firms. Fostar's Shoes publicity, not only for radio but for all media is in the capable hands of Mr. L. A. Dempsey, who is also publicity officer at Sydney for the A.T.C. activities of the R.A.A.F.

## COMMANDO STORY HITS HIGH SALES

The recent production of the "Commando Story" is creating almost a record for simultaneous release throughout Australia and New Zealand in almost every instance by individual sponsors. The stations presenting this feature include 2CH, 2KO, 2BH, 3DB-LK, 3MA, 3BO, 4BK-AK, 4CA, 4TO, 4WK, 5AD-PI-M, SE, 1ZB, 2ZB, 3ZB, 4ZB, 4MB, 2LM, 4RO, 4LG, 4MK, 4BU, 6IX-WB-MD, 7BU.

Recorded by the recording division of 5AD Adelaide and distributed by A.W.A. "Commando Story," consists of 104 x 15 minutes programs, scripted by Maurice Chapman, this show thrillingly portrays the deeds of the Commandos on Timor and elsewhere.

*And whilst we are on the subject of Surveys, let's look at Friday night—*

This independent survey of the Sydney Metropolitan Radio Audience, was conducted with the co-operation of ten leading business organisations. A total of 669 contacts were made, and the figure of 40% represents the sets tuned to 2GB, of the total listening audience, DURING EACH QUARTER-HOUR from 6.30 to 10.30 p.m. on Friday night, December 17, 1943. The next best figure was shown at 18%.

★It may be presumed that such an overwhelming preference for 2GB would be reflected during the Day-time hours, not only on Friday, but on every other day of the week, and your enquiries respecting Day sponsorships or "spot" campaigns are cordially invited.

**2GB's AVERAGE AUDIENCE FOR EACH ¼-HOUR FROM 6-30 TO 10-30 P.M. ON FRIDAY, DEC. 17, WAS—**

**40%**

NEXT BEST AVERAGE **18%**

*People certainly listen to—*

THE STATION WITH

**2GB**

THE PROGRAMMES

# Advertising and the National Welfare

## The Life Blood of Security and Progress

(By Frank Goldberg, Governing Director, Goldberg Advertising, Australia and New Zealand.)

There is a body of opinion in this country, and it is not without its champions in important Government and administrative quarters, which regards advertising as a sinister growth on the economic structure in peace, and quite an unnecessary, power-wasting activity in war.

The danger of these opinions being translated into Governmental action seems to be a real one, and it is the purpose of this article to show what an overwhelming tragedy it would be if such a policy were actually to be put into effect, both from the point of view of the war effort and post-war stability.

The advertising business in Australia is normally comprised of perhaps 500 people directly employed in the creation and dissemination of the announcements, commercial and otherwise, which you see in the newspapers, on the posters and films, and hear on the radio. For the most part they are people, specially qualified by the natural gifts, training and experience—and therefore largely irreplaceable—to provide the services which this article will make clear and without which the country could hardly get along.

In addition to the advertising industry proper are various auxiliary trades such as printing, processing, engraving, recording studios, film production units, and so on. Then of course there are the newspapers themselves, and the radio stations, and the various other media which, after all can only provide the vital community services they do because there is such a thing as advertising.

### MOBILISING THE NATIONAL MIND

Let us consider first the relation of advertising, or publicity, or propaganda they all mean the same thing—to war. A moment's reflection shows that the Government would be dumb and impotent if it did not have the channels of advertising available to it, together with the highly specialised services of the people skilled in their use.

In actual fact, when war broke out it was (and still is) necessary to launch specific campaigns to educate us in new ways of living, new tasks, new ideals, new co-operation, new sacrifices. The war has given advertising the best testimonial it has had in all its career. It has proved advertising a vital and indispensable link between Government and people. It has produced a dramatic and enduring confirmation of the claim that advertising is essential to any form of organised society whatever its economic or political ideology.

—This is one of several articles which over recent months have appeared in "C.B." from the facile pen of Mr. Frank Goldberg, governing director of the advertising agency which bears his name. Mr. Goldberg in this and other pertinent articles which he has had published is in so doing contributing much to the general problem of public relations involving the advertising industry.—Ed. "C.B."

Without the skilled techniques of advertising, it would have been impossible to stimulate the national effort—at any rate to the degree required by total war. Practical information needed for aiding war production could not have been disseminated. Confidence in our national and industrial leadership could not have been built up. Morale, the voluntary intensification of the war effort, the cheerful acceptance of sacrifices—none of these things could have been so successfully achieved without advertising.

It is, to say the least, remarkable that these achievements of advertising are not more widely appreciated in official circles, though it is fair to say that there are exceptions.

For example, the Prime Minister (Mr. Curtin) and the Federal Treasurer (Mr. Chifley) have been generous in their tributes to the value of Australia's advertising services in forwarding the Government's war programs.

Advertising, then, from the point of view of the Government itself, is indispensable in war—a fact well enough realised in every other country, allied or enemy.

### ADVERTISING IN PEACE

Let us now turn to the part played by advertising in our general economic life.

The great central virtue of advertising is that it **cheapens the unit cost of goods**. This is a point which amateur theorists love to dispute but which the reader may shortly decide for himself by considering a simple case.

Suppose a manufacturer to have facilities for producing a thousand dish-washing machines a month. An advertisement in the newspaper brings the existence of the article to the notice of, say, two hundred thousand people. From the interest so stimulated he receives a sufficient number of enquiries to allow him safely to go ahead, employ labour and plant, and make one thousand machines a month. Without advertising, it is apparent that the market would absorb his product not only more slowly, but in

considerably less volume. The unit cost would be enormously higher, and the community poorer by the lack of his labour-saving product.

Advertising, in short, makes available to the masses all sorts of products and devices which raise the standard of comfort and general wellbeing. The beginning of advertising as a purposeful and scientific tool of commerce dates back not much further than 50 years. It is no accident that the most prodigious advances ever known in material standards of life began also at that time.

Perhaps the matter has never been more happily expressed than by Donald Nelson, the present War Production Chief in America: "Advertising is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business can address itself to people from one end of the country to the other. It is essential, and always will be, to the attainment of a high standard of living."

It is, of course, not only in purely material directions that advertising has exerted such a powerful and beneficent influence on human affairs.

Because of soap advertising, and for no other reason, the one time of the Saturday night bath, in which all the family took their turn, went out of fashion. We are a cleaner and more pleasant generation—at least in that respect. Because of food advertising, and for no other reason, we know somewhat more about diet and live more healthily and longer as a consequence. Because of advertising, too, we have gained a wider and speedier dissemination of books and ideas, tending to promote higher standards of education, tolerance, understanding, and social ideas.

Advertising is still young and, in a sense, experimental. In its march forward it has occasionally got off the track. Just, in Germany it has been perverted on a national scale, so in individual instances in democratic countries, has been directed to wrong and foolish ends. But that, in the broad view, it has contributed enormously to human welfare, and that it will be an all important instrument in shaping a better order, cannot be doubted.

Certain it is that to destroy completely the structure of Australian advertising at this juncture because of a false and distorted interpretation of national war needs would destroy the whole structure of Australian industry, multiply hardships and make the task of post-war rehabilitation practically impossible of achievement.

## 2SM PRESENTS

The

# Goblin half hour

featuring

## JOHN DUNNE, "Starmaker"

and leaders of the Gang, the child wonders of radio to-day, and the star artists of radio to-morrow.

This brighter and happier session is brought to you by the manufacturers of Scanlen's Goblin Sweets for your pleasure.

Fridays  
8 to 8.30 p.m.

# 2SM

Fridays  
8 to 8.30 p.m.

# Friday Night can be One of Week's Big Nights

## Proof of Available Audience Shown in

Sydney listeners on February 11 will hear an almost completely rearranged presentation of 2UW's famous Friday night show, involving a new half-hour of drama, a half-hour of the stars of the future, two new quiz programs, and a new musical quarter-hour, with the final quiz going on the air at 10 p.m.

It was more than four years ago, when Friday night sponsorship in Sydney was almost non-existent, that 2UW set out to explore the audience possibility from a new angle. Two outstanding comedians were engaged, to plan, with station personalities, a complete night live artist presentation of comedy and variety, and arrangements made to engage each week, the Assembly Hall. The experiment was an immediate success, and 2UW's Friday night show became a habit with very many people. Week after week it attracted capacity audiences of up to 1,300 people, and sponsors quickly found that the Friday night audience was greatly larger than had been believed.

With the completion of the 2UW Theatre two years ago, the Friday night show found a new stage, and it has continued ever since within the broad limits of a standard framework built when following the opening of the theatre, the station engaged a company of seven well known vaudeville and musical artists to provide the main entertainment.

At the end of two years, a complete re-planning was put in hand, and the result will be broadcast next Friday night.

The first alteration will be apparent immediately at 8 o'clock, when, in place of "The War of the Sexes," listeners will hear the first episode of "The Road to Tokyo," a thrilling new serial drama of to-day, presented by Lever Bros. Pty. Ltd. "The War of the Sexes" has held the 8 p.m. Friday spot for four years, since the inception of the Friday night show, under the sponsorship of Mark Mayne Ltd., dry cleaners; but that company a few weeks ago arranged to transfer their 2UW sponsorship to the weekly community singing broadcast, each Wednesday from 12 noon to 2 p.m.

The second established program, "The Five-In-One Musical Money Box," also has been replaced in the new presentation, following the decision of Edinburgh Laboratories to transfer their 2UW sponsorship from Friday night to five quarter hours in the daytime program. In its place at 8.30 p.m. Nestles Ltd. will present a new half-hour under the title of "Young Stars of the Future."

The latter program, compered by "Shirley Anne," of 2UW's women's session, will present each week a company of brilliant young Australian artists, aged from 6 to 16. The program has been in rehearsal for some weeks, following

## Four Years Special Programming

At Right: Cecil Scott and Reggie Quartly in a typical comedy high spot in the 2UW Friday night show.

Below: "Whiz Quiz," one of the established 2UW Friday night quiz shows, goes on the air. On stage are John Barnes, Cecil Scott and Reggie Quartly.



twice-weekly auditions, and among the youngsters chosen for the first programs are several who have never before appeared in public. The aim of the session is to provide opportunity for talented young artists, and a fee will be paid by the sponsors for each individual appearance. Present plans provide for a completely new team each week to accommodate the amount of outstanding talent which has been discovered. The extent of talent available was indicated when 2UW received more than 120 applications for auditions within three days of the original announcement.

Following the two half-hour presentations, the remainder of the program until 10.15 p.m. will be given over to quarter-hour units, with comedy interludes by Reg Quartley and Cecil Scott, separating the quiz shows.

At 9.5 p.m. the Aeroplane Jelly program "Whiz Quiz" (the only unit unchanged) will go on the air as usual; followed by a new musical competition sponsored by Messrs. J. R. Love and Co. Ltd. The title of the new show is as yet undecided, but it is known that it will include prize money, both for listeners at home, and the audience in the theatre, with one special prize of £2/2-. Messrs. J. R. Love's original

program, "Food, Facts and Fun" has been replaced by this new feature.

Following the musical competition there will be a quarter-hour of comedy, and then a new musical quarter-hour featuring Gwen Parsons and Florence Taylor at 10 o'clock a new sporting quiz conducted by Cyril Angles.

The sporting quiz embraces a few points which are extremely novel, even in the 2UW Friday night show. The essence of it is that Cyril Angles invites competing members of the audience to nominate the sport on which they challenge him to "floor" them. He has prepared questions covering more than 60 sports and field games, and he is ready for all-comers. As each competitor nominates his sport, he or she is invited to nominate the odds they would place on their knowledge. According to the price which they quote, they receive questions of varying "toughness." The base stake is 2/-, and a competitor asking for a 20 to 1 chance, wins £1 if he can answer the question which Cyril gives him in his own chosen field. If he fails to answer it correctly, the stake money goes to the Red Cross. The program will conclude, as now, at 10.15 p.m.

## 21 Years Ago

In connection with the party being organised by Mr. Oswald Anderson to celebrate his first 21 years association with broadcasting dating back to the first regular public demonstrations of broadcasting, Mr. Anderson has prepared the following list of "Some Important Dates in Radio History." The celebration will be held at Paling's Concert Hall, Sydney, on February 27.

1894—Sir William Preece lectures in London on "Electric Signalling Without Wires."

1897—Marconi gives first demonstration, Salisbury Plain, England.

1898-1900—Various demonstrations in England, America, Germany, etc.

1908—E. T. Fisk (Sir Ernest) witnesses wireless transmission, New York.

1918—Fisk ran weekly transmissions from A.W.A.'s building, Clarence Street, Sydney.

1920—Fisk gave demonstration before Royal Society, N.S.W., and in October of same year, gave public demonstration from Mr. Hooke's home, Brighton, Victoria.

November 2, 1920—KDKA, U.S.A., opens for regular transmission.

November 14, 1922—2LO London, using a set loaned by Marconi commences transmission.

1922-1923.—Demonstrations given regularly in Australia by Charles MacLurcan and others.

February 27, 1923, to August 1, 1923.—Regular public broadcast demonstrations from Paling's Concert Hall, Sydney.

August, 1923—Wire Regulations (Commonwealth) were issued.

December, 1923—Licences granted to 2FC and 2BL Sydney.

1924—2FC, 2BL, 3LO, 3AR and 6WG commenced operations.

1944—Now in operation in the Commonwealth are 27 national stations and 100 commercial stations, making a total of 127 services which in the aggregate broadcast a total of 450,000 hours of radio entertainment per annum, and there is one broadcasting station for every 56,000 people compared with America, one for every 137,000 people, and in England one broadcasting station for every three million people.

Ratio of radio sets in the world in relation to population shows the prominent position held by Australia. U.S.A. leads with a percentage of 22.7 of homes fitted with radio followed by Denmark 22.2, then Sweden 21.5, New Zealand 20.4, Australia 19.6, and Great Britain 19.5.

## Listeners Subscribe £1507 for Digger's Home RUSH OF GIFTS FOR N.G. MEN

The story of how thousands of listeners opened their hearts—and their purses—in response to an appeal made by John Dunne for funds to buy a house for a blinded young Digger of this war, during the broadcast of McNiven's Amateur Night program on 2SM, was told in last



Mr. John Dunne, "The Diggers' Friend" of 2SM.

issue of "Commercial Broadcasting." On Wednesday night of last week listeners were told that no more money was required for the home, and a return was made to the ordinary appeals for the multifarious goods required by boys in the New Guinea area. Listeners had subscribed £1,507 to buy the home for the blinded Digger and his young bride.

A pleasant surprise was in store for John Dunne, when Claude Holland brought up to the microphone during last week's Amateur Night an old Digger of the last war who has been mining ever since. The Digger presented to John Dunne a delightfully carved wooden cigarette box on the lid of which was modelled in polished brown wood a Digger's slouch hat. The old Digger explained that he had carved two similar boxes—the other he had sent to General McArthur. The presentation to John Dunne he said was in recognition by the old Diggers of the grand work Dunne was doing for the new Diggers. The box was filled with cigarettes "from the girls of the 412 Canteen."

The Digger's home appeal has stimulated interest to an even greater extent than before in the appeals made during the famous McNiven's Wednesday night 2SM broadcast. A very wide variety of articles was sought last week, and they came forward in abundance.

### "CALLING ALL WOMEN"

Miss Dymphna Cusack, well known novelist and dramatist, is being featured by Austral-American Productions, in a series of talks, "Calling All Women." Time channel is 3.15 to 3.30 p.m. Sundays from 2GB.

Crux of Miss Cusack's talks is a new deal for women, and her first session on February 6 gave much food for thought. She attacked the problem clearly and with convincing logic, and, her outspoken thoughts on this weighty subject should generate much interest for the talks to follow.

46,112  
Letters,  
In Three  
Years, For  
One Sponsor,  
Is Just  
One Of  
The Proud  
Achievements  
Of

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## Collins, Producer for 3XY

First London and Hollywood producer to enter Melbourne radio, Arthur Greville Collins, is now attached to the staff of 3XY. He will be under contract, producing and introducing a number of new features, until he returns to Hollywood after the war.

Born in London, Arthur Collins was associated with the theatre from his earliest days. He served with commissioned rank in the British Army in the last war, for the final two and a half years being attached to the Royal Flying Corps.

Occupying a prominent position in England's "Who's Who in the Theatre," Mr. Collins has been associated with many West End successes, including "Fata Morgana" at the Ambassadors in 1934, "No



Mr. A. G. Collins

Man's Land" at St. Martin's in 1924, "Farnish" at the Vaudeville in 1925, "Sun Up" at the same theatre in the same year, "The Snow Man" at the Savoy in 1926, and in that year he was also associated with the first presentation of "The House of Glass" at the Prince of Wales Theatre.

He produced a number of successes in New York, including "Coal in Sabes," "Death Takes a Holiday," "The Outsider" (with Maurice Moscovitch), and Patrick Hamilton's thriller "Rope," starring Noel Madison-Moscovitch's son, who played in Australia as Nat Madison during the tour of his father's company. Mr. Collins also directed the horror play, "Black Tar," featuring the famous film star, Bela Lugosi.

From the New York stage Arthur Collins went to Hollywood, where for Warner Bros. First National he produced many films that have been seen in Australia. These include "The Kennel Murder Case," with William Powell, and "Thank You, Jeeves," starring David Niven and Arthur Treacher. Other films of his were "Nobody's Fool," starring Edward Everett Horton, "Personal Maid," starring Margaret Lindsay. While in Hollywood he had charge of the N.B.C. broadcasts, "The News Behind the News."

Coming to Australia the year before the outbreak of war, Arthur Collins enlisted in the R.A.A.F., following his experience in flying during the last war. After attaining the rank of Squadron Leader, and having seen service at a northern base, he returned to civil life recently for health reasons.

He plans to return to Hollywood to continue his film work after the war, but until travelling becomes more normal, he will remain in Melbourne with 3XY. He has already planned a number of new features that will shortly be heard on the air from 3XY.

## THEY SAY THEY'RE POPULAR

This feature, comprising listing of musical favourites as indicated by "hit parade" types of sessions broadcast by four leading Australian commercial stations appeared first in our issue of December 16, and subsequently in our issue of January 13.

Below will be found the latest listings from the four stations concerned. An interesting feature in the voting last month was the meteoric rise in South Australian popularity of two numbers which do not appear at all in the listings for that month in New South Wales or Victoria. Those numbers are "Be Like the Kettle and Sing" (by Vera Lynn) "Mandy is Two," which won first and second place respectively by listener voters on the 5DN Tops of the Pops session, for the last Sunday in January. They moved up the ladder of popularity, together over the previous few weeks.

Latest listings:—

### HIT PARADE 3DB-LK

(Sunday, January 30, 1944)

1. Darling.
2. You'd Be So Nice to Come Home Too.
3. All or Nothing at All.
4. I Know a Secret.
5. Coming In On a Wing and a Prayer.
6. Why Don't You Fall in Love with Me?
7. We Go Well Together.
8. Let's Get Lost.

### TOPS OF THE POPS (5DN)

(Sunday, January 30, 1944)

1. Be Like the Kettle and Sing (Vera Lynn)
2. Mandy is Two (Bing Crosby)
3. Don't Get Around Much Anymore (Duke Ellington and His Orchestra)
4. I Wanna Go Back to West Virginia (Freddy Martin's Orchestra)
5. Why Don't You Fall in Love With Me. (Dinah Shore)
6. Sunday, Monday or Always (George Trevaire and His Australians)
7. Paper Doll (The Mills Brothers)

### HITS AND HIGHLIGHTS (2UE-3XY)

(Sunday, January 30, 1944)

1. All or Nothing at All.
2. We Go Well Together.
3. Every Night About This Time.
4. Sunday, Monday, Always.
5. Paper Doll.
6. East of the Rockies.
7. Just as Though You Were Here.

## A THRILLER

"Tales of the Silver Greyhound" is the title of the new thriller-serial chosen by Buckingham's for broadcast from Radio 2UE.

The program replaces "You be the Detective," and is broadcast every Monday to Thursday at 9.15 p.m.

"Tales of the Silver Greyhound" feature a complete story every two episodes. It's an excellent production built on first-class scripts.

Star of a large cast of well known players is the English actor, James Ragan, who is rated very highly in world theatrical quarters.

The 2UE account is through Goldberg's.

## S.A. Crooner With Colgates



Terry Howard, another South Australian who has "made good" in radio, is now exclusively engaged with the Colgate-Palmolive Radio Productions Unit. Howard, an outstanding crooner, is not new to radio, having secured his "break" with Jack Burgess at 5AD Adelaide 11 years ago. He was in Melbourne in 1939 on the National stations with the late Harry Bloom. He then went to Perth on the Hoyt's Theatre circuit, and recently came to Sydney for a season at The Prince Edward. With Colgates now he is starring in "Rhythmic Inn."

## War of Ideas

"It is now universally recognised that this war is something much greater than a conflict between two groups of nations for a larger share of wealth and power. All can see that it is a struggle between the adherents of two completely opposed theories of life. The United Nations are standing, though with great variations of emphasis and of interpretation, for freedom, justice, and supremacy of moral law; the Axis powers stand for the State as an object of supreme allegiance and as a concentration of power unamenable to any higher authority of law."

(His Grace the Lord Archbishop of Canterbury, on "The Crisis of the Western World," in the B.B.C. overseas service).

## TALENT QUEST CONTINUES

Goodlands Pty. Ltd. have contracted for the renewal on 2CH of the presentation of the Talent Quest, compered by Joan Read on Friday nights.

This program, introduced originally for women in the home, has registered high in listener popularity since its opening broadcast, and has been the means of unearthing considerable hidden talent. Many successful competitors have subsequently appeared as guest artists on the program.

Goodland's also sponsor "Stars of the Services," talent contest for servicemen on 2CH on Wednesday nights.

The account is handled by Goldberg's.

## Transcription Sales

### Artransa

Artransa Pty. Ltd. reports the following transcription sales for November and December, 1943:—

### NOVEMBER.

"In His Steps" (52 episodes), 4ZR Roma, 2DY Derby.  
 "Doctors Courageous" (52), 6PR Perth, Murwillumbah.  
 "Radio Stage" (26), 7AD Devonport, Lismore.  
 "Doc Sellers True Stories" (130), 6PR Perth.  
 "Thirty Minute Theatre" (13), 7HO Perth, 4BH Brisbane, 2GB Sydney, 2HR.  
 "Gus Gray" (52), 2TM Tamworth.  
 "Songs of Yesteryear" (37), 4TO Townsville.  
 "Macquarie Radio Theatre" (13), 6PR Perth.  
 "Green House" (65), 4BH Brisbane.  
 "McCoy Mendel Agency" (26), 4BH Brisbane.  
 "Love Tales" (39), 4BH Brisbane.  
 "Red Streak" (52), 2AD Armidale.  
 "Leaves from the Other Woman's Diary" (1), 2HR West Maitland.  
 "Lady Courageous" (78), 2HR West Maitland.  
 "The General Died at Dawn" (26), 2BH Broken Hill.  
 "Origin of Superstition" (39), 4GY Temple.  
 "Dog Heroes" (26), 4MB Maryborough.

### DECEMBER.

"Donald Novis in the Romance of Music" (26), 2DU.  
 "Houses in our Street" (52), 2MW.  
 "Cappy Ricks" (52), Amalgamated Wire- less for stations 2TM, 2LT, 2DU, 2LF.  
 "True Detective Stories" (26), 2CA.  
 "Macquarie Radio Theatre" (26), "Baf- fets" (52), "Lucky Victims of Misfortune" (52), 2MW.  
 "Covered Waggon" (13), "Sorrel and Son" (52), "Prisoner at the Bar" (39), "Pinto Pete in Arizona" (74), "Pinto Pete and His Ranch Boys" (93), "Secret Diary" (35), "Doc Sellers True Stories" (130), "Green Meadows" (52), "Master of the Gobi" (62), "Cacirifice" (52), "Twenty Thousand Leagues Under the Sea" (104), "Ad- ventures of Jules Verne" (92), "Black Flame of the Amazon" (156), 3TR.  
 "Harmony Isles" (20), "Home Folks" (52), 4BC.  
 "Houses in our Street" (52), "My Prayer was Answered" (26), 2QN.  
 "Live Pantomimes" (13), 2GB.  
 "Strange Adventures in Strange Lands" (38), 4BC.  
 "Sunday Players" (1), 5DN.  
 "Lady of Millions" (103), "The In-Laws" (24), 2GB.  
 "Doctors Courageous" (52), "Lady Courageous" (78), 5DN.  
 "Donald Novis Sings" (52), 4BC.  
 "Sorrel and Son" (52), 4GY.  
 "Sunday Players" (1), 2PK.  
 "The Citadel" (52), "Argus" Network.  
 "Thirty Minute Theatre" (52), 3UZ.  
 "Fu Manchu" (78), "Sorrel and Son" (32), "The Witch's Tale" (52), "Doctors Courageous" (52), 3AW.  
 "Sorrel and Son" (52), 4BH.  
 "Digger Hale's Daughters" (208), Radio Features, New Zealand.  
 "Radio Stage" (13), J. Walter Thompson for N.B.S. New Zealand.

### NEW RELIGIOUS SESSION

"God and the World" is the title of a 15-minute religious program broadcast from 2UE every Sunday at 1.30 p.m. The session is conducted by Mr. A. A. Hart.

### A.W.A.

Transcription sales recently recorded by the A.W.A. transcription department include the following:—

"The Oppenheim Plays," 104 x 15 mins. to 2GZ, 2LM, 2TM and 2GF.  
 "The Commando Story" to Noble Bartlett for use on 4BK-AK-IP, 4MK, 4LG, 4RO, 4BU and 2LM.  
 "When To-morrow Comes," 52 x 15 mins. 2LT, 4GR and 4BU.  
 "Cavalcade of Drama," to Richardson Cox for 2TM and 2LM.  
 "When Dreams Come True," 26 x 15 mins. 2TM, 2MO and 2AD.  
 "The Commando Story," 104 x 15 mins. to 6IX-WB-MD, 4TO, 7BU, 4CA, 2BH and 3BO.  
 "Cavalcade of Drama," 104 x 15 mins. to 2GN and 2GF.  
 "The Scarlet Widow," 13 x 30 mins. 3DB-LK, 2CH.  
 "Radio Guild Plays," 52 x 30 mins. 2QN.  
 "We Were Young," 52 x 15 mins. 2CH.  
 "Cavalcade of Comedy," 104 x 15 mins. 2WG.  
 "The Bright Horizon," 52 x 30 mins. 5KA-AU.  
 "Bed and Breakfast," 26 x 15 mins. 2LT.  
 "The Lost Child," 26 x 15 mins. 2LT.  
 "Cloudy Weather," 26 x 15 mins. 2LT.  
 "Nobody's Island," 26 x 15 mins. 2LT.  
 "The Night Porter," 156 x 15 mins. 2CH, 4BC-SB, 2GN, 2GF, 2KM, 2PK.  
 Release of "The Commando Story" and "The Scarlet Widow" has been made in New Zealand.

New features by A.W.A., including those in production, include "The Lady of the Heather," 26 x 30 mins.; "Forbidden Gold," 26 x 15 mins.; "The Talisman Ring," 52 x 15 mins.; "The Talisman's Tales," 26 x 15 mins.; "When Cobb and Co. were King," 52 x 15 mins.; "In Ben Boyd's Day," 26 x 15 mins.; "Pride and Prejudice," 52 x 15 mins.; "Emma," 52 x 15 mins.; "Melody Mosaic," 39 x 15 mins.; "The Symbol of Death," 52 x 15 mins.; "The Meeting Pool," 13 x 15 mins.

## MONTGOMERY'S OWN FORTRESS

Of all the stories told of General Montgomery none pleases the American forces more than this one—first told on the radio by B.B.C. war correspondent Godfrey Talbot.

Talbot said that for several days last spring, somewhere in Tunisia, there'd been a Flying Fortress on a certain landing ground—a Fortress plus crew, with something rather mysterious about it. It wasn't taking part in any of the usual activities of the landing ground, and no one seemed to know what it was there for. Then one day General Montgomery arrived, and the story came out. He'd won the giant machine. How That's the story.

Before the battle of Mareth Major General Spaatz (in command of the U.S.A. forces in Tunisia) flew from Allied H.Q. in North Africa to visit Montgomery. They talked of things about to happen. General Montgomery said the Eighth Army would get to Sfax first! he went so far as to say it would get there before the middle of the following month. Spaatz apparently thought this a bit optimistic. So Montgomery said: "What will you give me if I do get there first?" The American said: "Anything you like." So Montgomery replied that he'd like a Flying Fortress, and its crew, for himself, to use—and maybe to fly him home at the end of the campaigning. Five days ahead of the date General Montgomery specified the Eighth Army entered Sfax—on April 10.

The Army Commander wired to General Spaatz: "Sfax taken." The answer came swiftly. It was a signal that the Fortress was on its way to the agreed landing ground, and with the rider: "But it will take off much better from Tunis."

## THOUGHT AND 3AW—3CV CENTRAL VICTORIA

Fill this space with Thought — Think and Reason how it pays to use time with

3AW MELBOURNE

3CV CENTRAL VICTORIA

WE GIVE MUCH THOUGHT IN THE CAREFUL PRESENTATIONS OF YOUR PROGRAMMES

## Gas Co.'s and Appliance Makers Sponsoring "The Big Parade"

"Your Gas Companies Present" is the keynote of the presentation of "The Big Parade," new sponsorship on 2CH on Tuesday nights by the Australian Gas-light Co. and North Shore Gas Co. in association with the leading manufacturers of modern gas appliances.

This is a 30 minute musical show, which is being used to indicate to the listener the part that the sponsors will play in the domestic field in the post-war world by providing labour-saving devices and appliances in the modern home. This theme is featured in the commercials fore and aft of the program which itself is designed as a morale-builder, presenting bright musical entertainment by well known artists.

Produced and recorded in the studios of Amalgamated Wireless, "The Big Parade" is a Humphrey Bishop program, in which the entertainment is provided by over 50 artists, comprising the A.W.A. Light Opera Company. The featured artists include Wyn Richmond, musical comedy star; Johnny Wade, crooner; Walter Kingsley, baritone; and George Brown, compere and entertainer, together with harmony combinations such as "The Haymaker's Quartet" and "The Melody Madcaps." Comedy is provided by Cliff O'Keefe and Madeliene Orr.

"The Big Parade" is broadcast every Tuesday at 8 p.m. The account is handled by the Weston Company.

## EVERYBODY WORKS BUT BABY

It's no secret, as New Zealand war correspondent Robin Miller said the other evening in his weekly B.B.C. short-wave broadcast, that Britain is just about at saturation point in the matter of the diversion of her manpower to the war effort.

To bring home the fact to overseas listeners he told an amusing story. It was about a man who was called over the coals by his foreman for arriving late at a war factory. This was the man's explanation. His wife was in a war job too, but as she has to get to work earlier than he, it was his job to deliver their baby at his grandmother's house. "But why," the foreman demanded, "couldn't you have taken the baby earlier?" "I did," was the answer, "but the grandmother is on a night shift and I had to wait till she got home from work."

## Murdoch's Timely Drama, "Scarlet Widow"

Because the story links up so closely with developments (particularly in the Pacific) in the present world conflict, no novel of recent years has greater timeliness than "The Scarlet Widow," gripping mystery of Bruce Sanders, now adapted for radio and scheduled to commence on 2CH on Thursday, February 17, at 9 p.m.

Sponsored by Murdoch's, the drama is noted for a strong story and a cast of outstanding players who faithfully portray the characters in the book.

"The Scarlet Widow" is a story of a struggle for oil in the Dutch East Indies, and of the need for it by Japan, already planning to swoop down through the Dutch islands.

The drama reveals that one person more than any other foiled the schemes of Toni Nagaso, pro-Fascist leader of Society of the Yellow Shadow. That person was the Scarlet Widow, Shiela Delmari.

The story is, in fact, the personal narrative of Hugh Marchant, since wedded to the Scarlet Widow and now serving with the Royal Air Force in Burma.

"The Scarlet Widow" has one of the strongest casts ever assembled for a radio presentation, and in addition to Neva Carr Glyn as Hheila Delmario, there are Lloyd Lamble, John Nugent Hayward, Georgie Sterling, Owen Ainley and Charles McCallum. The drama was produced and recorded in the studios of Amalgamated Wireless.

Murdoch's account is handled by Paton Advertising.

## MENZIES BACK ON AIR TO-MORROW

The Leader of the Federal Opposition, Mr. R. G. Menzies, will resume his Friday night news commentaries to-morrow night, February 11. Mr. Menzies broadcasts from Radio 2UE at 9.15 p.m. His talks are relayed to a network of stations in N.S.W., Victoria and Queensland.

### "VOICE OF PROGRESS"

Following the amalgamation of the State Labour Party and the Australian Communist Party the session "Labour News and Views" is now programmed as "The Voice of Progress." The commentary is conducted by Edgar Ross, and is broadcast by 2UE every Friday at 6 p.m.

## Moves and New Programs for Curzon's

Curzon's "Play of the Week," which was previously heard from 2GB on Thursdays at 8.30 p.m., will now be broadcast on Tuesdays at 9.30 p.m. Date of change-over took effect from February 1. Also, "Please Johnny Wade," which was broadcast on Saturday night will be superseded by an entirely new program produced and compered by Jack Laine, featuring Glen Marks (pianist), and supporting artists such as Johnny Wade, Terry Howard, Hilda Farmilo, Barbara James and other popular singers.

Title of the new program is Curzon's "Songstars," and it will be broadcast from 2GB every Friday from 9.30 to 10 p.m. as from February 4.

On Thursdays from 2GB at 8.45 to 9 p.m., and as from February 3, Curzon's will introduce another new program entitled Curzon's "World Singers." The idea in this show should also measure up perfectly with listeners' requirements in entertainment, as it presents the world's leading singers.

Artists like Nelson Eddy and Richard Crooks will set the standard, but each will have a "season," so to speak, rather than being heard only occasionally during the term of contract. For instance, Nelson Eddy recordings will be played, probably for 13 weeks, before giving place to Richard Crooks and others, who, in turn, will also sing over a number of weeks, the period depending entirely upon the known appeal of the artists' popular numbers.

## JACK SHAW JOINS 2UE STAFF

### Well Known Bookmaker Becomes Announcer

Jack Shaw, one of Australia's most colourful racing personalities, has joined the 2UE staff as a commercial announcer.

It is likely he will be heard in both daytime and night programs.

On Saturday afternoons Mr. Shaw will continue his calling as a registered A.J.Q. bookmaker.

For many years he has been rated as one of the biggest bookmakers in the country. In that capacity he has handled tremendous sums, and is also well known as a spectacular and astute punter.

In successive years upheld protests on the Epsom-Metropolitan double are said to have cost him the best part of £50,000.

For a long time Mr. Shaw has been keen to join radio, but essential war duties made it impossible.

Last year, following a major operation, he was given a release by the authorities.

Having spent many years in America, he has a very pleasing radio voice, and seems assured of a big air following.

## 32 Schools Tie-up with New Quiz Session for Youngsters

A new type of quiz contest for young people began over 3XY Melbourne this week with the first broadcast of the State Schools Quiz Contest, embracing 32 Melbourne and metropolitan schools of the Education Department.

The new session, known as "Uncle Bob's Clubs" State Schools contest, occupies the half-hour spot on 3XY from 8.30 p.m. each Wednesday.

The session has been designed primarily to aid what is known in Melbourne as "Uncle Bob's Club," which was originally formed by a few business men who decided to help the orthopaedic section of the Children's Hospital by contributing a "bob" a week each to the hospital funds.

Since then, due largely to radio boosting, membership of the "club" has grown to 476, and the total amount given to the hospital in two years is £1,991.

Sponsorship costs of the session, including expenses and prizes, are being shared by seven Melbourne engineering firms—Fleet Forge Co., Dane Taylor Pty. Ltd., Industrial Service Engineers, Sampson Bros., R.V.B. Engineering Co., Mephan Ferguson Pty. Ltd., and the Major Furnace Combustion Engineering Co.

A total of 32 schools will take part, providing 31 sessions—16 eliminating sessions, eight quarter-finals, four semi-finals, two finals and one grand final.

Members of winning teams in each of the first group of sessions—there will be four children in each team—will receive prizes of a War Savings Certificate each. Prizes in the second group will receive two certificates, three will go to winners in the semi-finals, and four to winners in the finals. Each member of the winning team in the grand final will have a £10 War Bond.

Raymond Chapman is compering the broadcasts, which are being arranged and organised by Mr. Lionel S. Davis, former Assistant Chief Inspector of Secondary Schools for the Education Department. He will set the questions for the contest and will adjudicate.

The broadcasts will carry boosts for membership of the "Uncle Bob's Club," but there will be no commercials from the sponsoring firms.

### PAINTS FOR PRIZES.

A new program being aired at 3UZ is called Mr. Socrates. This is a quarter-hour spot every Thursday night at 9.45. It comprises general interest questions. The questions sent in and used in the program receive a prize of a gallon of paint. The sponsors are Tip Top Paints, and the account is handled by Bayne Mackay.

## New Modern 2UE Studios "Jekyll and Hyde" in Half Hours for Tea Merchants

The rebuilding of the new 2UE studios is progressing so satisfactorily that station executives hope they will be ready for use by Easter.

The 2UE studios and control rooms on the 4th floor, 29 Bligh Street, were destroyed by fire in February last year.

General offices on the 5th floor were immediately converted into temporary studios from which the station has been broadcasting successfully for 12 months.

The task of building studios in wartime has been a difficult one, but the 2UE management and technical staff has "kept on with the job" and, when completed, the new layout will be one of the most modern in this part of the world.

## MACROBERTSON'S RENEW ON MACQUARIE NETWORK

"Sons of the Sea"—saga of British history—is to continue for a further long term from 9 to 9.15 p.m. Wednesday night (varies slightly on some stations), on Macquarie Network stations.

It is a feature which familiarise listeners with the notable activities of the British Navy—and at the same time enables them to enjoy the thrills and emotional reactions which always accompany radio presentations well done.

In a nutshell, the idea is to present a dramatisation of an early naval battle depicting typical British tenacity and cold courage in the execution of duty, and to couple it with a dramatised counterpart of activity in the last and present wars.

Two interesting features are involved in an announcement from 2UW Sydney that J. A. D. Gibson and Co. Ltd., tea merchants, would sponsor the George Edwards production of "Dr. Jekyll and Mr. Hyde."

In the first place the drama will be presented in two half-hour episodes each week, and the time channel will be 6.28 p.m., Friday and Saturday. The use of two half-hours is in line with what appears to be a growing tendency among some sponsors to take longer periods in individual sessions; while the time is strongly established on 2UW Monday to Thursday with "Martin's Corner."

The contract negotiations were arranged by Traders' Advertising Agency.

Mr. George Edwards had Robert Louis Stevenson's classic "thriller" under review, as a possible transcription, for many months, and when, eventually, the script was finalised, the show went into immediate production. Mr. Edwards himself plays the dual role of Dr. Jekyll and Mr. Hyde, while Nell Stirling also plays two feminine roles.

"Dr. Jekyll and Mr. Hyde" is described as a "super-drama serial." The first episode will go on the air from 2UW on Friday, February 25.

"Sons of the Sea" is an inspirational program of honour and glory achieved by British seamen, down through the age, presented from Macquarie Network stations 2GB-HR, 2CA, 3GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3HA, 3SH, 3TR, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA and a selected number of co-operating stations.



Some are being killed, others posted "missing"

One little chappie was posted "missing." His frantic owner used 2KY to advertise his loss. What a happy man he was 10 seconds later when a phone call assured him of the safety of his dog.

WHICH GOES TO SHOW THAT

2KY ADVERTISING PAYS!

428 GEORGE STREET

PHONE: M 6291-2

SOUTH-EASTERN NEW SOUTH WALES

2BE BEGA 200 WATTS

2XL COOMA 200 WATTS

J. A. KERR

COOMA BROADCASTERS PTY. LTD.

Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

## Economic Planning in Post-War World

This article, the subject of an address given by Arthur A. Hood, director of dealer relations of the Johns-Manville Corporation before the Cleveland (U.S.) Sales Executive Club, points out the broad fundamental principles on which all constructive post-war planning must be based.

With each new victory of our armed forces we witness a heightened interest in post-war planning. Such planning is not only accepted as our duty to the men and women on the fighting front, but is now generally recognised as a vital weapon in the combined job of winning the war and the peace to follow.

The success of our whole economy depends on the interrelated functioning of its separate parts. The liberty we are fighting for and most of us are willing to die for is the right to co-operate, co-ordinate and to discipline ourselves voluntarily rather than to have our lives ordered by others without our consent.

There are three areas in which post-war planning, to be effective, must be correlated and co-ordinated; the subjective, the environmental and the legislative. Both the environmental and legislative concern the conditions under which the free enterprise system operates—the former is the province of "can do," the latter of "can't do."

### Definition of Three Planning Areas

Subjective economic planning is that in which the action and the results are planned directly to benefit the individual, the corporation, the group or "bloc" doing the planning without specific consideration of ways and means of reconciling such planning with the general economic welfare. Environmental economic planning is that area in which private enterprise co-operates in securing action and results for the economic benefit of all concerned without resorting to legislation. Legislative economic planning in the area in which private enterprise defaults and forfeits its birthright in proposals for laws which restrict the free play of competitive enterprise, laws which are often decidedly not in the interest of the general economic welfare.

We must and will have all three of these divisions of planning, but they should be kept in proper balance and conducted by the right people.

Heretofore planners in private enterprise have customarily recognised but two areas of planning—the subjective and the legislative.

When faced with needed co-operation from another segment of our economic

life, instead of taking the hard road of voluntary agreements, ethics, and disciplines, it is, and has been, the general practice to sponsor a "law" to take care of the matter.

### Co-operative Planning

The alternative is the co-operative planning, by free private enterprise, of mutually beneficial action. In an interdependent economy the most important area of economic liberty is the freedom to plan co-operatively without Government interference.

### Politicians Should Not Dominate

While there is no reason why Government employees who earn their livelihood in that way should not have representation among all the other groups in the environment planning bodies, there should be no general leadership or dominating participation on the part of politicians in our planning. In fact, just the opposite must be true. The leadership and direction in post-war planning must be in the hands of representatives of private enterprise as a fundamental to securing energetic compliance with the planning on the part of free enterprise.

Probably one of the main reasons that private enterprise has generally defaulted an environmental planning is because American industry has failed as yet in setting up an adequate and truly representative structure for such planning. This structure could start at the grassroots, with community planning bodies, or might begin at the top with a supreme national planning council and a people's economic assembly—or it could proceed simultaneously from both ends.

### Five Logical Vital Objectives

Detailed objectives for the larger planning groups could run into the hundreds if not thousands, but, for purposes of definition we might segregate five vital objectives in our local, national and international economic life that could be tackled right at the start by any planning group; full and continuous post-war employment of all employables . . . adequate and profitable distribution of the products of such employment . . . the

production of more and better products and services for the public, for less money, with higher wages . . . the segregation of the causes of serious depressions and the preparations and plans to avoid them.

### U.S. Distribution in the Days after the War

Through its war effort, America has greatly expanded its factory capacity. No one wants to see those factories idled after the war is over. Airplane manufacturers are now planning for new consumer goods to produce in their plants. So are shipyards. So are munitions plants. Plants making gas masks are already looking around for peacetime products to make when the war is over.

The post-war period will see many new consumer-goods and manufacturers in business. These will have to find distribution channels. Some of the pre-war dealers will have gone out of business. Those retailers and wholesalers who are left may be all tied up with their pre-war sources of supply. Hence we can look for distribution innovations after the war.

## Television Committee

Under the chairmanship of Lord Hankey a television committee has been set up by the British Government for the purpose of correlating developments in television.

Main object of the committee is to piece together data relating to war-time advances in television consequent upon the development of radio location and other similar achievements in the electronic field.

The B.B.C. estimates that there were about eighty to a hundred thousand television receivers in operation just before the war. With post-war utilisation of war-time inventions associated with television a vast increase is anticipated in the numbers of "telev viewers."

### THIRD YEAR FOR GRACE BROS.

For the third year in succession Grace Bros. Pty. Ltd. have undertaken the sponsorship of "Melody Hour" musical program presented by Hilda Morse each Thursday at 2 p.m.

This was one of the first programs Hilda Morse presented on 2CH, and originally taken just for a short period, it has been renewed by the sponsors each year ever since.

Featuring specially selected music "Melody Hour" evidently made a direct appeal to listeners from its first broadcasts, and many letters are still received each week from appreciative listeners.

Presto Sapphire Cutting Stylus  
Presto Steel Cutting Needles  
Presto Red Transcription Needles  
Presto 78 and 33 Turntables  
Presto Recording Machines

## Among the Sponsors

Maples' Store have renewed their "Two-Part Quiz" program, heard on Tuesdays a hook-up between 3XY and 3AW. Renewal is for 52 weeks.

Phalco Salts have taken the 7.45 p.m. slot on Sundays from 3XY, presenting a hook-up between 3XY and 3AW. Renewal is for 52 weeks.

Melbourne Housewives Association has renewed its 3XY broadcasting, taking eight quarter-hours a week.

Hecla Electrics has renewed its 3XY contract for the Saturday 1 p.m. special presentation of Australian music. Renewal covers 52 weeks.

Australian Chemists Alliance (Transradio) has contracted with 2UE for announcements, preferred times in evening.

J. R. Love and Co. Pty. Ltd. (Hansen Rubensohn Pty. Ltd.) slogans in the 2UE breakfast session.

Commonwealth General Assurance Corp. Ltd. (Traders Advtg. Service) has taken announcements in 2UE women's session.

Buckingham's Ltd. (Goldberg Advertising (Aust.) Pty. Ltd.), renewed with 2UE for a further 12 months.

Ashleys (through Goldberg's) renewed with 2UE for "Australia's Choice"—a 30 minute "Hit Parade" session broadcast every Wednesday at 8 p.m. and presented by Allan Toohey.

Noel P. Ford (chemist) has signed for announcements in A.S.B.

Selley's Chemical Manufacturing Co. has contracted for announcements in the 2UE breakfast and women's sessions.

Australian Cosmetics Pty. Ltd. (through Goldberg's) has renewed with 2UE for "Sentimental Interlude"—a 30 minute musical contest program broadcast every Friday at 9.30 p.m. and presented by Allan Toohey.

Messrs. J. R. Love and Co. Pty. Ltd. have renewed on 2CH for a continuation of their "Mother's Choice" program "The Golden Sanctuary," and for a long series of direct announcements for their products. The account is handled by Hansen-Rubensohn.

Through Traders, the Commonwealth General Assurance Co., has contracted for a long series of direct announcements.

Australian Cosmetics (agency, Goldberg's) have contracted for a series of 100 word announcements on 2CH.

Through Transradio, the Australian Chemists' Alliance has contracted for additional announcements in a campaign for "Element's Tonic" on 2CH.

Fernon & Co. have contracted with 2CH for a campaign using 100 word announcements for their products.

A heavy schedule of one minute announcements, commencing February 1, in 3TB and 3AW day sessions for The Knox Drug Co., through W. T. McClelland Co. agency, and products to be advertised are "Cystex," "Mendaco" and "Nixoderm."

"Gilmour's Antiseptic" (John Gilmour and Co. Pty. Ltd.) is being solidly publicised through 2GB's breakfast session (preferred times) from Monday to Saturday inclusive. Contract was played through Ferguson Canny Advertising.

Elliotts and Australian Drug Pty. Ltd. are using announcements (preferred times) in the 2GB and 2CA breakfast sessions six days a week. Contract through TransRadio Advertising and Program Service.

Contract has been released through T. B. Rowne Ltd. for announcements on 2GB and 2GZ, on behalf of Muir and Neil's Products "Iodo-Salve" and "Powerettes." Channel is Mr. Frank Sturge Hart's session (Monday to Friday) which is relayed on 2GZ on each of the above afternoons.

## "Happiness Club" Doing a Great Job

Under the unflagging guidance of its president, Mrs. W. J. Stelzer, the 2GB "Happiness Club" activities continue to merit attention.

Members are now busy working to accumulate funds to furnish a ward for mothers and babies in the King George V. Memorial Hospital—Lakemba Branch is assisting Canterbury Hospital with comfortable chairs for the patients—likewise, the City Branch (Sydney) is doing the same for the Crown Street Women's Hospital.

Last year Club members knitted 2,284 garments for the Lord Mayor's Comforts Fund, and at Christmas time 500 lb. of plum pudding and an 84 lb. three-tier Christmas cake were donated to the Anzac Buffet for soldiers on leave. Up to date, 8,702 camouflage nets have been supplied by the club, and War Savings Certificates are being purchased in large quantities—the total now exceeding £7,100.

Previously, also, the 2GB "Happiness Club" donated to the military authorities two motor ambulances valued at £500 each, and a Wile's mobile cooker valued at £800.

Outdoor collections on public appeal days continue to receive the club's close attention. To an amount of £1,170 already collected it has been made possible to add £100 for the Benevolent Institution and £200 for Sailor's Day. Plans are now in hand for collecting on Australian Merchant Navy Day (February 18) and Australian Comfort's Fund Day (March 17).

The motto for Mrs. Stelzer's 2GB "Happiness Club" is "Others First." Efforts of members are directed in every conceivable direction—and when a cause is found which needs assistance, the full

## "THE PATSY" PLEASURES

Sydney theatregoers are thoroughly enjoying the revival of "The Patsy" at the Theatre Royal late afternoon performance. In fact, it is one of the brightest, wittiest shows the city has seen for a long time.

Kitty Bluett, as "The Patsy," and Marshall Crosby as the head of the Harrington family, are outstanding, and Leal Douglas as Mrs. Harrington is also perfectly fitted for the part. Queenie Ash-ton's part of selfish, domineering, sister Grace is a difficult one, and she is deserving of great credit for the way she carries it off. Hal Lashwood and Vaughan Tracey, too, have been happily chosen. It should prove the most successful to date of the J. C. Williamson-2GB Macquarie productions.

The play to follow "The Patsy" is comparatively new to Sydney audiences. It is Max Offord's comedy thriller, "Lady in Danger," which enjoyed a short season at the Independent Theatre some time ago. Date of commencement at the Theatre Royal has not yet been fixed.

## ALL FOR MORALE

Messages of morale take the place of commercials in the "Hymns of All Churches" program from Station 2ZB Wellington, New Zealand. The program opens with the announcement: "Nee's Hardware, the friendly store of Cuba Street, now presents for your comfort, inspiration and enjoyment, another program of 'Hymns of all Churches.'" Then follows a message of an appropriate and timely nature; for instance, a recent broadcast called attention to an utterance by the King, another by Winston Churchill, yet another by General Montgomery. The final announcement mentions only the sponsor's name, the time of broadcast, and terminates with a suitable closing religious thought.

weight of the branches in most metropolitan suburbs is placed behind the wheel with a will, and that means the concentrated effort of 60 branches (Sydney and country) totalling more than 19,000 active members.

# 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!

**PRESTO** FOR ALL  
YOUR  
RECORDING SUPPLIES

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



## PERSONALS

Seen in Sydney recently is Mr. Don Marshall, manager of 2GN Goulburn, on recreation leave.

From 3BO technical staff Mr. Bill Moore was also seen checking up on his recreation leave in the Sydney streets.

A new appointee to the 2AY staff is Miss I. D. Burbury, who takes charge of the women's sessions of the Border station. Miss Burbury was previously associated with 3SH.

3XY ace announcer, Alwyn Kurts, with three weeks of leave ahead of him, will probably be gnawing at the bit until the time comes for him to return to the studio. Alwyn will be more careful this time than on a previous holiday, when he and others decided to go fishing. "Don't bother to bring food—we can catch all we'll need," said the others. In actual fact, they didn't catch a single fish in three days!

Mr. J. A. Kerr, manager of 2BE, was a recent visitor to Sydney spending a few days on a heavy business schedule. The Bega station on the N.S.W. South Coast is progressing well, and Mr. Kerr is certainly kept "on the hop" placing an expanding list of sponsorships.

At present on leave in Sydney from a northern battle station is Gunner W. G. (Bill) Delaney, who before enlisting was chief of the 2UE copy and service departments. Prior to joining 2UE Bill was with Paton's Advertising. He saw service in the Middle East with the 9th Division.

Miss Betty Whale (2UE advertising schedules) is at present on annual vacation.

News this week of Captain K. Lin Corr. In a letter to a friend in Sydney he tells of hard work and hot sunshine on Australia's northern coast. Corr has been associated for many years with sound recording in the broadcasting industry, and he says that if he keeps as fit as at present he'll be selling contracts as far north as Tokio! Chief relaxation is fishing (and they catch some whoppers too), and an occasional sup with Lieut. Neville Dixon (Navy) and late of "Age" Broadcasting Network. He has also seen something of "Kem" of 3UZ and of John Taylor (3AW). Turning to broadcasting Corr says it certainly has its compensations being on the listening end of the wireless, although they can only get short-wave reception.

Mr. and Mrs. Lionel Hooks and son were at Wrest Point Riviera Hotel, Hobart, for a few days recently.

### A.B.C. MAN JOINS 5KA AS CHIEF ANNOUNCER

Malcolm Ellenby, one time Lieutenant Ellenby of the A.I.F., and one of the famous Tobruk "Rats," has been appointed chief announcer of Stations 5KA-5AU.

Ellenby was invalided out of the Army in 1942, after having been decorated with the Military Cross.

Associated with the Adelaide stations of the Australian Broadcasting Commission, he has been responsible for many outstanding broadcasts.

On 5KA-5AU he will be heard in the stations' principal programs, and will be associated with Beryl Beard in dual night announcing.

16 Commercial Broadcasting, February 10, 1944

Mr. Oswald Anderson, manager of the Colgate-Palmolive Radio Unit, has organised a celebration party to be held at Paling's Concert Hall on Sunday evening, February 27, to mark his 21st ("broadcasting") birthday. Possibly the earliest public demonstrations of broadcasting were given in Paling's Concert Hall 21 years ago—some six months or more before the wireless broadcasting regulations were issued. The broadcasts referred to were "experimental" of course, but were the cradle in which the infant force was born. A number of the "old hands" who were associated with Mr. Anderson in those early efforts will be present.

Manager of the new South Australian stations 5KA Adelaide and 5AU Port Augusta, Mr. C. W. Batten, came over to Sydney last week on his first business trip since his appointment to the stations. Arrived in Sydney about the same time was his Melbourne representative Noel Dickson. What's cookin' indeed?

In a special exclusive broadcast from 5KA-5AU on Australia Day, Jack O'Hagan disclosed that at one time he had intended to title his now famous "Gundagai" song "On the Road to Bundaberg." "But," said Australia's prolific song-writer, "I wanted a river with four syllables, and finally came across the Murrumbidgee—and Gundagai." So his famous "On the Road to Gundagai" was born. He doesn't seem to regret it judging by his other Gundagai successes—"Where the Dog Sat on the Tucker Box" and "When a Boy from Alabama."

Vera Baghurst, correspondence clerk and secretary to 5KA's general manager, has her hands full these days opening the hundreds of letters received weekly by the station in response to its "Beat the Band" session broadcast Fridays 8-8.30 p.m. for G. Wood Son and Co. Ltd. Theatre tickets are the only prizes offered listeners whose suggested songs are used in this session. A "live" orchestra keeps the show moving and listeners throng 5KA's modern auditorium to guess the titles of songs used. Cash prizes are doubled if they can also sing the song with the band.

Fit-Lieut. Jim Joyce "parachuted" back to Sydney last week to enjoy some leave from operational bases in the north. He thinks New Guinea is a pretty good spot to be in, but Sydney has its compensations after 15 months' northing—especially the beer! The news soon got around that Joyce was in town, and his old home phone buzzed away into the late hours of the night.

Ron Grearly of 7HT is convalescing at home after spending a few weeks in hospital. He is reported to be recovering rapidly and will soon be on the job again. Quite an energetic young man is Rich Vertigan, who helped to carry on the good work of 7HT whilst Mr. Grearly was in hospital. Rich is responsible for compering some very good live shows in Tassie.

Dan Richardson of 7LA in Launceston has just returned from a few hectic days in Hobart at the Wages Board meetings, where they sat morning, noon and night for at least a couple of days. What with that and getting together with Arthur Evans, A. D. Townner, Ken Goynne and Bernie McCann, Dan certainly had a busy time and was looking forward to a good rest.

Shirly Ebbot, 3UZ continuity chief, went away for a fortnight's holiday and returned with an engagement to Cornoral Clarence Cook, who has just returned from campaigns overseas. Congratulations.

Mr. Alan Coffey, known as "Penelope" at 3UZ, has just attained the £3,000 mark for the Merchant Navy. No doubt she certainly can get the money in.

Les Ross of 3UZ has gone for his first holiday in Australia. He arrived here 33 years ago. He is now enjoying the surf at Apollo Bay.

Peter Ellis is away from work for a few days—had an accident and got himself burned. Although his burns are clearing up he is not quite himself. They are looking forward to seeing him back again at 3AW.

## NOVEMBER LICENCE FIGURES

NEW SOUTH WALES			
New issues	1942	1943	Addi- tional
Renewals	4,863	4,081	(562)
Cancellations	33,601	35,767	(1,138)
Monthly total	2,102	2,697	(247)
Monthly total	510,603	537,087	(20,058)
Nett increase	2,761	1,384	(306)
Population ratio	18.16	19.01	

VICTORIA			
New issues	2,111	2,330	(329)
Renewals	24,992	26,995	(1,251)
Cancellations	1,465	108	(23)
Monthly total	373,062	383,884	(16,218)
Nett increase	646	2,222	(300)
Population ratio	19.24	19.66	

QUEENSLAND			
New issues	1,228	887	(200)
Renewals	11,662	12,525	(195)
Cancellations	955	365	(6)
Monthly total	171,893	175,294	(3,384)
Nett increase	273	522	(194)
Population ratio	16.58	16.90	

SOUTH AUSTRALIA			
New issues	1,076	994	(184)
Renewals	8,125	9,195	(547)
Cancellations	890	6	(22)
Monthly total	139,477	143,526	(9,314)
Nett increase	186	988	(162)
Population ratio	22.88	23.69	

WEST AUSTRALIA			
New issues	999	499	(57)
Renewals	6,030	6,675	(211)
Cancellations	498	354	(45)
Monthly total	93,123	95,146	(3,074)
Nett increase	503	145	(14)
Population ratio	19.39	20.37	

TASMANIA			
New issues	254	225	(53)
Renewals	2,722	2,845	(89)
Cancellations	246	131	(115)
Monthly total	47,178	47,786	(2,296)
Nett increase	8	94	(40)
Population ratio	19.76	19.81	

COMMONWEALTH			
New issues	10,531	9,016	(1,374)
Renewals	87,132	94,002	(3,433)
Cancellations	6,154	3,661	(354)
Monthly total	1,335,336	1,382,723	(54,384)
Nett increase	4,377	5,355	(1,014)
Population ratio	18.80	19.39	

## COMMERCIAL BROADCASTING

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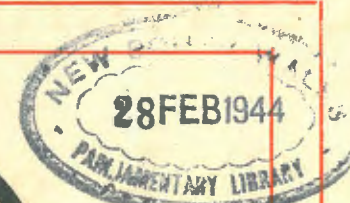
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Price 6d.

# COMMERCIAL BROADCASTING

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



not only



but

# AFTERNOON

too

THERE are 12½ hours of new reasons for the afternoon audience . . . 12½ hours of streamlined features which went on the air in one block as from Monday, February 21st . . . in the greatest afternoon programme planning which commercial radio in Australia has seen.

It's a new deal in afternoon entertainment . . . and a new deal for your afternoon sponsorship.

That's why, to-day, in the afternoon, too,



# BROADCASTING

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