

## PERSONALS

Miss Grace Gibson, of Artransa, who has been over in America for the past six months or more is expected back in Australia soon.

On annual leave at the present time is Mr. R. A. Kidd, manager of 2GN Goulburn. Mr. E. C. Haynes, of A.W.A. Melbourne office, is relieving Mr. Kidd.

Townsville personalities from 4TO seen in Sydney last week were A. E. Lawrence, manager of 4TO, on a well earned recreation break. Mr. Lawrence visited Melbourne to meet Mrs. Lawrence and their family.

Another from the "Capitol" of North Queensland was Keith Stanfield, of the 4TO program section, now a member of the R.A.A.F. He was proceeding to a point of duty.

Keith Collins, of 2GF, was also enjoying a well-earned recreation leave in Sydney. A few days later Mr. J. K. Lowe, manager of 2GF, was noticed enjoying sunshine of Sydney, likewise on his annual recreation leave.

Another provincial station personality on annual leave is Mr. A. S. Cochrane, of 2GN. Mr. Cochrane has been on the 2GN staff for some time now since transferring from 2CH.

The 2AY staff has been brought up to normal working with the appointment of Mr. Gordon Nolan, who took up duty a few weeks ago.

The stork has been a constant visitor to homes of 2UE staff during the last 12 months. Latest to receive a visit is Basil Piermont, of the engineering staff. Both mother and baby are "doing well."

Eric Wright, former 2UE announcer, now in khaki, is with the 116 Australian General Transport Company in camp near Sydney. He is able to broadcast twice weekly as compere of the 116 Rhythm Ensemble which broadcasts over 2UE on Tuesday and Sunday nights.

Congratulations to Si Meredith and Auntie Maude (Mrs. Meredith) on the safe return from the Middle East of Staff Sergeant Fred Meredith, who was "over there" with Jim Gerald, Jim Davidson and other entertainers. Si, by the way, is still heard from 2UE every Monday to Thursday reading the midday serial of F. J. Palmer and Sons.

Bill Delaney, former chief of the 2UE Service and Copy Departments, is now overseas as a gunner with the A.I.F. Before joining 2UE Bill was on the staff of Paton's Advertising.

Adam Ogston, speaking as "The Voice of the People," has chosen a new time for his Sunday broadcasts from Radio 2UE. Originally listed for 6.30 p.m. he now broadcasts to a State-wide network at 9 p.m. "The Voice of the People" is also heard from 2UE every Wednesday at 7.20 p.m.

Miss Winifred Thwaites and Miss "Biddy" Murray, of 3UZ, assisted by members of the station staff, conducted a fruit and vegetable street stall on Friday, October 23, to assist in the Lord Mayor's Hospital Appeal. As a result of this effort £93 was handed to the Lord Mayor. Apparently these girls know their onions.

John Sherwood, of 2SM, was presented with a baby daughter last week. Mrs. Sherwood and baby are both doing fine. Incidentally Mrs. Sherwood is the daughter of radio personality, Jack Lumsdaine, so that makes the songster-producer, Jack Lumsdaine, a granddaddy.

Two new 3KZ voices are combining to present a new half-hour program of music and witticisms on Saturdays. They are well known young radio actress, Joan Moss

and Ray Young, who have been heard over 3KZ during the past three months. Ray and Ray are preparing the script for "Tinpan Alley," including all snappy hit tunes, with a spot of gossip and a lot of wise cracks. "Tinpan Alley" is the place of the Children's Theatre of the Air, which was formerly heard in the spot—10.30 a.m. Incidentally, Ray now has a new incentive to work—he has just become the proud father of a bouncing baby boy, to be named Barry.

## COMMERCIAL BROADCASTING

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Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2932

## A FIRM FOUNDATION FOR YOUR FUTURE!

INVEST YOUR SAVINGS NOW FOR FULL ENJOYMENT AFTER VICTORY

Money spent to-day on non-essentials is irretrievably gone—money saved and invested in Australia's war effort is yours to spend as you please in the post-war years. Meanwhile there can be no better use for it than applying it to the needs of the war effort—a sound investment to help Australia win the war and to help you to enjoy the years of peace.

SAVE . . . AND INVEST ALL YOU CAN IN THE £100,000,000

## AUSTERITY LOAN

ALL ABOUT THE AUSTERITY LOAN

Bonds are £10 each and in multiples of £10. Two kinds of Bonds are available:—

1. 2½% interest a year—redeemable 1947.
2. 3½% interest a year—redeemable 1958.

You can pay for your Bonds as follows:—

1. Outright.
2. 10% on application and the remainder in one or three instalments payable before March 1, 1943.
3. 10% on application and in 9 consecutive monthly instalments payable Jan.-Sept., 1943.

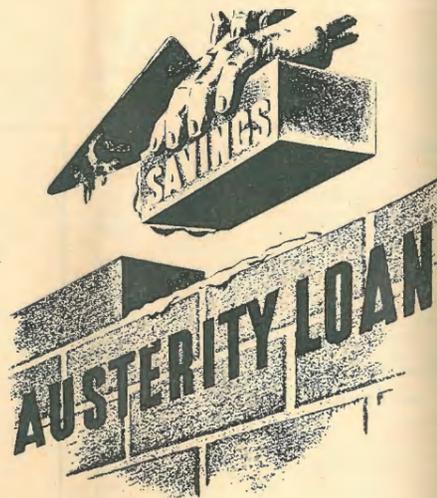
Interest starts on money paid from the date of lodgment. Bonds are realizable in case of need. Buy Bonds from any Bank, Savings Bank, Stockbroker or Money Order Post Office.

LOAN CLOSES DECEMBER 15th, 1942.

Australian Consolidated 3½% Conversion

Holders of Australian 3½% Inscribed Stock or Bonds maturing Dec. 15th, 1942, are invited to convert them into Austerity Bonds or Stock.

AL-52M-1



Vol. 11, No. 11  
236th Issue)  
Thursday  
Nov. 19, 1942  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



## THERE'S A FAR SIMPLER WAY!

To reach your customers of to-morrow with your war message of to-day. . . .

LET 2UW do it . . . Let us plan the whole job for you . . . your programme . . . your presentation and your message . . .

It is a case of all in together these days—all in to aid Australia's war effort . . . We, too, are working on a very reduced staff, but if we can help you to meet some of your difficulties in planning and promoting your war-time essential advertising, we would be delighted to assist you in any way possible.

Most people listen to . . .

SYDNEY:

49 Market St.,  
M 6686

MELBOURNE:

18 Queen St.,  
MU 2819



DAYTIME

NIGHT-TIME

*more people listen to*

# 2GN

**GOULBURN**

*"The Voice of Goulburn"*

Radiating from the heart of Goulburn, 2GN covers the Southern Tablelands.

The leading programmes of Australia's prominent sponsors are aired from 2GN—plus outstanding programmes sponsored by local advertisers.

There is a decided preference by National Advertisers to use 2GN Goulburn for coverage of this vast potential market.

For full particulars of 2GN broadcasting, contact—

**AMALGAMATED WIRELESS (A/SIA) LTD.**

47 YORK STREET,  
SYDNEY, B 0522

167 QUEEN STREET  
MELBOURNE, M 4161

Big Sister  
Tabernacle Choir  
Lux Radio Theatre  
Kingsmen  
Youth Show  
The Bright Horizon  
Aust. Amateur Hour  
Spy Exchange  
Calling the Stars  
House of Peter  
MacGregor

Bob Dyer  
The Golden Sanctuary  
All Set and Saddled  
Radiola Harmony  
Australian Cavalcade  
March of Time  
Rise and Shine  
Take It or Leave It

Fred and Maggie  
Everybody

Cuckoo Court

Family Favourites

Off the Record

Hopalong Cassidy

Musical Comedy Stars

Agricultural Magazine

Mystery Singer

Nobody's Island

From the Four Corners

Favourite Recipes

Listeners' Choice

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

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

Vol. 11, No. 11. Thursday, November 19, 1942 Price, 6d. per copy

### The "25th" Commandment

We are sorry that the Minister for War Organisation of Industry has deemed it necessary to bring down regulations to stifle Christmas, New Year and Easter advertising.

So sorry in fact, that we challenge the Minister to say that the Regulation will not have a bad effect upon civilian morale. His Regulation bans the use of "Santa Claus," "Christmas Gifts," "Yuletide" and "Festive Season," etc., as words and phrases in the usual seasonal advertising. Australia expected a grim Christmas, but not a dull one. Grimness does not destroy morale but dullness does.

The Government, and particularly the Prime Minister, has done a magnificent job in many respects in putting this country on a war footing, and in bringing home to everyone the need to gird their loins. To do this it has been necessary to introduce some hard measures enforcing austere living. All right, Australian's can take it, just as they can give it (to the war loans) or on the battlefield. In all his appeals to the Australian people Mr. Curtin has shown his trust and his faith in his people, and they have not let down that trust, nor warped his faith. Surely then it would be sufficient to once again trust the Australian people at Christmas time, at the New Year and at Easter.

Surely it would have sufficed to suggest to Australian business houses that their seasonal advertising be modified to conform with the general principles of "austerity," and of a nation at war. They would have responded.

Instead of that the Minister for W.O.I. (Mr. Dedman) has brought in a Regulation designed to eliminate

seasonal appeal in Christmas, New Year and Easter advertising. To say the least the announcement has raised the ire and indignation of a very big section of the community.

The general public feels that the ban is frivolous, it strikes deeply at the roots of individual freedom and is viewed as an annoyance rather than having any direct bearing upon the war effort.

Christmas has a deeper significance than even this war. So has Easter. Or are we no longer Christians? No matter how dark the war clouds, no matter how grim the fight, Christians still have something to celebrate at Christmas—something more significant than the victory for which Mr. Curtin suggested the ringing of church bells last Sunday!

From the point of view of public morale, the ingenuity of the advertising industry might this year have turned the Christmas season to good account, and the New Year, and Easter. But Mr. Dedman has in effect said, in what might be termed a "25th" commandment, "Thou shalt not encourage the people to celebrate the Holy days"—a dull prospect, conceived in dull thinking.

In a statement to the daily press following Mr. Dedman's announcement, Sir Sydney Snow, president of the Retail Traders' Association in New South Wales, commented that if the policy of restricting all spending, particularly during the festive seasons, was carried far enough it would inevitably lead to stagnation. With no money changing hands there would be nothing to invest in war loans and nothing to pay in income taxes.

"It does seem to me that circulation of money is necessary to assist civil production and distribution, which must continue to play an important part in our war economy," he said.

### TRANSMISSION TIMES RESTRICTED

#### N.S.W. and Victorian Stations Can Start Earlier

All wireless broadcasting stations and transmitters within 100 miles of the coasts of New South Wales and Victoria must refrain from transmitting between 11.30 p.m. and 5.30 a.m. by order of the Chief of the Naval Staff, Vice-Admiral Sir Guy Royle, under National Security Regulations.

He issued a similar order for Queensland, which will apply from 11.30 p.m. to 6.30 a.m.

All broadcasting stations in the three States, operating on a power of two kilowatts or more, must observe the order if they are situated within 200 miles of the coast.

For some time all broadcasting stations in Australia have been subject to a N.E.S. regulation which compels them to close down each night not later than 11.30 p.m. and commence not earlier than 6.30 a.m.

#### National Security (General) Regulations

##### DIRECTION UNDER THE WIRELESS STATIONS CONTROL ORDER

In pursuance of the powers conferred on me by the Wireless Stations Control Order, I, Guy Charles Cecil Royle, Chief of the Naval Staff, hereby direct that, until otherwise directed, periods of wireless silence, that is to say, the cessation of the transmission of messages by any wireless transmitting apparatus, shall be observed by all wireless broadcasting stations situated within a distance of 100 miles from the coast in the States of New South Wales, Queensland, and Western Australia, and all broadcasting stations operating on a power of or exceeding two kilowatts situated within 200 miles of the coast in those States, during the following periods in each day:—

In the States of New South Wales and Western Australia—between 11.30 p.m. and 5.30 a.m.

In the State of Queensland—between 11.30 p.m. and 6.30 a.m.

This Direction shall supersede the Direction issued on the 24th day of March, 1942.

#### RADIO EQUIPMENT NOW MUNITIONS

The Minister for Munitions (Mr. Makin) has issued an order under National Security (Munitions) Regulations, declaring radio transmitting and radio receiving apparatus to be munitions.

A full explanation of the order is awaited from the Ministry for Munitions.

Full text of the order reads:—

##### NATIONAL SECURITY (MUNITIONS) REGULATIONS

###### Order

In pursuance of Regulation 2 of the National Security (Munitions) Regulations, I, Norman John Oswald Makin, Minister of State for Munitions, by this Order hereby declare radio transmitting and radio receiving apparatus to be munitions.

# "No Father Christmas"

Mr. FRANK GOLDBERG, Governing Director, Goldberg Advertising (Aust.) Pty. Ltd., Reviews the Recent Ban.

For some time now, the public has been smarting under a sense of resentment induced by the activities of the Department of War Organisation of Industry. In the main the measures introduced on behalf of National Security have been well merited. The latest edict, authorising an austerity Christmas "countenancing white icing and forbidding pink" has not only furnished the public with amusement, but served to rub salt into the existing wounds.

The home, and all that it stands for, has always been a basic unit in British life, and it is within the home and those closest in association to it, that the giving and receiving of gifts has become a traditional and sacred obligation at the seasons mentioned.

Speaking as an advertising man, I do not for a moment regard as difficult of achievement the injunction to drop from all seasonal advertising references to Christmas, New Year and Easter. But what does the Government expect to achieve by this? There will no doubt, be an interchange of gifts whether the papers are completely denuded of advertising or crowded with advertisements from front to back. A certain lessening of the volume of trade will inevitably take place, but this would have happened in any case, as the idea of austerity has been so thoroughly inculcated in the public consciousness.

In times of prosperity, it was customary for most firms at Christmas time to remember various individuals, both in their own employ and with whom they transacted business throughout the year. It was a matter of elementary economics as well as common sense that this practice which, prior to the war, may have been responsible for the expenditure of some hundreds of pounds, governed by the size of the firm involved, should now be dropped. Among the organisations for whose advertising I am responsible, I do not know of one which did not make this revision voluntarily early in the war.

In my opinion, there will be just as many personal gifts in circulation this Christmas as ever before, perhaps more so now that the industrial worker has more money to spend. The retardent influence which Mr. Dedman expects to bring about by the banning of mention of the festive season from public announcements will prove negligible. That the authorities fear some sort of adverse

public reaction is evident by the statement that "they have no wish to interfere with gifts to members of the Forces or to children, or a reasonable exchange of modest presents between relatives and close friends."

If this is so, why worry to introduce the ban at all? In other directions, the required retrenchments have already become an established fact.

It is hoped that the public will buy Bonds, War Savings Certificates or Stamps as presents, and so far there is no indication whether there will be a lessening of the advertising for any of these wartime essentials. We could hardly expect that.

There are numerous forms of advertising. In most people's minds, advertising is associated primarily with selling. On the other hand, propaganda is advertising. Any argument, printed or spoken, which informs, educates or persuades, is a form of advertising. The publicity announcing this new ban, is in itself, one of the most subtle, suggestive and inferential campaigns for the giving of Bonds, War Savings Certificates and Stamps during the season ahead.

## Rationed Goods Regulations

Regarding the recently issued regulations governing rationed goods, I am not sure that the streamlined technique demanded by the Commission is not all to the good. Where the retail stores are concerned, it will require the development of a new advertising style. Judging by the examples already in evidence this "austerity" advertising, shorn of "airy-fairy" phrases and blandishments seems in many respects admirably direct.

It is obvious that the Rationing Commission in framing these regulations, had only the retailer in mind. That has been admitted. The national advertiser of coupon goods requires and will no doubt receive, specialised treatment at the Commission's hands.

Like many other forms of wartime activity, retail trade must expect and conform to certain restrictions. Manpower, price fixing and distribution of supply, already backed by the restrictive influence of coupons, constituted adequate control. Why then could not the Government have left it to the retailers to initiate necessary economies without this present cumbersome plan?

## Patent Medicines

The situation regarding patent medicines is of an entirely different nature. It is quite possible that the whole restriction of patent medicine advertising may have a deleterious effect on the health of the community. Admittedly Mr. Curtin's statement to be true that every physically fit person in Australia is now in employment, there are still many thousands of individuals who cannot afford the ministrations of medical men, except in cases of extreme necessity. The patent medicine is to a large section of the community a definite means to health. To curtail patent medicine advertising is to undermine the efficiency of that section of the community who are performing such remarkable feats of endurance in working long hours under arduous conditions in war activities. Although these people may now have the means by which they can avail themselves of medical attention, they have not always the time. Shift work, too, provides unprecedented hazards where health is concerned. Men and women find that they have to turn night into day and adjust their entire physical and nervous systems to a way of life which is foreign to them. Never was the health of the community of such value as it is to-day.

There is another aspect of the present situation. Many of our doctors have been called to the colours, this means that those who remain at home are doing the work of two and sometimes three practitioners. To restrict the sale of patent medicines, which is what the present advertising regulations will do, will no doubt create a rush of patients to these already overworked professional men.

I do not for a moment wish to infer that patent medicines can replace medical treatment, in the case of organic diseases or other deeply rooted functional disorders, but there are many passing ailments to which the flesh is heir to which can be effectively remedied by their use. I do feel therefore that the Government's action in reducing patent medicine advertising to a formula admitting the use of the name of the remedy, and ten words of descriptive copy, is not in the best interests of the community.

# PROGRAMS that PACK 2SM's Audience Shows



## Are Sales Campaigns that Pack Punches

★ "CUCKOO COURT"

Sundays 9 p.m. to 9.30 p.m. Sponsored for over three and a half years continuously by Douglas Drug Co. Ltd., manufacturers of Bidomak and Mountain Mixture.

★ "FIFTY AND OVER"

Mondays 9 p.m. to 9.45 p.m., sponsored continuously since its premiere broadcast in February, 1941, by Gartrell White Ltd.

★ "CUSTOMER SPEAKS"

Broadcast at 11.30 a.m. to 11.45 a.m. five days weekly from Murdoch's Store in Park Street since February 19, 1940.

★ "THE GANG"

5 p.m. to 6 p.m. Monday to Saturday. One of the greatest children sessions in the world of radio, compered by "Uncle Tom."

★ "RAZZLE DAZZLE"

Wednesdays 9 p.m. to 10 p.m. Another star program which has been a Wednesday feature for over two years.

## FIVE STAR REASONS WHY

# 2SM

## Sells ——— More

## DEATH OF WELL KNOWN MUSICIAN

Mr. Edouard Lambert, one of the best known musicians in Australia, died at his home in St. Kilda, Melbourne, last week, aged 60. The late Mr. Lambert was a solo violinist and leader of the Melbourne Symphony Orchestra. A native of Liege, Belgium, he came to Australia 17 years ago.

## CHANGE FOR CRAZY KAPERS

Krazy Kapers, now in its seventh year on 3DB, is being moved from Friday night to Saturday at 8.30 p.m. This program is now being sponsored by Brockhoff's Biscuits Pty. Ltd.

Another addition to 3DB's schedule is the presentation of the new variety show of Tex Morton entitled "All Set and Saddled." This program featuring "Yodelling Boundary Rider," promises to be very popular with listeners.

## Controlled Manufacture

All changes in the classes or types of goods produced by manufacturing and other industries are now prohibited except on special permit issued by the Department of War Organisation of Industry. This control is introduced by National Security (General) Regulation 59AA.

It has been found necessary to institute control over the commencement of new or different lines of production, whether by new businesses or by established businesses; and also over the commencement of any kind of productive industry in fresh premises.

Industries brought under control include all types of manufacture, assembly, treatment, production, canning and preserving of goods, together with such treating of goods as, for example, dry-cleaning. Rural production is, however, exempt, as also is any industrial production in pursuance of a contract with the Commonwealth Government.

The Regulation refers to the production of articles new or different (from articles now being produced by the same firm) in regard to—

"Description, material, form, style, design, make, type, or composition."

But if the firm has previously produced similar goods within three months preceding the date of the Regulation, it is regarded as producing them "now."

The control will NOT APPLY to—

- Production in the course of agricultural, horticultural, viticultural, grazing, dairy farming, poultry farming, bee-keeping or fishing operations, market gardening, or the rearing of livestock.
- Any production in pursuance of a contract with the Commonwealth Government. (The exemption in this case applies only to the making of a new product; it does not include the use of new premises.)
- Change to a different "style or design" (only) which does NOT involve any addition or alteration to machinery, tools, gauges, dies or fixtures at a cost exceeding £100, or the installation of hired machinery at a cost exceeding the annual rate of £15.

## Maggie Foster's Band Signed for Radio

Maggie Foster and her band are now on the staff of 2UW Sydney. This popular musical combination, comprising six featured artists, led by Maggie Foster and her violin, have for some years been one of the most popular bands in Sydney, particularly on the Harbour Show Boat cruises.

Their engagement by 2UW provides for their appearance in the live presentations from the 2UW Theatre, as well as in other programs now in production. Their immediate principal appearance will be in 2UW's Wednesday midday community singing concert, and in the Friday night show, in both of which presentations they will be associated with the 2UW Radio Revue Company.

## Sanitarium Health Food Co. Plan Five Years' Broadcast Campaign

Scheduled to commence on November 24 over a Commonwealth wide network of approximately 44 stations, the new Sanitarium Health Food Co.'s half-hour program promises to be a bright morning spot.

This program will be broadcast two mornings each week over the entire network of stations, and has been designed to fulfill the sponsor's need for a vehicle to carry their educational message to the public. A full 12 months' schedule has been arranged, but in addition plans have been made to carry this program feature over a period of five years.

Show is being produced by Bruce Anderson, who also is writing the script in conjunction with the Sanitarium staff cooking expert. Through a background of music and comedy new types of recipes are presented in a new and novel way.

Mrs. Winifred Wiseman is featured as the Sanitarium cooking expert, and also as president of the "Commonsense Kitchen Club." In addition to music, comedy and the recipes and food hints given by Mrs. Wiseman, the show will feature from time to time short talks by authorities on other subjects such

as Health, Mothercraft, First Aid, etc.

These shows are being recorded by the Australian Record Co. and utilise a permanent cast of 12 players, in addition to an orchestra of 14. Agency handling the account is Thompson and Associates.

Stations scheduled to carry this broadcast campaign are:—2KO, 2HR, 2LM, 2NZ, 2BH, 2TM, 2GB, 2UW, 2GZ, 2KA, 2CA, 2WG, 3DB-LK, 3AW, 3UZ, 3UL, 3TR, 3BA, 3HA, 3MA, 4BH, 4SB, 4BK, 4AK, 4RO, 4MK, 4MB, 4AY, 5DN-RM, 5AD-MU-PI-SE, 6IX, 6WB, 6MD, 6AM, 6PM, 6KG, 7HD, 7LA, 7BU.

## NEEDY BENEFIT FROM RACELESS SATURDAYS

Radio 2UE's policy in setting aside the raceless Saturday afternoon of each month for the benefit of charity is meeting with excellent results.

On the first Saturday in October more than £300 was secured in donations for the Sydney Blind Institution, while on the November raceless Saturday over £250 and a motor car were donated by listeners to the Smith Family of Joyspreaders.

Entertainment is provided by well-known Sydney artists, and the appeals are broadcast by Cliff Cary, Allan Toohy and Arthur Carr.

## New Macquarie Show for Saturday Nights

Johnson & Johnson Sponsor Half Hours

A half-hour every Saturday night has been booked on all Macquarie stations, plus 7QT, 7DY, 7AD, 2BH and 4GR, by Johnson and Johnson Pty. Ltd., and they will use the new Macquarie production, "Australia Sings." The time of the broadcast will be 8 p.m.

"Australia Sings," is an all-singing program in which the singers are accompanied by a small string orchestra, plus a vocal orchestra. This entails special arrangements of the musical items, which are being handled by the producer and conductor, Reg. Lewis. Aim of the session is to find new Australian talent.

Each program will feature three or four new artists. As a reminder that Australia has produced many world-famous voices, each program will also feature a guest star, using some singer who has either made a name abroad or at home. In the first program, for instance, the guest star will be Peter Dawson, and many other famous names will be featured from week to week.

John Walker, who created such a favourable impression with his easy and breezy handling of "Radio Hollywood," is compere of the new show.

The

# TIVOLI KNOWS

Popular Taste so naturally chooses 2UE for its new radio show

# HITS AND HIGHLIGHTS

... and backs it

with prize money totalling . . .

# £35 PER WK.

Another Tribute to the Popularity of

# 2UE

RADIO

SYDNEY

The Station of To-day and To-morrow

## The Proof of Influence—

\* 2TM WOMEN'S CLUB with headquarters at Tamworth operates from branches in Gunnedah, Barraba, Manilla, Werris Creek, Quirindi, Walcha and Uralla.

\* Assuring a vast day and night audience throughout these areas.

Sydney  
'Phone BW 7375

# 2TM

Commercial Centre of Northern N.S. Wales

# THE 10 WORD DANGER PATENT MEDICINE ADVERTISING

The Patent Medicine advertising restrictions proposed in the Minister for Social Services' (Mr. E. J. Holloway) recent Regulation which has been suspended until December 1, is still causing advertising circles and the patent medicine industry much concern.

There are prospects, however, of reasonable modifications being brought about before the Regulation goes into effect. In so far as the proposed Regulation affects broadcasting, it is competent for the Parliamentary Standing Committee on Broadcasting to tender its advice to the Government. The Committee, it is felt, will take a commonsense view of the matter.

Very pertinent evidence on the subject was given before the Broadcasting Committee at recent Sydney sittings by the senior vice-president of the A.F.C.B.S., Mr. A. C. Paddison.

Mr. Paddison pointed out that restricting broadcast advertisements on patent medicines to ten words would undoubtedly do more damage than good. It was as dangerous to say too little as to say too much, he contended. He reminded the Committee that the provisions of the Broadcasting Act entailing submission of all patent medicine advertising copy to the Commonwealth Director-General of Public Health, Dr. Cumpston, had already been implemented, and that Dr. Cumpston himself had informed the Committee that he was satisfied with the position.

Since the suspension of the new Regulation until December 1, the Advertising Agents' Association and the Australian Federation of Commercial Broadcasting Stations have been active in collecting

evidence to put before the Minister.

Early this month the Director-General of Public Health, Dr. Cumpston, issued a circular to all interested branches of the patent medicine trade explaining the provisions of the Regulation.

Meanwhile organised bodies of the proprietary medicine trade have mobilised to make direct representations to the Government. Meetings were first held in Sydney of all manufacturing sections, after which representatives went to Melbourne to confer with Victorian bodies. Arising out of this, important facts have been collated, and it was expected that the views of the industry would be placed directly before the Minister in Melbourne this week.

In his circular Dr. Cumpston has pointed out that note should be taken particularly of the facts that "medicine" includes any drug or preparation of any description, etc., and that, therefore, any drug or preparation or compound of these which is advertised as "efficacious for the prevention," and, etc., comes within the provisions of the Regulation.

If any preparation is advertised as being efficacious and, etc. (the wording of the Regulation should be read carefully in relation to both advertising and efficacy) then all the provisions of the regulation must be compiled within respect of that preparation. This applies in respect of medicines, toilet preparations, proprietary foods and yeasts.

Conversely if no claim is made by advertisement, or on the label, or otherwise in writing or by broadcast that the proprietary medicine or preparation is "efficacious for" and, etc., then the Regulations do not apply to that preparation.

In respect of all preparations Regulation 3 provides that—

"Medicine" includes any drug or preparation of any description whatsoever to be used, whether externally or internally for the prevention, cure or relief of any malady, ailment, infirmity or disorder affecting human beings;

"proprietary medicine" means any medicine or compound of medicines prepared according to any formula, whether secret or not, which is held out by advertisement, label or otherwise in writing or by broadcast by means of wireless telegraphy, as efficacious for the prevention, cure or relief of any malady, ailment, infirmity or disorder affecting human beings, or for increasing height, increasing or reducing weight or increasing personality or reproductive capacity.

Dealing with advertising, Dr. Cumpston points out that Regulation 8 says: "A person shall not publish any statement, whether by way of advertisement or otherwise, to promote the sale of any proprietary medicine . . ." and then goes on to describe what is included in the term "publish."

He says the name of the product can be mentioned, but that no limit is placed on the Regulations upon the number of times it may be repeated.

## SPONSOR RAISES OVER £9,000

A 3XY sponsor whose efforts in the direction of patriotic appeals are never flagging is Tye's Pty. Ltd., furnishes whose Sunday night show, "Radio Revue," held at the Princess Theatre and heard on 3XY for an hour each Sunday from 8.15, regularly raises a substantial sum for one or another of many deserving causes. Total to date is £9,109/7/3, raised from audience collections over a little more than two years. The entire show is a 3XY production, with Alwyn Kurts for composer and an exceptionally fine selection of artists, supported by Kevin Bradley Band.

## Heavy Restrictions on the use of Paper for Advertising

Settled on October 29 last Metal Foil and Paper Order No. 21 which repeals M.F. and P. Orders Nos. 5 and 9, imposes prohibition on the use of paper for certain advertising matter without authority.

The complete regulation is printed below:—

### NATIONAL SECURITY (METAL FOIL AND PAPER) REGULATIONS.

Metal Foil and Paper Order No. 21. In pursuance of the powers conferred upon me by the National Security (Metal Foil and Paper) Regulations, I Richard Valentine Keane, Minister of State for Trade and Customs, hereby make the following Order:—

#### Citation.

This Order may be cited as Metal Foil and Paper Order No. 21.

Prohibition of the use of Paper for certain Advertising Matter without Authority.

(1) A person shall not, except as provided in sub-paragraph (2) of this paragraph, use paper or cause paper to be used after the 30th day of June, 1942, in the printing of the following classes of advertising matter relating to the advertising of any service, entertainment, or the sale and distribution of goods:—  
Posters (excepting newspaper posters), day bills, brochures, couriers, novelties, catalogues, price lists, pamphlets, sale bills, circulars and similar types of advertising matter,

without an authority in accordance with Form 1 in the Schedule to this Order, issued by a Collector of Customs or other person authorised by the Minister.

(2) A person may use paper or cause paper to be used in the printing of the classes of advertising matter referred to in this Order without an authority provided the total weight of paper used in the period of 12 months commencing the first day of July, 1942, and each subsequent period of 12 months, does not exceed 560 lbs.

#### Restriction on the Use of Paper for Certain Advertising Purposes.

(1) A person who is required by this Order to obtain an authority to use paper, shall not without the consent in writing of the Minister, use or cause to be used in the printing of the classes of advertising matter referred to in this Order, other than trade catalogues of the type normally distributed to other than retail purchasers, during the period 12 months commencing the 1st day of July, 1942, and each subsequent period of 12 months, a greater weight of paper than 50 per cent of the total weight of paper used in the year ended the 30th day of June, 1939, for the same purpose providing that the weight of paper that may be used in each period of 12 months shall not be reduced below 560 lbs.

(2) A person who is required by this Order to obtain an authority to use paper shall not, without the consent in writing of the Minister, use or cause to be used in the printing of any trade catalogue of the type normally distributed to other than retail purchasers, a greater weight of paper than that used in the printing of the last issue of such catalogue prior to the date of this Order.

(3) When the weight of paper that may be used for the printing of the classes of advertising matter referred to in this Order cannot be determined in accordance with the provisions of sub-paragraphs (1) and (2) of this paragraph, a person who is required by this Order to obtain an authority to use paper shall not use or cause to be used, in the printing of the classes of advertising matter referred to in this Order, a greater weight of paper than that determined by the Minister.

#### Certificate to Printer.

A printer shall not use paper in the printing of the classes of advertising matter

referred to in this Order unless the person desirous of having the advertising matter printed, certifies in writing with each order—

- that the weight of paper used, including the weight required for printing the particular order, during the period commencing the first day of July and ending on the day of placing the order does not exceed 560 lbs.; or
- that he is entitled under an authority issued in terms of this Order to use the weight of paper required to print the order.

#### Conditions Governing the Issue of Authorities to Use Paper.

5. (1) An authority to use paper in terms of this Order must be obtained by the person desirous of having the advertising matter printed.

(2) The first application for an authority to use paper for the printing of the classes of advertising matter referred to in this Order must be accompanied by a Declaration in accordance with Form 2 in the Schedule to this Order, made before a Justice of the Peace or a Commonwealth Public Servant, embodying the total weight of paper used in the printing of the classes of advertising matter referred to in the Order during the year ended the 30th day of June, 1939.

(3) The currency period of an authority issued under the provisions of this Order shall not exceed 12 months.

(4) An authority to use paper in terms of the Order is issued subject to the conditions that the person to whom the authority is issued shall furnish to the Collector of Customs or other authorised person from whom the authority was obtained a statement in respect of each six monthly period ending the 31st day of December and the 30th day of June each year indicating in respect of each order given to a printer during the period covered by the statement, the type of advertising matter printed, the weight of paper used and the name of the printer. Samples must be produced if called for by a Collector of Customs or other authorised person.

#### Definition.

6. For the purposes of this Order the term "printing" includes production by any duplicating process, and "lbs." means pounds avoirdupois.

#### Amendment.

7. Metal Foil and Paper Order No. 2 published in "Commonwealth Gazette" No. 101 dated 22nd day of May, 1941, is amended, on and from the 1st day of July, 1942, by the deletion of paragraph 8.

#### Repeal.

8. Metal Foil and Paper Order No. 5 published in "Commonwealth Gazette" No. 125 dated 26th day of June, 1941, is hereby repealed. Metal Foil and Paper Order No. 9, published in "Commonwealth Gazette" No. 174 dated 29th day of August, 1941, is hereby repealed.

#### MAXAM'S WIDE COVERAGE

Maxam Cheese Products Pty., who have been sponsoring Dr. Goddard's "Book of Time" for many months on Stations 4BC-4SB Kingaroy, 4MB Maryborough, 4GR Toowoomba, 4RO Rockhampton and 2MW Murwillumbah, as well as being associated with Dr. Goddard's Daily Reading of "The War of 1939" on 4BC, 4SB, 4GR, have signed for a further extension of this service on all stations. This advertiser, in addition, recently extended sponsorship of Dr. Goddard's "Book of Time" to stations 2UW Sydney, 3UZ Melbourne and 2KO Newcastle. Noble Bartlett Advertising Agency, Brisbane, is responsible for the account.



# Ready

EVER READY  
TO HELP YOU —  
TO ASSIST IN  
KEEPING YOUR  
NAME BEFORE  
A VAST PUBLIC  
WHICH MUST  
BUY WHEN  
THINGS ARE  
BETTER

# 3KZ MELBOURNE

Sydney  
Representative

A. L. FINN, 66 King Street

## THE FEATURES THAT DRAW LISTENERS TWO MORE FOR 4BH ★ ★

EDWARDS & LAMB

### "RADIO STAGE"

Every  
FRIDAY — 8 to 8.30 p.m.

JOHNSON & JOHNSON PTY. LTD.

### "AUSTRALIA SINGS"

Every  
SATURDAY — 8 to 8.30 p.m.

A CHANDLER STATION

# 4BH

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

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

## Notable Broadcast Lifts Veil on Soviet Russia

The fighting spirit of Soviet Russia has astounded the world and will go down in history as one of the most amazing features of the present world war.

When Mr. Vladimir Mikheyev, distinguished Russian journalist, "appeared" for the first time in an Australian broadcast from 2UW Sydney last week, he lifted the veil on a number of matters which had hitherto puzzled Australians. He explained clearly why Russians fight with such ferocious patriotism—the social conditions for which they fight.

The interview with Mikheyev was arranged in *Bebarfald's* regular weekly feature, "A Salute to Victory."

A long list of pertinent questions were submitted to the journalist, who is representative in Australia of the official Soviet News Agency.

In replying to these questions the following facts were revealed.

For more than 20 years the Soviet people had worked to build a new order—a new country—in which everybody was to have equal chances of happiness, of opportunity, and in which there would be no exploitation of man by man.

More than 80 per cent of the people at the time of the Revolution were illiterate and lived under dark age conditions. To-day their culture, their science, their education are the out-

ward signs of what the country has achieved.

The people of the U.S.S.R. are fighting to the death to-day to defend that which they have built . . . to preserve

The points covered in this condensation of the Mikheyev broadcast are not particularly relative to broadcasting, but they are of so much general interest at this stage that business executives may find much food for thought in them.—Ed. "C.B."

the things in which they believe. They sacrificed too much in the building to give up now what they have built.

In the matter of religion the churches are still open and the people worship in accordance to the creeds to which they belong—the Greek Orthodox (the established Russian Church), the Roman Catholic, Mohammedan, the Jewish Synagogues, the Buddhists.

Marriage in Russia can be either a religious service or a simple State ceremony, which ever the parties wish. Divorce laws are simplified with the recognition by the State that you cannot render love by force, and it is wrong to force two people to remain married if they are unhappy together. But the State does insist that the rights of the children are greater than the rights of the parents.

Women in Russia to-day enjoy all the privileges of men.

Medical service is free to all throughout the Soviet Union, and in many branches of medical science, such as brain and eye surgery, blood storage, etc., Russia leads the world.

The complete resources of medical science are free to the expectant mother and the most elaborate arrangements possible are made for the arrival of the child. The mother is even provided with a complete layette for the infant. Until the child is two years old, it and its

mother remain under the care of the clinic.

In the war effort millions of women work in the factories, many take their places in the uniformed army, shoulder to shoulder with men in the forward lines as signallers, Don R's telegraph and even anti-aircraft personnel. The women of Russia have so much at stake—so much to defend.

In the field of science Russia had before the war 100,000 scientists working in 1,500 research institutes on problems of engineering, medicine, agriculture, etc.

Dealing with private ownership, Mikheyev said the basis of life in Russia is that man can do anything with his money except buy labour. Personal savings accounts exist in the banks in any other country. There is no limit to the amount which can be saved, but there is a limit to the use the money can be put to. The fundamental basis of the Soviet system is that no man shall be placed in a position to exploit another man. They can buy motor cars, luxuries, and perhaps a country home. The land belongs to the State, but can be leased for the purpose of putting a home on it. There is nothing to stop a man starting his own tailor's shop for instance, but he cannot hire labour to work in it for him. He must do the work himself. A group of people might start a factory or new business, but it must be co-operative, each member of the group working and sharing the profits equally.

Unemployment has been unknown in Russia for ten years or more. Up to the outbreak of war ten million illiterate peasants had been turned into skilled factory workers, but still there was not enough to meet the great industrial expansion of the country.

As a musical accompaniment to the broadcast, arrangements were made to play a selected number of special recordings, brought from Russia by Mr. Vladimir Mikheyev, of the War Songs of the Soviet. Listener interest was so pronounced that quarter-hour presentations of additional records were immediately scheduled by 2UW for 9.30 p.m. Saturdays.

## Offenberg Drops A.B.C. Job for 2GB War Diary

While the A.B.C. inwardly mourns the loss of their popular news commentator, Mr. Kurt Offenberg, they only last week revealed to their listeners that Mr. Offenberg has undertaken other work which precludes him from continuing his A.B.C. broadcasts.

General manager of 2GB, Mr. H. G. Horner, revealed to "C.B." this week that for the past three months Mr. Offenberg has been writing the 2GB War Diary, which is read as in the days when A. M. Pooley wrote it, by Colin McAllister.

Offenberg took over writing the 2GB War Diary following the resignation of Mr. A. M. Pooley, whose news commentary on world affairs is now broadcast through 2UW.

It is many years since Kurt Offenberg was first heard on 2GB in a series of talks on his visits to Japan and China. In the meantime Mr. Offenberg has built up a big reputation as foreign affairs commentator with the A.B.C. Since the commencement of the war he has been attached to the Department of Information.

He has visited nearly every country in which the world-wide war is being fought, and has been special correspondent of a leading European newspaper.

Ever since he came to Australia, 13 years ago, he made it his mission to warn the people of Australia of the intentions of Japan and Germany to go to war. He was one of the few commentators who prophesied the joining of Washington, London and Moscow in the battle to defeat the Rome-Berlin-Tokio Axis.

Mr. Offenberg has written many books, two of his most recent being "Japan at Our Gates" and "Does Russia Matter." His writings have been translated into many languages, including Chinese.

The 2GB War Diary by Kurt Offenberg, and presented by Colin McAllister, continues to be broadcast on 2GB, 2HR, 2CA and 2WL six nights a week at 10.15.

## ICE PALAIS EXTENDS NEWS SERVICE

St. Moritz Ice Palais, whose news service at 6.15 p.m. has long been a feature of 3XY's evening program, have now added a Saturday evening news service, and are on the air from Monday to Saturday inclusive at this time.

Always to the fore where patriotic appeals are concerned, St. Moritz held a special gala night, called "Russian Revels on Ice," on Wednesday, November 13, to aid the "Sheepskins for Russia" appeal. Total proceeds are not yet checked up, but the Palais aimed at exceeding the former record of £405 recently raised for the Red Cross at a similar carnival.

## Short Wave Broadcasting for Commercial Enterprise?

Further evidence of the desirability of allowing commercial enterprise to develop world short-wave broadcasting, was given by the senior vice-president of the Australian Federation of Commercial Broadcasting Stations, Mr. A. C. Paddison, before the Parliamentary Standing Committee on Broadcasting during recent sittings in Sydney.

He outlined the huge development in

America of world broadcasting, and how the commercial stations of the U.S. provided shortwave programs for the Government. Commercial programs for short-wave broadcast could be built in Australia, said Mr. Paddison, and they would not cost the Government a penny. All that was asked was for permission to establish short-wave stations or use available short-wave channels.

Where there  
are Programmes  
like these . . . . .

Macquarie Radio Theatre

Calling the Stars

First Light Fraser

Count of Monte Cristo

This is War

Over Here

Quiz Kids

I Saw It Happen

What's In a Name?

Reflections in a Wine Glass

Youth Speaks

Hit Tunes of the Hour

That's How It Started

Play of the Week

Doctor Mac

Mrs. 'Obbs

Red Streak

Australia Sings

The King's Men

Musical Box

Rise and Shine

World Famous Tenors

2GB War Diary

Youth Show

. . . . The Buying Public Listens

2HR

has the programmes and the listeners too, because it's the Macquarie feature station dominating Newcastle and the Hunter River District.

**3 SR  
YB  
UL**

LICENCES . . . . . 61,098  
POPULATION . . . 378,110

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



## AUDEX—the Super Recording Blank

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

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

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

47 YORK STREET, SYDNEY. : 167 QUEEN STREET, BRISBANE

## 2HD Licence Sought by Labour

The Parliamentary Standing Committee on Broadcasting recently visited Newcastle where a joint committee from the Newcastle Trades Hall Council and the Official Labour Party asked the Committee to grant the cancelled 2HD licence to the Labour Movement.

The chairman of the Broadcasting Committee granted a request that the deputation be heard in camera.

Station 2HD, together with several other stations in Australia, which were controlled by Jehovah's Witnesses, were cut off the air soon after the war. The Jehovah's Witnesses organisation was subsequently banned and the broadcasting licences they held were cancelled. The Atherton station, 4AT, was taken over by the Government to be operated by the Australian Broadcasting Commission. The licences of 5KA Adelaide and 5AU Port Augusta were also cancelled at about the same time.

## £260 Raised for Loan Response to One Broadcast

The action of Joan Read, of 2CH, in devoting £20 taxation refund to the Austerity £100,000,000 Loan made many of her "Home Harmony" listeners follow suit last week, with the result that over a short period the loan benefitted by £260.

During the course of a morning broadcast, Joan Read mentioned the £20 refund she had received, and she remarked that it was going into the Austerity Loan. There was an immediate response from her listeners, who in a short time subscribed £260. This included one amount of £100 regarding which the listener concerned sent a note to Joan Read stating that it was in appreciation of her "Home Harmony" session and Talent Quest. She added that she was calling it her "Home Harmony" Austerity bond.

## COT FUND FOR CHILDREN'S HOSPITAL

In Melbourne 3DB has started a Charlie Vaude Cot Fund for a Children's Hospital. Anyone desiring to give a donation can do so by sending to the "Herald" and marking their envelope "Charlie Vaude Fund." 3DB have headed the list with a donation of £100, and from Mr. Cole, of Cole and Garrard, £50 has been received. The appeal is being made through Station 3DB and the Press.

## Woman Wins Thirty-nine Guineas in Myer Musicale

In the Myer Musicale on October 11 a prize of 39 guineas which had been offered in the Myer Musicale to the listener most correctly forecasting the public choice of numbers played, was won by Mrs. A. V. Mason, of Ascot Vale. The 39 guineas has risen by two guineas a week from an original three guineas offered to anyone placing all the numbers in their correct order.

## LISTENERS PROVIDE ANOTHER TRAINER PLANE

Still further evidence of the great "unofficial" national work continually being performed by Australia's commercial broadcasting stations comes from Tamworth, where the 2TM Women's Radio Club and its many branches recently presented to the

Minister for Air, Mr. Drakeford, a cheque for £1,515/17/9, proceeds from the radio club's trainer plane appeal.

Extending a welcome to the Minister, the member for New England, Mr. J. P. Abbott, related the history of the 2TM Women's

Radio Club. He said that during the first and a half years following its establishment in 1937 it had raised £300 for charitable bodies. Its energetic leaders and members had risen to the occasion probably as other club had done in the Commonwealth.

From 1939 to date it had raised another £600 for charitable and patriotic purposes. The club has branches at Manila, Barraba, Werris Creek, Quirindi, Gunnedah, Walcha and Uralla, and he understood it had a membership of 3000 patriotic members—men who were doing everything they could for the charity and to help the war effort.

The money to be given to Mr. Drakeford comprised mostly small amounts from all parts of the north and north-west with some subscriptions from Queensland. Although victory would depend on sea-power and land armies of conquest, such forces the days must have an air umbrella to protect them from the bombers of that enemy. For that reason the club was doing in putting a fib in that umbrella was a worthy work indeed.

The voluntary efforts of ladies like the 2TM Women's Radio Club meant that people were sacrificing luxuries to ensure that our forces were adequately equipped.



The Minister for the Air (Mr. A. S. Drakeford) speaking at Tamworth Town Hall after he had been given cheques totalling £1515/17/9, raised by the 2TM Women's Radio Club, and its branches towards the cost of providing a trainer plane for the R.A.A.F. In the front row are (from left): Miss Betty North Ash, president of 2TM Women's Radio Club, the Mayor of Tamworth (Ald. W. H. Thibault), Mayoress (Mrs. Thibault), Mr. J. P. Abbott, M.H.R., Mrs. C. R. Tanner, secretary of the club, and Colonel Kirkwood, of the 113th Australian General Hospital.

## "ARE YOU AN ARTIST?"

NOW IN 14th WEEK



Mr. W. Kelton.

A program gaining in popularity week by week is "Are You an Artist," from 3UZ each Sunday night at 8.38 p.m. Sponsored by Adelyn frocks this session has already gained a very large listening audience, proved by the amount of votes recorded week by week.

The object of the session is to find the best radio talent and let the public hear what excellent talent Melbourne actually has. Each week there is a challenger and a guest artist. The public select the artists by popular vote, and Leyshon Publicity selects the challenger. During the half-hour program eight artists are heard.

Visiting the station last Sunday we met Bill Kelton, of "Adelyn," who takes keen and active interest in the program, for as well as the fee of £1/1/- which goes to each artist, there is a special prize of £2/2/- for the artist who appeals mostly to the sponsor. Bill Kelton is there to listen to the performers. The honor of receiving the sponsor's prize is much sought after in Melbourne. A very big attraction and great build up to the program is supported by the orchestra of Harry Jacobs, who leads a band of leading musicians.

According to Bill Kelton, of "Adelyn," radio is certainly playing a big part in their advertising campaign.

★ For ALL your **PRESTO** RECORDING SUPPLIES  
**A. M. CLUBB & CO. PTY. LTD.**  
 76 CLARENCE ST. SYDNEY  
 TELEPHONE B3908

## First Aid Strong Subject for Berlei Campaign

As a contribution to national preparedness, and as a service to housewives, who through circumstances are unable to attend first aid classes, Berlei Ltd., through the Catts-Patterson Agency, have arranged to broadcast in all States a course in elementary first aid.

The scripts which were prepared by 2UW Sydney carry the authority of one of Sydney's leading medical specialists in first aid treatment.

The talks will deal particularly with the checking of haemorrhage, covering also first aid treatment for shock and other emergencies likely to arise in the home.

The presentation has a musical accompaniment of the great male voices of the world, which blend in with the scripts to make most attractive entertainment.

The broadcasts which are scheduled in the women's session, will be heard through 2UW, 3DB, 4BC, 5AD, 6IX, 7HT, 7EX. Additional metropolitan stations and a number of country stations also will carry schedules of 100-word announcements in the Berlei campaign.

## CHANNEL FOR WAR EFFORT

The ZB Commercial Network in New Zealand has decided to clear a quarter of an hour at 7 p.m. on Wednesdays, Thursdays, Fridays and Saturdays for broadcasts connected with the war effort. This, of course, means a real financial sacrifice, but so heavy have been the demands for time for war publicity that in the interests of advertisers and in view of the heavy commercial schedules, this decision to set aside specific sessions were made.

## "EVERYBODY DANCE" Beare and Ley Sponsorship

Beare and Ley Pty. Ltd., men's outfitters of Parramatta, Auburn, Hurstville and Crow's Nest have contracted with 2CH for a 60-minute program of dance music every Saturday night.

This will be incorporated in the "Everybody Dance" broadcasts, which extend from 8.30 to 11 p.m. every Saturday on 2CH, being presented to enable listeners to arrange dances in their own homes. The sponsorship by Beare and Ley will commence at 9.30, and the program from then on until 10.30 p.m. will feature the music of those bands for which listeners show a special preference. Another program which has proved highly popular with listeners is the "Big Noise," featuring swing music, and sponsored on Monday nights by the manufacturers of Listerine. The Lambert Pharmaceutical Co. recently contracted for a continuation of this program over a long term.

## NUGGET IN MUSICAL SHOW

The latest addition to 2GB's roster of Friday night entertainment is "Music Box Memories," sponsored by Nugget Polish Pty. Ltd.

The session aims to recall memories of the music of yesterday, particularly of the musical records which were featured five or ten years ago in radio. Many of these records, though now hard to obtain, are still outstanding entertainment, and to ensure their presentation in this session, the sponsors are offering a prize of a War Savings Certificate each week for the most interesting record submitted by listeners.

IF THE QUESTIONS ARE:—

WHERE TO BUY TIME?  
 HOW TO SELL GOODS?

For those who aim at the Highest Dividends from their Sales...

The ANSWER is **3AW**

# Two State Synchronised Show

## P. and A. Grand Final Organised

Again this year 3KZ is going to untold trouble to present the P. and A. Parade grand final in a truly big way. The expenditure for this one night incorporates not only the magnificent stage spectacle at the Regent Theatre, but also "near-television" on the same lines as the very successful experiment of last year. Last year's plan will be adhered to in the main, in that the grand final acts from Melbourne will appear on the stage, while those from Sydney will be seen and heard on the screen at the precise second that they are heard over the 15 station network.

When interviewed by "C.B." Mr. Eddie Balmer, compere and organiser of the P. and A. Parade, said that apart from the production costs of some hundreds of pounds for the grand final night, prize money for the P. and A. Parade again totals £1,500 this year. Eight of the acts will be seen on the stage of the Regent—eight will come from 2UE Sydney, and will be seen on the screen. This "near-television" will mean that as Alan Toohey, the Sydney compere, announces a Sydney act, it will be seen at that identical second on the Regent Theatre screen. Applications with donations for invitations will be received from Monday, November 16, at the Lord Mayor's Fund office, 243 Collin Street, next to Newspaper House. Those people wishing to attend this brilliant presentation are advised by 3KZ to apply early for invitations, as the queue the opening morning last year was 200 yards in

length by 10 o'clock, and by the Tuesday following the opening, only 98 out of 2,000 seats were left. Finalising of the plans for this year's P. and A. grand final have so far necessitated 28 'phone calls from Eddie Balmer to Mr. Arthur Carr, who is handling the 2UE end of the matter in Sydney. Last year, with travel less restricted, all those concerned in Sydney came to Melbourne for a three day conference.

Lady Royal, who spoke over 3KZ on Sunday night, November 8, with Eddie Balmer. Mr. Balmer is organiser and compere of 3KZ's and Maple's P. and A. Parade, heard on a 15 station network.



## SERVICE WOMEN BENEFIT 2CH Assists Shilling Drive

The part played by the 2CH Women's League in the organisation and success of the National Shilling Drive Popular Grandmothers' Contest was commended upon by speakers at the presentation of prizes and certificates at the Minerva Theatre recently.

The proceedings on this occasion were broadcast by 2CH, the time having been made available by Bon Marche Ltd., sponsors of "Saturday Afternoon at Home."

In the absence of Lady Wakeham, wife of the State Governor, Lady Butters, president of the Y.W.C.A., which organised the drive, presented the prizes to the winning grandmother, Lady Julius, and the runners-up, Lady Gordon, Mrs. Arthur Eadye, and Mrs. Scott (winner of the Newcastle contest). The prizes ranged from £50 downwards, and in each case the recipient donated the prize to the fund.

The presentation took place at the close of the first performance of "See Naples and Die," and to assist the fund the management of the Minerva made the theatre available for the afternoon. The 2CH Women's League was responsible for a big effort in making this section of the drive a success, and in this the league broadcast over 2CH roused listeners' interest in the matinee. Meg McSpeerin interviewed each of the winning grandmothers over the air, and all of them made reference to the Minerva performance and broadcast. As a result a full house greeted the grandmothers when they stepped up to receive their prizes, and a net amount of £148 was deducted for the fund when expenses were deducted for the performance.

Altogether well over £17,000 or 340,000 shillings were collected for the drive in N.S.W. alone, and big amounts are also indicated from other States.

The money was raised by the Y.W.C.A. in conjunction with the Australian Comfort Fund and will be used solely for the service women.

## Among The Sponsors

Hancock and Gore Ltd. have taken a further 12 months' contract with stations 4BC Brisbane-4SB Kingaroy for 15-minute evening session, through Johnston Jones Advertising, utilising the feature "When Dreams Come True" as the initial program.

Carlton Newsreel Theatre have again renewed their service with 4BC for 12 months covering 208 x 5-minute broadcast sessions.

United Distillers Pty. Ltd. (John Rist Advertising Agency) for 12 months through stations 4BC-SB for 5-minute evening sessions, twice weekly.

The Lambert Pharmacal Co. (Aust.) Pty. Ltd. have contracted, through the W.C. Co., for the renewal over a long term of their swing session, "The Big Noise," 2CH. This is in a campaign for Listerine Tooth Paste.

R. F. Armstrong and Co. Ltd. (agency P. Leonard) are using scatters on 2CH in a campaign for Queen Bees Wax and Steel Wool.

Best and Gee (Aust.) Ltd. are using scatters in their campaign for Five in One Toothpaste. (Agency, Hartford).

Gibbs Bright and Co. are using scatters on 2CH in support of Kleenbath. (Agency, Hepworth).

## 1942 CHRISTMAS CAROL FESTIVAL

After a lapse of one year 3KZ plans to again hold their "Carols by Candlelight Festival" on Xmas Eve in a place yet to be decided. As in past years, this big function has the wholehearted support of the Lord Mayor of Melbourne, Councillor Nettlefold, who is particularly enthusiastic.

The 1940 the festival attracted a crowd of 80,000 people, and, by the sale of candles, plus the canvassing of the crowd by hospital nurses, more than £250 was raised in a little more than an hour and a half. Those who were present remember vividly the wonderful effect of thousands of candles burning throughout the gardens, when all electric lights were extinguished. Following the "Carols by Candlelight" on Xmas Eve, 3KZ will devote the whole of Christmas Day to a big drive for funds for various hospitals. Forty volunteer girls will handle the calls of people telephoning to the studio.

This year, Norman Banks, of 3KZ, who is the organiser of this big undertaking, is hopeful of reaching the £10,000 mark. With a voluntary staff totalling over 200 working on Christmas Day, and with special telephones installed round three sides of 3KZ's main studio, this figure should be well within the scope of this year.

## POINTERS TO VICTORY

Recently 2GB has launched a campaign, based on the English idea of driving home to listeners the fact that victory "all depends on me." Station has prepared and broadcast a series of announcements, live and recorded, written around the idea "It All Depends on Me."

Announcements are spotted throughout the day's program, and each announcer has been asked to make a special point of stressing the personal angle in the fight for victory.

Typical of the announcements being broadcast is the following: "It All Depends on Me . . . an inspired creed will make us capable, for each one of us will act this message to the utmost. These words are a link between you and me, and millions of our fellow countrymen . . . they mean sacrifice and self-denial . . . but they show the only way to victory. It All Depends on Me."

In addition to these announcements a series of conversations have been broadcast, each of which is directed to a certain section of the community, such as miners, munition workers, iron and steel workers, school teachers, etc.

"Notes to You," sponsored by Sydney Six mornings a week at 8.5 a.m. on 2CH, immediately after the news, has been renewed for a further 52 weeks.

Love and Lewis have renewed their contract on 3XY for 52 weeks, for four 5-minute sessions weekly aired at 7.40 on Monday, Tuesday and Wednesday, and 9.45 on Thursday and featuring "Charm of the Waltz."

Foy and Gibson Pty. Ltd. have renewed their contract with 3XY for 52 half-hour sessions per week, featuring "Cavalcade of Music" broadcast Thursdays at 8 p.m.



Councillor Colman, Norman Banks, 3KZ, and Mr. Coubrough, A.C.F. representative, at the first meeting to discuss the 1942 "Carols by Candlelight," to be held this year (after a one year lapse) on Xmas Eve.

## LETTER TO THE EDITOR

Dear Sir,—

Many women have expressed to me their consternation concerning the National Security Regulations relating to patent medicines. With the present petrol rationing restrictions and the difficulties in consulting doctors who are overworked under wartime conditions, country folk especially depend upon the advice of their local store-keeper and chemist in recommending good proprietary medicines for the relief of sickness in the home. For the ordinary homely woman, ten words could not effectively explain the value and uses of such medicines. The reason for this restriction to ten words is difficult to understand, as the writing of a few hundred words surely cannot affect man-power very much one way or the other.

Another angle—perhaps more frivolous, but important during the present times of tension—is that excellent programs now provided by patent medicine sponsors, will be cut out.

I have been told by some prominent radio people that the programs that are sponsored by some of the well known family remedies are amongst the most popular on the air. So it seems that unless the Government subsidises the B class stations, then radio fans will have to go without the programs that they now have for relaxation and entertainment in these times of stress.—Faithfully yours,

"RADIO FAN."

## AUGUST LICENCE FIGURES

	August 1941	August 1942
New issues . . . . .	6,390	4,630
Renewals . . . . .	47,257	48,817
Cancellations . . . . .	3,221	4,830
Monthly total . . . . .	498,073	504,259
Nett inc. or dec. . . . .	3,169	-200
Population ratio . . . . .	17.77	17.94

### VICTORIA

New issues . . . . .	3,714	2,750
Renewals . . . . .	36,136	37,109
Cancellations . . . . .	1,985	2,741
Monthly total . . . . .	367,229	371,012
Nett increase . . . . .	1,729	9
Population ratio . . . . .	19.14	19.14

### QUEENSLAND

New issues . . . . .	2,805	1,150
Renewals . . . . .	15,431	16,042
Cancellations . . . . .	334	2,194
Monthly total . . . . .	171,757	127,357
Nett increase . . . . .	2,471	-1,044
Population ratio . . . . .	16.70	16.62

### SOUTH AUSTRALIA

New issues . . . . .	2,068	1,368
Renewals . . . . .	13,161	14,020
Cancellations . . . . .	601	1,209
Monthly total . . . . .	113,842	137,360
Nett inc. or dec. . . . .	339	159
Population ratio . . . . .	19.68	22.54

### WESTERN AUSTRALIA

New issues . . . . .	1,222	1,349
Renewals . . . . .	8,535	7,800
Cancellations . . . . .	883	1,887
Monthly total . . . . .	92,160	91,975
Nett inc. or dec. . . . .	339	-528
Population ratio . . . . .	19.68	19.62

### TASMANIA

New issues . . . . .	533	458
Renewals . . . . .	4,381	4,610
Cancellations . . . . .	346	304
Monthly total . . . . .	45,079	46,858
Nett inc. or dec. . . . .	187	154
Population ratio . . . . .	18.54	19.63

### COMMONWEALTH

New issues . . . . .	16,732	11,705
Renewals . . . . .	124,901	128,478
Cancellations . . . . .	7,370	13,155
Monthly total . . . . .	1,308,131	1,323,821
Nett inc. or dec. . . . .	9,362	-1,450
Population ratio . . . . .	18.50	18.63

## Here's the Stuff

to give the Troops!

SUNDAYS . . .  
Melbourne  
Town Hall

**Peters**  
ICE CREAM

Salutes the  
Services

Crofts  
RADIO Saturdays in  
REVELS the Cathedral Hall

And here's the  
Station to spread  
Your Message!

# 3XY

IT'S

★ **6**

YEARS OLD

and

"STILL CLICKING"

**2KY's**

"THE MUSIC SHOP"

SUNDAYS - 9-30 A. M. - 10 A. M.

presented by the courtesy of the original sponsor

**SUTTONS PTY. LTD.**

★ Further Renewal (12 months) Signed Last Week

## PERSONALS

The far-flung circle of friends of E. R. Badgery Parker will be pleased to hear that he now has two pips up—Lieut. "B.P." Stationed at Sydney's Victoria Barracks, Lieut. "B.P." has not altogether been cut off from his interest (as an executive of the Willmott Advertising Agency) with commercial broadcasting, for he has much to do with the presentation of a weekly session "Troops! For the Use Of," to do with vocational training of men in the army.

John Hamilton, well known Sydney press and radio rep., is another to don khaki. Just a flamin' corporal, but enjoying every bit of the life in the army, says John.

Charles Fletcher, 2GB service manager, is a keen humanitarian at heart. Every now and then he gives up a pint of blood to the nation's blood bank.

Billy Hart, well known Sydney radio personality, now in the R.A.A.F. administrative section, finds his hands pretty full with work and study, but he's not telling anyone what he's doing or what he's studying. "Here to-day and sure to be somewhere else to-morrow," was his descriptive comment of the job.

Dave Armstrong, former Melbourne manager for Macquarie Network, now in the administrative section of R.A.A.F., is up Darwin way. Writing to a friend in Sydney last week he described a famous Darwin goat which is a menace to A.R.P. precautions. At first sound of siren goat gallops to air-raid trench and hops in. Folks in trench prefer Japs bad bombing to goat's bad smell!

Over in Sydney last week from Melbourne 3AW's manager, Hector Harris, and V.B.N.'s manager, Rupert Fitts, on business bent.

Lieut. Colin Gilder, who was assistant sales manager of 2UW before the war, is back in Australia after nearly two years away in England and the surrounding seas. After distinguished service with the anti-submarine flotillas Colin has been posted to an instructional job at an Australian naval training centre.

One of the latest 2UW men to don uniform is famous comedian Reg. Quartley. Reg looks well—if not exactly swell—in khaki, and he was given a big hand at last Wednesday's community singing concert at the 2UW Theatre.

"Judy and Reg," the 2GB children's session team have recently moved into a new dwelling at Balmoral, and most of the furniture is in place. Before their marriage a few months ago Mrs. Johnson was "Judith" Young, who conducted and still conducts the 2GB women's session daily, while Reg. Johnston is the brilliant young comper of "Youth Show" and of other feature sessions.

Miss Betty Lee, script writer at 2UE, is at present an inmate of the War Memorial Hospital, where she is recovering from an appendix operation.

Advertising agent, "Tex" Rickard, may well be proud these days with hundreds being turned away each Sunday night from the Melbourne Town Hall where Peters' Ice Cream (Vic.) Ltd. present their popular variety entertainment, "Salute to the Services."

Fred Hesse, sponsor of Starnight, takes time off from business to practice the violin. Although a keen golfer, music is his greatest relaxation, and anyone visiting the Hesse home on a Sunday will be lulled by the strains of Fred's music wafting on the breeze.

Lionel Newton, of Maples, is now spending most of his week-ends at his new home at Macedon. They tell us that if peace, rest, and relaxation, is desired, it is all provided at Macedon.

Arthur Tait, publicity officer of 3AW, is away on holidays having a much earned rest.

In spite of a broken bone in his ankle and having to practically stay "put" at 3UZ, Eric Wood still looks as cheerful as ever—contracts must be rolling in!

Business must be good because that super salesman, Cec. Corboy, of 3UZ, has moved into a very spacious home which makes him come home early at nights to weed the garden.

Noel Paton, of Paton's Advertising, is very fond of music and is quite a song writer, rumour has it that now he is becoming interested in sculpturing.

Carol Rose, energetic salesman of 3KZ, adds fire fighting to his many qualifications. Almost any Saturday afternoon or Sunday morning will find him looking very masterful in fireman's outfit and wielding the hose most professionally.

Syd. Kemp, of the "Argus" Network, has returned to Melbourne after a very busy week in Sydney following up Convention business. Syd is always very busy, and now his duties as country vice-president of the A.F.C.B.S. will make him even more so.

Another radio personality is out of Melbourne this week, this time it is not the call of the gay city of Sydney—Dave Worral has gone for a quiet week's holiday.

Jack O'Hagan, of 3AW, has been giving listeners a musical treat for the last 26 weeks, when Bramac sponsored their session, "Gems from Musical Comedy." Musical comedy has always a great appeal over the air, added to this has been O'Hagan's entertaining chat to listeners between items. As Bramac is only a seasonal advertiser, their campaign finishes this week. Here's hoping they will give us just as good a session next year.

One of the best known voices at 2GB over the past 11 years, has been that of Joy Stelzer. Although never heard on the air, her's is the voice which, over that long period, has answered thousands and thousands of 'phone calls. All those who know her voice so well, will wish her every happiness and success in her marriage to Mr. John Moorhouse, which was celebrated on November 7. Joy Stelzer is the daughter of those two well known 2GB identities, Mr. and Mrs. Stelzer. She will continue to preside at the 2GB switchboard at least for the duration of the war.

John Dunne, 2SM's studio manager, is doing a good job of work by assisting the Camp Library Service. Gartrell White Ltd., sponsors of "50 and Over," have kindly donated some of their air time to an all-important appeal for books for the fighting services in New Guinea. John Dunne's first announcement resulted in an avalanche of books and magazines, descending upon the station and a frantic telephone call to the A.C. Fund to come and collect 'em!

City Representative wanted for two Country Stations.  
Apply—  
2BE BEGA, N.S.W.

Down in Melbourne, on behalf of 2SM, Sales Manager Bernie Stapleton is a lot of the recent Sydney heat—and But he's not missing out on something—he got 'flu the first day he hit the city—and has been confined to his most of the time.

Musical director, Kevin Bradley, of 3XY, has no time for life on the ocean waves—and when business bade him head for mania last week, it was with many trepidations that he embarked. He announced that he was going by boat, and that what was left of him (if anything) would return by plane. The only waves that appeal to Kevin, evidently, are the kind he makes with his baton over that orchestra of his.

Substituting for Alwyn Kurts as comper of 3XY's end of Maples' very popular Tuesday night feature, "The Quiz of Two Stations," is just another thing that has come the way of young Kevin McBeath, and his first effort resulted in a smashing victory for his station. The No. 13 question money is hitting the high-spots again—was offered on Tuesday, November 10, and total prize money for the two stations is in the vicinity of £75.

Lieut. A. P. Hosking, who is stationed with a garrison battalion "somewhere in Australia," was in Sydney this week on leave and took the opportunity of looking up some of his big circle of friends in the radio and radio valve industry. Before joining up he was sales manager for Radiotrons.

His many friends in the trade will be pleased to hear of Sid Tatham's promotion to Major. He is now located at Army Inspection Headquarters, Melbourne.

Payne's Bon March have signed a renewal of contract with 3XY for 52 quarters, featuring "Melody Clues," broadcast Wednesdays at 8.30 p.m. Presented by Kevin McBeath, with station pianist, Don Gately supplying the musical clues, contest is very popular with listeners and regularly draws big mail responses. A weekly prize of £1 is awarded to successful competitor.

## COMMERCIAL BROADCASTING

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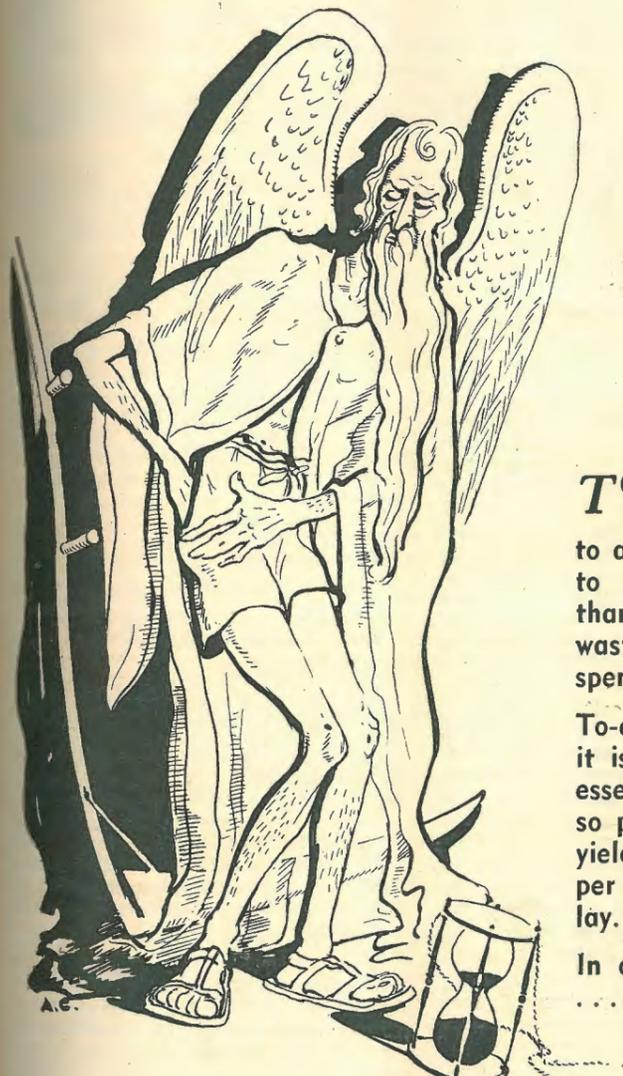
# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



## MAKE TIME PAY!



TO-DAY, more than ever before, it is our plain duty to avoid waste — our obligation to Australia demands no less than that . . . Waste in effort, waste in planning, waste in spending.

To-day, more than ever before, it is vitally necessary that your essential wartime advertising be so planned and so placed as to yield the highest possible return per minute in proportion to outlay.

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Most people listen to . . .



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