

## PERSONALS

Mr. A. P. Findlay, of the Tasmanian Broadcasting Network directorate, and famed philanthropic worker in the Island State, was the recipient of an OBE in the New Year's Honours List. Mr. Findlay has supervised and conducted appeals for the collection of funds for such causes as the Red Cross, the Society for the Care of Crippled Children, bush fire relief, Comforts Fund, and other movements. He undertook a campaign for the collection of clothing for distressed victims of air raids over England, as the result of which a consignment of clothing valued at £2,000 was sent from Tasmania.

A recent christening ceremony bestowed on the son and heir recently born to 3XY musical director, Kevin Bradley, the imposing title of William Norman Kevin. Kevin, senior, says the function was postponed while he and his wife argued about the name, and so many versions were devised and rejected that proud papa still has to think twice when asked the baby's name!

Officers of Colonel Kemsley's directorate at Victoria Barracks, attended a smoke night as a gesture to their chief on his return from hospital. No officer is held in higher regard than Colonel Kemsley, and his staff will agree no officer works harder. Major-General Stantke attended.

Recent staff changes made in the broadcasting department of A.W.A. include the transfer of Mr. H. B. Wilson from 3EO Bendigo to the recording department at head office, Sydney, and Mr. E. C. Haynes of the Melbourne office to Bendigo as acting manager of 3EO. Service to agents and clients at Melbourne for A.W.A. stations will be maintained by Miss Chambers of the broadcasting department.

Orchids to Molly Grouse (secretary to 2GB's Reg Lane), who last week appeared with Melbourne's popular baritone, Ormonde Douglass, in Peter's "Over Here" program. Molly, whose soprano voice is as lovely as herself, is rapidly gaining a reputation as a singer of no mean order. She studies with Harold Williams.

It won't be long now before blonde Mary Sinclair (one of the well known swing singers trio, "The Starlighters") lohengrins down the aisle. She's sporting a thrilling solitaire, and—yes, he's an American!

If pumpkins weighed a pound Mr. J. B. Percival's tomatoes would look like ple melons! It was only last week that many of this popular agency chief's Sydney friends learned that he was a tomato grower of no mean order. His Pymble orchard—or is it the front garden?—this season has yielded some O.S. tommies. Bernie Stapleton, of 2SM, had a fair sample in his pocket which turned the scale at just over a pound weight. There was some argument as to whether it was a tomato or something which had grown on Gracie Field's "Biggest Aspidestra in the Wor-ald."

There's one sure way of keeping that man Jack Davey quiet—or is there? Anyway, his tonsils came out one day last week, and the doctor swears that there wasn't a murmur out of the "Hi, ho!" man during the operation. The popular radio star should be able to come back in better voice than ever.

Max Green, Macquarie scripter, reported in last issue of "C.B." to be in the R.A.A.F. appears to be out again and back at Macquarie headquarters wielding his florid pen again.

Cliff Paray, of 3CV Charlton, paid Melbourne a flying visit recently, he reports good business and is very pleased with his Sunday night's programs, as he is now featuring such shows as "Are You An Artist?" and "Fifty and Over."

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A talk of outstanding topical interest was a recent presentation over 2GB, 2CA and 2WL for an additional recording in the "I Saw It Happen" series. The broadcast consisted of a talk by Mr. Fred. Daniell on Vice Admiral Sir Conrad Helfrich, one of the leaders of our Dutch Allies.

Mr. Sid Morgan, managing director of 3KZ, has gone on his annual holidays "somewhere in Australia."

Back at work after a refreshing holiday is Macquarie's assistant manager, Mr. Reg. Lane.

Rupert Fitts, of Victorian Broadcasting Network, is having a well earned rest at one of the bayside resorts.

Judy Storm, all night announcerette at 3AK, is going on leave which coincides with that of her soldier husband, who has been absent from the Storm home for many months.

Jadasa, 3AK's astrologer, has just celebrated his sixth anniversary of his session which is aired on Sunday afternoon at 1 o'clock. The same sponsors, D. K. Ross Furnishings of North Fitzroy, have been pulling in business from the program throughout that period.

Frank Allen, continuity and publicity manager of 3KZ, who has been rejected by the A.I.F., R.A.N.V.R., R.A.F., and R.A.A.F. has gone on leave on a trip to the Murray for a fishing holiday to find consolation, and will catch yabbies if the trout, cod or perch seasons are closed.

Jack O'Hagan was a welcome personality in Sydney last week when he was on A.P.R.A. business bent.

3KZ salesman, Arthur Banks, may certainly look pleased these days as he has developed a band at the famous Dug Out, which is one of the best heard. No doubt about Arthur when he decides to get something he gets it!

Sid Baume, sales manager of 3UZ, is holidaying at the sunny isle of Cowes.

Noticed 3XY's sales manager, Stan Thomas, lunching with one of that station's best sponsors—anything new concocting, Stan? or was it just a friendly get-together.

Alan Dell, news commentators on 3DB, will be missing from that stations for a couple of weeks as he is going on leave.

Eric Pearce, of 3DB, starts a new quiz show called the College of Musical Knowledge.

Is it a rush of contracts that makes a certain well known popular rep. in Melbourne so absentminded that he forgot to attend a small function arranged by himself!

Harry Yates has resumed duty at 2UE after two weeks' vacation. During his absence the breakfast session was handled by John Ryan.

Norman Stevenson, of the 2UE sales executive, has also concluded his annual leave.

Recent visitors to 2UE were Ron Morse and Stuart Edwards, who are both stationed at the same country R.A.A.F. flying school.

Well known 2UE identity Arthur Carr is now embracing selling among his various duties. He is one of 2UE's "oldest members," having been associated with the station for 12 years.

Peter Ellis, popular announcer at 3AW, who recently arrived in the southern city from Brisbane, has taken over the breakfast session from Doug Stark. It will be recalled that Doug, got his big chance to exhibit his stage ability when cast for the part of "Nisch" in the Gladys Moncrieff "Merry Widow" season now drawing capacity business in His Majesty's Theatre. So great was Stark's success that he has secured a good contract from J. C. Williamson Ltd., and will go with the company to Sydney at the conclusion of the Melbourne run. Doug is still conducting the "Theatregoer" sessions at 3AW and, since his inclusion in the cast of "The Widow,"

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Lady Announcer—extensive experience, organiser, writer, program presentation, adaptations, compere, dramatic ability, sales—excellent voice—highest credentials. Apply "Apex" Women's National Service Office, 32 Martin Place, Sydney.

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his fan mail has assumed such proportions that he's had to get a special typist to deal with it. Well! that's what fame does to some men, doesn't it? or wouldn't it?

John Dunne, studio manager at 2SM went away for a well earned annual vacation March 6. "Not going very far," says John. "In fact, it will be Bellevue Hill—the old 'bus hasn't a drop of juice in her—so swimming will be done at Bondi!"

We regret to announce that Miss Netta Squires, one of 2SM's latest additions to the announcing staff, is ill in hospital. In the meantime Miss Elsie Waite is deputising for Miss Squires in Moran and Cato's "Grocer and Madam," and carrying on with the Sunday afternoon programs.

Back into harness comes Lance Quirk, 2SM's general manager, after a couple of weeks' break from radio.

We have been asked through this column to inform all those of the radio and electrical trade in Melbourne who subscribed to the dinner given to Ossie Mingay that the budget actually overbalanced and there was a surplus of £2/0/6. The organisers of this function thought it best to donate the excess to charity. The Sydney function given to Mr. Mingay also succeeded in making a profit and likewise the organisers donated the balance to charity through the Sydney R.I.F. Club.

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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



— there's a surer way!



TO maintain contact . . . to keep unbroken your line of communication with your customers of yesterday and tomorrow—Isn't that your problem of war-time advertising?

We don't claim to know all about it, but we do know that our clients seem more than satisfied with what we have done for them . . . Might we have an opportunity of suggesting how we could do the job efficiently and economically for you?

Let us show you the surer way

Most people listen to . . .

2UW



## PARSONS BROS. presents

SATURDAY AFTERNOON'S BIGGEST  
"FLESH AND BLOOD" PROGRAM

# "THE STARS OF TO-MORROW"

Produced and compered by Dorothy Dash and Claude Holland "The Stars of To-morrow" program is an innovation bringing to listeners a one hour "flesh and blood" variety program on Saturday afternoons.

"The Stars of To-morrow," which is broadcast from 2.30 p.m. to 3.30 p.m. is sponsored by the manufacturers of Parson's Rolled Oats and other Pure Food Products.

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# WAR ECONOMY HITS SMALLER STATIONS

## Australian and U.S. Broadcasters in Same Boat Captained by Stark Restrictions

The plight of some country broadcasting stations faced with falling revenues due to the war economy and the need for some measure of relief being provided was referred to in "Commercial Broadcasting" during last year, and it was also discussed at some length at the last annual convention of the Australian broadcasters when proposals were promulgated for the payment by Government of time used on the commercial stations for Government business.

Though these proposals were accepted in the main by Government agencies directly placing "Government business" on the air the position cannot yet be viewed with any sense of complacency. There are still some of the smaller stations which are performing an essential service in their respective areas in a none too happy position. Through economic necessity they have been compelled to reduce operating hours. Some others have been restricted in their operating hours through reasons of national security. Both groups have a big way of revenue to recoup from their remaining hours of daily operation.

Similarly Sunday advertising restrictions have hit heavily many country stations whose daytime Sunday spot and scatter announcements (now restricted) provide a fair amount of the butter on their bread.

In the United States, it is interesting to see that a very similar problem faces the smaller and independent broadcasting stations. There, however, the matter appears to be receiving the proper governmental attention.

A December last issue of "Broadcasting" revealed that because they were disturbed over reports that a number of independent locals, notably those in the Rocky Mountain area and in the South, may be forced to suspend operations because of depleted income, several Government agencies are undertaking studies to ascertain the status of these stations, their need in the war effort and methods of coming to their aid.

Gardner Cowles Jr., assistant director of the Office of War Information in charge of domestic operations, said the Government was preparing to investigate the plight of the smaller non-network stations which have been hard-pressed since the war's outbreak.

His comment came after F.C.C. Chairman James Lawrence Fly had stated he believed "some way ought to be worked out to enable non-network stations to remain on the air and perform" a necessary service to the people and the Government.

Mr. Fly said he didn't think it was a question of whether the F.C.C. was going to keep stations on the air but rather one of how such stations could be kept on the air. In defining smaller stations, Chairman Fly said he had particular reference to those situated in small cities reliant upon local radio business, which is drying up as a result of the reduced civilian economy.

Furthermore, he observed that such stations seldom share in the institutional advertising now prevalent among national advertisers currently involved in war production, since this type of advertising is predominantly placed with the networks.

To illustrate the importance of the smaller stations, Chairman Fly said that some of these stations are the only mediums available to Government in reaching the people in scattered rural communities. Conversely, he said that the people in such communities have come to be dependent upon those stations to stay on the air, performing a necessary service to the people and the Government alike.

Chairman Fly explained that stations are gathered in clusters around the larger cities owing to economic factors, whereas public need is not an important determinant in the situations of stations. Consequently he said there was no way of shifting stations around because the economics of the station's location insure a station's profitable operation. He could see no value in closing down sta-

## Patent Medicine Regulations K.O'd.

As foreshadowed in our last issue ("C.B.", February 26), the Proprietary Medicines (National Security?) Regulations were disallowed by the House of Representatives last week.

The motion for their disallowance was moved by Mr. Spender (U.A.P., N.S.W.), and after debate both Messrs. Coles and Wilson (Independent members) voted against the Government, resulting in the voting being 28 to 27 for the disallowance.

During the debate the Minister for War Organisation of Industry, Mr. Dedman, said that the advertising provisions of the regulations had been approved by the authorities concerned, and there could be no doubt about their validity. They had been submitted to the Attorney-General's Department for approval.

The regulations were brought in to conserve labour, power, and medical supplies. There were 6,000 persons employed in the patent medicine industry, and 280 establishments manufacturing approximately 20,000 preparations.

It was estimated that there were 1,000 men and 11,000 women engaged in the manufacture of non-essential medicines.

After the disallowance of the regulations a Government spokesman was reported to have said that the Government would probably freeze supplies of a number of drugs and chemicals that are in short supply. Although the regulations had been disallowed their purpose would have to be achieved.

## OSRAM CAMPAIGN ON 23 STATIONS

British General Electric have released an "Osram" campaign, effective from March 1. The stations participating being in New South Wales, 2GB, 2UE, 2WG, 2GZ, 2KO, 2TM, 2LM, 2NZ and 2WL. In Victoria 3DB, 3UZ, 3GL, 3BO, 3BA, 3SR. In Queensland 4BK-AK, 4WK. In Western Australia 6PM-AM-KG, and in Tasmania 7HT and 7EX.

The campaign, composed of five minute sessions, has been released by Trans-Radio Advertising and Program Service, in association with O'Brien Publicity Services.

tions in larger cities except for the manpower which would result from such a closure.

He admitted he had no idea of how programs could be paid for, but recognised the urgent need. He said he would not limit consideration of payment to the smaller stations, but emphasised that isolated communities with only one station need relief promptly to serve the needs of the Government and their listeners.

## Broadcast Time Should Not Be Wasted

### D. of I. Features Could be Super Shows

With the recent appointment of former newspaper man as its head, the radio division of the Department of Information appears to be functioning as a useful adjunct to the operations of the department.

Plan being followed is to make available to broadcasting stations on an equal basis short programs designed to stimulate public morale. So far some excellent series have been built. Current five minute discings of "The Spirit of Australia" which dramatise heroic deeds of men in our fighting services are a case in point. These are being aired over the majority of Australia's commercial stations.

Some of the Department of Information material in the past has earned the utter disrespect both of broadcasters and the listening public alike. Material chosen for broadcast has not always been of the best and presentation has likewise fallen down. In the main, however, blame is attachable to the cheese-paring attitude of the Government towards spending enough money on its radio programs to make them attractive to listeners.

It is a downright shame that with such always ready co-operation of the commercial stations in making their time available and clearing schedules to enable blanket broadcasts to be made the most has not been made of the opportunity by the Department of Information.

Now with a radio division of the Department apparently taking some logical shape the Department's whole view of the broadcasting spectrum should be reviewed. Primarily funds must be made available for production costs commensurate with the size of the job being undertaken.

A businessman given similar opportunity of having time upon every broadcasting station would not hesitate to put into that broadcast time or space a worthwhile program—costing if necessary many thousands of pounds. Why should not the Department of Information—in the vital role it must play in guiding and influencing the daily lives of the Australian public under wartime conditions—produce the most outstanding radio programs broadcast? Facilities are available to the Department both for production and broadcast. Some of the world's finest radio talent can be employed on such projects, the best producers engaged. Actually nothing stands in the way.

If it is good enough for big sponsors like Lever Bros. and Colgate's to buy time upon station in hook-ups involving in each case about 50 per cent of the most desirable stations and then to spend many thousands upon production costs all to secure the ear of a reasonable number of listeners, surely the D. of I. with its blanket time on every station can afford to bid for a 100 per cent audience.

### "Dad" is Probably World's Most Unusual News Commentator

A clever idea, and finally, excellent execution, lies behind the "appearance" on the air of "Dad" of Snake Gully fame as a commentator on the news of the week.

When George Edwards created the character of "Dad" in Dad and Dave some years ago, it could have been little dreamed that one day Dad would enter radio also in the role of news commentator. And no burlesque. Dad deals quite seriously and sanely with the news. First broadcast went over on Wednesday evening of last week, and is scheduled for every Wednesday evening, mostly around 6.43, on the 30 odd stations in the line-up. Other "Snake Gully" characters will probably also be featured. Sponsorship is by Kolynos (tooth paste), whose account is

Mr. George Edwards



handled by the J. Walter Thompson Agency.

Though Dad and Dave, the famous Wrigley chewing gum feature, the radio characters won their way into the hearts of practically every home in Australia. Now on at least one night a week these characters step from the realm of fiction into the world of everyday facts, to comment upon this or that angle of the news before slipping back again into the Snake Gully drama.

## Pointless Propaganda and Poor Psychology in War Advt.

### Furniture Industry Attacked

Simmering indignation of many groups of business people over the viciously discriminative themes adopted in much of the Government's war loan and war bonds advertising came to a head in Sydney last week when the furniture industry was singled out for a specially blatant broadside.

Chairman of Cowells Pty. Ltd., Mr. E. R. Williams, expressed the outraged feelings of all furniture manufacturers when he pointed out that no industry had done more to co-operate with the Government plan of restricting unessential spending.

The advertisement complained of was captioned "A Saboteur at Work," and depicted a girl writing the following letter:—"I enclose herewith my cheque for carpets, furniture, and furnishing supplied by you. Yours truly, Mary Quisling."

Such an advertisement, Mr. Williams said, was more likely to sabotage the war loan than help it, for not one member of the furniture industry, knowing the facts about wartime production of furniture, would be induced by it to put any money into the war loan.

Mr. Williams asked why a particular industry should have been singled out for attack. In accordance with the general aim to cut out luxury spending, not a single furniture firm had shown in its windows in the past seven or eight months a bedroom suite marked at more than £50, or a dining-room suite at more than £30.

Nowadays not even blocks were used in advertisements depicting articles of furniture. The industry had gone voluntarily before the Furniture Panel and had made that offer. The only furniture being manufactured for civilian requirements was being made between war jobs. By far the greater time and effort was being spent in turning out ammunition boxes, parts for aircraft, hospital and other essential furniture requirements.

Using an attack on the furniture industry as a base for the war loan advertising campaign was pointless propaganda, said Mr. Williams. Greater interest in the war loan could be created by drawing attention to the wards of wounded soldiers or by illustrating the heroic fighting in the jungles.

### RADIO PRINTING PRESS

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PHONE FOR SERVICE—FL 3064



LESLIE ROSS

3UZ producer of the national relay variety half-hour

## "CHINS UP"

THE KIWI PROGRAM

Produced by and originating from 3UZ Melbourne. On relay to 2UW, 4BC-SB, 5DN-RM, 7HO, 3BA, 3BO, 6IX-WB-MD.

9.15 p.m. to 9.45 p.m.,  
Thursdays

# 3UZ

MELBOURNE

★ A Station that creates top programs

# Lining Up Big American Shows For the Australian Air

The United States Office of War Information, Radio Division, with headquarters in Sydney has become established during the past few weeks, with Mr. Leith Stevens Director of Radio. Already the office, which is a branch of the Government organisation in America, has settled down to tackling the problems of news dissemination in this part of the world. Its particular aims are associated with the entertainment of the United States troops and with the presentation in Australia of the American viewpoint generally. Conversely the activities of the office should result in a better understanding in America of Australians and Australian conditions.

Broadcasting, naturally, will play a major role in the work to be carried out and already Mr. Stevens has been in negotiation with the Australian Federation of Commercial Broadcasting Stations on the question of making available to commercial stations and the Australian Broadcasting Commission series of specially prepared discings of most of America's topline network shows. These discs have been prepared by the U.S. Office of War Information and the Special Services Division of the War Department for overseas consumption.

When the discs were first made in America, and it was made known that they would be available, negotiations for their Australian broadcast were apparently made by the respective representatives of several Australian broadcasting interests, including the A.B.C.

and certain commercial stations.

In Victoria 3DB-LK had already commenced broadcasting the shows under a charity banner, and 3XY had advertised some of the discs as forthcoming attractions to that station. Both managements courteously consented to stay their hands when the local U.S. Office of War Information stepped in with the proposal for waiving all exclusive rights to the shows with a view to making them available to all stations.

The Macquarie Network and the A.B.C. who, also through American agents, had made arrangements for receiving supplies of the discs direct from America also fell into line, and last week a series of conferences were held in Sydney with the object of ironing out all difficulties.

A committee has viewed suggestions from the U.S.O.W.I., and at the time of this writing it appeared that an equitable schedule of shows would be drawn up to enable all stations to participate in the distribution of the discs.

## New Zealand Position

As the result of arrangements made between the N.Z. Commercial Broadcasting Service and the United States War Department, American troops in New Zealand are currently enjoying the U.S. programs. With customary enterprise, the C.B.S. got busy as soon as it was learnt that United States troops were arriving, and cabled Washington for recordings of the programs being

specially made for American troops abroad.

"Keep 'em coming" was the request and within a matter of days the discs were being flown "down under." Now the boys of the Army, Navy and Marine Corps in New Zealand were enjoying the top-line American shows which they are accustomed to hearing back home.

Included are the programs of Bob Hope, Jack Benny, Eddie Cantor, Kate Smith and Fibber McGee. Then there are the specially built programs starring the leading lights of screen and radio—"Mail Call," "Your Broadway and Mine" and "Command Performance U.S.A." Peak times are made available for these half-hour programs on Sunday nights no less than four of them being aired. And whilst the programs are primarily intended for U.S. servicemen, all New Zealand is tuning to the ZB stations for this feast of first-class radio entertainment. The Commercial Broadcasting Service has established a close link with the Special Service Division of the U.S. War Department, and is all out to give the Americans the very best radio entertainment available.

## Chandler Again for Brisbane Mayoral Election

Three years ago, Mr. J. B. Chandler, chairman of directors of Chandler's Pty. Ltd. and Station 4BH, was elected Lord Mayor of Brisbane by the record majority of 48,216, over the then sitting Lord Mayor, Alderman J. B. Jones.

In the forthcoming election on May 1, Lord Mayor Chandler will again carry the Citizens' Municipal Organisation banner, bearing the slogan "No politics in Municipal Affairs," and it is confidently expected by his many supporters that the excellent work he and his C.M.O. team have done under particularly adverse conditions, will result in another sweeping victory.

As in 1940, the Citizens' Municipal Organisation campaign will be waged chiefly "on the air."

## Russell Roberts to Stand Again

One of Queensland's best known radio identities is Russell F. Roberts so long associated with the Chandler interests in the broadcasting field, and who actually presented the first commercial radio programs in Queensland.

Mr. Roberts, at the last municipal elections in Brisbane, contested the Buranda seat in the City Council as a Citizens' Municipal Organisation candidate, and defeated a very strong opponent in the then Vice-mayor and Chairman of the Council, Alderman Laurie, who had represented the division since 1925.

Alderman Roberts has done an excellent job as chairman of the Transport Committee, and his followers look forward to his being returned in the forthcoming election on May 1, with a considerably increased majority.

# IN NORTH QUEENSLAND It's always... 4CA CAIRNS 4TO TOWNSVILLE

PRESENTING AUSTRALIA'S FINEST PROGRAMMES ON BEHALF OF NATIONAL AND LOCAL SPONSORS

You can only reach the tens of thousands of population in the North by scheduling your appropriation to include 4CA Cairns and 4TO Townsville. You will be in good company too.

4CA	PRESENTS	4TO
✓	The Lux Radio Theatre (Lux)	✓
✓	Martin's Corner (Kellogg's)	✓
✓	Big Sister (Persil)	✓
✓	Four Hit Tunes (Cadbury's)	✓
✓	First Light Fraser (Colgate's)	✓
★	Over Here (Peter's)	✓
✓	Callings the Stars (Palmolive)	✓
✓	Australia Sings (Johnson and Johnson)	✓
✓	Quiz Kids (Colgate's)	✓
✓	Youth Speaks (Nyal's)	★
★	George Wallace (Roxy)	✓
✓	All Set and Saddled (Persil)	✓
✓	Dad and Dave (Wrigley's)	★
✓	Youth Show (Colgate's)	✓
✓	For Richer For Poorer (Fostar's)	✓
★	Theatre Box (Wintergarden)	✓
✓	Australian Amateur Hour (Rinso)	✓
✓	The Bright Horizon (McWilliam's Wines)	✓
✓	The Lost Empire (Radiotron Valves)	✓
✓	Star Barometer (Schumann's)	✓
✓	Bob Dyer (Solvol)	✓
✓	Hopalong Cassidy (Sustaining)	✓
✓	Salt Lake Tabernacle Choir (Sustaining)	✓
✓	Music A to Z (Cyclax)	✓
★	Lest We Forget (Red Cross)	✓
✓	Radiola Harmony (Radiola)	✓

The foregoing programmes command the attention of all North Queensland. 4CA Cairns and 4TO Townsville provide 100% Service to Sponsor and Listener.

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AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 YORK STREET, SYDNEY

167 QUEEN STREET, MELBOURNE

TWO STATES COMPETE — —

TWO STATES LISTEN — — to

## HITS & HIGHLIGHTS

Relayed to 2UE Sydney from

# 3XY

## It's a TIVOLI Attraction

Thousands Compete Weekly for Big Prizes of War Savings Certificates!



## Ingredients

PROOF OF THE  
PUDDING IS IN  
THE EATING.

PROOF OF OUR  
PROGRAMS IS  
IN THE FACT  
THAT SO MANY  
CLIENTS OF LONG  
STANDING KNOW  
SO MANY LISTENERS  
TUNE TO —

# 3KZ MELBOURNE

Sydney  
Representative  
A. L. FINN, 66 King Street

## Radio Vital Factor in Post-War Period

### Westinghouse Executive's View

Miraculous radio inventions developed for modern warfare, when they can be revealed, "will point to ever-increasing service that radio will provide the world after we win the war," according to Walter Evans, vice-president of Westinghouse E. and M. Co. and its top radio executive.

Himself an engineer, who started as a "brass pounder" on fruit ships in the early days of wireless, Mr. Evans said in a statement for the U.S. Radio news magazine "Broadcasting" that extension of peacetime uses of radio will wait until "we beat our enemies into submission."

He pointed out that a few weeks ago the Government permitted revelation of a new industrial use for radio in the flowing of tin which save approximately 60 per cent of the tin formerly required in tinplating processes. A single installation of this high-frequency equipment equals the output of 70 high-power broadcasting stations, he said.

### "Battle of Radio"

Following is the full text of Mr. Evans' statement:—

"When a thousand warplanes take off at dusk for an all-out raid on Continental Europe, radio guides and controls this air armada; when a Navy Task Force sets out on its mission, radio communication enables hundreds of warships to act as a compact striking unit or to disperse for individual adventure; when a mechanised army slashes at enemy lines, radio commands direct complex action denied military leaders who fought the classic battles of earlier history.

"Well known is the use of radio to demoralise enemy military units in a thousand ways and by cleverly contrived propaganda, to dissolve resistance of civilian populations.

"The fighting of men and machines to-day has been called the 'Battle of Radio,' a term which attests to the way armies and navies of the world now depend upon radio equipment. More than anything else the term hints at what's ahead in radio because it encompasses every development now in use and others just out of the laboratory and ready to go into action against the Axis.

"A few weeks ago we were permitted to reveal a new industrial use for radio in the flowing of tin which save approximately 60 per cent of the tin formerly required in tinplating processes. A single installation of this high frequency generating equipment equals the output of 70 high-power broadcasting stations. Several of these installations are in operation to-day.

"As soon as they can be told, the secret activities of radio engineers on which our armed forces will depend for sturdy defence as well as surprise attack will point to ever increasing service that radio will provide the world after we win the war.

"Extension of peacetime uses of radio is going to wait until we beat our enemies into submission. Right now, the best brains of the industry and all of its facilities are devoting every second to the job of turning out units in such volume and to such purpose that they deal punishment to the Axis and shackle every attempt to gain new conquest.

"What's ahead in radio? First, the winning of the war and after that a peacetime surge toward as many new fields as engineering and business ingenuity can apply the new radio techniques.

## Scrimgeour Suspended

### N.C.B.S. Controller in Military Call-up

Mr. C. G. Scrimgeour, Controller of the National Commercial Broadcasting Service in New Zealand since the inception of the service several years ago, has been suspended from that position by the Government.

This move followed closely after the appearance of Mr. Scrimgeour before the Army Forces Appeal Board at which application was made for his exemption from military service on the grounds of "public interest and hardship." The application was refused, and the Controller whose age was given as 40, was given until May 15 to settle his civilian affairs.

Mrs. Scrimgeour who conducted a special session on Saturdays over the N.Z. Commercial Network also has been suspended.

## SHEPPARTON B.B.C BROADCAST

Shepparton, Victoria, was recently selected by the B.B.C. for a background of a program short-waved to Australia. The program was broadcast locally through 3SR.

Sir Louis Bussau, Victorian Agent-General, spoke, and greetings were sent from Shepparton, England, to Shepparton, Australia. District service men and women at present in Britain sent greetings to relations at home, and the supporting program starred Olive Groves and Jack Payne's Orchestra.

## More Religious Broadcasts Sought

### First Report of Parliamentary Standing Committee

The first report to Parliament of the Parliamentary Standing Committee on Broadcasting was tabled at Canberra this week by the Chairman of the Committee, Mr. Calwell, M.P.

The Committee comprises Mr. Calwell (chairman), Sir Charles Marr (vice-chairman), Senators Armour, Cooper and H. Hayes, and Messrs. Barnard, Riordan, Price, and Johnson.

Time does not permit presentation in this issue of "C.B." of the full text of the report, but the main recommendations contained in the report are given below.

(1) In the national service there should be two morning and two evening broadcasts of religious services on Sundays. The interstate morning broadcast should be at 11 o'clock, irrespective of the State from which it originates. The second morning broadcast (that is, within the State) should be at 11 o'clock in New South Wales, Victoria, and Tasmania, and at 9.30 in Queensland and South Australia.

The two evening broadcasts should be about 7 o'clock (or about 4.30 where black-out or brown-out conditions obtain) and about 9.30, the latter hour being favoured by some church organizations for a close-of-the-day service.

Commercial stations should provide facilities at the recognised hours for religious service, both for the benefit of regular churchgoers who are prevented from attending, and also to assist in educating listeners who have not had the same opportunities as others to appreciate the paramount importance of spiritual values in the individual and national life.

It should be made compulsory for the stations to allocate the hour 11 a.m. to noon, on Sunday, for a religious session. Religious broadcasts should, where possible, be made from the Churches at the time the service actually takes place, instead of from studios or through recordings.

(2) The trend of development now in evidence in favour of Australian composers and the engagement of Australian artists should be allowed to continue without further legislation for the time being.

Regulations should be promulgated prescribing that works of Australian composers recorded abroad may be included in the quota, but there should be oversight of the extent to which this practice is followed, so that appropriate action may be taken if it transpires that broadcasting stations are using an undue proportion of overseas recordings of Australian works to the detriment of the employment of Australian artists in Australia for the interpretation of such works.

Works which are to be regarded as Australian compositions should be defined by regulations. The regulations should also prescribe that the 2½ per cent quota shall be on a yearly basis, and that theme items shall be excluded from the quota.

As an experiment the A.B.C. should conduct competitions to provide an in-

centive for the composition of distinctively Australian music. The reward should not be given. The reward should be actual performances of the best works not once, but several times, in order to create public demand for them.

In order to encourage Australian composers of serious music and to assist record manufacturers in the marketing of their productions, gramophone societies should be formed to guarantee the purchase of the records in the same way as subscribers to A.B.C. celebrity concerts guarantee to take seats. The A.B.C. should consider the provision of regular employment for promising composers.

(3) Legislation be introduced to provide for compulsory arbitration as a last resort for the settlement of disputes in regard to authors and record manufacturers' performing right fees.

No legislation should be introduced to provide for (a) compulsory registration or filing of lists of works in respect of which performing right fees are claimed, or (b) exemption from payment of fees for performances in furtherance of religious, educational, or charitable objects, or (c) preventing record manufacturers from claiming public performance fees.

(4) Publication of the "A.B.C. Weekly" should be continued in view of the service which the journal provides, the reduction of the cost from £32,800 in 1940-41 to approximately £18,800 in 1941-42, and the substantially higher expenditure which might otherwise be involved in advertising A.B.C. programs.

(5) In the national service the policy in regard to political broadcasts should continue to be the commission's responsibility, as prescribed by section 89 of the Australian Broadcasting Act.

For the commercial service, regulations should be introduced to provide for the recognition of parties at election times under the same policy as may be adopted by the A.B.C. and for the selling of time at rates in operation not less than three months before the election and not exceeding the rates charged for talks of other types.

Equal opportunities should be afforded to all recognised parties, and each broadcast should be preceded by an announcement of the name of the party on whose behalf it is made.

(6) The suggestion that the A.B.C. should present a budget of its contemplated expenditure year by year for the consideration of Parliament is not

favoured, as this procedure would be in conflict with the Commission's status as an independent body.

(7) In the post-war period, favourable consideration should be given to any application received from the Commission for financial assistance to permit its building program of studios and administrative offices in the States to be proceeded with as soon as possible.

(8) In order that adequate funds may be authorised to permit of construction of the outstanding stations (18) for the national service as soon as possible in the post-war period, a conference should be arranged between representatives of the Treasury, Post Office, and the Commission, to plan apportionment of licence fees similar to that in operation in Britain, where all the licence fee revenue is allocated for broadcasting requirements, except for certain percentages.

(9) If war developments force the issue, consideration should be given to the appointment of a program co-ordinator, empowered to deal with rationalisation and correlation questions.

(10) When additional channels become available preference should be given to religious and educational interests, as recommended in the Gibson report.

Where applications have been made by the Churches, the licences should be allocated (when it becomes practicable to issue them) to the three groups: (A) The Church of England, (b) the Roman Catholic Church, and (c) a committee representing other Christian denominations. In appropriate cases the possibility of arranging a combination of interests should be explored.

(11) Section 98 of the A.B. Act should be amended to give the Minister discretionary power to grant half-rate licences in the case of certain deserving invalid and old-age pensioners, and ex-service men.

(12) There are satisfactory reasons for the differentiation between A.B. Act and the National Security Regulations on the exercise of authority to order emergency broadcasts.

(13) An influential approach should be made to radio script writers and radio actors, soliciting their co-operation in improving commercial station broadcasts in which incorrect English and parodies on Australian speech and character destroy much of the work of Australian teachers.

(14) The cost of overseas broadcasts should be financed from a special appropriation. The Commission's bona fides as a national independent authority should be preserved overseas so that audiences abroad will be conscious of receiving news and other services which are not operated by a Government.

(15) Parliament's wishes in regard to the elimination of indecent and other objectionable items from programs have not been taken seriously by certain broadcasters. It remains to be seen whether the warnings which have been issued will have the salutary effect anticipated.

# Industrial Music —and Production Peaks

Already in Australia the wartime need for speed, quality and increased production has seen the installation of amplifiers in hundreds of our factories. Everyone is aware in a general way of the stimulating effect that work hours entertainment has on production—but so far no actual scientific scale of assessment has been reached.

The following article, taken from the December issue of "Radio Retailing Today," expounds on this subject which will absorb much of the radioman's future time—and gives excerpts from a unique report on "Music in Industry," made by Dr. Harold Burriss-Meyer, of Stephens Institute of Technology, Hoboken, N.J.

Industrial music electronically distributed is pretty new. In our investigation we hoped that, by a study of existing factory records for periods prior to and after the employment of music, we could find out what the music did. However, the kind of data from which it can be determined what music actually does have proved to be sadly lacking. Instead of facts we have hearsay, hunch and theory, all readily available in almost any quantity. Managements which use music and employees who listen to it seem to agree that music is a fine thing. Organisations which install electronic distribution systems and furnish programs have files full of letters from satisfied customers. There is a growing popular belief in this country that music in a factory can do just about everything except rearrange the stockroom or interpret the latest set of Government regulations.

## "EXPERTS" ARE GLIB

Evidence to show how good industrial music is, based on casual or superficial observations, is freely adduced. Everybody who gets his hands on a plant music distribution system at once becomes an expert and can tell you everything about programming, speaker placement, intensity levels, what the boss thinks about it, what the employee thinks about it, how little either of them knows about it, and what a

good thing it would be if somebody had consulted him first. Employers sometimes ascribe to their employees their own reactions and opinions. One company gave up playing music because it interfered with the factory intercommunication system. Another would not install a system because, said he, "if I get it in and I don't like it, the employees will never let me take it out."

All this added up to precisely nothing we could use. Even a report published by the Medical Research Council of the British Industrial Health Research Board is of limited use because, though the studies it treats are thorough, they apply only to a group of girls working in a chocolate factory.

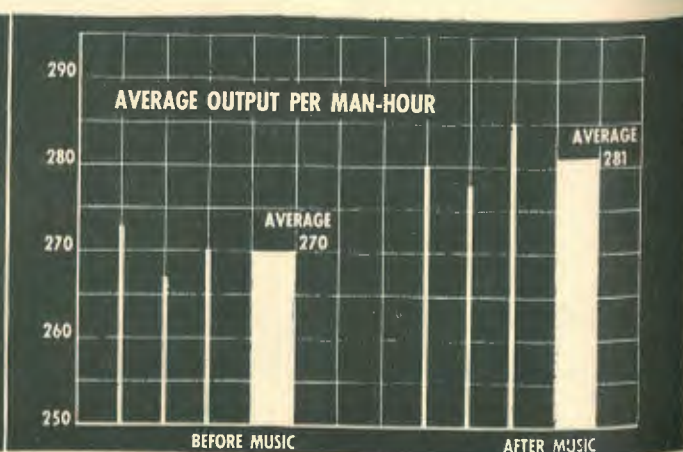
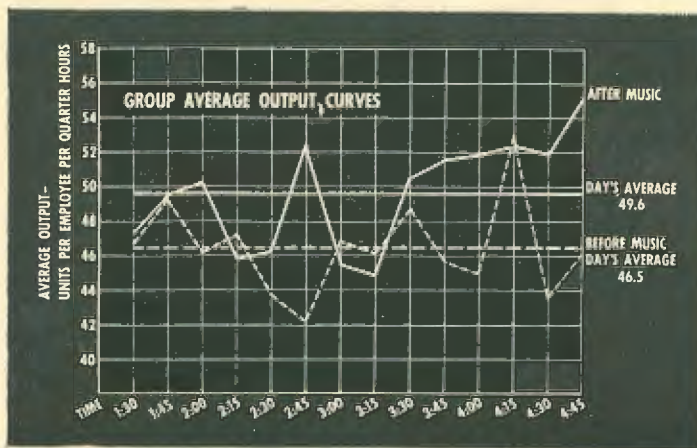
Accordingly we proceeded to study existing musical programs in factories, and then to assemble programs for specific purposes. It has been our good fortune to have the co-operation of numer-

ous industries and of two organisations dealing in factory music distribution systems and music libraries—Muzza Inc., and Radio Corporation of America. Lacking the kind of factory records susceptible of statistical analysis for our purpose, we had to get them ourselves.

We have been able to employ a sampling technique. We have not been able to study accident rates. We have not yet been able to establish or evaluate satisfactory indices of employee morale. We have a lot of ideas about such indices but no figures at the moment. But the data we have are indicative. They are not sufficient to form the basis of unassailable conclusions but we believe they show which way the wind blows. We set about to measure the most obvious thing—does music in the factory influence the production rates? All the charts we made were drawn from data taken under controlled conditions. No figures are used where there were significant changes in weather (temperature, humidity, light), or ventilation, or noise, from day to day; or where there was other than normal labour turnover, or any labour management quarrel; or where there was any plant change in terms of machine arrangement or colour, or any variation in the process or the product.

One of our graphs showed the unit output per employee, plotted against time. One curve represented a day without music, another curve a day during which music was used. The conditions prevailing on the two sample days were identical in temperature, humidity, ambient noise level, ventilation. The group consisted of sixteen experienced employees. The curves were in both cases erratic, but the total

Both charts below were prepared by the Stevens Institute of Technology. At left: The solid line curve marked "after music" shows how music helps workers, particularly after 3.30 p.m. At right: The weekly averages of factory production climb when music is played. Heavy lines represent one week of piece work requiring a high degree of manual dexterity; the blocks are averages for three weeks.



production is considerably higher where music was used than where it was not. The difference amounts to 6.25 per cent based on the average before music. In more than 75 per cent of the measurements of this sort in all the factories studied, we have found the area under the curve, or total production, to be greater when music is used than when it was not used.

Another chart gave the total production per 100 man hours during two typical weeks, one before and one after a music installation was made, and represented the average for a group of approximately 100 employees of all degrees of experience. The difference amounted to 11.4 per cent.

We also charted what happens to production when musical installation is made. It was noted that in only one week was the average production lower after music was used than during the control week before musical installation.

Another graph gave a similar result in another factory. In the case of the latter, the operation studied was one requiring a very high degree of manual dexterity and a sense of timing. Employees were on piece work as in the case of the other chart. The average difference is 4.07 per cent.

These results would seem to indicate then that music makes work go faster and, since all these data were collected where piecework prevailed, the employees profited by the changes introduced by the music.

A concomitant of the production rate is the problem of Monday absences and early departures with which some industries have to contend. Our data revealed that where the employees were on piecework and where they got tired and went home early, before the musical installation was made, they did not do so much of that when there was music to listen to. The results also showed a desirable effect on Monday morning absences.

In the case of all our charts, of course, averages have been computed from a base of a similar total number of employees. No data are here included which are not based on identical plant, meteorological, noise and light conditions.

Having answered definitely, though not for too many factories, the question of what music does to the production rate, we set about examining the kind of music and when it was played. Programming is, as may be deduced from the laboratory data on auditory stimuli, of great importance. It is now practiced in conformity with theatrical principles plus observation and experience. These serve well as a starting point, but are not susceptible of being weighed, measured or analysed by statistical

means, and there is a considerable divergence of opinion among those who arrange programs on the question of the number and length of playing periods; the relative values of associative and non-associative music; the value of popular jitterbug, versus classical music; the relative value of vocals and instrumental music. It is generally accepted practice however, to limit playing time to not more than 2½ hours per day, in periods of 12-20 minutes. Marches for opening, and marches and popular foxtrots for change of shift or closing time, are most generally preferred. Music during the last 20 minutes of work period is generally not employed since it might be taken as a signal to get ready to go home. Special radio programs, especially those planned for music in industry, are occasionally used. "Deep in the Heart of Texas" is out. It stops all work in the United States and in England because, naturally enough, the employees feel obliged to drop all work to join in the hand-clapping in the chorus. Hymns are said to be in considerable demand on Sunday in some factories, though it has been observed elsewhere that hymns can stop work about as fast as a fire gong.

## BLUE PLATE SPECIALS

Luncheon periods are considered the most flexible in programming and often carry recorded messages to the folks back home from the men in service, bond sales talks, news reports, hot numbers for the jitterbugs, salon music alleged to aid digestion, request numbers, etc. Some factories ban vocals during work periods, others like them. Employee demand for music rises at night, and music is a source of comfort during blackouts. One factory played "Take Me Out to the Ball Game" as the World Series started, and announced the score every third inning.

It is obviously impossible to make the value of many of these program elements the subject of statistical analysis. But the mere diversity of the opinion and material seems to indicate that one kind of a program ought to be better than another, especially in the case of a specific set of conditions or type of operation.

## TO BE HANDLED WITH CARE

So far as I can discover no one has gone down to bed rock on the subject. The empirical development of a system of programming would be all right if records of results were kept. The development of a program from psychological and physiological data at hand is another approach to the problem of programming.

We have been able to undertake only one experiment in this field designed to demonstrate that a musical program planned for a specific purpose can ac-

complish that purpose. The factory had tried music for six months. Programming was provided by the organisation which installed the distribution system and was, so far as we were able to evaluate it, a better than average program. It consisted of numbers especially arranged and recorded for industrial use, was arranged on the basis of experience and observation, and reproduced with high fidelity equipment.

## REPRESENTATIVE FIGURES

We were unable to obtain any production figures of our own for the period before music. However, we went back to some records which the company had kept approximately one year before this experiment took place, and, although we cannot vouch absolutely for the conditions obtaining at that time, we believe that we got a fairly representative picture of what their production curve looked like at that time. The average was 72 per cent. We found that there was an increase of 8 per cent with the installation of music, and 14.8 per cent with a planned test music program.

Our studies of the effects of standard programs would seem to bear out a theory to which I have long subscribed, which is that, while music is better than no music, programming will not be satisfactory until it is undertaken on the basis of a careful analysis of the results it gets. More statistical analysis of factory performance should teach us much.

## INDIVIDUAL VALUES

I believe that programming must ultimately be undertaken for the factory, if not for the specific operation. Fatigue curves vary in shape and amplitude, and it is difficult to find one remedy for dips occurring at different times in different operations. We have, at least, established the fact that the remedy exists and the technique for employing it is in hand.

Whether we like it or not, music in industry appears to be here to stay and bids fair to be of increasing importance as times goes on. It has been endorsed by responsible officers of both the A. F. of L. and the C. I. O. Factory sound installations are now mandatory in England. This is primarily to avoid loss of time in the case of air raids by not calling the employees out until the last moment, but so far as I can discover, more factories appear to use the systems for music than do not. Numerous radio stations here and in England carry musical programs planned for broadcast to factories. Once the sound system is in music comes in with it. The number of factories employing music in this country grows so rapidly that statistics of this week are no good next. Installations progress and programming improves. Music works but we still have a long distance to go before we can make the work sing.

## Travelling by Glider

"Flying in big gliders is very comfortable, they're bigger than aeroplanes. Glider-borne troops need, in some ways, the same training as ordinary infantry troops, but they have to know the special techniques for loading themselves and their equipment. Glider troops and parachutists work in very close co-operation, but glider-borne troops have an advantage over parachutists in that they can carry much heavier equipment. They can even take tanks and howitzers into battle with them, and of course the well known blitz buggy or at least as its now called."

(A. B.B.C. talk by a British officer, on Air-borne Troops)

## Maori Gallantry

"The Maoris were great fighters in the days before Europeans came to New Zealand, and their fighting was distinguished by two features—a highly elaborate and chivalrous code of warfare and great emphasis on personal bravery. It has always been a matter of amazement to military historians how rapidly the Maoris adapted themselves to the technique of warfare with firearms."

(Leicester Webb, of New Zealand, in a cable to the B.B.C.).

## Factory Statistics

### 169,800 Increase in Employment Figures

The monthly review of business statistics just issued by the Acting Commonwealth Statistician contains the following items of special interest:—

The total numbers employed in industries (other than rural and domestic) in Australia in the months of July, 1939, November, 1941 (immediately before the rapid acceleration of war activity) September, October and November, 1942, were:—

Month	Males	Females	Total
July, 1939	1,306,000	421,000	1,727,000
November, 1941	1,396,000	538,000	1,934,000
September, 1942	1,296,000	569,000	1,865,000
October, 1942	1,291,000	574,000	1,865,000
November, 1942	1,288,000	580,000	1,868,000

(Note.—These figures as to employment exclude all personnel in defence forces, particulars of whom are not available for publication. They include persons employed in production of munitions and war supplies of all kinds, as well as employees of the Allied Works Council.)

The total number of persons employed in factories in Australia in November, 1942, was 712,000, as compared with 542,200 in the year before the war—an increase of 169,800 or 31.3 per cent. Employment in Governmental factories (munitions, aircraft and shipbuilding) increased from 71,000 in November, 1941, to 117,800 in November, 1942.

The numbers of employees of retail stores in Australia was shown by payroll tax returns to those taxable employers whose principal activity was retail trade, were as follows:—

Month	Males	Females	Total
November, 1941	80,978	81,269	162,247
September, 1942	61,187	75,837	137,024
October, 1942	60,023	76,009	136,032
November, 1942	59,906	77,050	136,956

Over the past year 59,906 the number of males employed in retail stores decreased by 26 per cent, and the number of females by 5 per cent.

(Note.—These totals include some employees who were not actually engaged in retail stores and exclude employees in retail stores whose proprietors were not liable to pay-roll tax.)

Building Permits: The total value of all building permits issued by Local Government Authorities in the six capital cities of Australia was £349,000 in December, 1942, compared with £1,436,000 in December, 1941.

The number of permits issued by Local Governing Authorities in the six capital cities of Australia for the erection of dwellings by private persons was 24 in December, 1942, compared with 940 in December, 1941.

The decrease in number of motor cars on the register in Australia has been approximately 98,000 or 17.5 per cent since the outbreak of war.

Deposits in Savings Banks in Australia have increased from £245,587,000 in June, 1939, to £309,012,000 in December, 1942—an increase of £63,425,000 over the war period. In addition a net amount of £31,273,000 had been invested in War Savings Certificates during the period March, 1940, to December, 1942.

## Among the Sponsors

Commencing on March 8 for three nights week (Monday, Tuesday and Wednesday) at 3UZ, Griffith's Sweets are presenting the Columbia-George Edwards serial, "Parker of the Yard."

Through Paton's Advertising, Williams the Shoemen Pty. Ltd., have renewed contracts with country stations in Victoria.

At 8 a.m. every morning are heard Dr. Frank Cranes Tonic Talks from 3DB. These are five minute sessions sponsored by Mutual Store through Paton's Advtg. Service.

Every Tuesday and Thursday at 10.15 a.m. Caulfield War Savings Committee are broadcasting an appeal over 3XX.

Two recent renewals on 2GB are "Road Victory," sponsored by Junipah Mineral Spring Salts, broadcast each Wednesday at 2 p.m., and "The Consulting Room," a ten minute session sponsored by J. Van Boss, and broadcast each Saturday at 4 p.m.

Biber Furs Pty. Ltd. are again sponsoring series of ten-minute sessions broadcast each Sunday afternoon at 2.15 on 2GB, under the title of "Tales of the Fur Trail." These sessions dealing with furs, life on the trail, etc., are along the same lines as those used by Biber's Furs in previous years.

New business and renewals at 3AW include:—Calder's, 52 ½-hours; (ren.); Catach's (ren.), 52 ½-hours; Frederick Stearns (new), 52 ½-hours; Fassett and Johnson (ren.), 260 one minute; Oxford Theatres (new), 156 25 words and 156 25 words; Purina (ren.), 52 one minute; Meik Bros. (ren.), 52 one minute; Forster Carpet (ren.), 52 ½-hours; Mutual Store (new), 13 ½-hours; Cassell's (ren.) 52 5-minute; Mr. W. Mackley (new), 52 5 minutes; Stanley White (ren.), 52 ½-hours; Zoological Board of Victoria (ren.), 104 25 words; Maple's (ren.), 25 ½-hours; MacRobertson's, 52 ½-hours; Pepsodent Co. (ren.), 102 ½-hours; Dunlop Rubber (new), 208 one minute; Viogen (Australia) Pty. Ltd., 104 25 words and 260 25 words; Amcal Chemists (new), 52 7 minutes; Manton and Sons Ltd. (new), 52 ½-hours; Melbourne Sports Depot (new), 104 50 words; Listerine (ren.), 208 100 words; Bayer-Pharma Ltd. (new), 117 one minute; W. E. Woods Ltd. (new), 52 25 words; Commonwealth War Loan (ren.), 39 10 minutes; Malcolm Reid, 100 words; Darrod's (ren.), 52 one hour; Wirth's Circus (ren.), scatters in children's session; Williams the Shoeman (ren.), 156 50 words; Berlei (ren.), 78 100 words; Hoyt's Suburban Theatres (new), 364 ½-hours; and Hutswai (ren.), 312 25 words.

Goldman and Co. has renewed for spot announcements in the 2UE breakfast session.

Biber Furs (through Hansen-Rubensohn) has signed for a 10-minute session in the 2UE Sunday afternoon program.

J. R. Love and Co. (Hansen-Rubensohn) are using the 2UE breakfast session for Kinkara tea slogans.

Bruce Small (Malvern Star) has contracted for 100-word announcements in the 2UE racing session. The account is through Vincent Freeth Advertising.

"Music with Astor Radio" is the title of a new 30-minute unit in 2UE's night presentation. Program is sponsored by Astor Radio (through O'Brien Publicity Pty. Ltd.) and is built around vocal and instrumental music by world-famous artists. Commercial in the session are along prestige lines and the broadcast time is 8.30 p.m. every Tuesday.

Commencing March 17 Henderson's Federal Spring Works are sponsoring "The Coast Patrol," over 3DB each Wednesday night between 8.45 and 9.15.

At 3DB every Tuesday evening, between 8.30 and 8.45 is heard that excellent serial, "The Bishop and the Gargoyle," sponsored by Listerine.

## West Australian News

Recent renewals and new business for 6PR and 6TZ include:—Lux (52 x 1-hour evening), Rinso and Lifebuoy (52 x 1-hour evening), Persil (260 x ½-hour day), Guardian (52 x ½-hour evening), Nyals (52 x ½-hour evening), Sanitarium (104 x ½-hour day), Pepsodent (102 ½-hour evening), Dunlop (208 x 1-minute announcements), Foy and Gibson's (52 x ½-hour evening), Horlick's (52 x ½-hour evening), Carter's Pills (260 x 100-word announcements).

In another marathon radio appeal, "June" of 6PR-TZ on Saturday, January

23, gathered in just under £1,000—£902, to be exact, for the Merchant Seamen's Fund. It will be remembered that "June" recently raised £720 for the Prisoners of War Fund. Since the commencement of hostilities, Stations 6PR-TZ have raised over £12,000 for various war appeals.

Among visitors to 6PR-TZ studios has been AC.1 Keith Blakeney, late of George Patterson Pty. Ltd.—also, Bill Kerr, of "The Youth Show," was seen listening to his own program in the studios of 6PR-TZ.

# Line Up!

The Features that hold a consistently great audience of listeners to 2TM

- "RISE AND SHINE"
- "YOUTH SHOW"
- "CALLING THE STARS"
- "ALL SET AND SADDLED"
- "HALLIDAY AND SON"
- "IN HIS STEPS"
- "THE LAST OF THE HILLBILLIES"
- "THE BRIGHT HORIZON"
- "JUNGLE DOCTOR"
- "CAVALCADE OF DRAMA"
- "LEST WE FORGET"
- "DOUBLE D MELODY"
- "AUSTRALIA'S AMATEUR HOUR"
- "OVER HERE"
- "LUX RADIO THEATRE"
- "DOUBLE D HILLBILLIES"
- "AGRICULTURAL MAGAZINE," 2 x 10 mins.
- "SAY IT WITH MUSIC," 2 x 15 mins.
- "HIT TUNES OF THE HOUR," 2 x 15 mins.
- "KOMMONSENSE KITCHEN KLUB," 2 x 15 mins.
- "FIRST AID BY RADIO," 3 x 15 mins.
- "THE GOLDEN SANCTUARY," 3 x 15 mins.
- "FRED & MAGGIE EVERYBODY," 4 x 15 mins.
- "YES, WHAT?" 4 x 15 mins.
- "KING'S CROSS FLATS," 4 x 15 mins.
- "MARTIN'S CORNER," 4 x 15 mins.
- "LET US REFLECT," 5 x 10 mins.
- "BIG SISTER," 5 x 15 mins.
- "YOUR CHOICE," 6 x 15 mins.
- "TREASURE STORE," 6 x 15 mins.

Commercial Centre  
Northern New South Wales

# 2TM

SYDNEY, BW 7375

## ADELYN'S "ARE YOU AN ARTIST?" TO BE HEARD IN SYDNEY

"Are You An Artist?" broadcast each Sunday night from 3UZ, commences at 2UW on Wednesday, March 17, at 8 p.m.

This program is already well established. It is a half-hour program comprising amateur artists under the very best conditions, with an orchestral background under the baton of Harry Jacobs. An interesting feature of the session is that though it is a quest for radio talent every artist is paid a fee.

Adelyn Frocks, of Melbourne, have arranged, through the John Rist Agency, the extension of their Sydney air coverage. During the past year this company has sponsored a quarter-hour musical program on 2UW once weekly, but arrangements now have been made for the relay from 3UZ of their popular Melbourne feature.

## RADIO CORPORATION SPONSOR BROADCAST PROGRAM

Radio Corporation Pty. Ltd. have arranged for the sponsorship of a program entitled "Music with Astor," which is to be aired over Station 3DB and the Major Network, and including 2UE, each week between 8.30 and 9 p.m. The program commences over 3DB on March 2 and through all other Major Network stations on March 9. This is a musical program compered by Eric Pearce, and is designed as a goodwill builder to let the public know, that although radio sets are difficult to get at present, Astor will still be on the market after the war.

**3 SR  
YB  
UL**

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

Argus Broadcasting Network  
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F 0411  
Sydney: Fred Thompson — B 2085

## AUDEX—the Super Recording Blank

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

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD.**

47 YORK STREET, SYDNEY.

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## Cadbury's Extend to Nine More Stations

Cadbury's have extended their program "Hit Tunes of the Hour" to nine more stations. This program will now be also heard at the rate of two or three times per week on stations 2GZ, 2KA, 2NZ, 2TM, 3HA, 3TR, 3SH, 3SR, 3MA.

Cadbury's "Stars of Song" is now broadcast on stations 2UW, 3DB-LK, 4BC, 2KO, 5AD, 5PI, 5MU, 5SE, 6PM, 6AM. This program is heard in four quarter-hours on 3DB and all other stations two quarters per week.

## RUSSIAN LASS TO HIGHLIGHT "OVER HERE"

Broadcasts of Peter's Ice Cream program, "Over Here," from 2GB each Friday night at 9, seem to gain in popularity and appeal as week succeeds week. Apart from an outstanding cast of artists, it offers each week some novel dramatic highlight.

A worth-while achievement on the part of the producers has been the engagement of an unusual personality—a Russian-born European stage star—chic, petite and lovely Sonia Zomina, who will appear in "Over Here" on March 19.

Miss Zomina was in Warsaw at the time of the German blitzkrieg and barely escaped to England in time. Her life has been full of colour and adventure, and she is accomplished, versatile and endowed with charm.

In this broadcast she will sing in a husky caressing voice a bracket of three Russian songs as they should be sung—and Sonia Zomina ought to know.

## MEN'S STORE USES DAVEY SHOW

Beare and Ley Pty. Ltd., well known Sydney suburban retail house, have taken sponsorship on 2UW of a transcribed Davey program—"Jack Davey's Casting Bureau." This program, which features Jack Davey, Al Thomas and a musical cast, is rich in comedy and entertainment value. It will go into the 6.43 p.m. Thursday channel.

## Kiwi Program Goes National

Sponsored by Kiwi Boot Polish, with George Patterson's, Melbourne, handling the account, one of the brightest programs on the air, "Chins Up," is making great headway.

This program originally commenced on 3UZ and was broadcast every Thursday night at 9.15. Still retaining the same time in Melbourne, Kiwi pleased with the show, have extended it to 2UW, 3BO, 3BA, 4BC, 4SB, 5DN, 5RM, 6IX, 6WB, 6MD and 7HO.

A half-hour program with a band of ten called the "Leslie Ross Melody Maestros," a new comedy team "Ann and Fan," a trio of girls called "The Modern 'Airs,'" who sing sweet music well blended. Hec McLennan, the world renowned banjoist, and a number of other popular stars contribute to making this one of the good shows on the air, with Melbourne's popular compere, John McMahon.

## "JIMMY MATTERN," AIR SERIAL

Bon Marche Ltd. have included "The Diary of Jimmy Mattern" in their "Saturday Afternoon at Home" program on 2CH. This takes the place of "The Lone Ranger" as the sixth unit of this entertainment.

Jimmy Mattern was a well known American flyer who was responsible for many record breaking flights. He flew from New York to Berlin, a distance of 2,000 miles, in 10 hours 50 minutes, and later made the first solo flight to Russia, flying from New York to Moscow, a distance of 5,150 miles in 29 hours 43 minutes. He also flew from America to Norway, to Alaska and return, and made the first attempted solo round-the-world flight.

"The Diary of Jimmy Mattern" takes the listener through Mattern's colourful record, commencing with his life in the Army Air Corps and thence on his flights to the strange places of the world.

It is presented on 2CH every Saturday at 4.30 p.m.

## SCHUMANN'S RENEW "TAKE IT OR LEAVE IT" QUIZ

"Take It or Leave It—Double or Quits," popular 2CH quiz program, has been renewed over a long term on that station by the proprietors of Schumann's Mineral Spring Salts.

This entertainment, which has been a regular 2CH attraction for nearly three years, has won its place as one of the most successful quiz attractions on the air, and because of its appeal it promises to maintain its place indefinitely as an audience participation entertainment.

One of its most popular features is the "Cracker-jackpot" which frequently results in the payment of big cash prizes for competitors able to answer difficult questions, the prize money increasing by £1 each week that a competitor fails to supply the correct answer.

The jackpot principal also operates for the regular questions in which the competitors have the opportunity of increasing their prize money with each correct answer.

An important feature from the sponsor's viewpoint is the double prize money paid to the senders of questions who enclose a Schumann's carton top. Those who do so are congratulated over the air, while those who fail to do so are advised of the opportunity lost to double their award.

Desmond Day, who recently joined the 2CH announcing staff, is now grand inquisitor of "Take It or Leave It."

## "FORTY GLORIOUS YEARS" Record Fan Mail

Donovan Joyce, writer and producer for the 3AW feature, "Forty Glorious Years," presented each Saturday night by the Mutual Store at 8.30, has received a record number of letters in connection with this session, and what with super-posing all continuity, production, and writing this and other features, plus replying to the multitude of letters and telephone rings, Joyce has to work late nights to keep up with the biz.

Last Saturday highlights from the year 1922 were broadcast, and big events covered embraced the first radio programs broadcast from the B.B.C., the story of how Jack O'Hagan, popular sales manager and song writer of 3AW, came to write "On the Road to Gunagai," the tragic death of Sir Ross Smith, the first airman to fly from England to Australia, and the march on Rome of Mussolini's "blackshirts."

## MUSIC FOR BIG STORE

With the signing of a further renewal with 2KY last month, Grace Bros. Ltd. fringed for a switch from rhythm to melody for their half-hour weekly presentation.

"Spotlights of Melody" is the title under which the session is now featured on Thursdays at 8.30 p.m. It is practically unbroken by commercials, annotations by the compere, Roy James, being interspersed between records.

## Y-Cough Winter Campaign

The Taylor Chemical Co. is now using "The Horseleys in Horsetralia," popular cockney comedy on 2CH, in its winter campaign for Y-cough cough remedy.

The Taylor Chemical Co. commenced the sponsorship of this program last year featuring Mortein, and following the policy of past years will use the same entertainment for winter advertising.

"The Horseleys in Horsetralia" is a comparatively new radio program, telling of the adventures of a cockney family on their arrival in Australia, and the entertainment has revealed a wide scope for comedy as the Cockneys, Harry, Lizzie and Aggie Horsely match their wits with those of the hard-headed Australians they encounter in this country.

Produced in the studios of Amalgamated Wireless by Edward Howell, "The Horseleys" features the radio comedy trio, Edward Howell, Therese Desmond, and their daughter, Madeliene Howell.

"The Horseleys in Horsetralia" is presented on 2CH Monday to Thursday at 6.43 p.m.

## LIFE IN THE OUTBACK

A new series of interesting talks have just commenced on 2GB every Friday at 9.15 a.m. by the Rev. "Tom" Jones, of the Bush Church Aid Society. These talks, dealing with the foundation of the society, its aims, the work it is accomplishing, and giving realistic word pictures of practical experiences of life in the outback, the introduction of pedal wireless, etc., are both interesting and educational. All are based on actual experiences of life in the way-back.

## Use of Electricity Restricted

The Control of Electricity Order No. 1 which was gazetted last month under the National Security (Mobilisation of Electricity Supply) Regulations and which became effective immediately, prohibits the use of electric lighting in any shop front, shop window, display window, show case or advertising sign or fitting. The regulation further places restrictions on the amount of electricity which can be used in the lighting of shop premises.

This Order means the finish of illuminated displays, advertising signs, window lighting, etc., and in addition dealers are advised to make themselves familiar with the full text of the Order as given below so that they may make adjustments in their interior store lighting to comply with the regulations.

The full text of the Control of Electricity Order No. 1 is as follows:—

1. This Order may be cited as the Control of Electricity Order No. 1.

Prohibition of electric lighting in shop windows, etc.

2. A person shall not for the purpose of lighting, use any electricity or permit any electricity to be used in any shop front, shop window, display window, show case or advertising sign or fitting.

Restriction in the use of electricity in shops, etc.

3. (i) A person shall not for the purpose of lighting, use any electricity or permit any electricity to be used in excess of one watt to a square foot of floor area in any place to which this paragraph applies.

(ii) This paragraph shall apply to any building or place or portion of any building or place in which goods are exposed or offered for sale by retail, any arcade and any restaurant, cafe, dining-room, hotel lounge, canteen, refreshment room, tea shop, coffee stall or any place in which foods or beverages are supplied for immediate consumption.

WISE PEOPLE put their best  
foot forward during working hours  
and then

**RELAX**

with

**THREE AW**

The Station which caters for all tastes



**PRIZE WINNER IN SECURITY CAMPAIGN ON VICTORIAN STATIONS**



V. M. Dinney, popular manager of 3SR, who since the war started has been active in raising money for the war effort and is one of the original members of the local V.D.C., in which he is a battalion commander, submitted a first prize winning entry. Vic's suggestion was "Don't Talk Your Men to Death."

★ For **PRESTO**  
ALL your  
RECORDING SUPPLIES

**A. M. CLUBB & CO. PTY. LTD.**  
76 CLARENCE ST. SYDNEY  
TELEPHONE B3908

**BRIGHT THRU THE NIGHT!**

AUSTRALIA'S ALL-NIGHT SERVICE

**3AK**

REPRESENTS OPPORTUNITY TO ADVERTISERS

A HUGE MARKET LISTENS!

**N.Z. Show for U.S. War Department**

Production is in full swing in Wellington, New Zealand, of the U.S. Marine Corps weekly program, "Semper Fidelis." Produced by the Commercial Broadcasting Service for the U.S. War Department, these programs are being despatched regularly to the States for broadcast over the major networks. "Semper Fidelis" is, of course, the motto of the United States Marine Corps, and an appropriate title for the splendid program, which comprises music by the talented Marine Corps Band, vocal and instrumental items, and choruses by the boys, humorous sketches, and a little message of morale for the folks back home on the assembly lines.

The programs are recorded in one of Wellington's largest halls, and the general public is invited to act as the audience. Upon completion, the first program was auditioned by the Commanding General of the Marine Corps in Wellington, and his Chief of Staff, who expressed great pleasure and appreciation of the good work being done in this connection by the N.Z. Commercial Broadcasting Service.

**TOOHEY FOR A.M. SESSIONS**

Allan Toohey will conduct the 2UE early morning and breakfast session from Monday next.

Since his return from overseas Allan has been used almost exclusively on night presentations, but before his departure from Australia he was universally regarded as one of the top "early morning men" in Australian radio.

In that capacity he had a large following, and back records reveal a fan mail which on occasions exceeded several thousand letters weekly.

Under new arrangements Toohey will now open the station and go through to 9.15 a.m., Monday to Friday. He will also be heard in special feature sessions on several of the night programs.

As previously he will conduct Ashley's "Australia's Choice" every Wednesday at 8 p.m., and at the same time each Friday he will comper "Melody and Rhythm" for Mark Foys.

On Saturday afternoons he will handle the commercials and musical entertainment for the 2UE and A.S.B. race service.

**TRANSPORT MINISTER WAS IN DARCY'S CORNER**

On and from Saturday, March 13, "Anecdotes in the Life of Les Darcy," will be incorporated in 2KY's old boxing session at 9.30 a.m.

It is expected that this new feature will strike a popular note with followers of the boxing session. At the inaugural session extra colour will be added with the presence at the 2KY mike of the Hon. Maurice O'Sullivan, Minister of Transport, who will pass on intimate tit-bits about the late champion, "Maurie" O'Sullivan was in Les Darcy's corner for every one of his fights.

Comper will be Roy James, who has been conducting the boxing session since the accidental death of Ted Turner last April.

**FACTORY GIRLS IN COMMUNITY SINGING**

A novel half-hour session from Radio 2UE at 2.30 p.m. every Tuesday, is "Toiler's Tunes," provided by the girl employees at the Aeroplane Jelly factory connected with the sponsorship of the program.

The broadcast is compered by Harry Yates, and comprises the singing of popular community numbers. It is a bright half-hour spot presented in a new way.

The program, which has had splendid listener reaction, is sponsored by Traders' Pty. Ltd., through Hepworth Advertising.

**"PASSPORT TO DANGER"**

Darrod's, of Melbourne, are sponsors of "Passport to Danger," 8 p.m. Mondays through Thursdays on 3KZ, starting March 11.

Set in war-torn Europe, "Passport to Danger" is a thrilling spy story which deals with the exploits of a young Englishman who penetrates the inner circle of the Gestapo in Berlin, where he tries to obtain their formula for a deadly poison gas. The story then travels all over Europe and brings, in dramatic form, the German attack on Warsaw.

**SUCCESSFUL RADIO APPEAL**

When 3SH conducted a radio appeal for the Red Cross Prisoners of War Parcels Fund on February 28, the appeal commenced at 9.30 a.m. and continued throughout the day until 11 p.m. Their objective was £500. This was reached and exceeded, the sum of £580 being raised.

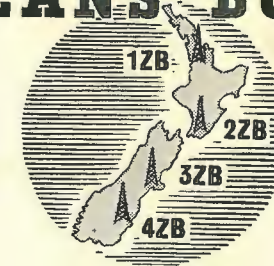
They "keep on comin'" on the ZB Commercial Network in New Zealand. Big spot contracts have just been renewed by the following:—Levers, Cadbury-Fry Hudson, Colgate-Palmolive, Fassett and Johnson, Frederick Stearns and Co., Knox Drug Co., Bonnington's, Bayer Pharma, Sterling Products, Nugget Polish, Aspro, W. D. and H. O. Wills, Vick's Products and W. E. Woods.



**WE'VE PROVED IT**

Surveys show that over a million people in New Zealand are regular listeners to the N.C.B.S. stations. That's fact No. 1. Here are some others: New Zealand has the greatest proportion of radios per head of population in the world. N.C.B.S. is the only commercial broadcasting service in New Zealand. It gives complete coverage with no overlapping. And finally—hundreds of New Zealand advertisers have proved to their entire satisfaction that ZB is a powerful selling force. Any other information you need will reach you promptly by writing to the National Commercial Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or to any Accredited Advertising Agency.

**ZB MEANS BUSINESS**



# Radio Delivers the Goods!

## A Great Industry puts up a Great Fight — for Present and Future

Radio is getting its wartime production job done with a resourcefulness and dispatch that should be recognised and remembered by everybody in the industry.

Manufacturers, those organisations who were the familiar suppliers for dealers and distributors during peace times, have converted 100 per cent to the Victory job of producing the slickest precision weapons that ever smashed a Jap. In a way, this is no more than other industries have done. Yet radio has managed to distinguish itself on a number of counts. Radio's products are unique to start with, because of their heroic vital communication nature, but the way in which these products are turned out shows such engineering wisdom and productive skill that the industry deserves additional credit.

### Trade Interest

This feat should have a direct bearing on the way that the retailer and the distributor look at the mid-war and the post-war radio picture. From the factory performances in the Victory program, all the radio men get a new idea of who is meeting the highest standards in the world, with what success, and why. Radio men may regard this war period as a kind of test which will indicate some interesting details as to where lies the development power, the mass production genius, the exceptional engineering, and the quality status of the various suppliers of the business.

Aside from these factors, even the most casual and modest radio man has a real stake in the war-winning progress

of the industry with which he is most closely identified. And it helps him to explain to the customer in an enlightened and inspired way, the status of an industry which is not now able to produce the things that the customer may want to buy. If the dealer knows about war production trends and responsibilities, he remains in the trade swim.

Up to the limit of available raw materials, radio manufacturers are thus developing their wits and their facilities to a commanding peak. They're making the life of the enemy into a miserable and shaky proposition, and they're blazing the way toward greater radio products for the times of peace.

### ACTORS' EQUITY SERVES LOG ON BROADCASTERS AND TRANSCRIPTION MAKERS

A log of claims for wages and conditions has been served on the commercial broadcasting and recording and transcription making industries by Actors' Equity of Australia.

Among the many and various claims made the log asks for a minimum of £14/8/- per week for weekly employees and an hourly rate of £2/2/- as a minimum fee for any call or engagement for recordings or transcriptions and/or £2/2/- for 15-minute record or any part of either, whichever is the greater remuneration.

### How Advertising is Policed by the F.T.C.

The annual report of the U.S. Federal Trade Commission revealed that during the fiscal year the F.T.C. received copies of 1,053,875 commercial radio broadcast continuities and examined 1,001,450 such continuities.

The report relates the method by which the F.T.C. acts as watchdog of the ethics in advertising as viewed from the official standpoint of the American Government.

If it appears to the Commission that published or broadcast advertisements may be misleading, a questionnaire sent to the advertiser and request is made for a sample of the product advertised, if this is practicable, and the quantitative formula, if the product is a compound. Copies of all advertisements published or commercial continuities broadcast during a specific period are also requested together with copies of all booklets, folders, circulars, form letters, and other advertising literature used.

Upon receipt of these data, the sample and formula are referred to the Medical Advisory Division of the Commission or to an appropriate technical agency of the Government for a scientific opinion. Upon receipt of the opinion, a list of such claims as then appear to be false or misleading is sent to the advertiser, along with pertinent portions of the opinion. The advertiser is extended the privilege of submitting evidence in support of his claims.

If, after a consideration of all available evidence at hand, including that furnished by the advertiser, the question claims appear to be justified, the division reports the matter to the Commission with the recommendation that the case be closed. If it appears from the weight of evidence that the advertising is false or misleading, the matter is referred to the Commission with recommendation either that complaint issue or that the case be stipulated, provided it is one appropriate for stipulation procedure, and the advertiser desires to dispose of it by such voluntary agreement to cease and desist from the use of the acts and practices involved.

If the Commission so authorises, a stipulation is prepared and forwarded to the advertiser for execution. Should he object to any of its provisions, he may discuss them by mail or in person. If and when he agrees to the terms of the stipulation and signs and returns it, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed without prejudice to the right of the Commission to reopen the matter at any time the facts so warrant. If the Commission accepts and approves the stipulation, the advertiser is required to submit within 60 days from the date of acceptance a report in writing showing the manner and form in which he is complying with the provisions of his agreement.

### January Licence Figures

NEW SOUTH WALES			
	1942	1943	Additional
New issues	3,670	5,177	(1,274)
Renewals	36,017	33,049	
Cancellations	1,580	2,638	
Monthly total	503,346	516,321	(11,412)
Net inc. (or dec.)	2,090	2,539	
Population ratio	17.91	18.37	
VICTORIA			
New issues	1,382	3,306	(1,056)
Renewals	22,986	21,464	
Cancellations	1,235	2,904	
Monthly total	370,080	373,469	(9,484)
Net inc. (or dec.)	147	402	
Population ratio	19.09	19.26	
QUEENSLAND			
New issues	1,424	967	(176)
Renewals	10,327	11,042	
Cancellations	434	709	
Monthly total	174,701	172,276	(1,958)
Net inc. (or dec.)	990	258	
Population ratio	16.85	16.62	
SOUTH AUSTRALIA			
New issues	1,061	1,046	(595)
Renewals	8,306	8,266	
Cancellations	626	1,101	
Monthly total	136,892	139,575	(5,174)
Net inc. (or dec.)	435	-55	
Population ratio	22.46	22.90	
WESTERN AUSTRALIA			
New issues	717	917	(166)
Renewals	5,393	5,280	
Cancellations	395	830	
Monthly total	92,739	93,704	(1,667)
Net inc. (or dec.)	325	87	
Population ratio	19.80	19.98	
TASMANIA			
New issues	526	373	(169)
Renewals	2,685	2,856	
Cancellations	324	355	
Monthly total	45,566	47,167	(1,145)
Net inc. (or dec.)	402	18	
Population ratio	18.97	19.75	
COMMONWEALTH			
New issues	8,780	11,786	(3,488)
Renewals	81,714	81,957	
Cancellations	4,394	8,537	
Monthly total	1,323,324	1,342,512	(30,940)
Net increase	4,389	3,249	
Population ratio	18.63	18.90	

### Personals

Back to conduct "Calling the Stars" from 2GB every Wednesday and Thursday nights at 8, and his popular Army Concert and Quiz Show, "Rise and Shine" Mondays at 8, comes Jack Davey, King of Quiz, after parting company with a pair of troublesome consils. These twin troubles managed to cause radio's bright boy a great deal of bother and had to be given away suddenly. Doctors claim that not a sound was uttered by the "Heigh-ho" man during the operation. Jack had a haemorrhage some days later which delayed recovery, but he's now as old self again, back at his task with more laughs and wisecracks than ever. Reputing for Jack Davey during his short absence was Hal Lashwood.

Back for a third engagement with "Calling the Stars" and Jack Davey's "Rise and Shine" comes attractive husky-voiced Marie Stedeford. She has been busy in Melbourne entertaining women of the forces with the show "Women in Uniform," and is most enthusiastic about these shows. She is quite convinced that an all-women camp provides a reception that is equal to any all-men camps. This singer with the appealing voice will be heard in broadcasts of "Rise and Shine" from 2GB every Monday night at 8, and in Palmolive's "Calling the Stars" on Wednesday and Thursday nights at 8.

### BIBER'S CARRY ON

Biber Furs Pty. Ltd., who have for many years sponsored extensive winter radio campaigns, will continue on the air this year despite all the existing trading problems of the fur industry.

Through the Hansen-Rubensohn Agency they have arranged a series of 10-minute musical programs under the title of "Musical Silhouettes," to be broadcast from 2UW at 2.15 p.m. each Sunday.

### MACK'S FURNITURE PRESENT HOSPITAL PROGRAM

Seven nights a week at 3UZ at 5.30 p.m., Mack's Furniture presents "Hello, the Hospital." In his usual breezy fashion Tiny Snell comperes half an hour of music and comedy. Each week one of these programs is chosen as tops by any of the sick and wounded soldiers from "Somewhere in Australia." The first prize is a canteen order for three guineas, and the two next best programs win an order for one guinea.



ever been fooled by a chameleon?

The Chameleon is noted for its amazing ability to change its color to suit the particular surroundings in which it happens to be at the moment. Some radio stations' coverage claims have a similarity to the Chameleon. Whatever you want they've got. Whatever the Chameleon possesses in the way of camouflaging ability, no radio buyer can be confused by the endeavours of anyone to camouflage the ability of Station 2KO to blanket the whole of the city and country districts of the Newcastle area. Here are a few of the facts established by an independent, scientific survey:—

In Newcastle Station 2KO gets	73.5%	of all listening time.
„ Cessnock „ „ „	38.8%	„ „ „
„ Maitland „ „ „	55%	„ „ „

When your sales campaign calls for radio cover in Newcastle and district there is only one answer —

use **2KO** the premier station  
NEWCASTLE

IT'S

# 12

YEARS OLD  
and  
"STILL CLICKING"

**2KY's**

**"PIANO ACCORDEON PARADE"**

**SUNDAYS— (Now) 1.30-2 P.M.**

*presented by the courtesy of the original sponsor*

**WILSON'S MUSIC STORE**

★ FURTHER RENEWAL (12 MONTHS) SIGNED LAST MONTH

## PERSONALS

Mr. George Edwards, famous radio producer met with a bad accident a week ago when his car came into collision with a taxi. Mr. Edwards' injuries may necessitate his being laid up for some time.

The Reg Lane family has grown again, and the genial assistant manager of Macquarie and 2GB was showered with congratulations in Sydney all last week. This time it's a girl—making three girls and two boys in the family. Mrs. Lane and the newcomer are both very happy about it all too.

And while delving into family circles an unusual coincidence at the Len Maurice Advertising Agency cannot be passed by. It was learned last week that quite recently Mr. Len Maurice became a grandfather! when his daughter presented a daughter. Within a fortnight Mr. "Tommy" Thompson, Mr. Maurice's assistant, also announced his entry into the grandparental field with the arrival of a daughter to his daughter.

Mr. Dave Worrall of 3DB and Mr. Bert Snelling of 3XY, both were over in Sydney last week to attend a special conference in connection with the release of American "government" transcriptions of big U.S. network shows.

Howard Sleath, sales manager for 4BH, is acquiring a new sort of phobia! It's a matter of books, sent to the station in answer to an appeal for books for the battlefields. On arrival, they are neatly stacked into the Sleath office, and so far it's so good. But, there's just one catch, and that is that up to 912 books arrive in one day. Now, each time that Sleath leaves his office, he is overcome by the fear that he'll never get in again!

Peter Chapman, 4BH control technician, joined the R.A.A.F., became a pilot and has now gone overseas, but the Chapman family is still represented on the job. Peter's 18-year-old sister, Judith Chapman, has stepped into the breach until her brother returns, and is already doing a good

piece of work on the 4BH control panel. Judith is the possessor of a very pleasing soprano voice which was for the first time, heard to excellent advantage in two numbers, during a recent 4BH "Smokes for Sick Soldiers" auditorium broadcast.

"Australia's Amateur Hour" pianist, Marie Ormston, recently showed that not only was she a pianist—but also no mean typist. The girls of the Amateur Hour office were complaining of the amount of work piling up—so Marie bagged a typewriter and went straight ahead, turning out letters that would have put many a professional typist to shame. That's the spirit these days.

Les Hood, advertising manager of 2UE, has returned to Sydney after a visit to Victoria.

Gunner Bill Delany, well known Sydney advertising identity and former service manager at 2UE, is back in Australia after service with the A.I.F. During his absence abroad Bill put on two stone weight.

Next month Si Meredith will commence his 13th year of serial reading from 2UE. In 1930 he started the midday serial session sponsored by F. J. Palmer and Sons, and since then has read over 140 novels.

Colina Lynam, one of 2UE's best known personalities, will in future conduct the morning session every Monday to Friday from 10 p.m. Formerly associated with "Woman," Miss Lynam joined 2UE two years ago and has already made a name for herself in radio. In that time she has been heard principally in the afternoon program with Sid Everitt.

Mrs. Filmer (Auntie May), who for many years has looked after the women's interests from 2UE will also be heard for 45 minutes each morning commencing at 9.15. She will also continue to do valuable outside work for the Mothercraft Club and similar organisations which are doing so much to help the war effort.

Rupert Hickling, of Goldberg's, was another leading Melbourne to forego his home town to delve into a spot of production in Sydney.

Goldberg's, Melbourne, have been visited by some of their old colleagues recently. Said colleagues are in the army and have returned from overseas. Arthur Gibson, former media manager, and Tom Roberston

also once media manager. Tom incidentally was married a couple of weeks ago. Joan Paul, also one of Goldberg's ex staff, and Andrew Feldman, executive of Goldberg's, also called in during his final leave.

Talking of matrimony we noticed Fay Eddy looking as though this sublime State is certainly agreeing with her. She married Alfred Stumbles round about Xmas time, but so far has not let married life interfere with business. Fay is doing a very big job of work for Goldberg Advtg., handling radio and all schedules, in fact she has a keen eye on the whole radio department.

Edwin Lewis, one-time manager of 3UL, is now managing 3TR.

Terence Crisp, well known in Melbourne for his acting and many productions, as Ernest of "Ernest and Margaret" fame, and who has been on the staff of 3HA, has now left that station and gone into the Air Force. Terence has been 3HA's announcer and producer.

Geoff Wylie, of Melbourne George Patterson's, is doing a big job of work these days with so many radio shows making at that office. Geoff as well as watching productions with his very keen eye is responsible for the scripts of Maples' two way quiz and "Stars of Song."

Jean Lawson, who was so popular conducting 3DB's children's session, and who left that organisation to join the W.A.A.F., has been way up north for six months. 3DB staff were mighty glad to see her when she called in last. Jean is positively brimming with good health and very keen on her new work, she has been made a section officer.

3UZ sales manager, Sid Baume, back from holiday and is so very busy that it won't be long if he keeps on at this rate before he will be needing another one.

2UW rep., Peter Sullivan, is another one of the keen fishing clan. Peter spends most of his Sundays at this sport—wonder if he gets fish or yabble, or both?

John Craig, recently of 3TR and 3DB, is now announcer at 3XY.

Doug. Gamely, 3XY station pianist, played his own arrangement of the Addinsell Warsaw Concerto at Peters' Ice Cream session, "Salute to the Services," last Sunday night.

Lorna Kirkwood-Jones writes, produces and composes the 3XY station feature each Thursday night called "Ivory Keys."

David Ballantyne, former announcer of 7HT, commences this week as announcer over station 3YB.

## COMMERCIAL BROADCASTING

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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



—there's a safer way!

In times of emergency, why take the risk of a complete breakdown of supplies jeopardising your customers' goodwill?

Our long list of satisfied advertisers testifies to their faith in our ability to maintain goodwill. Notwithstanding trading difficulties, the public is being contacted regularly, frequently and economically over 2UW.

Let us show you the safer way

Most people listen to . . .



# BROADCASTING

## A PIONEER SPONSOR

In the very early days of radio about 1927, a Melbourne jeweller began to advertise over the air. No jewellery firm had ever pioneered this means of giving their message to the public by broadcasting. Catanach's commenced with announcements over 3UZ, and every hour listeners were told that "the time by the studio clock supplied to the studio by Catanach's was . . ."

This went on for a couple of years and Catanach's name was imprinted on the minds of listeners.

In 1929 they went still further and sponsored a half-hour session of music. They made history then, as this was the first half-hour session ever to be sponsored on the radio in Melbourne.

Catanach's are still on the air with proof of what radio has done for them, and today they are buying still more radio time, and radio programs. They are now responsible for "Yes-No Jackpots" each Monday night over 3KZ; on 3AW they sponsor "The Birth of a Nation" in two half-hours per week, and on 3UZ they have "Love's Serenade," a quarter-hour program.

Behind this organisation is the man who had enough vision to see way back in 1927 what power radio advertising had. He is Mr. Wm. M. Catanach, who knows what radio has done and can do. He aptly describes this advertising medium when he says "That Radio advertising is a voice to the people, for the people by the suppliers of the people, and the most natural way to tell the people, is in the homes of the people."

"For the duration of the war," says Mr. Catanach, "the public cannot get and do not expect the same service as in the days of peace, but they do like to know that we



are doing our best for them, and it is through our radio advertising to-day that we impress upon the listener our name, our goodwill, and the service we endeavour to give them in these difficult times."