



Listen!

MONDAY:

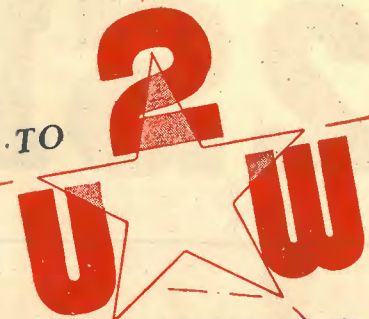
- 6.28 p.m. Martin's Corner.
- 6.43 p.m. Dad and Dave.
- 7.00 p.m. News.
- 7.16 p.m. "The Watchman."
- 7.30 p.m. The Perfect Song.
- 7.45 p.m. The Pearl of Pezores.
- 8.00 p.m. All Set and Saddled.
- 8.30 p.m. Mr. Thunder.
- 8.45 p.m. World of Romance.
- 9.00 p.m. Stars of Song.
- 9.15 p.m. Crooning with Crosby.
- 9.45 p.m. Marching with the Band.
- 10.16 p.m. A. M. Pooley's War Digest.
- 11.00 p.m. B.B.C. News.

TUESDAY:

- 6.28 p.m. Martin's Corner.
- 6.43 p.m. Dad and Dave.
- 7.00 p.m. News.
- 7.16 p.m. "The Watchman."
- 7.30 p.m. Three Generations.
- 7.45 p.m. The Pearl of Pezores.
- 8.00 p.m. Their Finest Hour.
- 8.30 p.m. Mr. Thunder.
- 8.45 p.m. You, Me, and My Piano.
- 9.00 p.m. The Living Theatre.
- 10.00 p.m. Popular Classics.
- 10.16 p.m. A. M. Pooley's War Digest.
- 10.30 p.m. Music.
- 11.00 p.m. B.B.C. News.

... and every other night is just as good!

that's why
MOST PEOPLE LISTEN TO



SYDNEY: 49 Market St. (M.6686)

MELBOURNE: 18 Queen St. (MU 2819)

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

Click! Click! Click!
Click! Click! Click!

And still another 2S.M.
program idea proves a

SMASHING SUCCESS

by

M McNIVEN BROS. LTD.

(ICE CREAM MANUFACTURERS)

renewed sponsorship of

"AMATEUR NIGHT"

"Amateur Night" is one of the long line of 2SM-made programs
that grip the listeners through the sheer strength of human appeal.

THAT'S WHY

Sells **2SM** More

Postwar International Broadcasting Casts Shadow of Its Future Shape

The average broadcaster in Australia to-day is so immersed in his immediate problems of manpower and materials and Government regulations and economic restrictions that it becomes difficult to "tool-up" the mind to a state of post-war considerations.

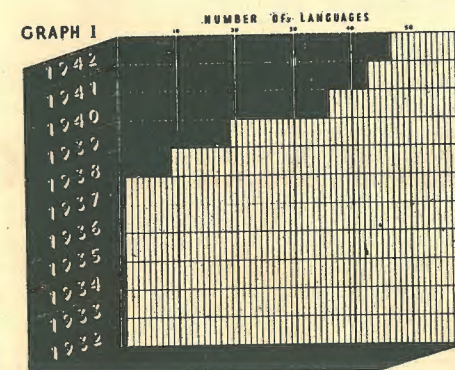
But the post-war picture of broadcasting in Australia is something which everyone in the industry must attune his mind to. We must be prepared for post-war development or be submerged beneath it. Even before he begins to figure out just how television is likely to fit into the scheme of things there are other and even bigger factors already casting their shadows across our transmitting sticks.

Take world-wide broadcasting. There is the Empire phase and the international phase of it. Now let us consider where (if at all) Australia fits into it.

With the last English mail we received a copy of a B.B.C. publication entitled "Calling All Nations," which sets out in story and picture the vast ramifications of the B.B.C. seven million pounds a year world-wide broadcasting force which the B.B.C. has built up over the past ten years.

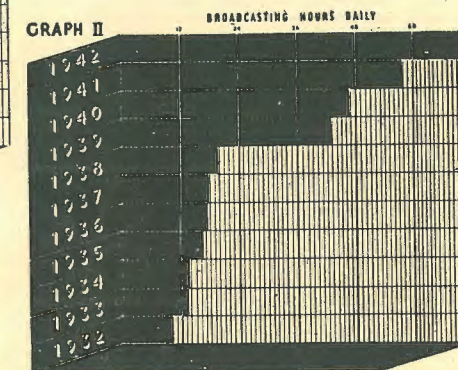
Describing a visit to the Empire Service headquarters of the overseas broadcasts, the booklet says this: "In passing half a dozen rooms you go from Canada to South Africa, from Africa to India, from India on to Australia. The East Indies are around the corner; next door you may find the Afrikaans and Maltese in discussion. When the Empire Program Board meets, the map of the Empire comes to light and states clearly when each part of the Empire would like its news and wants its music, entertainment, or serious talks. Presiding over the meeting is S. J. de Lotbiniere, the man who was chiefly responsible for the Coronation broadcasting arrangements in 1937.

"During the period between the beginning of the Empire Service and the outbreak of the war, broadcasting organisations and new transmitters were being built up throughout the Empire. Between 1932 and 1939 the big broadcasting organisations all settled down into the shape in which they are now known. In 1932 the Australian Broadcasting Commission, in 1936 the Canadian Broadcasting Corporation, the New Zealand National Broadcasting Service, South African Broadcasting Corporation and All India Radio, and in 1937 Broadcasting Corporation of Newfoundland attained their present form.



GRAPH I shows the tremendous increase since 1938 in the number of languages used in BBC overseas broadcasts. It will be seen that, until four years ago, all broadcasts were in English. The first foreign-language broadcast took place in January 1938, in Arabic. Since that time, language after language has been added—each necessitating a new department, and additional special personnel—until, in the winter of 1942, transmissions are going out from Britain in no less than 47 tongues.

GRAPH II shows the amazing increase in the daily output of the BBC in its overseas services. Between 1932 and 1938, a period of seven years, the total broadcasting output rose from 10 hours to 19½ hours daily—an increase of approximately 100 per cent. Between 1938 and 1942 the daily output has increased from 19½ to 71 hours daily—over 350 per cent; it is still rising.



"Already the interchange between the B.B.C. and these great Dominions and other broadcasting organisations throughout the Empire has helped to hammer out Empire-wide agreement on many practical broadcasting matters. All these organisations which are, of course, in their own region the familiar "Home" station, regularly pick up and simultaneously rebroadcast programs from the Empire Service. This means that, without the difficulties of tuning in on short waves, the listener hears part of the Empire Service on his own "home" station.

"In this way every Dominion takes some two or three hours in the course of the day. Some parts of the Empire, where local news gathering facilities and entertainment facilities are less developed, may take almost the whole service. In Malta for instance, which receives, as it were, the full blast of the Italian medium wave stations, a re-diffusion service makes sure that the programs from Britain are available everywhere and all the time. West Africa distributes some 14 hours a day from the Empire Service."

The B.B.C. now broadcasts at least 71 hours daily in overseas transmissions in a total of 47 languages.

This vast expansion of British overseas broadcasting services arose out of the original desire of all parts of the Empire to be linked in some such manner with the Mother Hub and one with another for the purpose of maintaining "family" contact throughout the great

Empire. As war approached to meet the challenge of Axis "psychological" warfare, Great Britain and her Allies, had to turn their attention to the use of broadcasting as a propaganda medium.

The final chapter of the B.B.C. booklet referred to adds this: "... It is a fact that Britain's international broadcasting system is the most comprehensive in the world. The future will see it expand still further..." and lastly quotes Sir Cecil Graves, one of the Directors-General of the B.B.C.: "These newly acquired skills of mankind move at breath-taking speed. Broadcasting conceived as a worldwide international service—and we may feel with pride that the B.B.C. is the world's prototype—is a step into the future even more dramatic than the development of flying. Already this idea has taken shape; already in wresting the initiative from the enemy we may hope that it has been our lot to create an instrument helpful, rather than hateful, to the true interests of mankind."

America Short-waves 3,000 Quart Hours Weekly

And by the last American mail we received from our chairman of directors, Mr. O. F. Mingay, who is at present doing a war job in Washington for the Australian Government, a cutting from a foremost American amusement weekly, "The Billboard," which sets out

(Continued overleaf)

how America—and other countries—have developed international broadcasting.

We quote "The Billboard":—

"NEW YORK, April 24.—Although the Office of War Information's Overseas Division is already broadcasting 3,000 15-minute programs a week in 24 languages and over 22 transmitters, the Government's 'psychological' war is still way behind that of the Axis in size and facilities. Germany alone operates 68 short-wave and long-wave transmitters, and those of the other Axis nations bring the total to 110 transmitters—a radio set-up that dominates the war area because of the transmitters' geographical location.

"The U.S. started its short-wave war programs July 1, 1941, when the Co-ordinator of Information's foreign service got them going. By January, 1942, the service was sending out seven programs a week through British Broadcasting Corporation's rebroadcasts. To-day OWI's 3,000 programs, including repeats, mean 1,600 hours a week of transmitter time—which is more than twice the combined domestic air time of the four networks.

"In short, OWI's overseas radio activity to-day is the biggest single radio operation in the nation in terms of broadcasting time and number of programs, but it still has a long way to go before it can catch up on the Axis radio organization, which has had several years' head start.

"The OWI radio section has drawn upon ad agencies, newspapers, magazines, stations, transcription companies, talent agencies and free-lance producers for its personnel and has on its Civil Service pay roll more than 1,500 people. It maintains network standards in timing, breakaways, scripts and music, as it is constantly competing for a listening audience with Axis stations and its programs must be dynamic enough and informative enough to induce many listeners—in Axis-occupied countries to risk their lives by tuning in. . . .

OWI's overseas radio section's functions are:—

1. To air direct shortwave broadcasts.
2. To cut electrical transcriptions for outposts.

3. To send relays (short-wave to a foreign point and then rebroadcast by short or long wave).

HUGE SHORT-WAVE PROGRAM

"The short-wave program is vast. The 3,000 15-minute shows a week going out from New York, Boston, Schenectady, Cincinnati and San Francisco are live shows except for a few recorded repeats. These programs are almost entirely newscasts (the OWI knows Europe is news-hungry), with music, commentary, variety and sports filling out the range of programming.

The problems of this branch of the OWI's radio setup are fairly typical of standard station operation, except that it doesn't have to worry about sales or publicity departments. Its most important chore is to analyse domestic and foreign news, and reports on Axis radio and press, then to dope out the correct "line" to follow in presenting news on the short-wave. . . .

CUTS HUNDREDS OF E. T.'s.

"OWI cuts hundreds of e. t.'s that are beamed out by short-wave and also transported to overseas outposts, there to be broadcast mainly for the benefit of American and Allied servicemen. For example, 23½ hours of recorded programs a week will be launched over the Reykjavik station for American soldiers beginning this week. This series was given a special events introduction through a half-hour short-wave broadcast featuring Gladys Swarthout last week.

"Denatured network shows' are also short-waved. These are entire sponsored programs but without the commercial plugs. Specially recorded name shows are cut for the overseas troops, in co-operation with the Special Service Division of the army which, on its own, is cutting 80 shows a week for short-waving or transporting to overseas locations.

"Much music is used in these platters. Music and author copyrights are cleared without cost to OWI, and the American Federation of Musicians and its locals okay members' cutting these disks despite the AFM's ban on all other recording. OWI

says the musicians' unions have been 'co-operating perfectly.'"

All this adds up to something. It may be poor consolation to those farsighted but too few gentlemen who advocated before the Parliamentary Investigation into broadcasting that Australia should get moving in the international short-wave bands before it was too late. But it may not yet be too late for the rest of the industry to get thinking along those lanes.

It is not conceivable that in the post-war period all these tremendous broadcasting organisations are going to "fold up their tents like the Arabs and as silently steal away." They are there to stay, or should we not say that they are "here" to stay!

It is equally not conceivable that the manufacturers of wireless receiving sets

F.C.C. CHAIRMAN IN U.S. PREDICTS ALL-PURPOSE RADIOS

Prediction that post-war radio will find a single instrument carrying high-fidelity broadcasting, television and facsimile, was hazarded recently by F.C.C. Chairman James Lawrence, reports "Broadcasting."

Alluding to impending developments, Mr. Fly said he believed that in the course of a "very few years" there will be only one service. Separate television, standard FM and facsimile services and separate receivers will all be washed out, he predicted, and there will be one thorough-going and efficient system.

"I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and television, including colour television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It would naturally be chain operation, because we have the programming costs—the difficulty of programming television itself in the various smaller stations.

"I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and then at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days up to now."

In its March 8 issue, "Broadcasting" stated editorially: "So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed "newspaper of the air" all will emanate from the same transmitting

in Australia will tool up for the manufacture of any quantity of single band medium wave sets. The public demand will be almost if not 100 per cent for dual wave receivers.

The job ahead for the nation will be to compete in the world-wide bands for international listeners. The job ahead for the local broadcasters will be to compete against international broadcasts for local listeners. Some balance may be achieved by the introduction of television which in all probability will remain a "short distance service" for a long time before it begins spanning oceans and continents. But until television comes local broadcasting in Australia will have to be ever active, providing program services of increasing value to local listeners, to hold those listeners, and to preserve that national consciousness which is our heritage.

plant and will be "received" on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory."

U.S. to Get Flying Start

Alluding to the F.C.C.'s recent action in relaxing rules on FM and television applications, to permit a flying start in these fields after the war, Mr. Fly said the Commission did this to "encourage FM and television as much as we can and cause the least trouble possible." He declared the Commission wanted to get a demonstration of the good faith and intention of applicants to go ahead.

There were not enough applicants in these fields to cause concern, he said, and in most localities there are plenty of frequencies so there would not be the same embarrassment and difficulties encountered in the standard broadcasting field, because of the scarcity of frequencies.

RADIO ENGINEERS' EXAMINATION

The Institution of Radio Engineers, Australia, will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution on Saturday, August 7, 1943. Intending candidates are invited to apply to the general secretary, The Institution of Radio Engineers, Australia, Box 3120, G.P.O., Sydney.

EXTENSION OF HOURS

2GF Grafton—The Clarence River station announces an extension of Sunday transmission hours—the evening session will in future commence at 5 p.m.

3BO presents
**THE NATION'S
FINEST PROGRAMMES
PLUS
★ SUPER AMERICAN FEATURES**



New Additions to the 3BO Schedule include:

"RADIO REVELS" relayed from 3XY for "ASPRO"

"I LIVE AGAIN" sponsored by MATTHEW BROS.

"PRAIRIE MELODIES" sponsored by BUSHHELLS PTY. LTD.

★ CHARLIE McCARTHY and Edgar Bergen

★ NATIONAL BARN DANCE

★ THE TOMMY DORSEY SHOW

DAY OR NIGHT 3BO IS RIGHT

Broadcasting to one of the best audiences in Australia. A few evening positions now available.

All Particulars from

AMALGAMATED WIRELESS (A/SIA) LTD.

47 YORK STREET
SYDNEY B 0522

★ ★ ★

167 QUEEN STREET
MELBOURNE M 4161

Methodists and Newspaper Secure Two Sth. Australian Licences

5KA and 5AU to be Re-opened in Near Future

Transmitting licences for the re-opening of the South Australian stations, 5KA Adelaide and 5AU Port Augusta, have been granted to the Central Methodist Mission, it was announced this week at Canberra by the Postmaster-General, Senator Ashley.

Both stations were formerly owned and operated by the Jehovah's Witnesses religious sect, and were closed down by order of the Navy Department over two years ago.

Giving evidence before the Parliamentary Standing Committee on Broadcasting a few days ago, Mr. H. Alderman, Adelaide barrister and legal adviser to the Jehovah's Witnesses sect, stated that the stations operated by the Witnesses were not put off the air because of any deliberately subversive activities

in connection with broadcasting, but because of a number of careless statements allowed to be broadcast through those stations.

The recent High Court judgment lifting the ban on the sect did not affect the powers of the Postmaster-General in respect of the control of broadcasting stations, Mr. Alderman stated.

Mr. Alderman later gave evidence in camera concerning 2HD Newcastle, which was another Jehovah Witness station closed down at the same time.

In the new control and operation of 5KA and 5AU the Central Methodist Mission has the larger interest, and will nominate four directors, while the "Workers' Weekly Herald" will have one director on the board.

Major Program Policy Change Announced by A.B.C.

Broadcasters will watch with interest the development of the Australian Broadcasting Commission's new programs as from July 5 next.

An official announcement from the A.B.C. last week revealed that as from that date the A.B.C. programs between the hours of 6.35 p.m. and 9 p.m. would be devoted entirely to bright entertainment. At least that will be something new for the National stations.

The general manager of the A.B.C., Mr. Moses, stated that the re-organisation of programs followed consultation with the Commander-in-Chief of Allied Land Forces in the south-west Pacific, General Blamey, and Colonel Spillman, of the United States Special Services Unit.

The new programs would be given on one national transmitter (with associated regional stations) and short-wave transmitters. The needs of troops in remote areas who were almost entirely cut off from Service entertainment, had been particularly considered.

The "lightening up" of the national program in the early evening would not mean that the A.B.C. had completely changed face, Mr. Moses said. Alternative programs would carry many features now divided between the two national stations.

LETTERS "CRITICAL"

"Those who feel that 2½ hours of the national evening program is too much to give to bright entertainment should remember that Australian radio stations are not the only ones competing for our troop audiences," Mr. Moses said. "Letters from New Guinea were critical of our programs."

The new session will retain three American recorded programs—command performance, Jack Benny's show, and mail-call—and three B.B.C. recorded features—Fred Hartley's Quintet, London Scrapbook, and Regimental Flashes. Except for this 1½ hours of American and one hour of British programs weekly, the rest will be compered and performed by Australians.

New Australian features on the Forces' program will include the A.B.C. Victory Show—an Australian "Command Performance," to which guest artists will contribute—and Denis Collinson's Band, which has been increased to 33 members, to play in a feature entitled "You Shall Music."

CHANGE OF FIRM NAME.

Crockett's Furniture Warehouse (Crockett and Co. Pty. Ltd.), 21 Pier Street, Sydney, retail sale of furniture. On 1/7/42 the name was changed to Crockett's Furniture Emporium, and on the 11/8/42 the address was changed to 150 Broadway, Sydney. Reg. 8/6/43.

Flashlight on the Future

Towards the end of April last the National Association of Broadcasters in the United States which is the counterpart of the Australian Federation of Commercial Broadcasting Stations held, instead of its annual ordinary convention, a special War-time Conference in Chicago.

From the pages of "Broadcasting" magazine, issued on the eve of the big conference, the following crisp excerpts from articles by leaders in the American broadcasting picture will prove of thought-stimulating interest to our readers:—

NEVILLE MILLER, President of N.A.B.

"When war came radio's voice was first to bring the electrifying news. Soon after, for the first time in the history of this country, America heard its united war cry echoing in every corner of the land through the magic of radio . . ."

EDWIN H. ARMSTRONG, engineer, and "inventor" of Frequency Modulation.

"The conclusion is . . . inescapable that within five post-war years the existing broadcasting system will be largely superseded."

CHESTER J. la ROCHE, chairman of the Advertising Council.

Writing on the organisation of the local war information job . . . "The new trend which I believe is necessary—and in the making—lies in the direction of devoting the sponsored program in its entirety to an explanation of home front needs. This can take the form of guest appearance by top government officials who can present needed information directly to the nation, or dramatisation of the problem as the feature of the show . . ."

T. A. M. CRAVEN, F.C.C. Commissioner.

"Naturally, no one is capable of stating when the war will end . . . Nevertheless, in a democracy such as ours we should be able to assume that natural economic forces will be permitted to function, that private capital will be attracted by the potentialities of a vast new business involving service to the public, and that the public will demand the application of new achievements in a radio service designed to win public acceptance.

"Recent inventive activities have centered around electronic research in the micro waves. The useful radio spectrum has been extended considerably, thus making a little more space not only for some sorely needed radio channels but also for new and improved uses of radio . . ."

FRANK H. McINTOSH, Assistant Director Radio Div. War Productions Board.

"The point of view of WPB is that broadcasting must and will be maintained. Broadcasters have successfully provided knowledge of daily events from which Americans form opinions based on evidence and which obviously is

essential since the public is being called upon to sacrifice. The Government . . . is aware that any loss in broadcasting facilities would be a loss of contact with large sections of the population.

"Fortunately broadcasting is efficient. It requires relatively small amounts of materials compared with the large job it does. Its efficiency for transmitting intelligence to large numbers is unsurpassed.

"The Radio Division of WPB will use its powers to maintain radio, to keep in repair not only the transmitting but also household receivers. . . ."

Standard "A" in Broadcasting

Following recent Swiss revelations of the way in which the German radio succeeded in broadcasting the standard "A" to the general public, transmitted by Deutschlandsender, and also to musicians in the studios by means of special loudspeakers and tuning forks.

Now we read in an article by MM W. Furrer and C. Grob, published in the "Technical Bulletin" of the Swiss Administration of Telegraphs and Telephones, that this administration has also had in its possession for some time at Berne a tuning fork which can be used by telephone at any time by anyone in the Swiss studios who wishes to tune a musical instrument. As it is difficult to obtain quartz at the present moment for low frequencies and as a pitch generator cannot be used, since none have yet been made which are uninfluenced by changes in temperature, the only solution has been to use a simple reaction tube generator.

To obtain constancy of the frequency required, an oscillating circuit is set up which are uninfluenced by changes in temperature varied from 15 to 22 degrees centigrade proved that the accuracy of this new instrument for producing the standard "A" exceeded + 0.06 Kc.

RADIO SAVES TORPEDO SURVIVORS

A portable wireless transmitter dropped from a Coastal Command Sunderland flying boat to a lifeboat in the Atlantic led to the rescue of 19 merchant seamen survivors from a torpedoed ship.

It was the first radio apparatus to be dropped to shipwrecked seamen from a searching plane, and enabled them to send out a continuous stream of S.O.S. signals. The set, which is foolproof and is operated by a handle, is about the size of a domestic coffee mill. It continues and transmit as long as the handle is turned.

to add sales

add **3AW**

The addition of **3AW** to your Radio

list is a definite step towards expanding

your sales. In choosing **3AW** you

set the stage for selling to an eager-to-

buy audience through a Response-ABLE

Medium.

TO ADD SALES ADD—**3AW**



**IT WON'T
ALWAYS
BE WINTER**

BEFORE WE

KNOW IT THE

SUN WILL BE

WARMER AND

SPRING WILL BE

HERE.

PLAN YOUR SPRING

CAMPAIGN NOW,

BY BUYING YOUR

"Spring-time" ON—



Sydney
Representative
A. L. FINN, 66 King Street

Advertising as a Social Force

(By Frank Goldberg, Governing Director
Goldberg Advertising (Aust.) Pty. Ltd.)

An appraisal of advertising as a social force—as an instrument of human progress and economic development—seems long overdue. At the moment we are hearing in many quarters shallow and uninformed criticism of advertising, together with much talk about the profit motive and about the limitation of competition. But the advertising trade is of such value to the nation's industrial assets and prosperity that we should not allow it to be damaged by prejudiced people with unbalanced views.

Long ago it was proved that adver-

a total war would be dumb and impotent if it could not command the loud-speaker or the advertisement column. The war has provided a dramatic and enduring confirmation of our claim that advertising is essential to any form of organised society whatever its economic or political ideology.

There was a big job for advertising to do when war broke out. New techniques had to be found to do the task the Government wanted done. Specific campaigns were necessary to educate the people in new ways of living, new tasks, new ideals, new co-operation, new

Advertisers' products have been consistently subordinated to topics of vital importance to a nation of war. Conceived as a stimulant to individual effort and as a means of disseminating practical information helpful to war production, the value of advertising can scarcely be exaggerated. It has helped to promote public confidence in the leadership of business and industry; to stimulate constructive thinking about post-war living; to build morale and bring about a voluntary intensification of war effort on the part of every section of the community; to direct public demand for new merchandise and services following the war; to encourage prominent industries, by precept, to assume leadership in the public mind by engaging in such advertising now; in a word, advertising has shown how to surmount the challenge of the present as we have surmounted the many great challenges of the past. This type of advertising is vital to the army of production. Because of its excellence, advertising men can take part of the credit for the fact that Australian industries, converted to war at dazzling speeds, are setting amazing new production records for 1943.

A substantial majority of the Australian reading public believes that commercial advertising can make valuable contributions to national welfare, and that manufacturers should keep the public informed as to their activities. Even in wartime, with little or nothing to sell, advertising can still do a constructive job of work for industry, and can still make a lasting and favourable impression. It should not be beyond the power of good advertising men to seek out stories that will at once interest the public and achieve real prestige and goodwill for the advertiser by showing that he deserves it, rather than by merely claiming that he does.

There is no reason why editorial writers should have a monopoly of being read because they have something interesting to say. Advertisements can have as much interest value as editorials, and can achieve this wartime objective with a little thought and ingenuity. It must never be forgotten that advertising writers are the servants of the public—the messengers of publicity—the men and women who bring

Readers will recall the outspoken article in last issue of "Commercial Broadcasting" by Mr. W. O. Richards, managing director of The Weston Co. Pty. Ltd., under the title of "Only Advertisers Survive," and in which Mr. Richards predicted there would be "war casualties in Australian business" if the evils of abandoned advertising or over-restrictive regulations were allowed to undermine industry.

This article by Mr. Frank Goldberg is equally telling and stresses with more detail what advertising has done and what it can continue to do as a paramount social force in "any form of organised society whatever its economic or political ideology."

tising brought down the unit cost of goods and made available to the masses all sorts of products and devices which tend to raise the standard of comfort and general well-being. Pre-war advertising was, indeed, essentially the handmaiden of competitive commerce, helping to bring into public favour a number of amenities without which the standard of living of our population could not have been raised so high. Surely the great mass of consumers can only have benefited by commercial advertising, since the cost of a product is always in direct relation to a manufacturer's ability to produce in volume and readily to move that volume. Through low cost of production each individual consumer has been capable of buying these aids to better living, and that has been advantageous all round. And the old adage that advertised goods were good goods has been proved to have a lot of truth in it—products which could face the searchlight of publicity were found by consumers to be highly worthy of consideration.

We have always believed that advertising was essential to commerce. Today we know that a Government waging

the people news of goods, services and causes.

For Good or Evil

Publicity can be a mighty force for good or evil. The dictator has used it to expunge from the minds of men any right to think for themselves. But the Government of our own country has discovered that advertising is a necessary servant in the administration of democracy. Our strength has been in our material. We have truth on our side, and we have blazoned it across the world. Publicity stands outside all controversy, for we know that whenever an attempt is made to co-ordinate and rationalise a national effort, publicity is vital to success. The very form of Government announcements and orders is made more democratic when they have to be related to the psychology of the man in the street. Publicity will always be more democratic than bureaucratic.

"To What End?"

As Mr. Oliver Lyttelton, British Minister of Production, recently pointed out: "This is a grim war, and it is necessary that in our daily life we should know to what end our hardships are endured, and to what end our work is devoted." It has been the job of advertising to make those ends widely and fully comprehended.

There is a wide variety of wartime applications for sound peacetime advertising principles. Advertising can be used to solve many wartime problems; to help speed war production; help clear up wartime customer-relations problems; help meet manpower problems; help build sound foundations for future business. The important uses to which advertising is being put to-day are so many and varied as almost to defy description. Industrial advertising for instance, takes vital information from where it is to where it is needed, presenting tested methods for more efficient operations, suggestions for better design, practical advice on how to speed production, helpful research data and so on. Advertising also helps to turn non-essential labour towards the war plants, to encourage War Bonds purchases by the public through demonstrating how invested money is being turned into arms.

It has been proved beyond all doubt that advertising can do a job of substantial proportions in swaying the public mind towards sociological or political objectives. People who have only looked at advertising as consumers in the past are now feeling the thrill of seeing it work—seeing it do jobs for them.

Must Win Public Confidence

Advertising took up with vigour this job of selling ways to win a war of survival, for it is realised that public acceptance and public co-operation are essential to the success of any wartime program. Explanations and education must, of necessity, be both compre-

hensive and extensive. In this education, advertising has played an important and effective part. No less important has been the part it has played in keeping up civilian standards of health and morale despite the necessary curbs in diet and ways of living.

The new conditions put unpredictable new demands on advertising, but advertising was sufficiently adaptable to meet the new requirements. Hence there has been a whole new area of advertising operation which in all probability will stay with advertising, much as "institutional" advertising born in the first World War set up a trend of thinking in the business that did not stop with the Armistice in 1918.

Men intimately concerned with advertising are to-day assessing its position in the future in line with their knowledge of the distant past and the course of war events. They see the gains that have been made. They are pleased with the greater prestige and standing that have been won through war service. They are concerned that the ground, won in war, shall be preserved in peace. But they realise that human nature being what it is will revert unless checked, that steps will have to be taken to regularise new practices for future safety.

They see that two pressures are being exerted on post-war advertising. The

thods, with educative and constructive angles, as hitherto. But the successful advertisement of the future will have to give reliable and interesting information to a greater degree than ever before. The days of the pseudo-scientific claim, of the decoy, and of appeals to fear and credulity, are numbered.

While it may be difficult to forecast the "shape of industry to come," there is gathering evidence that post-war industry will take a deeper view of its responsibilities than it has done in the past. In a number of instances, in fact, industry is already doing so, and we see many great concerns launching far-sighted educative advertising campaigns.

Advertising Can Banish Confusion

Never was advertising more needed by the nation than it is to-day. Whatever political party you may belong to, you will admit that there is widespread confusion of thought on political issues; that we are suffering now because of a too-long tolerated belief among a number of citizens that Government is no affair of theirs. It is in the great social departments of life—religion, government, education and trade—that the power of advertising must be used widely and well. The time to start is now. A lot of nonsense is talked about

This Article by Mr. Frank Goldberg has been prepared and published in booklet form, copies being available from the Goldberg Advertising Agency.

first pressure comes from the public itself. The public of to-day has a higher consciousness of community service and community values. This is apparent in many diverse ways. The millions of men and women who have consecrated themselves to national service, in the fighting forces, in industry, in social service, have a new conception of trickery, subterfuge, or unworthy practices.

Public Prime Factor

The other pressure for improving advertising comes from the leaders of industry. This is being applied quietly and consistently at the present time. It is the pressure which will have most patent and obvious influences on the course of the future. All parties to sane and sound publicity are interested in it. The publisher is concerned to see that advertising maintains prestige and gives service, and the advertiser himself is vitally concerned to maintain public confidence.

The public is the prime factor in all publicity. It is they who exercise judgment. The new spirit that is stirring in the public will not tolerate exploitation. Advertising is, and always has been, an "action-getter," and its influence after the war will be as marked when it promotes positive selling me-

forgetting the future till the war is won. The greatest incentive to one's personal war effort is some knowledge of the future one is fighting to win.

During this war advertising, publicity, propaganda—call it what you will—has proved itself one of the most potent social forces in existence. It is sometimes difficult to visualise this, particularly at any given moment of the war, or in the face of any single item of advertising appeal. Yet, when the war is over, and we can study the whole picture of what publicity achieved during these momentous years, we shall find that once again, in this war, as in the last, we were far ahead of the enemy in our understanding of the psychology of nations and the technical method of approaching them.

Advertising is no delicate plant. It is robust and vigorous. It has proved itself as much by its capacity to survive the hurly-burly of peace as through the rough-and-tumble of war. It is doing a good war job, not through any mollycoddling propensities of authority, but wholly because of its inherent vigour and capacity to do the job.

Americans are, as they say, advertising conscious. They admit that they like advertising to influence their habits. We British, on the other hand, like to pretend that we are not swayed by advertisements. In actual fact, of course, (Continued next page, col. 1)

Advertising as a Social Force

(Continued from page 9)

we are, no matter what our income, education, tastes, or habits may be. Under a system of planned economy, commercial advertising would tend to disappear and be replaced by other forms of influencing public opinion.

The United States Government has decided to encourage advertising as long as manpower and other essentials are available. President Roosevelt and other officials have asked the industry to use its talents to promote public awareness of the nation's needs and problems, and the response has been overwhelming. The President said recently to advertising executives: "It is obvious that there are many changes going on in your field. For the duration there will be a diminution in product advertising, but this does not mean an end to advertising. There are many messages which should be given to the public through the use of advertising space. The desire for freedom and liberty can be strengthened by reiteration of their benefits."

The United States Treasury has ruled explicitly that advertising expenditure may be deducted from taxable income by companies engaged in war work. As Donald Nelson says: "Advertising is part of our communications system. As far as industry is concerned, it is an essential part. It is the means by which business can address itself to people from one end of the country to the other. It is essential, and always will be, to the attainment of a high standard of living. If it was removed, we should have to develop an entirely different kind of distribution system—which is to say that we would be compelled to remodel our entire economic system."

Any fair evaluation of advertising-at-

war must be that the industry is doing its full share to bring nearer the day of victory. It faces the problems of peace and reconstruction with a deep sense of responsibility based on the realisation that it is one of the most influential forces for good in our present social system.

Famous Band Leader Abe Romaine Joins 2UE Staff

Abe Romaine, one of Australia's best known musicians and leader of the Trocadero Orchestra has joined the staff of Radio 2UE. He is manager of the record department.

Coming to Australia from New Zealand in 1922, Abe Romaine played with leading orchestras in Sydney until 1930 when he went to England and became first saxophonist for Jack Hilton.

With Hilton he made seven continental tours, and in 1932 gave a command performance before King George V at the London Palladium.

Returning to Australia in 1933 he again visited England in 1936 to team up with Harry Roy and with that combination he played in every town in the British Isles and also made a tour of South America. He eventually returned to Australia in 1940, sailing from Southampton during the Dunkirk evacuation.

With Hilton and Roy, and also in combinations conducted by himself, Romaine has made more than 200 musical records.

3CV to move to Maryborough, Vic.

Important changes are announced in relation to 3CV, the permission for its transfer from its existing position at Charlton, Victoria, to the prosperous town of Maryborough, Central Victoria, having now been received from the Postal Department.

Maryborough is one of the most prosperous towns in Victoria. Within an area of 25 miles of the Maryborough Post Office is a population of 32,000. It has a large engineering works, woollen and hosiery mills, and around its environs is a rich farming district. In the town proper the population coverage is 7,000 people within a square mile. The Mayor, councillors, business people and general public of Maryborough have long sought the establishment of this station in their midst and are 100 per cent behind the new project.

Since the management of 3CV has devolved upon Mr. C. Paray, he has been in active negotiations with the Government for a change to its new location, and by the authority now given for its transfer to Maryborough, 3CV is in the happy position of covering more important areas than hitherto. The population within a 50 mile radius of Maryborough is approximately 290,000 people, surely a large market for the advertiser and a potential field of good advertising expenditure.

Although the transmitting unit is transferring to Maryborough, 3CV is still maintaining their Bendigo studios, where plays, live artist shows, and children's revues, etc., will be produced for broadcast.

It is of interest to note that in the 3CV large lounge approximately 10,000 soldiers were entertained during the last 12 months by this station, and a large Government concern now operating in Bendigo has joined in with 3CV Social Club and are weekly producing plays over the air.

Mr. Norrie McPherson, the Australian pianist, who toured with Sir Harry Lauder, is now under contract to 3CV for weekly broadcasts, and the class of recital which will be broadcast by this artist will be of the greatest interest and artistic value to listeners.

New studios are to be built in Maryborough, and both studios in Bendigo and Maryborough will be in constant operation.

TALE OF A DOG

This is the story of a dog and of a Saturday afternoon radio audience.

At lunch time last Saturday, June 26, 2UW Sydney was asked to broadcast a message advertising the loss of a champion red Irish Setter, which had broken free from a kennel in a western suburb in which it had been undergoing veterinary treatment eight miles from home. The dog was wearing a leather jacket, and it was feared by the owner that prolonged exposure might be fatal.

2UW was asked to broadcast an announcement in its racing session, giving a telephone number at which news of the Setter would be welcome.

The 2UW announcer had barely finished speaking when the telephone rang advising that the dog had been seen in Concord early that morning. Then followed an extraordinary demonstration of popular interest in a good dog.

More than 20 telephone calls were received during the next hour, each reporting the dog in a different locality, and from the reports the owner was able to trace the course of the dog from suburb to suburb as the animal obviously was looking for a way home. At the end of an hour a listener in Mascot, on the other side of Sydney, rang to say that the dog had been in the street ten minutes previously; and barely had he rang off, when another listener in the same street advised the owner that the dog had just walked into her yard.

Nor did it stop there—although the owner went immediately and brought the dog back. Throughout the afternoon, on Saturday night and even throughout Sunday, listeners rang 2UW with reports of other Setters which they had seen and asking if the dog had been found.

All of which seems to suggest that whatever else Sydney does on a Saturday afternoon, it listens to commercial radio.

"ENCORE" FOR EXCERPTS OF NET SHOWS

In order to draw attention to the many shows broadcast on 2GB and the Macquarie Network, 2GB has evolved a novel method of publicising these broadcasts in a session that has caused much favourable comment during the short period of its existence. This session, under the heading of "Encore," is a quarter-hour program entirely devoted to specially recorded excerpts from the many big programs heard on 2GB and Macquarie Network Stations. These repeat performances provide a welcome opportunity for listeners to hear outstanding numbers that have appeared in past shows, and they are invited to send in requests for their favourite numbers, which will be featured in future broadcasts.

"Encore" is broadcast from 2GB every Tuesday at 9, on Thursdays at 9.15 and again on Sunday at 2.30.

FOR MERCHANT SEAMEN

The 3XY Good Companions, with "Sally" as their energetic leader, have been working strenuously for the Merchant Navy, and, at their meeting planned for July 8, will hand over to Padre Oliver, of the Victorian Mission to Seamen, the sum of £100. A recent gift of £50 towards the maintenance of their cot in Prince Henry's Hospital is another fine effort on the part of the Good Companions, who in addition to fortnightly afternoon tea, continually hold functions at the homes of individual members to swell the funds for their favourite good causes.



3AW's popular early morning announcer, Peter Eliss, who is responsible for good complete work in Hoyt's Suburban Theatres program, "Noon Tunes."



ever been bitten by a tiger?

Apart from being one of the most powerful and fiercest of the carnivora, the tiger has been blessed by nature with a perfect scheme of camouflage. Thus he is enabled to sneak up on his prey, and with a nerve shattering roar strike his victim down. Reminds us of how some radio contracts are sold—come to think of it. However, unlike the tiger, Station 2KO needs no camouflage. The facts are there. Look at these figures established by independent scientific survey—

| Territory | Population | % of Listening hours tuned to Station 2KO |
|-----------|------------|---|
| Newcastle | 119,550 | 73.5% |
| Cessnock | 14,460 | 38.0% |
| Maitland | 12,680 | 55.0% |

No matter how you try to camouflage it, the fact remains that *only* Station 2KO can claim to cover Newcastle and district. That's why it is the premier station.

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

SUNDAY NIGHT AT ELEVEN!

3AK

The Voice of the Night

Presents

THE REALISTIC RADIO TALENT QUEST!

2 Covering a rich market of rural and town areas

T from the Commercial Centre of Northern New South Wales.

M

"Youth Show" Celebrates Third Birthday

Past and present members of "Youth Show" and representatives of George Patterson Pty. Ltd., the Colgate-Palmolive Co. and broadcasting station 2GB, foregathered at the Pickwick Club to celebrate the third birthday of "Youth Show" on June 21 last.

All concerned are justly proud of this record of a half-hour variety show which has run for an unbroken period of three years under the same sponsorship.

Mr. Oswald Anderson, representing Mr. J. V. Moran, managing director of Colgate-Palmolive Pty. Ltd., sponsor of "Youth Show," conveyed the company's best wishes to the show and said that the directors were indeed glad to be associated with it.

Mr. Lionel C. H. Shave, representing Mr. George Patterson, who unfortunately was in Melbourne at the time, recalled some interesting facts about the early days of the show which are well worth noting, if only from the point of view of comparisons.

The idea for a show featuring youthful talent was Robin Ordell's, a lad who then handled 2GB's breakfast session. He drafted out his idea of a program and submitted it to Mr. Horner who gave permission for an audition disc to be made. Producer of this original disc was a well known radio personality, Teddy Webster, now a lieutenant in the army and a prisoner of war in Malaya.

At this time, Colgate-Palmolive Pty. Ltd. was looking for a show, and hearing the audition disc Lionel Shave immediately saw its possibilities and arranged for Mr. George Patterson to hear it. Later it was presented to the directors of Colgate-Palmolive who decided to sponsor it.

It is interesting to note that the first numbered only seven—Robin Ordell, Joy Nicholls, Reg Johnston, Peggy McDonald, Peggy Kerr, Colin Croft and Graham Wicker. Of these artists, only two are now regularly appearing, the others having outgrown the show or joined branches of the services. The band comprised six players.

To-day, the cast averages 18 and a 22-piece orchestra under the baton of John Nugent-Hayward provides the musical background. Incidentally, total cast employed over the three years period is 2,403—every artist being 21 or under.

Early scripts were written by another well known radio personality, Dorothy Foster (now a member of the Ada and Elsie team), and later scripts were prepared by Lionel Shaves, another well known writer of stage and radio plays.

Mr. Harry Pringle, "Youth Show's" present producer, read a cable from Robin Ordell who has just received his wings in Canada, and is now a Sergeant Pilot. It read: "Congratulations third Youth Show anniversary. Looking for-

ward to reunion on fourth. Good luck all."

In a special celebration edition of "Youth Show," scheduled for Australian-wide broadcast on Tuesday night, July 20, "Youth Show" will send its wishes to the many young people who were so much a part of the show and who have left its ranks to join the Army, Navy, Air Force and Women's Services. Greetings will go to Peggy McDonald, Merle Dalmain, Pat Pringle and Betty Gondolf of the W.A.A.A.F.S.; Pat Burling and Wilma Gregory of the A.A.M.W.S.; Jimmy Preston, Bernard Don, Trevor Young, Noel Brown, Russell King, Laurie Clark, Rodney Jacobs and Ken McFadden, of the R.A.A.F.; John Faason, Colin Croft, Bill Kerr, Ron Patten, Michael Pate, Denis Giles, ex-producer John Wiltshire and Keith Walshe of the A.I.F., and to Ray Hunter of the Merchant Navy.

The birthday celebration will strike one disappointing note, however, for, on this night "Youth Show" has reluctantly to bid goodbye to Pauline Garrick, a lass who has proved herself a real star and one of the show's proudest possessions. Pauline has now passed the ripe old age of 21, and listeners throughout Australia, as well as members of the show, will wish her the greatest success in the broader fields which she now must explore, and watch every phase of her career with interest.

Mr. Horner, of 2GB, was represented at the celebration by Mr. Reg Lane, who said that 2GB and the Macquarie Network were proud and delighted to be able to offer "Youth Show" the facilities to broadcast throughout the length and breadth of Australia and Tasmania.

EACH "WORKS FOR HERSELF"—AND A MAN

"About five per cent of our labour in shipyards is that of women. I found them driving cranes and welding and labouring and painting. In some of the tank factories they're much more numerous—sometimes as many as 70 per cent of the whole. They've got what one manager said was 'a needle and thread touch' on welding. They sometimes drive trucks so fast that a foreman said they need a policeman to control the traffic. Some of them get up so early that they call it 'the dawn patrol.' I found women at drilling machines who've got sons in the Eighth Army. The women seem to get a kick out of making munitions—they feel close to the armed forces when they help to make the guns and shells and ships. I found Lancashire women handling—each of them—three and a half tons of shells a shift."

(J. L. Hodson in a B.B.C. talk, "Facts about Workers in Britain").

Another Firm Fined For False Advertising

The vigilant eye of inspectors of the Department of Labour and Industry in N.S.W. was reflected again in a Sydney police court recently when a well known firm of jewellers in Clarence Street was fined £20 by the Chief Industrial Magistrate for false advertising.

Portion of an advertisement inserted by the company on January 9 read: "War conditions prompt the offer of wholesale prices to Australian and U.S. fighting forces. Warehouse trading hours. Lay-bys accepted from forces at our wholesale cash prices."

Mr. T. Kearney (for the Department of Labour and Industry), said that the advertisement was false as the business was not a warehouse and 78 per cent of its turnover was from retail sales for cash.

The Magistrate: "The statement in the advertisements concerning fighting forces cannot be passed over lightly."

"AUSTRALIAN MILITARY HOUR"

Goodlands' New Sponsorship

Under the sponsorship of Goodlands, "The Australian Military Hour," a competitive program for servicemen was scheduled to take the air from 2CH on Wednesday, June 30, at 8.30 p.m.

This program represents a new departure in Australian broadcasting, as it will cater exclusively for servicemen enabling them, if they have the ability to entertain, to compete on equal ground with other members of the fighting forces.

It is anticipated that as an entertainment provided almost entirely by servicemen the "Australian Military Hour" will register immediate interest among Sydney's listeners.

Goodlands already sponsor the Talent Quest for Women in the Home, an hour's program on 2CH on Friday nights, and as this feature scored an immediate success, both with listeners and competitors, it is expected that the Military Hour will meet with a similar response. Prizes of £2/2/- for 1st, £1-1/- for 2nd., and 10/6 each other competitor will be offered.

Joan Read, popular 2CH personality, who comperes the Women in the Home feature, will also be in charge of the new program for servicemen. She is thus Australia's only woman comperer of this class of show.

She has already demonstrated through 2CH broadcasts at military camps that her style and personality make a direct appeal to servicemen, and in view of this her selection as comperer of the new show promises to be a wise one.

Joan Read will now be presenting two competition programs each week for the same sponsor on 2CH.

Goodlands' account is handled by Goldberg's.

STOP PRESS

Will U.S. Shows Be Withdrawn?

American "service" transcriptions were in the limelight again this week in broadcasting executive circles following a suggestion that there was now a distinct possibility of the shows being withdrawn from the air as the result of instructions from the Special Services Division of the U.S. Army in the United States.

These instructions, it has been suggested, arise out of difficulties encountered with the musicians' unions in America following representations made to that body by the Musicians' Union in Australia. No official confirmation of the rumour could be gained in Sydney this week.

Under the existing agreement recently arrived at between the A.B.C. the Commercial Stations and the Special Services Division of the U.S. Army the special American transcribed shows sent out specifically for the entertainment of U.S. troops were scheduled on a number of stations throughout Australia with a limit of three half-hours per week.

"THE STORY BEHIND THE SONG"

Under the sponsorship of W. L. Ryan Pty. Ltd., manufacturers of motor requisites, "The Story Behind the Song," a feature from American Radio Transcription Agencies, is being broadcast on 3XY Tuesday evenings at 6.45. There are 39 complete 15-minute stories in the series, each of which opens with an original theme played by the Transco Orchestra. A dramatic cast presents the "story" behind the composition of some familiar ballad, proving that in almost every instance, some vital incident in the life of an author or composer was the source of the song's inspiration. The song in each instance is interpreted by a vocal ensemble, with organ accompaniment, and stories portrayed range through humour, pathos, intrigue, love, war and tragedy.

Program Casts in Action

At top right is seen a Fox Newsreel version of "Youth Speaks," 2GB weekly feature recently "news-gazetted" by Fox Movietone and—



Gestapo methods depicted in this still of Colgate-Palmolive sponsored "First Light Frazer" (B.A.P. production). L. to R.: Arundel Nixon as Von Lutten, Geo. Randall (First Light Frazer), Lyn. Barbour (Kay Lawrence), and Walter Pym (Tony).



"MISS PORTIA" SERIES BOUGHT BY J. R. LOVE PROGRAM

The B.A.P. production, "Miss Portia Intervenes," has been purchased by J. R. Love and Co. Pty. Ltd. (through Hansen-Rubensohn) for broadcast on the 2UE Monday night program at 8.30.

Starring Queenie Ashton, Martin Woodhouse and a first-class cast of radio performers "Miss Portia Intervenes" is the story of a woman solicitor who is called upon to unravel mysteries and help people in distress.

Each 15 minute episode is complete in itself.

RADIO PRINTING PRESS

for your printing

PHONE FOR SERVICE—FL 3054

"BRIGHT SUNDAY AFTERNOON" PROVES SUCCESSFUL

Inaugurated some months ago, the "Bright Sunday Afternoon," an hour's broadcast from the Christian Community Centre, North Melbourne, at 3 p.m. Sundays, has evoked much favourable attention from 3XY listeners. The centre, of which the Rev. Reg. Bye is superintendent, arranges each week for a guest speaker on a topical subject. For instance, on Sunday, July 4, a special Independence Day program will introduce a U.S. Army Officer, while the following Sunday, July 11, Dr. C. McLaren, late of Korea, speaks on the subject, "In a Japanese Police Cell." Supporting musical programs include well known choirs, instrumentalists, and vocal quartets, and a regular feature is the delineation of the story behind a favourite hymn.

A U D E X

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



"Camouflage" Can't Hide John Taylor's Happy Smile

Jack O'Hagan and Hector Harris, 3AW executives, welcoming Major Taylor (former 3AW manager) while he was on leave in Melbourne for a few days recently.

"ARE YOU AN ARTIST?" REACHES SECOND QUARTER FINAL

Adelyn's popular session "Are You An Artist?" now being sponsored on 3UZ, 3CV, 2UW and 4BC had its second quarter finals on Sunday, June 13.

Mr. W. Kelton, of Adelyn, presented the prizes on June 20, and expressed his appreciation of the work done by Mr. Jack Clemenger, of Leyshon Publicity, produced of the program, and said that he felt it was Mr. Clemenger's untiring efforts that kept the program at such a high standard. The prizewinners were: First: £20, to Doris Turner, who sang "Angels of Mercy"; second, Miss Joyce Yates; third, Alf. Dunstan.

MORE THAN £800 FOR SCOTT FAMILY

More than £800 has now been forwarded to 2UE and the A.S.B. for the widow and 12 children of the late J. V. Scott, tram conductor. The appeal was made on the May raceless Saturday

TRANSCRIPTION SALES

Recent A.W.A. transcription sales include "The Mystery of Darrington Hall, 52 x 15 minutes, and thrice weekly schedule to 2LF Young.

The "Mighty Minnites," 52 x 15 minutes, on a four times weekly schedule to 4BC Brisbane.

"Lost Property," 26 x 15 minutes, is now on release on 2TM Tamworth on a thrice weekly schedule for Messrs. Gibb and Beeman.

"Fred and Maggie Everybody," 15 minutes, to 5AD Adelaide Network and 4BU Bundaberg.

"Coast Patrol" (second series), 52 x 15 minutes, to 7BU Burnie.

"The New Brighter Horizon," 52 x 30 minutes, to the Weston Co., Sydney, on behalf of McWilliam's Wines Ltd., for release on a group of stations in N.S.W. and Queensland.

with the object of securing money to ensure the education and future welfare of the children, and, if possible, to purchase a home for them to live in.

£500 Appeal for Merchant Navy

The Merchant Navy Appeal being conducted at present by 3SR Shepparton is finding the usual enthusiastic support accorded every patriotic cause by the members of the Friendship Club. Last year 3SR Friendship Club raised over £900 in three months to buy a mobile kitchen and autoclave (hospital equipment) for the services, and now members are wholeheartedly behind the appeal for £500 for the Merchant Navy. The 17 branches of the club has signified their intention of competing with each other in the appeal. One branch has notified 3SR that it has raised £100 already, while another has over £60 and more in the offing. Socials, dances, euchre parties, street stalls, gymkhanas, every possible avenue is being exploited by the clubbers.

Apart from the present appeal, many branches have their own adopted Prisoners of War, who are maintained through various social efforts during the year. In addition there are drives held for hospital equipment and comforts for the services. The Merchant Navy Appeal, however, is a cause which all members feel urged to support to the fullest, for many have sons or close relatives and friends bravely serving their country as merchant seamen.

NINE O'CLOCK STORIES

New Two State Program

"Nine o'Clock Stories" is the title of a new program to be featured from 2UE every Tuesday to Friday at 9 p.m.

The program will also be heard through a chain of stations, 3UZ, 2KO, 2WG, 2BH, 3GL and 3MA.

Sponsored by MacRobertson's, through John Rist (Melbourne), "Nine o'Clock Stories" are brilliant written 10 minute stories, each with the perfect anticlimax tag.

They will be read by one of Australia's outstanding storytellers. Contract will commence on July 2, with a series of musical programs, while the "Nine o'Clock Stories" will be broadcast from July 20.

★ For ALL your **PRESTO**

RECORDING SUPPLIES

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

Rehearsal of Fine Melbourne Show

"They Shall Fight On" (sponsored as a half-hour by Foy's on 3KZ at 8 o'clock on Friday nights) in rehearsal. (L. to R.): Hal Percy, Robert Burnard, Beryl Walker, Clifford Cowley and Ron Atholwood.



Among the Sponsors

Bookings have been made by the Lintas Agency for one minute spots for Skin Deep and Chiffon Face Powder on 2AY Albury, 2GN Goulburn, and 2GF Grafton, commencing in July.

A. A. Murray, of Grafton, has selected "Woman in White" as their latest release, presented daily Monday to Friday at 10.15 a.m. on 2GF Grafton—a further renewal for 52 weeks having been made by this sponsor on 2GF.

The new Radiola Harmony presentation, "Ye Olde Time Music Hall," is now being released on 3BO Bendigo, 2GN Goulburn, 2GF Grafton, 4CA Cairns, and 4TO Townsville.

The latest release of Gibb and Beeman on Station 2GN Goulburn is "The Living Theatre," scheduled at 9 p.m. each Thursday evening commencing 17/6/43 for 60 minutes each evening.

Bookings have been received from the Lintas Agency for one minute spots for Skin Deep, Chiffon Face Powder and Erasmic on 4TO Townsville, 4MK Mackay, and 4BU Bundaberg.

Speedo Knitting Mills, through Gotham (A/sia) Pty. Ltd., has signed for announcements in the A.S.B. (Stations 2UE, 2KY, 2GZ, 2CA, 2KA and 2HR).

Lever Bros. Pty. Ltd. has contracted for minute announcements at preferred times on the 2UE night program. The account is through Lintas Pty. Ltd.

Maroney's Hairdressing Salon is using 2UE for announcements in the breakfast and evening sessions.

White Trucks Pty. Ltd. is a new account for special announcements in the A.S.B. service.

The Green Tree Tea Room in Rowe Street has signed with 2UE for spots in the breakfast session.

Australian Cosmetics Pty. Ltd. (Corinne Rose Cream) has renewed with 2UE for a special half-hour musical to be compered by Allan Toohey every Friday at 9.30 p.m. The account is through Goldberg's.

Clifford Love and Co. Ltd., through Arthur Smyth and Sons, renewed for spot announcements in the daytime on 2GB.

Penfold's Wines Pty. Ltd., through the Fergus Canny Advtg. Pty. Ltd., have renewed their contract for 2 x 10 minute sessions weekly, for a further 52 weeks. The title of the session is "Musical Comedy Memories."

Many advertisers pin their faith on spot announcements. Such a one is Madame Hurley Pty. Ltd. This firm is apparently satisfied that their 100-word announcements over 2GB have brought continued results, for this will be the eighth yearly renewal for this client. The account is handled through the Malone Advertising Agency.

The Majestic Theatre has signed a contract with 3XY for scatter announcements to be used in both day and night sessions.

W. E. Woods Ltd., manufacturers of Woods' Great Peppermint Cure, have contracted for 50-word announcements on 3XY, to be used in breakfast, women's and children's sessions.

The Blackney Chiropractic Institute has renewed with 3XY for a further 52 weeks of regular quarter session, Tuesdays at 2 p.m., featuring a talk by Mr. S. Blackney.

The Australian Red Cross Society, through George Patterson Pty. Ltd., has taken out a contract with 3XY for 52 one-minute announcements, evening.

Horticultural Industries Pty. Ltd. have signed up with 3AK for six spot announcements throughout the all-night program. War-time vegetable growers will find these announcements useful.

The Stansfield Steel Co. Pty. Ltd., engineer's suppliers and general steel merchants, have contracted with 3AK in Melbourne for 26 15 minute programs in the "Music for Night Workers" sessions.

APRIL LICENCE FIGURES

NEW SOUTH WALES.

| | 1942 | 1943 | Additional |
|--------------------------|---------|---------|------------|
| New issues | 3,207 | 3,931 | (1,128) |
| Renewals | 32,190 | 30,963 | |
| Cancellations | 2,623 | 4,535 | |
| Monthly total | 503,494 | 522,130 | (15,189) |
| Nett increase | 684 | -604 | (1,128) |
| Population ratio | 17.91 | 18.57 | |

VICTORIA.

| | | | |
|--------------------------|---------|---------|----------|
| New issues | 1,896 | 3,888 | (901) |
| Renewals | 23,015 | 23,118 | |
| Cancellations | 2,609 | 1,793 | |
| Monthly total | 371,297 | 378,047 | (12,705) |
| Nett increase | -713 | x2,095 | (x9,910) |
| Population ratio | 19.15 | 19.50 | |

QUEENSLAND.

| | | | |
|--------------------------|---------|---------|---------|
| New issues | 1,258 | 784 | (169) |
| Renewals | 9,733 | 10,750 | |
| Cancellations | 2,570 | 241 | |
| Monthly total | 171,953 | 175,111 | (2,548) |
| Nett increase | -1,312 | x543 | (x169) |
| Population ratio | 16.59 | 16.89 | |

SOUTH AUSTRALIA.

| | | | |
|--------------------------|---------|---------|---------|
| New issues | 1,170 | 1,010 | (600) |
| Renewals | 9,279 | 9,724 | |
| Cancellations | 877 | 716 | |
| Monthly total | 137,434 | 141,185 | (6,854) |
| Nett increase | 293 | x294 | (x600) |
| Population ratio | 22.55 | 23.16 | |

WESTERN AUSTRALIA.

| | | | |
|--------------------------|--------|--------|---------|
| New issues | 871 | 985 | (217) |
| Renewals | 5,785 | 5,887 | |
| Cancellations | 1,012 | 769 | |
| Monthly total | 92,720 | 94,442 | (2,279) |
| Nett increase | -141 | x216 | (x217) |
| Population ratio | 19.78 | 20.14 | |

TASMANIA.

| | | | |
|--------------------------|--------|--------|---------|
| New issues | 475 | 341 | (133) |
| Renewals | 3,118 | 3,177 | |
| Cancellations | 269 | 416 | |
| Monthly total | 46,243 | 47,486 | (1,602) |
| Nett increase | 206 | -75 | (x33) |
| Population ratio | 19.37 | 19.89 | |

COMMONWEALTH.

| | | | |
|--------------------------|-----------|-----------|----------|
| New issues | 8,977 | 10,939 | (3,328) |
| Renewals | 83,111 | 83,619 | |
| Cancellations | 9,960 | 8,470 | |
| Monthly total | 1,323,141 | 1,358,401 | (41,177) |
| Nett increase | -983 | x2,469 | (x3,328) |
| Population ratio | 18.63 | 19.12 | |

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it's
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PERSONALS

Mr. Lance Quirk, general manager of 2SM Sydney, is having more than his share of bad luck. Following a short bout of 'flu a few weeks ago he returned to work too soon and was laid low with pneumonia. He was taken to St. Vincent's Private Hospital a fortnight ago, and was reported to be progressing favourably at the beginning of this week. On Tuesday last, however, his condition took a turn for the worse and an urgent abdominal operation had to be performed.

Stan Clarke, Macquarie's Melbourne manager, is back in Sydney for a short stay, renewing old acquaintances and attending to a spot of business in his spare time.

Madge Thomas, well known radio personality, is a recent addition to the Macquarie staff. Miss Thomas' breezy personality and optimistic manner is well known to many thousands of listeners throughout Australia, and her name has been on the air on every A and B class station in Melbourne. She has won great popularity for her work in family serials— notably the role of Fanny Barbour in "One Man's Family" from 3XY, and as Emily Hale, in the new serial "Digger Hale's Daughters," heard from 2GB and Macquarie Network stations every Monday to Thursday at 6.43 she will bring to the role a human understanding and realism that will establish her popularity just as firmly in the minds of Sydney listeners. She will also be heard in various 2GB and Macquarie productions from time to time.

Alan Grant, formerly of 3XY Melbourne, is now airing on the announcing staff of 3KZ. Grant is a returned soldier from this war and before enlisting was an exhibition ballroom dancer.

Another newcomer of 3KZ's announcing staff is Thelma Seaman, who takes over the morning sessions from Joan Moss, who left last week. Miss Seaman hails from Adelaide where she was in broadcasting for about four years.

On annual recreation leave is Mr. J. L. Proust of the 2AY staff, and he is being relieved by Mr. W. J. McLean. Following Mr. Proust's return to duty at 2AY, Mr. Geo. Jennings will proceed on leave.

Cliff Cary has resumed duties at 2UE after a six weeks' absence following an appendix operation.

Miss Peggy Rehfish, 2UE copy department, is at present holidaying at Bathurst.

David Samuel is still bemoaning the loss of his saxophone and clarinet which were stolen recently. He feels quite lost without them, and in these days, the hope of replacing them does not look overbright.

There are few places more depressing than a dentist's waiting room. We all know the tense atmosphere, the agonised expressions of the patients, and the nervous laughter as their turn draws closer and closer. There is however one Melbourne waiting room in which this atmosphere was dispelled, at least for a time, when Norman Banks recently found it imperative to visit the dentist—and equally imperative to catch up with some work. Hence the unusual spectacle of Mr. Banks dictating to his secretary in a Collins Street waiting room, to the intense interest and astonishment of half a dozen people.

It is quite unusual for "Star Night" to go on the air without Jack Clemenger seeing that everything is right up to the mark. Unfortunately Jack is still on the sick list, though latest report is that he is improving and we shall look forward to seeing him back on the job again.

That super salesman of 3UZ, Cecil Corboy, has been away for a couple of weeks with a very bad bout of 'flu, certainly giving other Melbourne salesmen a break. The doctor told him he was not to return to work until the sun shone. Cecil waited impatiently for a peep of sunshine and then darted 3UZ-wards, and before he arrived there the rain came down, so Cec. had to be put back to bed again.

"Are You An Artist?" sponsor, Bill Kelton, has also been bitten by a nasty 'flu germ and had to leave his bed so that he would not disappoint last Sunday's prize-winners to whom Bill had the pleasure of handing over the prize money.

Mr. H. G. Horner, 2GB's general manager, was in Melbourne last week, though only for a few days. Melbourneites had not seen him for quite some time and did their best to give him a good welcome.

Virginia Uren, of 3AW's women's session, is handing over £450 to Admiral Sir Guy Royle, K.C.B., C.M.G., and Commodore G. D. Moore, to buy a cinematograph for the Navy. She is also presenting £230 to Colonel J. G. Down, O.B.E., E.D., and Major General S. R. Burston, C.B., C.B.E., D.S.O., V.D., to buy dental equipment for the Army.

July 4 will be the opening day for the new Allied Wings Services Club at Coventry, South Melbourne. The club will be opened by Mr. Drakeford at 5 p.m., and the opening will be followed by a musical program produced by Gerald Kirby and compered by Claud Fleming. The artists will include Marjorie Gordon, Madge Aubrey, Letty Craydon, Eric Lippman, and a super orchestra. The program will be broadcast for an hour over 3AW, and the "Age" newspaper donating the time in place of their usual program of classical music.

"Penelope," of 3UZ, is certainly doing a good job for the Merchant Navy. Mr. Bert Harrison, of the Chalet Warburton, sent her £33 the other day—he has already given her £232 for this same good cause.

Recently the Women's War Utility Group at Port Melbourne asked Mr. Will Sampson to appeal for a sewing machine for the mending of clothes for troops while they are on leave. The appeal was made from 3UZ community session on the Friday. Within a few minutes Mr. Athol Smith, tailor, of Heidelberg Road, Alphington, telephoned to say he would supply the request with a machine in perfect order. During the past five weeks the community singers have also supplied two invalid chairs—one a bed cot to little Bruce Marshall, a poor little lad in Frahan, and the other an elderly man in Elsternwick.

Mr. O. F. Mingay reports having attended the National Association of Broadcasters War Convention at the end of April in Chicago, where he met a lot of interesting radio people. Over 1,000 attended the Palmer House Hotel venue in Chicago. A very well organised affair, it consisted mainly of address by prominent Government, Army and Naval officials, on various applications for broadcasting and how the broadcasters can help the entire war effort.

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

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Mr. H. G. Horner, general manager of 2GB and Macquarie, announced some changes in the organisation of 2GB, Macquarie and associated companies. In order to relieve pressure of work, Mr. Horner has handed over to Mr. Lane, assistant manager of 2GB and Macquarie, considerable responsibility previously carried by Mr. Horner himself.

In order that Mr. Lane may cope with this work, Mr. Heath has been appointed representation manager, and will be generally responsible for individual station business, whilst Mr. Firth has been made responsible for national program sales. Mr. Fletcher, lately appointed acting manager of 2CA Canberra, will also continue with his efforts on behalf of 2GB daytime sales.

The appointment of Miss Joy Morgan, to sales manager of Artransa, has been confirmed, whilst Miss Grace Gibson, now resident in Los Angeles, has accepted the position of representative there for Macquarie, 2GB and associated companies.

Mr. Cortez has been appointed script editor of the production department of Macquarie Broadcasting Services, and Mr. Barratt has been placed in charge of the copy department.

Mr. Chirlian is now general publicity officer, whilst Miss Hamilton has been appointed in charge of all publicity in connection with Station 2GB.

A re-organisation of the production department has taken place in order that the services of script writers Messrs. Waxwell Dunn, Richard Lane, and Max Green will be made exclusively available for script writing.

Miss D. Gowlland, who was associated with 2GB for many years, and was secretary to the managing director, prior to the formation of the Macquarie Broadcasting Network, has now returned to her old position, and is secretary to Mr. H. G. Horner, general manager of 2GB and Macquarie. Miss Anderson, who was holding the position in a temporary capacity, has been appointed secretary to Mr. B. Coombes, officer in charge of production administration, in place of Miss Judy Allen, who recently left to be married and is now residing at Wagga.

Mr. Horner also announced that Miss Kitty Bluett has joined the 2GB staff, and it is expected that Al. Thomas will be taking up duties with the Macquarie broadcasting program production department on the completion of his contract with the Minerva Theatre.

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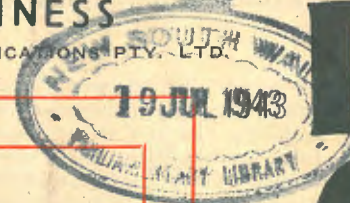
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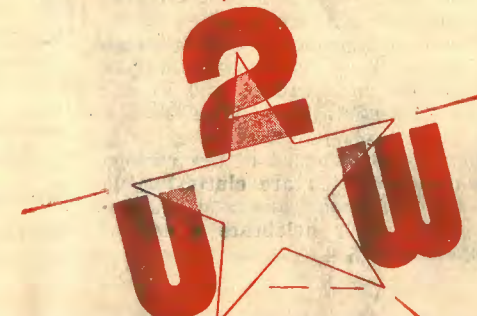
- WEDNESDAY:**

 - 6.28 p.m. Martin's Corner.
 - 6.43 p.m. What I Think of the News—By "Dad."
 - 7.00 p.m. News.
 - 7.16 p.m. The Watchman.
 - 7.30 p.m. Three Generations.
 - 7.45 p.m. The Pearl of Pezores.
 - 8.00 p.m. Are You An Artist?
 - 8.30 p.m. Mr. Thunder.
 - 8.45 p.m. You, Me, and My Piano.
 - 9.00 p.m. Stars of Song.
 - 9.15 p.m. A Salute to Victory.
 - 10.15 p.m. A. M. Pooley's War Digest.
 - 11.00 p.m. B.B.C. News.

THURSDAY:

 - 6.28 p.m. Martin's Corner.
 - 6.43 p.m. Jack Davey's Casting Bureau.
 - 7.00 p.m. News.
 - 7.16 p.m. The Watchman.
 - 7.30 p.m. Three Generations.
 - 7.45 p.m. Bob Dyer.
 - 8.0 p.m. Australia's Amateur Hour.
 - 9.00 p.m. Why Worry?
 - 9.15 p.m. Chins Up.
 - 9.45 p.m. Popular Parade
 - 10.15 p.m. A. M. Pooley's War Digest.
 - 10.30 p.m. Music.
 - 11.00 p.m. B.B.C. News.

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