

PERSONALS

Lieut. Hugh R. Syme, of the R.A.N., has been awarded the George Cross for great bravery and undaunted devotion to duty, according to cabled advice from London. This makes Lieut. Syme, who is a member of the famous newspaper and radio family in Victoria, the most highly decorated Australian naval man in this war. He already holds the George Medal and Bar. He is 40 years old and is the eldest son of the late Mr. Herbert Syme.

Margaret Kerr, who recently left the A.B.C. to freelance, has been heard in a number of recorded shows from 2GB, including "Calling the Stars," "Troupers All," and "Australia Sings."

Ronald Couve, former 2UW technician who has been with the recording department of Columbia for over 12 months, has been called up for the R.A.A.F. His wife incidentally, who was also formerly on the 2UW staff, is now in the program department of 2SM.

Mr. Sid Kemp, superintending manager of "The Argus" Network, returned recently from a flying trip to Sydney. Visit must have been successful as a paragraph was noticed in the "Argus" last week announcing the premiere of the Amateur Hour and Lux shows over 3UL Warragul. Sid Kemp must have one of the busiest phones in Melbourne these days, what with running a busy network, acting as country vice-president of the Federation, and as a sideline, originating publicity for the Air Training Corps.

A recent victim of the car strippers currently plaguing Sydney was John Dunne, of 2SM. Subsequently he was called upon to give evidence about the theft at a suburban police court. In the witness box he was asked if his name was John Dunne, to which he replied that it was. He was then asked if he was an announcer, and again the reply was in the affirmative. He proceeded to give his evidence, and when he had finished the Magistrate jocularly reprimanded the Prosecuting Police Officer for not having asked Mr. Dunne at what station he was employed as an announcer. "Oh, he's very well known," said the sergeant. "Yes, but I thought perhaps if we went into all the details we might get a free ad. over 2SM!" retorted the magistrate, which does go to prove that even magistrates are only human; in fact, they are usually very human.

Judith Young (Mrs. Reg. Johnston), of 2GB, has decided to desert the field of radio, at least temporarily, in favour of the home, and Miss Pat Thornton, of the 2GB program department, and late of 2HR, will succeed Miss Young as announcer for the women's session every morning from 10.15 to 11.45. Miss Pat Thornton has had a colourful career which should stand her in good stead in her new position. Widely travelled, she has studied art extensively in Switzerland, Italy and London. She has also studied ballet, and has had considerable experience as a journalist. She entered radio with the pen and graduated into announcing, having held announcing positions on stations in New South Wales and Queensland.

The many friends of Valerie Chick will regret to learn that she has suffered a relapse of the nervous breakdown which forced her to resign from 2GB early in April this year. A trained nurse has been in attendance for several weeks, but with the prospects of a change of air at Moss Vale this week, it is hoped that Mrs. Chick will be on the high road to health again.

Mr. Roy Stanley, secretary of the Australian Association of National Advertisers who, as reported in last issue of "C.B.", was seriously injured in a street accident three weeks ago, is making good progress towards recovery, and was expected to be allowed to leave hospital this week.

Ginger, Mal Verco's Sawdust Romeo will have a spot in 2GB's camp concerts which are on the air every Thursday at 8 p.m. Producer is Arundel Nixon, with Max Green as his offsider.

Lieut. Commander Gordon Marsh, previously associated with 5DN and 3UZ, has been over on a visit to Sydney, and paid a handshake call on old colleagues at Macquarie headquarters.

Jack Lumsdaine, 2GB's composer-producer, has had a selection of his songs made by Columbia on double-sided Regal records. The numbers include "Guiding Star," "Wait Till the Sun Comes Over the Hill," "Back to Tipperary Days," "Don't Worry," etc., played on a Wurlitzer organ.

Miss D. Deane of 3BO Bendigo has been transferred to A.W.A. Broadcasting Dept., Sydney.

Miss I. Poulston, who has been carrying out the duties of announcer, has now been appointed announcer on 3BO.

Mr. H. G. Horner, general manager of 2GB and Macquarie, and Mr. R. E. Lane, assistant manager, are in Melbourne for a few days, cramming in as much business as possible in the short time at their disposal.

Flu seems to have sadly depleted 2GB and Macquarie staffs over the last few weeks. Latest to succumb was Mr. B. Coombes, of the administration department.

Well known writer-producer, Flying Officer John Appleton (2UE) is at present on leave from a northern operational station.

After annual holidays, followed by sick leave Colina Lynam has resumed duties at 2UE. In addition to conducting the women's session she is also heard in special afternoon presentations with Sid Everitt.

Former 2UE actor-announcer Ron Morse is now with the R.A.A.F. in England. He holds the rank of Pilot Officer Air Gunner.

Charles Batten of Melbourne has been appointed business manager of 5KA, which station was recently given a new licence. Mr. Batten was formerly with Webb, Robertson and McLelland Agency.

Percy Clark, general manager of Goldberg's in Melbourne, is very actively engaged these days, with shortage of staff it means that he has his finger on the pulse of most things that go on in his office and does many of the "chores" that in pre-war days general managers don't have to do.

Sales manager Stan Thomas, of 3XY, is having quite a worrying time with elections breaking in on the normal course of events. Though he still has a little time to get enthusiastic about big contracts coming on.

Phil Furley, who was well known at 2CA Canberra, and was later a Pilot Officer in R.A.A.F., has taken over the breakfast session at 3AW.

Stephani Bini who was so popular at 3UZ for her work in the Battle of the Sexes and other sessions, and who recently retired from that station, has given birth to a son. Congratulations from the broadcasting trade.

Mr. C. F. Marden, general manager of the Commonwealth Broadcasting Corporation Pty. Ltd. (2UW) was in Melbourne last week on a few days' business.

Lyle Chick, pianist with Kevin Bradley's 3XY Orchestra, and many radio personalities, gathered to celebrate the arrival of a son—the first child to the Chick ménage. Christened Paul Russell, the infant is claimed by Lyle as a future musician of note, and it is only when he compares him with Kevin Bradley's son, that the arguments start.

Peter Sullivan, former 2UW Melbourne rep., is stationed not far from Melbourne where he is doing a training course. Army life is agreeing with him as he is looking as fit as can be.

Bill Kelton, "Are You An Artist?" sponsor, has been away ill for the last few weeks. We notice his name amongst the recent new members of the Millions Club, Sydney.

Fred Hesse, sponsor of "Starnite," has always been very fond of music. At the last symphony concert conducted by Professor Bernard Heinze, we noticed him taking part with the Philharmonic Choir in Borodin's "Prince Igor." He has belonged to this choir for many many years.

Basil Carden, of Goldberg's Advtg., Melbourne, is now in the C.C.C. Mr. Carden was responsible for writing many commercials, among those being for such programs as "Junior Information," "Information Please," and "Their Finest Hour." These will be handled in future by Mr. Bernard Bell.

Keith Campbell, advertising agent, is now an instructor in the A.T.C. He is of course handling the A.T.C. program at 3AW.

James F. Cushen who some time ago left O'Brien Publicity, Melbourne, and became advertising manager of Mack's, has now returned to O'Briens where he is account executive and is doing a very big job of work.

Jack O'Hagan, sales manager of 3AW, has released a new song, "There's a Boy Up North." We wish him all the best and hope it will develop into another big "hit."

COMMERCIAL BROADCASTING

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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

ANOTHER GREAT NEW FEATURE
FOR 2UW'S

Afternoon
PROGRAMME

The Department of Public Health (N.S.W.)
and
The Institute of Architects (N.S.W.)
co-operate with

The Sydney County Council
Electricity Undertaking

in presenting
A Radio Session designed to promote Public
Health and Welfare

"YOUR HOME—YOUR FAMILY—AND YOU"
TO BE BROADCAST EVERY THURSDAY, 2 P.M. TO 3 P.M.
FROM

2
U W

From . . . NORTH . . . EAST SOUTH and WEST

1,600 entries

A mail response that staggered advertising executives and led to five people sharing a lottery ticket which won

£1,000

These postal addresses from which entries arrived were picked at random—

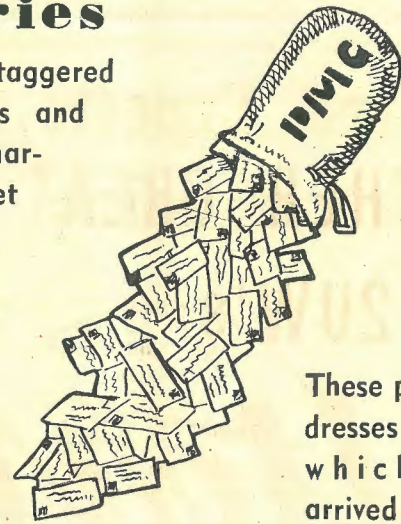
North—Bundaberg (Q.), Hornsby, Warrabee, Manly, Dee Why, Chatswood, Crow's Nest, Artarman, Lavender Bay, Northbridge.

East—Potts Point, Rose Bay, Woollahra, Bondi, Rushcutter's Bay, Paddington, Double Bay, Coogee, Edgecliff.



Mr. Jim Barry,

N.S.W. Manager of Maxam Cheese Products at the 2SM microphone distributing £1,010 prize money won by 2SM listeners who sent in correct entries for a competition sponsored by Maxam Bakeo Pastry Mixture, thus sharing N.S.W. State Lottery Tickets, one of which won 2nd prize of £1,000.

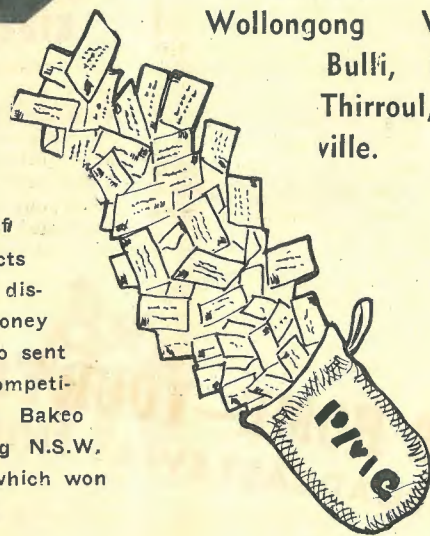
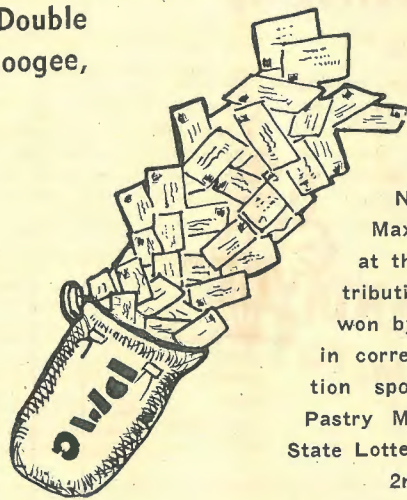


These postal addresses from which entries arrived were

picked at random—

West—New Hindmarsh (S.A.), Toongabbie, Glenbrook, Lithgow, Glebe, Leichhardt, Stanmore, Lidcombe, Parramatta.

South—Servicetown (Vic.), Austinmeer, Sylvania, Wollongong, Woonana, Bulli, Cronulla, Thirroul, Granville.



That's Why **2SM** Sells More

COMMERCIAL BROADCASTING

Sydney, FL 3054

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

Vol. 12, No. 5.

Thursday, August 26, 1943.

Price, 6d. per copy

We Need Experts to Plan Our Broadcasting

Of all post-war problems with which broadcasting executives are concerning themselves none looms so large, and none is fraught with such uncertainty as that of their own future. Uncertainty in so far as the manner and the extent in which they will be permitted to contribute to planned progress of broadcasting in the immediate post-war period.

Elsewhere in this issue we have reproduced an editorial article from a recent issue of "Wireless World," an authoritative English radio trade newspaper, in which some of the features of the post-war radio problem are dealt with.

That summary of the problem from the English point of view, and taken in conjunction with some of the trends which have made themselves all too apparent in Australia in recent months, provide us with an outsize bone to chew upon.

The moment seems more opportune than ever to put forward once again the argument advanced through this journal several years ago, in favour of the establishment of a competent body of representative administrators of broadcasting to plan and to guide the orderly development of the, as yet restricted, arts and techniques associated with wireless communications.

America has its Federal Communications Commission at the helm to guide the destiny of radio and broadcasting development in that country. We cannot but applaud that system in that the members of the F.C.C. are selected for the job by virtue of their long experience and undoubted ability in the subject upon which they are called up to virtually legislate without fear or favour from the powerful groups and forces which their scientifically based rulings are designed to control. It may not be desirable to have a facsimile of the F.C.C. established in Australia, but it certainly does seem essential that we have some such type of body in charge of our broadcasting affairs . . . a body composed of men versed in the technical fundamentals of broadcasting, of the economic requirements and of the social implications of every phase of broadcasting.

Our Parliamentary Standing Committee on Broadcasting, which the Broadcasting Act of 1942 established, provides the only step this country has taken in that direction, but just how far it falls short of the essential of a body of experts is all too apparent. Members of that Committee themselves would probably be the first to admit their shortcomings in the matter of experience in the field of broadcasting. Apart from one member who has done some broadcast "commentating" on public affairs and thus possibly knew the difference between a "mixing panel" and a transmitter, and another who was a not-over-enthusiastic amateur wireless experimenter in the early days, apart for those two members of the Committee, none appear to have had any background of wireless and broadcasting experience. As a Committee, however, charged with investigating and reporting to Parliament upon any matters relating to broadcasting which may be put before them, they may be called upon to deliberate and to analyse evidence of a most technical nature; they will undoubtedly have to make recommendations in the future involving the most intricate technical considerations. They will assuredly do their best to carry out the duties imposed upon them. But can that best be good enough for Australia? Is it fair to ask such men to accept the responsibility of making recommendations for the purpose of steering our broadcasting system to its destiny?

Broadcasting and wireless communication generally has long since taken on a global aspect, and international character from which it must not be dissociated by purely local considerations.

Along whatever lines we in Australia plan our future broadcasting development, from a technical point of view particularly, those plans must conform to the general pattern of world radio. For another thing we must be in step with, and not just in the footsteps of radio development in other countries. To gain us that position and hold it for us we need the most highly skilled administrators, untrammelled by even the faintest private or political associations

or ideals. Anything that falls short of this broad view of Australia's future broadcasting policy, sells us out to our overseas competitors.

And on the purely programming side it is certainly no comforting thought that if Australian broadcasting stations by virtue of their own inadequacy or by compulsion fail to give the Australian listeners what they like and want to listen to, then overseas broadcasting stations most certainly will. How often have we heard from at least one man whose knowledge and vision in the subject of radio communication is unsurpassed in this country, that within a very short time after this war Australian listeners will be able to tune in London, New York, Paris or Berlin, as comfortably and with as good clarity as they now tune in a local station. That is not only an already established fact in which, scientifically, there may be cause for great satisfaction. It is also a warning. A warning to cast aside our naturally inherited insular outlook and gird our aerials for the battle to come with the international transmitters.

First in Service to the Community

Nothing could have more pointedly epitomised the place which radio has taken in the lives of the community than the comments of Mrs. John Curtin, wife of the Prime Minister, after Labor's victorious poll last Saturday.

"It was exciting listening to the results coming in on Saturday night. I sat up with my husband until 1.30 a.m. this morning to hear the latest news of the elections," she said.

Naturally Mrs. Curtin was referring to the radio broadcasting of the results, and the scene in the Curtin home on Saturday night must have been typical of hundreds of thousands of homes throughout Australia.

Broadcasting stations in all areas and the National Network did a magnificent job of covering the election results, providing a service which no other medium could ever hope to achieve. It demonstrated once again that in times of BIG NEWS, of national importance our broadcasting set-up can and does give the public service.

Golf-Bowls?

"It's almost impossible to buy rubber golf balls in most parts of Rhodesia now, so a firm in Bulawayo has started making them out of wood . . . and with very satisfactory results. The wooden golf balls have mesh marking just like the ordinary ones, and you can get a one hundred and thirty yards drive out of them."

When the War Ends — What?

Problems of the Industry as seen in England

The following article appeared in the May, 1943, issue of the English trade paper, "Wireless World." It reflects the outlook of the radio industry in England to the problems associated with the immediate post-war period. It shows that the trade in England are very conscious of the dangers of that period to radio and broadcasting. Are we in Australia devoting sufficient attention to these difficulties as applied to our own local industry?

"When the war ends, one of the basic problems—if not the basic problem—of the wireless industry will be to find the best means of employing the vastly increased productive power which it has acquired during the war years. Given post-war economic conditions of the kind we all hope to see, there will certainly be great expansion in all fields of radio, but there is no doubt that, with proper organisation, the industry will be able to meet all the demands made upon it.

"The various problems with which the industry will be faced are already being considered in detail, and, more than a year ago, the Radio Manufacturers' Association appointed a Committee whose task it was to prepare suggestions; these were published as a part of the recent R.M.A. annual report. (Full text of this report referred to was published in "Radio Retailer"—see page 8, July 22 issue.)

"The Committee's suggestions emphasise the dependence of the broadcast section of the industry on the transmitting side, particularly with regard to the technical means to be adopted after the war for distributing programmes. Throughout the report one can detect a feeling of uneasiness that future developments may react unfavourably on the industry. In particular, the possibility that wire distribution may take the place of "space" broadcasting is clearly viewed with apprehension.

"There are obviously some grounds for these fears. It is stated in the report that "discussion with G.P.O. officials seemed to suggest that they favour the development of a wire broadcasting system in this country. It is not contemplated, however, that this will be developed to the exclusion of individual reception through space, and the continuance of both systems side by side seems certain." Apart from this, we know that the idea of wire broadcasting is still having influential support in other quarters. On the other hand, strong opposition is also forthcoming, but most of the objections voiced by the industry leave too many loopholes, and would fail to convince an unprejudiced arbitrator.

"Our own opposition to wire broadcasting is founded on a rather different basis. When the subject last became pressing, in January, 1942, we ignored

the purely technical arguments for and against, and were prepared to admit—but only for the sake of argument—that wire had all the virtues and none of the vices of wireless. But we maintained—and our conviction has since been strengthened—that, whatever may happen in the distant future, the world is not ready for the wire system. The freedom of wireless broadcasting is real and worth struggling for; after the war, it must, during the reconstruction period, have every chance to play its part in founding a permanent peace.

"Apart from the fundamental question of wire versus wireless, other important questions as to the means of broadcast transmission will arise. For example, we have been promised at least an experimental, frequency-modulation transmission; has America's experience led us to believe that it would be desirable to provide a nation-wide service as soon as possible? What standards are to be employed in our post-war television service, and does the B.B.C. intend to devote to television such a proportion of its revenue that it will become comparable in importance to sound broadcasting? These factors would profoundly affect receiver manufacturing programmes. Without advance knowledge of what is going to happen, it is clearly impossible to plan production efficiently; indeed, to plan it at all. In our view, lack of long-term planning will react, during the post-war era, to the disadvantage of both industry and public. At present, the industry learns of impending changes in transmission methods merely as a matter of courtesy; not as a right.

Consideration of these questions, and many similar ones that arise, forces us to the conclusion that the voice of those who make the receivers should be heard at the councils of those who plan the transmission services. Reception and transmission are complementary; without co-operation, neither can function at its best.

Saving means safety, waste means disaster. Save all you can and buy War Savings Certificates and £10 National Savings Bonds.

B.B.C. Calling Australian Towns Concludes This Month

A very interesting series of broadcasts will be concluded at the end of this month when the B.B.C. feature shows, "Calling Australian Towns," will be concluded. Early in 1942 the B.B.C. advised the Australian Federation of Commercial Broadcasting of their intention to broadcast these programs if stations would like to re-broadcast them. The B.B.C. intimated that, as far as possible they would utilise the services of Australian artists in London and that boys in the various Defence services who were located in England would be brought to the microphone to broadcast messages to their own town folk. In addition, special features of topical and local interest were to be introduced. Needless to say, stations were very glad to accept the offer. A full list of the places to which these broadcasts have been directed are as follows:—Ballarat, Bendigo, Katoomba, West Australia, Geelong, Orange, Newcastle, Albury, Canberra, South Australia, Queensland, Tamworth, Mildura, Shepparton, Gympie, Cessnock, Townsville, Perth, Sydney, Gippsland, Bundaberg, Swan Hill, Kalgoorlie, Maryborough, South Australia, Cairns, Melbourne, Lismore.

Considerable thought and care was given to the preparation and presentation of these programs, and both commercial stations and listeners should be appreciative of the service provided gratuitously by the B.B.C.

NEW CENSORSHIP ORDERS

New Censorship Orders under National Security (General) Regulations were recently gazetted in respect of Broadcasting, Press, Cinematograph Films and Control of Photography. All persons affected should secure copies of these new regulations from the Government Printer.

The Control of Photography Order includes in "Objects which may not be photographed without a permit," any wireless station. A further prohibition is imposed against the publication of a photograph for the taking of which a permit has been granted, without the approval of censorship.

Children's Serial Sponsored by Mutual

That very appealing children's serial, "Jerry of the Circus," started on 3KZ at 5 p.m. Monday, August 23, under Mutual Store sponsorship. The story is based on the life of a youngster named Jerry and his dog "Rags." On August 30 details of a big competition which will be run in conjunction with this feature, will be announced to listeners. The account is handled by the Paton advtg. service.

THE FUTURE IS ASSURED

FOR TO-DAY'S SPONSORS ON

4CA

CAIRNS

4TO

TOWNSVILLE

4WK

WARWICK

The outstanding programmes of the nation's principal sponsors are broadcast to ever increasing audiences in Northern Queensland, reaching local enthusiastic listeners who always prefer their local station.

NEW BUSINESS and RENEWALS

4CA Cairns

4TO Townsville

4WK Warwick

Lever Bros.

Trufood of Australia Ltd.

McWilliams Wines Pty. Ltd.

Sutall

Kellogg (Aust.) Pty. Ltd.

Nyall Co.

Colgate-Palmolive

Kitchen's

Schumann's Salts

Fostar's Shoes

Mynor Pty. Ltd.

Wrigley's (A/sia) Pty. Ltd.

W. E. Woods Ltd.

Beckers Pty. Ltd.

Dr. Williams Medicine Co.

Scott and Bowne (A/sia) Ltd.

Johnson & Johnson Pty. Ltd.

Bushells Pty. Ltd.

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McWilliams Wines Pty. Ltd.

Trufood of Australia Ltd.

Fostar's Shoes

Kraft Walker Cheese Co. Pty. Ltd.

Kellogg (Aust.) Pty. Ltd.

Nyal Co.

Lever Bros. Pty. Ltd.

Kitchen's

Cadbury-Fry-Pascall Pty. Ltd.

Bushells Pty. Ltd.

Mynor Pty. Ltd.

Beckers Pty. Ltd.

Schumann's Salts

W. E. Woods Ltd.

Fassett & Johnson Ltd.

Wm. Arnott Pty. Ltd.

Johnson & Johnson Pty. Ltd.

Dr. Williams Medicine Co.

Scott and Bowne (A/sia) Ltd.

Sutall

Wm. Arnott Pty. Ltd.

McWilliams Wines Pty. Ltd.

British General Electric Co. Pty. Ltd.

Beckers Pty. Ltd.

Bushells Pty. Ltd.

Fassett & Johnson Ltd.

E. Griffiths Hughes Pty. Ltd.

W. E. Woods Ltd.

W. E. & H. O. Wills (Aust.) Pty. Ltd.

Radiola Sales

Crow's Music House

Oriental Tea Co. Ltd.

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Galvin and Kelly

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Trevor Henderson

Dr. Williams Medicine Co.

Southern Theatres

For further particulars contact

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

"Amateur Hour" Touches Australian National Spirit

While the primary aim of "Australia's Amateur Hour" has been to provide entertainment, by the generous co-operation of its audience it has developed into something more significant. It has become a link between many clever and hopeful artists and a possible widening of scope for their talents. It is an all-Australian idea to give Australian talent the chance it deserves. The voting figures show how firm a place "Australia's Amateur Hour" with its amateur artists has made for itself in Australian homes. Thus the sponsors, Lever Bros., are contributing in no small measure to Australian cultural development.

On July 29, 1943, the 139th program of "Australia's Amateur Hour" was broadcast. In the ten acts appearing, they polled the high total of 21,891 votes—an all-out record total in the history of the program, which, over a period of 2½ years, has become a national institution. This very large number of votes is a fine tribute to a program which has so risen in popularity that it has established itself as first favourite in so many of Australian radio homes.

The reason for "Australia's Amateur Hour" is easy to find. It is so patently an honest endeavour to give Australian talent all possible encouragement, and it would not be an Australian audience that would refuse to recognise such an aim.

There is no competition about "Australia's Amateur Hour." There are no prizes, but every amateur appearing on the program has won the chance through ability to display to a nationwide audience his or her talents as an entertainer. This has been recognised by hundreds of thousands of radio homes from Cape York to Perth. So thousands of people every week believe in ringing up, or writing in, and saying, in effect, "We think you're good so we thought we would tell you so."

The votes come in from every part of Australia—some from whole families—now and again a stray one from an out-back traveller who happens to hear the program only once every few weeks—from companies and battalions of troops as far afield as New Guinea—from New Zealanders who manage to pick up the program from New South Wales stations—from schools, hospitals, factories and homes. Some voters became regulars from the very first broadcast of "Australia's Amateur Hour" even to keeping a record of every artist appearing, the numbers they played, and their voting returns.

And should weather conditions, or any other cause, prevent the broadcast being heard, the "Australia's Amateur Hour" office can expect a flood of letters requesting a copy of the program, and a list of the voting which resulted from it.

The first "Australia's Amateur Hour" program was broadcast in 1940, and during the first few programs, the vot-

ing was between two and three thousand, with the highest voting polled by any one artist totalling 1,272.

In 1941, voting totals gradually rose from 5,000 to 8,000, and during that year, Cecil Carlaw, the blind boy accordionist, polled 3,977, which was the highest individual total for the year.

Plenty of figures are available to show how some of the acts since then have appealed to the "Australia's Amateur Hour" audience, but it is not by saying "Here is so and so, who is about to do so and so—vote for him if you feel like it," that "Australia's Amateur Hour" has made such an idelible mark on Australian radio. It is because with most of the amateurs there is a human interest story. Anybody listening to a performer on the program is not just hearing a voice of an ability to play some musical instrument, but is in touch with a fellow Australian who may have a career ahead of him in radio, theatre, films, or on the concert platform, and there's a contact between the amateur in front of the microphone and the listener by his radio which forms a bond not many radio programs can provide. The performer tells about himself. He may be a shop assistant, say, for the reason that life, so far, has given him no opportunity to be anything else. Yet he knows, if he gets a "break" that he might be able to do the thing he really wants to do, and here on "Australia's Amateur Hour" is his chance to earn it. Hundred, perhaps, thousands of listeners feel they would like to help him, and they do it by casting votes.

PUBLIC GOOD JUDGES

It has been noticed that where the ten acts appearing on the program are as equally talented as possible, the voting will be very even, with perhaps only a few hundred votes separating the highest total from the lowest, but when an artist receives an overwhelming majority it is generally because he has combined outstanding talent with human appeal.

There was a 17-year-old baritone, Cyril Peel, on the program in October, 1942. His voice was untrained and he was out of a job. Without doubt his really beautiful voice would have earned him a high total in voting, but his story, added to his ability, brought him the large total of 5,040 votes.

Then there was a young aboriginal girl from Moree. She was only 14, and was almost petrified when she got to the microphone. But the audience were with her, she got into her stride with a swiny version of Loch Lomond and finished up with 4,750 votes!

For the first six months of 1942, voting totals remained at 7,000 to 9,000 but the latter half of the year brought the average grand total of 12,000 with one top week at 18,779.

The highest number of votes to be polled by any single artist appearing was set in July, 1942, when a Swiss yodeller received 5,285 votes. This record to date has not been broken.

Although the artist had no particular story or background to gain him sympathy, nor any showmanship, his yodelling to a piano accompaniment was outstanding, and the record total he received was polled wholly and solely on talent.

The seven months of 1943 that have passed have seen the voting totals rise from 12,000 to an average of 14,000 with several weeks at 17,000—plus, of course, the grand total of 21,891.

Of the 30 programs to be presented this year—on 26 occasions the first five artists have each polled well over the thousand mark.

An early "high" was hit this year by Tom Dunlop, a returned soldier who had concealed his right age because he was really too young even to have joined the Army. At 16, Tom Dunlop had been abroad, served in Malaya, been in Singapore before it fell, but at last had been found out and returned to Australia. He told his story on "Australia's Amateur Hour," and then crooned his way to a big total of votes.

Another 16-year-old, Len Hallett, polled heavily too. He was a piano accordionist, who unfortunately, was blind. He played brilliantly.

An enthusiastic response rewarded a young refugee from Austria, Dorit Munser. She captured the audience's imagination during February with her recitation of her own poem, "My Country."

First-class talent, sympathy and human interest is a combination bound to give an amateur immediate appeal to his audience—and such is the generosity and interest of "Australia's Amateur Hour" follows that many offers of employment to hard-up amateurs from employers ranging from small business owners to leading executives have been received.

Scholarships from some of Australia's leading teachers to promising untrained singers and instrumentalists number quite a few—but apart from these evidences of goodwill and encouragement, it is the sincere and increasing interest of fellow Australians as a whole in their more talented friends, as shown by the rising voting totals, that is one of the happiest and most gratifying associations of "Australia's Amateur Hour."

The Lever Bros. big radio account in Australia has been developed by the J. Walter Thompson Agency.

Loyalty to Sponsors

The following extract is from a listener's letter to "Aunt Daisy," New Zealand's No. 1 air-saleswoman who broadcasts a daily half-hour session over the ZB network.

"You might scarcely believe what your session has come to mean to me. I was so isolated; now I have you to say 'good morning' to me, and I have the company of all those other listeners who face the same little puzzle of everyday life, and the big puzzles of a suffering world, and the same wish to help our young people.

"Since you gave us a little tip about loyalty to our sponsors, I realised how badly I should miss your session if it were given up, and resolved to be more 'daisy-minded' in future. We have changed over from one or two products very like yours, but which have not the merit of bringing you to us. . . ."

The ideal listener!

Black and White Program to Aid N.E.S.

After more than two months of preliminary organisation in Sydney, the N.E.S. quiz program, planned and developed by the manufacturers of **Black and White Cigarettes**, in co-operation with the Goldberg Agency, is to go on the air in Sydney from 2UW.

The program proved an outstanding success for the sponsor in Melbourne, where it was broadcast over 3UZ, and the Sydney competition has been shaped along similar lines.

The whole scheme embraces an inter-municipal competition on all points of N.E.S. and First Aid instruction; and teams representing the Sydney metropolitan area and major country centres, have for the past two months, been engaged in the preliminary rounds. Out of that competition have emerged 12 teams to compete in the N.E.S. section, and 12 in the First Aid competition. They will fight out the remainder of the competition over the 2UW microphone, and in the presence of an adjudicator.

Each member of each team of five will be given two questions, and the adjudicator will allot winning points. The six survivors of the first broadcast round will meet later in a semi-final bout, and the ultimate winner will be the team which amasses the greatest number of points.

The N.E.S. competition will be broadcast on Mondays and Wednesdays at 9.45 p.m., and the first aid section will be heard on the air on Fridays and Saturdays at 6.28 p.m.

Finally, there will be a broadcast of a public meeting at which the municipalities represented by the winning team in both sections, will be presented with handsome silver cups donated by the sponsor.

Each member of the winning team also will receive a cup, while each competitor participating in the competition, will receive a certificate in recognition of the fact that he or she won a place in the team nominated by their municipality.

THE RIGHT SPIRIT Station Shares "Exclusive" Rights

In May it was announced that Radio 2UE and the A.S.B. had secured the exclusive rights to broadcast all Rugby League matches played at the Sydney Cricket Ground this year.

Following that announcement many people in recent weeks have been puzzled on hearing the Australian Broadcasting Commission and Station 2UW also broadcasting from the Cricket Ground.

The explanation is that both the A.B.C. and 2UW applied to 2UE asking permission to cover the semi-finals and finals of the League, which are played exclusively at the Cricket Ground.

The management of 2UE-A.S.B. immediately contacted the Rugby League, and pointed out, that subject to the League's approval, it was their desire that 2UW and the A.B.C. be given the necessary permission to enjoy the same privileges which had been granted 2UE.

"We were only too pleased to share our rights with 2UW and the A.B.C." stated a 2UE-A.S.B. spokesman. "Great interest has been displayed in the League this season, particularly by servicemen and factory workers, and we felt that it was for the good of those men, and for the good of broadcasting, that as many stations as possible cover the big games.

"QUIZ KIDS" MOVE STRENGTHENS COLGATE'S 8 P.M. CHANNEL

As from August 22 the "Quiz Kids" session will take over the time channel formerly occupied by the "Youth Show," Tuesday, 8 p.m. "Youth Show" has ceased until the end of the war, owing to the fact that the services have called so steadily on the available talent, which made up "Youth Show." In Victoria, "Quiz Kids" will be heard on all Macquarie stations on Wednesday at 8, but on 2GB and all other Macquarie stations, the time is Tuesday at 8. This change of time brings "Quiz Kids" session in line with the other Colgate-Palmolive programs, with the exception of course, of "First Light Fraser." The line up now is—Monday night at 8, "Rise and Shine"; Tuesday, "Quiz Kids"; Wednesday, "As You Like It"; and Friday, "Calling the Stars."

Cheer-Up Session

Popular morning program at 3KZ "Community Time" proved such a success as a "cheerer-upper" for the day that it was decided to increase the program to half an hour each morning, under **Rosette Hairdressing Salon** sponsoring. This alteration was effective from Monday, August 9, but the program still opens at 8.45 a.m. Because of this increase in the time of "Community Singing," the popular 3KZ feature "Fifteen Sacred Minutes," is now heard at 10 o'clock each Monday to Friday mornings.

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MEMBER—

OF

EVERY

FAMILY—

3KZ
MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street

Plan For Post-War Prosperity

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

If we can work out the ways to keep production going on an equally high level after the fighting ends, every family can enjoy a comfortable income, even though there continue to be the wide differences between what is earned by skilled professional men, or inventors, or daring businessmen, and what average workers can. The spirit of competition will and must continue to be one of our main driving forces. We can have full employment in this country without destroying private initiative, private capital, or private enterprise. Government can and must accept the major responsibilities for filling in whatever gaps business leaves. The more private enterprise succeeds in maintaining full employment, the less Government spending will be required. Individual initiative and enterprise, and Government responsibility for the general welfare, will continue to pull in double harness for a better life for our people. To the extent that there are areas of unemployment left, despite the efforts by business, Government must step in to see that all people have opportunities for good work.

Australian business is doing its share in mobilising this country's great resources for war. It will do its share in helping to create and maintain a prosperous, world-wide peace. Free enterprise, under a free Government, will have the responsibility of giving to problems of employment, prosperity, and security, the same brains, the same vision, and the same concentration which it has given to the problem of industrial science and production. Where private enterprise is able and willing to meet the needs of society, it should not be the function of the Government to create industrial enterprises, or to finance them, or to run them; nor to employ labour, or to operate our vast agricultural system. The Government's function should be that of an umpire to see that each segment of society plays its part in accordance with the rules and fulfills its obligations to the community as a whole. In performing this task the Government would do a great deal to assure the stability of our economic life.

People who agree that the world is moving towards a new economic era are sometimes uneasy about projects like "social security," "jobs for all," and "permanent prosperity." The uneasiness arises from the fear that the shadow of complete and final Government regimentation must necessarily be a part of

Mr. Goldberg has the knack of "putting his finger on the spot" when discussing matters of public interest, and in this, one of several articles he has contributed to these pages in recent months, he gives a clear picture to business executives of what we must look forward to and what we must endeavour to achieve in the course of post-war planning.

such schemes at the expense of free enterprise and private initiative. The essence of democracy should be a balance between the organising power of the State and the driving force of the free individual. Rightly or wrongly, profit-making is the most compelling motive force for the majority of human being, and it is significant that in Russia the pure Marxism of the early days of the revolution was quickly succeeded by a system which permitted payment both by results and graduation in society. Unless the British people change their national character—which is highly improbable—they are not likely to welcome any system which stifles initiative and enterprise and tries to turn them into a nation of State-controlled robots.

One thing is certain, the people of this country are fighting this war for a better world to live in. They would like to get it through democracy, liberty, and free enterprise. But they are determined to have this better world of greater security one way or another, and if they don't get it through present principles they will look elsewhere. This country cannot return to the "good old days" after the war, because those days just weren't good enough. There must not be after this war the gross inequalities that were the aftermath of the last war; none of the disgraceful contract of poverty and great wealth; no vast bands of heroic defenders of our country walking the streets in vain search for a livelihood. After the prodigious expense of life and wealth which this war will have entailed, the scourges of unemployment, malnutrition, unnecessary ill-health, and waste of human ability, will no longer be tolerated. The practical mechanics of achieving the post-war goals of both the dreamers and the realists must be thought out now.

The business of rebuilding a war-torn world and restoring a war-drained economy could keep every wheel of Australian industry and every acre of Australian agriculture fully employed for 20 years. When the war ends we shall have a vast force of trained workers in the war industries to be demobilised and shifted to peacetime occupations, and an industrial plant greatly expanded, especially for the production of machinery and certain new materials. We shall have a vast budget of postponed wants to be filled—houses, clothing, automobiles, tyres, radios, washing machines, durable consumer goods of all kinds; and many consumers will have stored up purchasing power with which to buy them. There will be an imperative demand for public works neglected during the war—conservation, hospitals, highways, schools, water systems, sewer systems, irrigation, transport facilities, and so on. Australian will find themselves with plenty of tasks to do, and well equipped to do them.

Under the pressure of the war there are developing in this country the makings of an era of prosperity and expansion so widespread and dazzling as to make anything in our earlier experience seem trivial indeed. The new industries that are incubating now are almost uncountable and unimaginable in their eventual effect. Beyond victory, be it near or distant, we must spread and illuminate the vision of what is possible after the war. When that is done, and its magic is working, the impediments and hurdles—fancied or real—the disheartening accumulation of limiting legislation and restrictions that constrain initiative, hamper the venturesome and intimidates the bold, can be stripped away. Sharpen your pencils and thump your comptometers all you will, the vision comes first. And when the people sense what can be done, when after the war they realise we stand—if we so will—on the threshold more rich and productive and freer than ever before, each will want to give his support.

When people fully realise that post-war opportunities will be grander and greater than the world has ever known, one spark in the right place at the right time will set off national comprehension and release their energies to apply and direct our vast facilities in such a fashion as to make fulfilment possible. The foundation of preparedness lies simply in public discussion. It lies in

examination of the causes of failure the last time. It lies in the advancement of new ideas and the hammering them out on this anvil of debate. The time for discussion, debate and the airing of views is now; and it is a favourable sign that important conferences on the problems of peace are going on throughout the whole Allied world. Out of these discussions there are certain propositions upon which there is now fairly general acceptance; they indicate a certain progress and unity of thought, and show clearly that the resolution to gain a real peace this time is universal. Part of the failure to win the peace last time was because we listened to the slogan of "Win the war first and discuss the peace afterwards."

We are engaged in a struggle that transcends the present war. This is a long, long fight to make mass production economy work. The battle started when machines became important in the lives of men. It will be won when we have built up mass consumption to a point where markets can absorb the output of mass production industries running at top speed. Then, so far as our physical needs are concerned life can become a journey to be enjoyed, rather than a battle to be fought. If we could make this come true, it would mean that the millions of ordinary people, confident that a bulwark had been erected between them and poverty, would become a constant, steady market for goods and services—a market on which a thriving, healthy economy could grow unhampered by periodic cycles of unemployment, stagnation and collapse. In the train of this concept comes a whole parade of happy glowing phrases and catchwords; lasting prosperity, jobs for all, lasting peace, and Freedom from Want.

We believe that the country need never go through a major economic depression again. We visualise the post-war world in which we will make full use of our manpower and our resource for the benefit of the Australian people. In the past, too few corresponding adjustments have been made in our provisions for human freedom, to match the nation's rapid economic and technological development. And now to the old freedoms we must add new freedoms and restate our objectives in modern terms. These rights go beyond the political forms and freedoms for which our ancestors fought and which they handed on to us because we live in a new world in which the central problems arise from new pressures of power, production, and population. Our problem will be freedom and the distribution of abundance, so that there may be no unemployment while there are adequate resources and men ready to

work and in need of food, clothing, and shelter.

Never, since the first shaggy sub-human went shambling out of his cave in search of food for his mate, has any one dared to dream of a time when Freedom from Want could become a universal reality, thus banishing from the world forever a spectre that has haunted and hounded uncounted millions from childhood to the grave. But today we know that poverty is not inevitable any more. The sum total of the world's greatest possible output of goods divided by the sum total of the world's inhabitants no longer means a little less than enough for everybody. It means more than enough. The possibilities in that simple statement are beyond calculation—and what we are fighting for is the right to turn some of those possibilities into realities. We must make sure the great mass of men and women, the ordinary people who make up the overwhelming bulk of the population, will never again be squeezed by economic forces they do not understand and cannot control, against the wall of uncertainty and panic.

The Aftermath

What is going to happen after the war? You can conjure up a night mare if you choose. You can imagine that all this activity will just stop, overnight; that the men who are now so busy will fall into idleness; that the marvellous strength and energy which are now being used so fully will somehow be dissipated; that the nation which so brilliantly found the way to produce for destruction will be utterly baffled by the problem of producing for peace. You can grow despondent thinking about the terrible slump that will bring your economy down about our ears after the war. Or you can refuse to believe that anything of the kind will happen. We shall have no one to blame but ourselves if it does. For it will be up to us to utilise the skill, the resources, and the strength which we have now developed, and to employ for the benefit of all humanity this magnificent war machine that we have harnessed to our service. For a generation we have been living on the edge of a new world; let us now prepare to take possession of it.

The mightiest war machine ever assembled by brains and brawn in all history is fighting to make real that better world to live in that has been the dream of generation after generation of men and women. This war economy is a completely abnormal situation; it is also a completely temporary situation. There will come a day when this stupendous production of military goods is no longer necessary. The gigantic factories which now work night and day to turn out implements of death and destruction will eventually exhaust their markets. The question of what happens then will be up to us. If "a better world to live in" were merely the shibboleth of dreamers and philosophers it would mean little to the man at the front, the machinist on the assembly line, the production engineer, and the businessman who keeps the wheels

turning in war as in peace. We must show it has a solid basis of fact and reality.

The hundreds of thousands of returning soldiers and sailors, with their knowledge of the almost unlimited productive capacity of our industries, as shown during the war, are going to demand the opportunity to earn by honest labour a decent amount of that enormous potential product. And they will demand that their share of the potential product be made actual. They will not be lulled to sleep by commonplaces about the limitations and difficulties of distribution, nor by promises of prosperity just round the corner. They will demand jobs here and now. All the success of our post-war planning hinges on this point. So many of our young men are being better fed and better clothed in the Army, Navy, and Air Force than they were before the war, that they will not submit easily to a reduction of these standards in peace time. The men in our armed forces want a lasting peace, and equally they want permanent employment for themselves, their families, and their neighbours; they want assurance against the evils of all major economic hazards. This Government can and must provide that assurance.

Since this is a people's war, it must likewise be a people's peace—a peace of the people by the people, and for the people. When the war is done, the drive for tanks must become a drive for houses. The drive for food to prevent the enemy from starving us must become a drive for food to satisfy the needs of all peoples in all countries. The drive for physical fitness in the forces must become a drive for bringing death and sickness rates in the whole population down to the lowest possible level. The drive for manpower in war must become a drive for employment to make freedom from want a living reality. The drive for an all-out war effort by the United Nations must become a drive for an all-out peace effort based on the same co-operation and willingness to sacrifice. The outlook is encouraging. There should be no material reason for not carrying Australian civilisation forward as well as supplying many victims of the war beyond our borders, if every group in its own field, and every individual in his, plays a proper part.

The greatest and smallest among us agree that we have the machines and equipment, the skill and the knowledge, the courage and the mental capacity to make the Australian dream of a better world come true after the war. It is this for which we are fighting, and for which the flower of our manhood is offering the last full measure of devotion. What people want after the war is not complicated. Above all else they want to be wanted; they want a chance to work and to be useful. They want an income which will give them enough food and clothing and shelter and medical care to drive the fear of want from the family fireside. And they want these simple things within a society that guarantees their civil liberties. It is not beyond the technical or spiritual capacity of the people to have these things. It is no more coincidence that throughout the world statesmen are voicing the will of democracy which is becoming socially articulate. It is an integral part of our war effort. We are entering on the Century of the Common Man.

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Maxam Manager Explains Why Company Keeps on Advertising

When Mr. Jim Barry, the New South Wales manager of Maxam Cheese Products Pty., went "on the air" at 2SM week before last to distribute the £1,010 lottery win to successful competitors, he handed out also some very sound advice to consumers of such products as Maxam manufacture.

Mr. Barry said he had received complaints from some grocers that they were unable to get supplies to satisfy consumers. These storekeepers asked why it was the company continued to advertise their goods when they were in short supply.

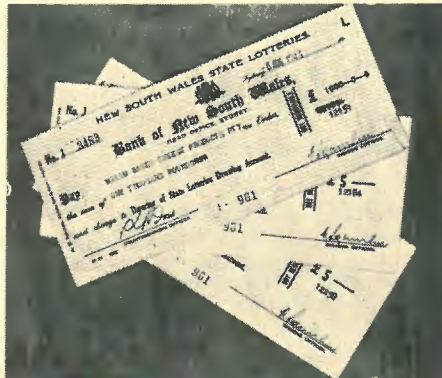
"The explanation of this," Mr. Barry went on, "is that at the beginning of a term we take out contracts for the advertising of our products with radio stations and newspapers. Due to this advertising the demand for our products becomes very great, and in the case of Maxam Bakeo Pastry Mixture it has exceeded all our expectations. Consequently we now find that just for the immediate moment, due to transport difficulties and the obtaining of raw materials, the demand temporarily exceeds the supply, but we must honour the contracts we have taken out. This is the reason why our advertising goes on.

"We would like all users of Maxam Bakeo Pastry Mixture to co-operate with us and the grocers also, by not getting hot under the collar if, when they find that, just temporarily, they are not able to get their usual one or two packets of Maxam Bakeo Pastry Mixture. So please be patient and do not blame the grocer, who is doing all he can to help us and help you."

This frank statement to the public, simply and directly put by the sponsor, would do a great amount of good in maintaining public confidence in a product, and the idea could well be emulated by other manufacturers who find themselves in similar circumstances.

That Mr. Barry was not speaking idly on his company's advertising policy is demonstrated by his booking of "Churchill, Man of Destiny," the Legionnaire Production to be broadcast through 2SM in the same time channel as "Churchill's Men," which will conclude in September, i.e., 8.45 p.m. Mondays, Tuesdays and Wednesdays.

Mr. Barry went on to point out too that his company was producing two million tins of Maxam Cheese per month for the fighting forces. He took the opportunity of thanking 2SM, embracing with it Mr. Stapleton, the general manager, Mr. John Dunne and Mr. Callaghan of the sales staff.



Top picture shows the "handful" of cheques collected from the N.S.W. State Lottery by the Maxam Syndicate, and below the five lucky shareholders of the £1,000 prize being presented with their shares in the 2SM studio.

Explaining how the second prize in the N.S.W. State Lottery had been won by the Maxam Bakeo Syndicate, Mr. Stapleton said that a brief announcement was made in each of Maxam's evening sessions to the effect that a certain record would be played; the title would be given, and listeners were invited to write to Maxam Bakeo Mixture, C/o Station 2SM, and name the mystery singer. All correct entries were to receive a share in a State Lottery Ticket on the basis of one-fifth share to those enclosing with their entry the top of a packet of Maxam Bakeo Pastry Mixture; and one-tenth share to those not enclosing the top. The competition was commenced without any advance publicity, and the total entries received was approximately 1,600.

This response was amazing for such a brief campaign, and the number of packet tops received was evidence of the great popularity of Maxam Bakeo Pastry Mixture with housewives.

Altogether, 199 lottery tickets were purchased, and the drawing resulted in the "Maxam Bakeo" Syndicate winning second prize of £1,000. The Maxam account is handled by Marsh Ltd., advertising agency.



Mr. Jim Barry, N.S.W. manager of Maxam Cheese Products holds the £1,000 cheque from the Lottery Office. Around him are, L. to R.: Mr. Wilkinson of Marsh Ltd. Advertising Agency, Messrs. John Dunne, Bernie Stapleton (general manager), and H. Callaghan of 2SM.

NETWORK COVER FOR ELECTIONS

A comprehensive service for the election results was organised by Macquarie, who contacted every possible source to ensure that listeners were provided with a most detailed and unique broadcast of the latest figures for the Federal elections.

Electoral offices in key electorates of the Sydney metropolitan area, and country districts of New South Wales, furnished up-to-the-minute results, and a special service of relays to and from Melbourne, Adelaide and Brisbane, combined with telegram services and trunk calls, kept 2GB up-to-date with the very latest developments in all States. Macquarie Network Stations co-operated in giving all possible information from electorates, including sub-divisions.

Results of official figures as they appeared on the board in the tally room at the G.P.O. were broadcast by John Dease, 2GB announcer, and Mr. A. C. Paddison, gave the results as received direct from the many sources of information which the station organised throughout Australia. 2GB commentators were thus able to give a clear indication of which way the elections were swinging.

The complete presentation was sponsored by Pura Tea Ltd., of Melbourne, over 2GB and Macquarie stations in N.S.W. over 3AW, and Macquarie stations in Victoria, and over 4BH Brisbane.

BOUQUET TO THE N.C.B.S.

At the request of the Canadian Broadcasting Corporation the Commercial Broadcasting Service in New Zealand recorded several programs by the Royal New Zealand Air Force Band. Advice has been received that these programs have had an enthusiastic reception on the Canadian network and also on the Blue network in the United States of America. Furthermore, arrangements have been made for standard recordings to be made of the Maori musical items for use in all the Service Clubs in Canada and the Anzac Club in New York.



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- ★ ALWYN KURTS AS COMPERE
- ★ A HOST OF RADIO'S MOST POPULAR STARS
- ★ NOVELTIES NEW TO BROADCASTING

3XY

TO BE RELEASED ON

WEDNESDAY SEPT. 8th

HOME PLANNING VITAL TO OUR FUTURE

Aims of New Electricity Undertaking Program

A distinguished company of official representatives participated in the premiere broadcast of "Your Home, Your Family, and You" from the 2UW theatre last Thursday afternoon.

"Your Home, Your Family, and You" is the presentation organised by the Sydney County Council Electricity Undertaking as a contribution to post-war housing and home management (the details were outlined in "Commercial Broadcasting" 29/7/43), and the opening broadcast was preceded by the official introduction of the general manager of the County Council (Mr. R. Vine-Hall), who explained just what the session hoped to achieve. Mr. Vine-Hall introduced to the audience Dr. E. S. Wallace, Deputy Director-General of Public Health, N.S.W., and Mr. Cobden Parkes, president of the N.S.W. Chapter of the Royal Institute of Architects, who outlined respectively the contributions which the Department of Health and the Institute of Architects would make to the program.

The general manager of the Commonwealth Broadcasting Corporation (Mr. C. F. Marden), who introduced Mr. Vine-Hall, expressed the hope that the session would provide for the community a valuable contribution in home planning.

Mr. Vine-Hall said he felt that "Your Home, Your Family, and You" would prove to be one of the most constructive and instructive programs ever broadcast through a commercial station.

"To-day," Mr. Vine-Hall went on, "everyone is asking what changes will come at the termination of the war? Will the world be a better place to live in? These questions are not the outcome of just idle thoughts. They have engaged the thought of the best thinkers of the world, and pronouncements have been made by leading statesmen as

At the premiere broadcast of "Your Home, Your Family—and You" on the stage of the 2UW Theatre. The general manager of the Sydney County Council Electricity Undertaking (Mr. R. Vine-Hall) is at the microphone, and on his left are Mr. Cobden Parkes, president, Institute of Architects, Mr. W. Laurie (Institute of Architects) the City Health Officer (Dr. J. Graham Drew), the general manager of 2UW (Mr. C. F. Marden), and the Deputy Director-General of Public Health (Dr. E. S. Wallace). On the left of the stage are "The Symphonic Strings," and in centre Ron Beattie, 2UW announcer.



involve extensions of water, electric and gas services, transport, postal, telephone and garbage services.

"What sort of houses shall we build? Shall we have to put up with the old type of uneconomical, inconvenient and badly arranged houses so many of us are condemned to dwell in now, or shall we be able to incorporate the best ideas that modern science and architecture can provide for us.

"To many people this may appear to be a strange object for the Sydney County Council to interest itself in, but it is the business of the Sydney County Council, not merely to sell electricity, but to give service. Because this is true, the Council is indeed fortunate in having obtained the co-operation of the two bodies best able to give advice on those matters, which seem to be of the greatest import when considering any planned object of housing the community—the Department of Health and the Royal Australian Institute of Architects.

"I wish to express the thanks of the Council to the Minister for Health for the interest he has taken in this broadcast session, and for the collaboration so readily given by his officers.

"I also wish to thank the Royal Aus-

tralian Institute of Architects (New South Wales Chapter) for its co-operation, without which a session such as this would not be complete.

"With regard to health, we need only to look back over the progress of the last 50 years, 20, or even 10 years, to realise that we have made remarkable progress in our home conditions. This progress is still going on, and the Director-General of Public Health in New South Wales is here to tell us how to avoid the mistakes of the past, and to open up a new vision for the future

"Mr. Cobden Parkes, president of the N.S.W. Chapter of the Royal Australian Institute of Architects, will have a few words to say with regard to what architects have to offer as their contribution in the scheme of things to come in new design, new materials and new methods of construction.

"The County Council's officers have also made a close study of matters affecting the wellbeing in the home, and will, I am sure, be able to offer a method of planning a home which will make the most of the present-day labour saving appliances, and make the maximum contribution to our leisure and consequent wellbeing."

The determination of the County Council to make an outstanding success of the session was indicated by the widespread press publicity which they concentrated on the opening presentation, and the 2UW Theatre, which accommodates 400 people, was crowded for the opening broadcast.

The layout of the session, as it went on the air, provides for a musical program contributed by a string ensemble, and three of Sydney's leading vocalists, to be interspersed between talks. In the first broadcast a doctor nominated by the Department of Health discussed some of the broad principals of preventive medicine, and child health, as an indication of the talks to follow in later sessions, while a representative of the Institute of Architects, in a discussion on the principals of home planning, also indicated lines along which detailed talks would follow in later broadcasts.

It's your fight—YOUR money is needed NOW. Save for war Savings Certificates and £10 National Savings Bonds.

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tralian Institute of Architects (New South Wales Chapter) for its co-operation, without which a session such as this would not be complete.

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"MACQUARIE RADIO THEATRE"

Top-ranking Plays played by Top-ranking Casts.

THURSDAYS — 8 to 9 p.m.

"THE IMMORTAL HOUR"

Music of the Masters in a Perfect Presentation

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"AS YOU
LIKE IT"



On Wednesday night, August 25, a half-hour musical show, made its debut before an Australian-wide radio audience under the sponsorship of Colgate-Palmolive Pty. Ltd.

Bearing the title "As You Like It," and prepared by the Colgate-Palmolive Radio Unit, this program is true to its name because it presents to Australian audiences their favourite musical numbers, and it will present them in a way that sets a new standard in symphonic rhythm.

Montague Brearley plans to present music in the style of America's Kostelanetz and England's Louis Levy, and with Australia's leading arrangers handling the arrangements some outstanding presentations should result.

It is interesting to note that this is one of the few orchestras of which the leader is a woman, and the woman in this case is Miss Phyllis MacDonald, one of the leading violinists in this country.

The show will be produced and compered by Jack Davey.

Throughout every presentation of "As You Like It," Australian talent will be used, and in addition to being asked to send in requests for their favourite musical items, listeners are invited to state their preferences when it comes to Australian singing stars.

Each program will include a popular musical comedy item in which such stars as Wyn Richmond, Marie Burke and Kathleen Goodall will be featured; a well known ballad to be sung by such international stars as John Fullard, a star who will appear when naval duties allow him, Harold Williams and others; and orchestral items will feature Montague Brearley and the orchestra.

Already, in response to a query for listeners' favourite numbers, thousands of letters have flowed in from every part of Australia, and these letters will be a definite guide in the choosing of the programs

so that they will be programs as Australian listeners like them.

Last night's show included the number one tune on a nation-wide list "You'll be so Nice to Come Home To," featuring the Singing Group, a combination under the direction of Brian Lawrence, which will be regularly featured in outstanding musical arrangements.

Rola Radio Newsreel Enters Fourth Year

With the signing of a further contract for 52 weeks, commencing on September 5, Rola Radio Newsreel, the Rola Co.'s popular Sunday night half-hour on 3XY at 7.15 p.m., enters its fourth year of production. This session incorporates dramatised "strips" featuring the world's news of the week, and a commentary on the war given by Mr. N. D. Harper. Prominent players take part, and the show is on relay, to 2UE, 5AD, 5PI, 5MU and 5SE. The Rola Radio Newsreel Service was also responsible for a special "Election Count" broadcast from 3XY on Federal election night, August 21, which took the form of a "live" studio variety show commencing at 11.30 p.m., and provided election counts conveyed by direct telephone line from the country room. On the air until the small hours of the morning, the show was compered by Alwyn Kurts, and a highlight was the broadcasting of burlesque "policy speeches" by Kurts and Hal Percy.

Save now or lose all. Buy War Savings Certificates and £10 National Savings Bonds.

Above All Be Loyal

If you work for a man, in heaven, name work for him. If he pays you wages that supply your bread and butter, work for him; speak well of him; stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn, and eternally disparage, why not resign your position? And when you are outside, damn to your heart's content, but as long as you are part of the institution, do not traduce it!

For many years the above reminder of a man's duty has hung upon the walls of the 2SM executive offices. It has intrigued many visitors who almost invariably ask for a copy to be run off for them to take away.

C.I.W. Visits W.A.

Mr. J. M. Martin, Chief Inspector of Wireless, has been visiting Western Australia. The local division of the Federation of Broadcasting Stations took the opportunity of entertaining him at a luncheon at the Adelphi Hotel on Wednesday, August 4.

Mr. E. M. Barker, a vice-president of the Federation, in welcoming Mr. Martin, said how much members appreciated his visit to the State and earnestly endeavoured to study its particular broadcasting problems personally. He mentioned that this function was the first of its kind held by the division, and members were very happy to feel that it was held in Mr. Martin's honour.

In responding, Mr. Martin paid a great tribute to the work done by the Postmaster-General's Department in Western Australia in the building up of the present sound broadcast service. Mr. Martin promised members that he hoped it would not be long before he would be visiting the State again.

Mr. J. G. Kilpatrick, Deputy Director of Posts and Telegraphs, and Mr. G. Foley, Deputy Chairman of the Australian Broadcasting Commission, supported the toast of Mr. Martin's health. Mr. Conrad Charlton, the manager in Western Australia for the A.B.C., and Mr. E. L. Greig, Chief Radio Inspector for Western Australia, were also guests.

ALL DAY APPEAL

Once every three months the management of 3SH Swan Hill devotes a full Sunday for the conducting of an appeal for local patriotic bodies. To date the Red Cross, 3SH Women's Club Patriotic Fund and Red Shield organisations have benefited to the extent of over £5,000 and 90,000 cigarettes.

On Sunday, August 1, another all-day appeal was conducted—this time on behalf of the Salvation Army Red Shield. The goal for the day was £800 to enable a fully equipped mobile canteen to be purchased and presented to the Red Shield. This amount was raised by 7 o'clock at night, and the appeal went on to bring up the record total of £958. It is expected that by the time promised and other contributions are received the £1,000 will be reached.

Several telephonists were kept busy from 9 o'clock in the morning until 11.30 at night, and over 2,800 contributions were promised and acknowledged. Donations came from listeners as far afield as Inverlock, Warrnambool, Murray Bridge (South Australia), Hay and Broken Hill (N.S.W.). At least one contribution came from every borough, town and city within a radius of 75 miles of Swan Hill.

The appeal was conducted continuously by the manager of 3SH Swan Hill, Colin V. Binks, who received excellent assistance from Mr. Jock Williams of Swan Hill.

It is expected that the mobile canteen will be presented to the Red Shield organisation by the Mayor of Swan Hill, Cr. F. E. Browne, some time during September.

FOUR SPONSORS SUPPORT FOR CHILDREN'S HOSPITAL

Four engineering firms—already established advertisers on 3XY's air—are now devoting their various sessions entirely to the support of "Uncle Bob's Club," a group of business men which raises funds for the orthopaedic section of the Children's Hospital. The club, inaugurated by four men 18 months ago, now has a membership of 260, and periodical visits are made by club members to the hospital. Members are asked to promote at least a "bob" a week—hence the name "Uncle Bob" and the club's entire funds are handed over to the hospital authorities to further the important work of curing and rehabilitating crippled children. Firms concerned are the Trevor Boiler and Engineering Co. and the Major Furnace and Combustion Engineering Co., who combine to present "Uncle Bob's Session" on Monday nights at 10.45; Industrial Service Engineers Pty. Ltd., who are on the air each Wednesday morning at 8, and Dane Taylor and Co. Pty. Ltd., whose session is heard on Wednesdays at 8.15 a.m.



Recording "The Army on Parade" in A.W.A. Studios. Shown at the microphones in the montage are (top) Corporal Peggy Swinfield, A.W.A.S. blues singer; (centre) Driver Ron Williams, bass-baritone; and (bottom) Private Billie Hart, A.A.M.W.S. announcer.

"The Army on Parade" Brings the Army to the Public

outstanding swing combination of pickled musicians, well known in the world of entertainment before war, and led by Driver Gordon Andrews.

Among the artists who will appear before the microphone are Lieut. Brunton Gibb, brilliant elocutionist; Corporal Wilma Gregory and Pte. Pal Burling, A.A.M.W.S., popular with the "Youth Show" before donning khaki; Driver Ron Williams, one of Sydney's best remembered bass baritones; Driver Keith Gleason with his "squeeze box," Corporal Peggy Swinfield, A.W.A.S. blue's singer; Driver Norm. Gayton, tenor; Private Billie Hart, A.A.M.W.S., announcer; Driver Jimmy Scanlon, and a host of others.

Popular Sydney announcer, Eric Wright, comperes the show and also compiles the snappy scripts for each broadcast, while the whole show will be under the supervision of Captain L. J. Miller.

Representatives of the radio industry who have heard the first broadcast of "The Army on Parade," say that the entertainment will mark an important advance in variety radio fare, while the swing combination is acknowledged by critics as equal to the best to be heard in Australia.

"The Army on Parade" will be a regular feature over all units of the Major Broadcasting Network as well as on many stations throughout the length and breadth of Australia every Thursday between 8 and 9 p.m. As an all-military show it will mark a big step forward in broadcasting because of the opportunity it will give to radio artists and other talented members of the fighting forces to keep in touch with the listening public.

2 Covering a rich market of rural and town areas **T** from the Commercial Centre of Northern New South Wales. **M**

MacRobertson's New Show Tribute to Britain's Men of the Sea

MacRobertson's Pty. Ltd. have chosen a new dramatic half-hour presentation for sponsorship over Macquarie Network stations in five States. The account is handled by John Rist Advertising.

The title of the program for this important campaign is "Sons of the Sea," an epic of the bravery of the gallant men and gallant ships

The times chosen for presentation are as follows:—2GB, 2HR, 2CA and 4BH, Brisbane, Mondays, 9 p.m.; stations 2GZ-KA, 2NZ, 2LM, 2WL, and 3BA Wednesdays 9 p.m.; 3AW Wednesdays, 9.15 p.m.; 3HA, 3SH, 3TR, Wednesday, 8.30 p.m.; 5DN-RM, Fridays, 9 p.m.; while on 6PR-TZ the time is 8.30 Saturday

"Sons of the Sea" is dedicated to those whose heroism on the seven seas has won for them undying fame. It depicts incidents of bravery and outstanding courage that have occurred in various periods of history, by men who have considered no sacrifice too great, no sacrifice too small to retain freedom of the seas for England.

Wherever shores of seven continents are washed by water, British ships have gone—north, south, east and west—British seamen have sailed, worked, fought and died to keep aloft those three proud ensigns—the White of the Navy, the Blue of the Royal Naval Reserve, and the Red of the Merchant Fleet.

The story of the British Navy is a proud one, with many epic encounters of ships and of men, such as Grenville, Hood, Nelson, Keppel, Beatty, Drake, Howard, Raleigh, Blake, Nelson and other British Sons of the Sea.

History often repeats itself, and produces parallels from time to time, and the opening episode dealt with two such parallels. It told the inspirational story of Richard Grenville—how he fought doggedly, viciously against such overwhelming odds in his gallant ship, "The Revenge." That was in 1587, its later counterpart in 1940 dealt with the sacrificial heroism of Captain Fogarty Fegan in the "Jervis Bay" against Admiral Scheer.

"Sons of the Sea" is a saga of the bravery of men in war time, the struggle against tremendous odds, their devotion to duty, their grit and determination, and could be dedicated to no finer memory than those gallant officers and gentlemen—men of the British Navy and Merchant Marine.

The second episode deals with the duel fought between the "Saucy Arethusa" and the French "La Belle Poule," while the British Navy stood by to see fair play in 1780. This celebrated action has its modern counterpart in the battle fought between H.M.A.S. "Sydney" and the Italian cruiser "Bartolomeo Colleoni" in the Mediterranean in 1940

The script is from the pen of 3AW's Donovan Joyce.

In writing "Sons of the Sea," Mr. Joyce has had the co-operation of Kathleen Dunlop, who spent many hours in patient research, thus making this new dramatic feature true in every detail. He was also helped by his own passionate and abiding love of the sea; a love which has stayed with him since early boyhood, and which he expresses by making, in his spare time, models of the ships. It takes him sometimes over 12 months to complete a model, but the finished work is worth every moment of effort.

As well as writing the first dramatic episodes of "Sons of the Sea," Mr. Joyce has produced it and he has had the co-operation of the Royal Australian Navy in the writing and the production of this epic story of British sea power.

The cast has been wisely chosen, and includes many of radio's finest actors. Among them are Keith Howard, Robert Bernard, Hal Percy, Keith Eden, Cliff Cowley and Mayne Lynton. Lorna Forbes and Mary Ward also have important parts.

Listeners who hear the sounds of gunfire, the crash of colliding ships, the screaming of cannon, will never know what patient work went into the selection of sound effects, so that they are true in every detail. All this work was left in the capable hands of Ken Reid, who as presentation officer was continually on his toes, during recording hours.

"Sons of the Sea" does not aim solely at entertaining listeners. It is hoped to increase in all Australians a pride in the glorious heritage which is theirs. To "all who go down to the sea in ships" "Sons of the Sea" is dedicated.

Peter Finch to Read Stories

Brilliant radio actor, Peter Finch, has been chosen as the storyteller in MacRobertson's new 2UE program, "Nine O'Clock Stories," to be broadcast Tuesdays to Fridays at 9 p.m.

"Nine O'Clock Stories" replace MacRobertson's present programs of "Fine Music." Each story is complete in itself, and the short story libraries have been searched to secure a vast collection of 10-minute yarns to suit all tastes. Many of the selected tales have been specially re-written for radio presentation.

Each story chosen has been recorded at 2UE for re-broadcast on a network of stations.

U.S. Agency Executive Killed in Brisbane Air Crash

Major Stan Holt, of the U.S. Army Air Corps, who was killed in an air crash at Brisbane on Thursday, was well known in Sydney and Melbourne advertising circles.

Major Holt, who was 42 years of age, came to Australia first in 1929 to establish the office of the J. Walter Thompson Advertising Agency. He managed the office for several years before returning to the United States. After working at the J.W.T. head office in New York for some years, he transferred to the William Esty Advertising Agency, from which he later resigned to join the U.S. Army Air Corps.

Harper Again Takes Over Melody Hour

It was shortly after he joined the ranks of 2KY announcers that John Harper became compere of the 4-5 p.m. melody hour, with which he was associated without a break for seven years. During this time he coloured it with so much of his radio charm that it became known as the "John Harper Hour."

Since Monday, July 12, Harper is once again the personality at the mike during this hour, which he is now presenting on behalf of June Russell Salons.

The "June Russell Melody Hour" is featuring the same type of music which made this afternoon session a topper in popularity through the years.

Contract covers the "Melody Hour," Monday to Friday inclusive, for 52 weeks.

Among The Sponsors

The George McWhinney Piano School has taken 11.10 to 11.25 p.m. from Monday to Friday on 3KZ. This is additional to Mr. McWhinney's 12 to 12.30 p.m. program on Sundays on 3KZ.

A renewal for a further year has been placed by The Sheldon Drug Co. Pty. Ltd. on 2GB for spot announcements in the luncheon session five days weekly.

Hoyt's Theatres Ltd. have renewed in the 2GB daytime sessions for another 52 weeks three announcements weekly.

British Medical Laboratories have renewed their spot announcements in the 2GB night session, three nights weekly, for a further year. The account is handled by the Goldberg Advertising (Aust.) Pty. Ltd.

Through the Hansen Rubensohn Agency, Lusteroid Pty. Ltd. have renewed their spot announcements two mornings weekly in the women's session for a further period of 52 weeks.

Commencing on August 25 over 3UZ Manon Shoes are broadcasting a new program called "Quick Stepping Rhythm."

"His Song," which is sponsored by Payne's Bon Marche, has been so successful at 3UZ that they have decided to program it twice per week as from September 7.

JUNE LICENCE FIGURES

NEW SOUTH WALES			
New issues	1942	1943	Additional (1,630)
Renewals	4,140	7,209	
Cancellations	41,653	45,579	
Monthly total	4,256	214	
Net increase	500,251	533,621	(18,423)
Population ratio	-116	x6,995	(x1,630)
	17.80	18.98	
VICTORIA			
New issues	2,470	3,092	(1,163)
Renewals	33,888	32,709	
Cancellations	2,039	3,647	
Monthly total	371,504	375,933	(15,017)
Net increase	431	-555	(x1,163)
Population ratio	19.17	19.39	
QUEENSLAND			
New issues	1,419	1,257	(276)
Renewals	15,332	16,801	
Cancellations	1,656	—	
Monthly total	172,527	174,783	(3,063)
Net increase	-237	x1,257	(x276)
Population ratio	16.64	16.86	
SOUTH AUSTRALIA			
New issues	1,302	1,190	(870)
Renewals	12,997	14,155	
Cancellations	1,689	144	
Monthly total	137,244	142,780	(8,478)
Net increase	-357	x1,046	(x870)
Population ratio	22.52	23.43	
WESTERN AUSTRALIA			
New issues	1,272	1,462	(266)
Renewals	9,188	9,020	
Cancellations	1,214	1,440	
Monthly total	91,945	95,000	(2,735)
Net increase	58	x22	(x266)
Population ratio	19.82	20.26	
TASMANIA			
New issues	477	343	(234)
Renewals	4,727	5,011	
Cancellations	179	193	
Monthly total	46,404	47,883	(2,027)
Net increase	298	x150	(x234)
Population ratio	19.44	20.05	
COMMONWEALTH			
New issues	11,080	14,553	(4,439)
Renewals	117,835	123,275	
Cancellations	11,033	5,638	
Monthly total	1,320,075	1,370,000	(49,793)
Net increase	47	x8,915	(x4,439)
Population ratio	18.58	19.28	

PETER'S ICE BACK IN CHILDREN'S SESSION

Resuming their seasonal advertising campaign on 3XY, Peter's Ice Cream (Vic.) Ltd., for the seventh year in succession, have taken over the sponsorship of a half-hour of 3XY's children's session. Aired from 5 to 5.30 p.m., Mondays to Fridays inclusive, the session commences with birthday greetings, followed by the presentation of "Australia Felix," a transcription dealing with the discovery, exploration, and early history of Australia. At 5.15 comes a children's serial, "The Golden Gate," written and produced by Keith Stewart of 3XY, and acted by a live cast in the studio. Dealing with the adventures of a small boy and girl who push open a "golden gate" and meet all sorts of adventures in the company of fantastic forest folk, the serial is in 10-minute episodes, and goes on relay to 3GL Geelong.

Peter's contract covers 33 weeks, and includes also direct announcements in morning, early evening and night sessions.

Public Familiarised With "Digger Hale's" Family



For the publicising of "Digger Hale's Daughters" over 2GB and Macquarie Network stations, particular attention has been paid to the visual angle. From the very beginning photographs of the four daughters were used in all press publicity, so that listeners would come to know as quickly as possible, the characters and their various roles.

These photographs were supplemented by portraits of other members of the family and their friends. Now that individually

the characters have been established, group photographs of the home life of the Hale family are being used in the publicity campaign.

"Digger Hale's Daughters" is sponsored by Nicholas Pty. Ltd., the makers of Aspro Tablets on 2GB and Macquarie Network stations, 2HR, 2CA, 2NZ, 2WL, 2LM, 3AW, 3SH, 6PR-TZ, 7HO, 7LA. The time on 2GB is Monday to Thursday at 6.43 p.m., but there is a slight variation in time on some network stations.

Among The Sponsors

The Public Benefit Bootery Pty. Ltd. has signed with 3XY for a further 52 weeks' advertising, and are now using the quarter-hour from 10.30 to 10.45 a.m. each morning, Monday to Friday inclusive. A program of "Famous Vocalists" is heard on Mondays and Tuesdays, and one of "Sally's" features, "The Hand that Rocks the Cradle" on Wednesdays, Thursdays and Fridays.

Frederick L. Cook and Williams Pty. Ltd., have signed with 3XY for 52 half-hour sessions Monday nights at 9.30. Titled "Of Things to Come," the session will combine popular musical items with interesting facts about the development of plastics in industrial circles.

Beville's Gift Store, Melbourne, has signed a 13 weeks' contract with 3XY for direct and 50-word announcements in daytime session.

St. Morritz Ice Palais has signed a further contract of 25 weeks covering sponsorship of 3XY's independent news service, Mondays to Saturdays at 6.15 p.m.

Greater Union Theatres Ltd. renewed for announcements in day and evening 2UE sessions.

Ron Doyle Dance Studios renewed for announcements in 2UE Racing and Sunset Hour sessions.

Bonnington and Co. Ltd. (J. Walter Thompson Aust. Pty. Ltd.) announcements in the evening sessions on 2UE.

Rhu Pills (Goldberg Advertising Pty. Ltd.), 52 x 15 minutes for "Waltz Memories" on 2UE every Monday at 7.30 p.m.



IT'S A SWELL HABIT!

Advertising over 2KY

Swells Business Swells Sales SO ALL'S SWELL

£1,000,000 is spent every week by the 250,000 wage-earners affiliated with 2KY

ANNUAL REPORT OF THE N.Z. NATIONAL COMMERCIAL BROADCASTING SERVICES

The year under review has been an important one from the entertainment and the commercial points of view, as well as from that of this Service's part in the war effort. There is abundant evidence that the Commercial Stations' programs not only maintained, but increased, their popularity with listeners; the revenue for the year reached a new peak; and the effective service rendered in the interests of the nation's war effort was widened and improved beyond that of previous years. As in America and in Australia, commercial broadcasting in New Zealand is "On Active Service," and, despite the limitations of contractual program commitments, the organisation has been made easily adjustable so that its whole resources can be utilised for war purposes at the shortest notice. In this connection appreciation is expressed of the co-operation of national and local advertisers in the necessary adjustment of programme schedules.

ADVERTISING

Commercial broadcasting in New Zealand is now in its seventh year, and the business community is providing concrete acknowledgment of the splendid results obtained, in the form of increased appropriations. Many advertisers formerly disinterested in, or even antagonistic to, commercial radio are now making use of this medium of publicity; and this is not wholly due to the restriction on press advertising.

Increasing attention is being paid by advertisers to the quality of their programs, and they are conscious not only that the type of production used affects their results, but also of their responsibility to provide high-grade and varied entertainment in the interests of wartime morale. As a result, the Service is currently broadcasting the best programs from the leading production studios in Australia and America. Two of these programs—one Australian and one American—are now in their seventh consecutive year of broadcasting.

All available time in the evening schedules has been sold, and there remains but little in the morning and afternoon schedules. Due to the extraordinary demand for time, it has been necessary to introduce a modified form of rationing in order to maintain a balance between advertising and programs. Incidentally, this indicates that, due to the initiative of the sales force, the long-held opinion of advertisers that there is no effective audience on Fridays and Saturdays has been proved incorrect, and the results obtained from broadcasts on these days are comparable with all other results.

In the past year there has been a noticeable change in the trend of advertising copy; some of the major national advertisers are now confining their copy to messages designed to ensure that the continuity of their goodwill is not broken by any temporary shortage of their marketable supplies.

A major step forward in the advertising field has been brought about through the Medical Advertisements Act, and this will have particularly satisfactory results as far as the Commercial Broadcasting Service is concerned. While a strict censorship policy has always been in force, there are now definite and equitable lines on which to work.

ADVERTISING REVENUE

The total revenue for the year amounted to £232,375, being an increase of £7,861 on the previous year. (Of this total £108,220 was derived from "local" and £124,155 from "national" advertising).

The progressive increase in advertising revenue since the Service commenced operation in October, 1936, is:—

1936-37	£6,462	(six months for one Station only).
1937-38	98,418	(two stations only for full year; two stations for six months).
1939-39	161,166	
1939-40	171,547	
1940-41	205,952	
1941-42	224,514	
1942-43	232,375	

PROGRAMS.

The programs from the Commercial Service during the past year were varied and interesting as well as entertaining, and were all generally acceptable to what might be called the average listener. There is no undue preponderance of any type of program; a typical evening's schedule including an historical drama, an aviation story, a musical program, a general knowledge "quiz," a crime thriller—all interspersed with recordings of a pleasant and varied nature. Although the prime function of the Commercial Service is to entertain, many of the programs are educative and of practical value to all sections of the community.

Special attention has been paid to programs in which a studio audience or the listeners themselves may participate. Particularly in the case of the former, contestants are able to win cash prizes, the record for the past year being a prize of £24, which was won by a competitor in a general knowledge "quiz" at Station 2ZB Wellington.

WAR AND PATRIOTIC ACTIVITIES

The use of the Service by the various sections in charge of the Dominion's war effort invariably increased the results obtained, and the Service played a valuable part in assisting to direct public opinion and activity into the desired channels—in other words, to convert war potentiality into war actuality. Prominent among the campaigns in which the Service assisted were those for the Liberty Loans, National Savings Campaign, recruiting of women for the armed forces, salvage drives, etc. Each station was active in programs connected more locally with the war effort, such as the provision of broadcasts by servicemen, and, as at Station 4ZB, a special program designed to entertain the workers on the night shifts in factories.

LOCAL TALENT

During this year increased use has been made of local talent, and every effort made to discover and encourage New Zealand artists. A variety of programs were produced by the Service, some of which were purchased by sponsors of commercial programs. At all stations broadcasts by local artists were regularly arranged, including vocalists and instrumentalists (male and female), choir, dance orchestras, brass bands, etc.

COMMUNITY SERVICE

Despite the restrictions imposed by the limitation of time available, a full service of social and economic value to the community was maintained. This covered such programs as the Christmas and Easter Shopping Guides, Health Talks, the Diggers' Sessions, Gardening and Sports Sessions, the Christian Order Campaign, the coverage of the Manawatu floods in May last by 2ZA, and various announcements of importance to listeners from Government Departments and other public bodies.

The Service played a large part in the campaign of the Internal Marketing Division to dispose of the surplus apple crop in 1942. Special programs were devised and a thorough coverage which contributed largely to the success of the campaign.

The approximate value of the courtesy broadcasts made during the year amounts to £21,932.

Charities of every description have been assisted, and in this connection special reference might be made to the Radio Theatre Shows conducted in Wellington by the Service in association with Theatre Management Ltd. Under this arrangement the company and the

Service organised these shows absolutely free of cost so that the gross proceeds of each function were handed to the charity concerned. The total amount raised by these monthly Radio Theatre Shows is now approaching £2,000.

At all times the Stations of the Service endeavour to identify themselves with the life of the community they serve, so that through the medium of entertainment and service listeners may obtain a fuller realisation of their personal and civic privileges and responsibilities.

SPECIAL PROGRAMS

Special occasions, such as anniversaries of people and events, were recognised by appropriate programs, and the representatives of the Service in Australia and America are under obligation to keep the Service posted on and to secure for it programs of unusual interest. In this category there was broadcast during the year a special program commemorating China's National Day; an outstanding American program—"We Hold These Truths"—which was broadcast by all American networks on the occasion of the Bill of Rights Day; a broadcast by the Vice-president of the U.S.A., entitled "Tribute to Russia" this programme being a recording made at a mass meeting in Madison Square Garden, New York; a special program commemorating the anniversary of the Red Army; "These Three Men," which was produced by the Service using New Zealand talent, and based on an American script.

During the recent visit to New Zealand of the film comedian Joe E. Brown on behalf of the Special Service Division of the U.S.A. War Department, a recorded interview with Mr. Brown was broadcast by all the Stations of the Service. This incomplete list of programs indicates that the Service is anxious to, and has the facilities to, present topical programs which are outside the usual run of sustaining programs.

CHILDREN'S SESSIONS

Special attention was paid to the children's sessions with a view to combining the entertainment and education requirements. Every opportunity was provided for children themselves to take part in their sessions, and the services of the most suitable persons were secured to speak to the children on a variety of topics. General knowledge "quiz" programs were also used, with highly satisfactory results. Children's choirs have been formed and trained by the Stations, and evidence is not wanting that the ZB children's sessions are listened to with much eagerness.

OVERSEAS NEWS

Throughout the year all Stations re-broadcast nine B.B.C. news sessions daily. Latterly the B.B.C. headlines at 8 p.m. have been replaced by the American news session from KWID, San Francisco.

SPORTS

The Service continued to provide a complete coverage of sports results by means of the now familiar "ZB Sports Flashes." All classes of sport are covered, and controlling bodies have frequently expressed their appreciation of the service. Regular talks by sports announcers and previews of racing fixtures form part of the sports service. Sports programs of a "quiz" nature were also broadcast, such programs being readily acceptable to the advertisers. On January 31 last the Service broadcast the first all-American baseball game to be held in this country.

BROADCAST OF AMERICAN PROGRAMS

Immediately upon the arrival of American troops in New Zealand contact was made with the Special Service Division of the U.S. War Department with a view to arranging programs for the benefit of the American troops. Within a few days of their arrival "The American Hour" was planned and took the air the following Sunday night. The program comprised the very latest recordings from America and was completed by a non-commissioned officer of the Marine Corps. This program was instantly popular, and continued so until superseded by recorded programs received from the States. By arrangement with the Special Service Division, recordings of the most popular American programs were air-mailed—and later sent by surface mail—these programs being given the best available listening times on Sunday nights, which, the Service was advised, was the night on which most servicemen could listen. Before long it was obvious that these were the most eagerly-listened-to programs of the week, and a further arrangement was made whereby American troops in New Zealand would get the benefit of the entire output of American programs. This Service is pleased to have had the opportunity of organising entertainment for American troops, and further developments of this service are pending. Both in Auckland and Wellington arrangements were concluded with the American Naval and Marine Corps Headquarters for the recording of programs by American servicemen for despatch to America. The

Auckland programs entitled "Paging Uncle Sam" were produced in association with the U.S. Navy, and in Wellington the Marine Corps programs, "Semper Fidelis," were produced in association with the U.S.M.C. Both these series of programs were highly successful, and the recordings have been despatched to the U.S. War Department, Washington, which will arrange for their broadcasting on the American network. In both Auckland and Wellington the Commercial Stations have placed their services at the disposal of the American forces in many directions, for which the warmest appreciation has been expressed.

One of the most important American programs was "This is War," which on arrival in New Zealand was found to be so valuable from the propaganda point of view that arrangements were made to broadcast it simultaneously over both the Commercial and National networks.

WOMEN'S SESSIONS

Four special women's sessions were broadcast daily from Monday to Friday inclusive—viz., the Morning recipe Session, the Shopping Reporter Session, the Home Service Session, and the Health and Beauty Session. All four combined to provide a complete service to women listeners, and their commercial value is evidenced by the fact that they all carry the maximum of advertising announcements. These sessions are frequently used for broadcasts in the national war effort of special interest to women—e.g., waste salvage, women recruiting, ergot-collection.

Dance Studio Kept "Alive" While Principal in R.A.A.F.

A further three months' renewal for 2KY's quarter-hour dance session at 6.30 p.m. on Sundays, "Get Rhythm in Your Feet," was signed recently by the principal of the Lascotte Dance Studio, Mr. Bill Lascotte, N.T.B.D., P.A.T.D.

This well known dance instructor and exhibition dancer first signed with 2KY a year ago when he was a member of the R.A.A.F., his sister acting as deputy principal of the academy during his absence. Lascotte returned to civilian life five months ago, and at the recent examination, his pupils scored 3 teachers' certificates, 3 gold medals, 11 silver and 18 bronze medals.

CHANGE OF LOCATION:

3CV

CENTRAL VICTORIA
The People's Station

Will soon be transmitting from
MARYBOROUGH, the prosperous
industrial centre of **VICTORIA**.

PERSONALS

Service men who were formerly in broadcasting seemed to descend in force upon Sydney last week, and amongst many of those seen around town were Captain John Wheeler of 2UW before going in to do his bit a couple of years ago; Lieut. Allan Brown who, before joining the army two years ago, was assistant manager of 7HO Hobart. Both paid calls at 2UW.

Flying Officer Ralf Davidson, formerly Sydney rep. of 2TM, was in Sydney on a few days' leave and was guest of honour at an auspicious gathering at Dominion Parachutes, where he was inducted as a member (the 63rd) of the Roo Club. The membership was bestowed following Davidson's successful "bail out" from 800 feet when his plane met with an accident "somewhere in Australia." He was also presented with a plaque and received the hearty congratulations of many old colleagues who attend the function.

Major Ted Cox, who was formerly Sydney sales manager of 2KO Newcastle, now stationed at Victoria Barracks, Sydney, is of course, around the city quite a bit on official business, and seldom misses an opportunity of welcoming any of "the boys" who drop in on leave.

One such last week was L.A.C. Stan Kennedy, former secretary-manager of 2TM Tamworth, who joined the R.A.F. nearly two years ago. He is stationed up north and was down in Sydney a few days' leave.

Doug Stark, ex 3AW, who is now at the Theatre Royal, Sydney, playing the comedy role "Nisch" in the Gladys Moncrieff production of "The Merry Widow," is also kept busy conducting the "Interviews with the Stars" program from 2GB on Sundays at 9 p.m. This session which has proved popular is on relay to 2HR, 2GZ, 2KA, 2WL, 2CA, 2LM, 2NZ. Doug writes and arranges the complete session.

Harry Withers, 2GB early morning man, is wondering just what he is going to find in his mail bag these days. In addition to the many fan letters expressing appreciation of his bright breeziness at this rather trying time of day, he has received requests for poems given in the session, postal notes to be handed to someone in need, etc. Some sympathetic listener even forwarded a half pound of tea to refresh him after so much talking at an early hour. But that is not all. Gifts covering a varied range of articles have been sent in. Boy's pyjamas, babies' booties, and other miscellaneous articles have come in, many of them made whilst listening to the 2GB breakfast session, which listeners have asked him to pass on to some one in need.

They call him "Lucky Cal." But H. M. Callaghan, of the 2SM sales staff, doesn't quite agree, because the second prize winning ticket he bought a couple of weeks ago wasn't for himself. It was one of several purchased on behalf of prize winners in the Maxam Cheese Products competition broadcast by 2SM.

A crowded studio at 2SM last Wednesday week witnessed a man handing out money totalling £1,010, at the rate of £200 a minute, and never was a man more pleased to dole out £200 cheques, for it was Mr. Jim Barry, popular N.S.W. manager of Maxam Cheese Products Pty. The money was from a 2nd prize and two minor prizes in the N.S.W. State Lottery won by tickets given to several 2SM listeners by Maxam for their skill in a simple competition broadcast through the station. It was a thousand pounds worth of advertising which the sponsor didn't have to pay for!

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The broadcasting fraternity was increased by at least one member in Sydney last week when Mrs. Eric Wood presented the well known 3UZ Sydney officer manager with a son—David James.

Another new arrival last week was a son to Mr. and Mrs. Frank Cayley. Cayley now with the Red Cross, was formerly actively engaged in broadcasting and advertising. Husky lad has been named Charles Francis.

On Friday, August 20, Will Sampson, the popular community singing conductor, was handed a cheque for £65 by the Prahran Community Singers, these funds are result of a dance and will be given to the Alfred Hospital. This session is heard over 3UZ every Friday between 1 p.m. and 2 p.m.

Douglas Gamely, 18-year-old 3XY pianist, has covered a lot of territory since inaugurating his series of pianoforte recitals from 3XY each Sunday night, at 10.15 p.m. Featuring the works of contemporary musicians, he has already treated the listening public to the works of such outstanding moderns as Stravinski, Poulenc, De Falla, Turina, Delium, Albeniz, Glauzonov, Waiten, Gerswin, etc. And all this in a space of about 20 recitals.

"Penelope" of 3UZ is in the wars again. She fell over a rose stake and is suffering from a fractured rib. She is carrying on her work valiantly.

Mr. A. Campbell Jones, general manager of 2UE, was in Melbourne for a few days last week. We noticed him dining with Melbourne rep. Noel Dickson and Tivoli's circuit manager Wallace Parnell.

V.B.N. manager, Rupert Fitts, and Macquarie's Network's Melbourne rep., Stan Clark, are latest victims of the 'flu. Both being very busy they were determined not to let it get them down.

Bert Snelling, 3XY's manager, is as busy as ever these days with one or two very big new shows under way.

Compere Johnnie McMahon of 3UZ received a letter from popular Melbourne crooner Pam Corrigan. Pam went to Sydney to do some of the big shows and is having such a good time that she has decided to stay till Xmas.

Zell Manners, 3XY personality, appears in a new role when each month she mounts the rostrum at the Housewives' Association to conduct their community singing session. Zell frequently takes along an assisting artist, and though waving the baton is a new departure for her, she appears to be thoroughly enjoying it.

Mr. Dave Worrall, manager of 3DB, has been away from his office for a few days with a rather nasty bout of influenza.

Melbourne folk react very pleasantly to a visit from the general manager of Macquarie Mr. H. G. Horner and chief executive R. E. Lane. One does not see them so often these days which made the occasion of their visit last week even more enjoyable. Before they left they invited a few of the radio fraternity, advertising agencies, and clients to a quiet cocktail or two in the Gold Room of the Hotel Australia. With Mr. Horner the excellent host that he always is this unostentatious gathering was a very happy one indeed. We noticed there David Syme, managing director of V.B.N.; R. Fitts, manager V.B.N.; H. Harris, manager 3AW; G. Tait, 3AW; H. Snelling, manager 3XY; S. Baume, sales manager 3UZ; V. Turnbull, of Pepsodent; L. Bromilow, of Victorian Railways; S. Wellington, of I.C.I.; J. Bride, O'Brien Advertising; J. Sexty, of Kraft Walker; Major Wren and Mrs. Wren, Russell Scott, of the A.B.C.; H. Anderson, Newspaper rep.; Marjorie Gordon, of Comedy Theatre ("My Sister Eileen"); B. Touzeau; Stan Clark, Melbourne manager of Macquarie; and L. G. Mather, Melbourne rep. of Macquarie.

3XY APPOINTS LIASON OFFICER



Although a new recruit to radio, Frank Trainor is well known in Melbourne's advertising circles, because of his recent representation for the Sydney "Daily Mirror." Although previously a newspaper man, he has always been interested in the progress of radio advertising, with a very keen view of "what is to come" in radio it did not take much persuasion for him to link up a broadcasting station.

Bert Snelling, manager of 3XY, is anxious to give the station's clients every service and for this reason he created the position now filled by Mr. Trainor of liason officer.

Trainor has an interesting background. He has travelled all round the world, and stayed two years in New York. His brother, incidentally, recently came to Australia as a Major in the U.S. Army Air Corps, and when he arrived in Melbourne was given a civic reception by the Lord Mayor, Cr. Nettlefold.

After studying at the University of New York and working with many financial institutions, he returned to Melbourne and went into business as an investment consultant. When war broke out he took over the Victorian representation for the Sydney "Daily Mirror."

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3 More New Features To Add to the List



Georgette Heyer's Greatest Story:
"CONVENIENT MARRIAGE"
Sponsored by E. C. De Witt & Co. (A/sia) Ltd. 7.45 p.m., Mon., Tues., Wed.

Miss Nell Stirling's finest role
"THE LADY"
Sponsored by W. W. Campbell & Co. Ltd. 8.30 p.m. Mon., Tues., Wed.

The laugh show of the week
"FUNZ-A-POPPIN'!"
Featuring Lulla Fanning and Bill Miller.
Sponsored by Beare & Ley Pty. Ltd. 6.45 p.m. Thursdays

And each one of the three is a RENEWAL of an unbroken association between the sponsor and 2UW. Proving again, of course, that Most People Listen to



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