

## PERSONALS

Mr. Mel Sheffer, managing director of the Sheidon Drug Co., who is also a director of Tamworth's live station 2TM, last week spent a few days in "the Commercial Centre of Northern New South Wales" to attend a meeting of the board. He reports that the district is "blooming" and business booming.

Charles Fletcher, popular sales and service manager for 2GB is back at his desk looking fit and feeling well, after a well-earned rest. In keeping with the times, Charles didn't go away. Instead, he slept in late, did a spot of gardening and took the family out as often as his quota of petrol allowed.

Stuart Edwards, former outside sporting commentator for 2UE and the A.S.B., has been promoted to the rank of Sergeant in the R.A.A.F.

Mr. A. Campbell Jones, general manager 2UE, has returned to Sydney after a business trip to Melbourne.

Mr. P. O. Mitchell, general manager of 2XL Cooma, the 200 watt in the Southern Monaro, was in Sydney for a few days last week on a short and snappy business trip.

Miss Coral Wood, private secretary to Mr. C. F. Marden, has returned to duties after three weeks' vacation, much refreshed from the well-earned respite.

Mystery man of Sydney in the past couple of weeks is George Brutchie, 2TM's indefatigable Sydney representative. Noticed six days out of the seven rushing hither and thither and always seemingly with his arms piled up with parcels. It's been suggested he's getting ready to celebrate a more than usually important birthday or else taking his household furnishings for an airing in little bits.

Eric Wood, manager of 3UZ's Sydney office, has just returned from a couple of week's leave, and celebrated his first day back on the job by signing up a well known national sponsor for 52 half-hours. If that's not a good omen, what is?

When Dud Fegan, manager of Australian Record Company, decided to slip off down south for a week or ten days' quiet fishing, he just couldn't get away with it—alone, that is. By the time the bags were packed and ready to leave on Friday last we noticed Bruce Anderson, John Tate, Bill Shortridge and Val Kurling, also in the party. All a bit work-worn they certainly looked set for a good rest and some good fishing. Look out Huskisson, here they come!

Mr. Ray Walters, that popular account executive of Willmott's Advertising Agency, is one of the keenest fishermen and from all reports has been bringing home the goods in recent months from some special reef waters out off Collaroy that he knows about. His little white boat can be seen most week-ends bobbing on the horizon far out to sea.

Lieut. Frank Haines was seen around Sydney last week making the best of some leave. The ex-2GZer is sporting a heavy coat of Queensland tan after a couple of years in the far north of that State.

Miss Betty Lee, 2UE convy department, is at present on annual vacation.

Paul Jacklin (2UE) has made another trip to Melbourne to supervise the production of further recordings of the Peter's Ice Cream show—"A Date with Janie." These discs are being made in Melbourne because Gwenda Wilson ("Janie") is at present appearing there in the J. C. Williamson's production, "Kiss and Tell."

Si Meredith, who conducts the midday serial from 2UE for F. J. Palmer and Son, is at present on annual leave. He is fishing at Ettalong.

On leave from his unit and enjoying a few days in Sydney was Corporal Fred Pearce of the A.W.A. broadcasting dept. Fred is looking particularly well, and with Mrs. Pearce was renewing friendships.

A visitor to Sydney last week was Mr. Bartlett of the Noble Bartlett Agency, Brisbane on an A.C.F. Conference. Mr. Bartlett renewed acquaintanceship with many friends in the agency and recording fields.

Manager Hector Harris of 3AW is having a few days off between work, as he and his family are spending some weeks "somewhere in Victoria." He visits the office every now and then just to see that things are all right and then retires to his recluse for another short break.

Victorian country stations are minus their network managers, as both Sid Kemp and Rupert Fitts are away in some delightfully quiet spot river fishing. And believe us they really do get fish!

Les Ross of 3UZ received a letter from his London agent last week telling him all about theatrical doings in England. There is a boom in the theatre at present, and all the leading stars are having a busy time. Enclosed with the letter was a photograph of some of the boys in the well known "Crazy Gang."

"Fride goes before a fall," and we think with regret of that spruce, debonaire, up-to-the-minute 3XY sales manager, Stan Thomas, as he waited on the pier at one of our leading bayside resorts ready to step on to his streamlined launch as it gracefully sailed towards him. While crowds of on-lookers waited to see him catch the moorings and then make a grand entrance somehow something happened and the moorings caught Stan and then all that was seen . . . was Stan's beautiful white yachting cap floating away on the top of the water . . . the rest is a watery tale of woe.

Another visitor to Melbourne last week was Mr. Alan Fairhall, managing director of 2KO, and at the moment on Directorate of Radio and Signals business. As usual his few days in Melbourne were fully occupied.

Cliff Nicholls, known as "Nicky" of 3AW Chatterbox Corner fame, is spending a few days rest fishin', shootin' and huntin' on the Cann River in Gippsland. The only fish caught to date are "canned."

The Jungle Doctor (Dr. Paul White), who broadcasts regularly through 3UZ, was in Melbourne recently. His many friends will be sorry to learn that he has had a recurrence of the illness which necessitated leaving his work in Tanganyika.

Called in to see Cliff Mackay at Paton's new and luxurious offices. Large rooms with plenty of air overlooking Collins Street's beautiful trees, and should give any advertising agency contentment of mind.

3AW's salesman Dave Duff had great celebration last week when Dave Junior arrived home from up north on a few weeks' leave.

Fred Tupper who recently returned to 3AW announcing staff, was in Sydney last week. Fred has started a Saturday morning racing program and gives enthusiasts of the Sport of Kings the latest form straight from the horses mouth.

Una Radcliffe has returned to the air, and on Friday nights at 8.30 p.m. will be broadcasting as the Movie Newscaster, together with Eric Pearce, in a program entitled "Hollywood Takes the Air," introducing Hot Flashes from Hollywood as well as hits from the films. The sponsors will be Felton Grimwades.

Betty Raymond is certainly getting into peoples hearts with her program "Fifteen Sacred Minutes," which is presented from Monday to Saturday on 3KZ at 10 a.m. each morning. One morning recently Betty received a phone call from a listener who asked for a certain hymn to be played. As soon as it was possible Betty included the hymn in her morning recital, and received at the end of the presentation another call from the listener who explained, with tears in her voice, that it was the last hymn sung at the last church service she and her son attended before he went away. He has been missing for four months.

Frank Allen, publicity officer of 3KZ, has gone for a "serious" fishing trip to Gunbower. Gunbower is reputed to be a fisherman's ideal fishing resort.

Bill Kelton, of "Adelvn," is spending a couple of weeks in Sydney. Any ideas of a quiet time he may have had better be forgotten, because when Bill goes to Sydney . . . well!

On recreation leave is technician H. Ripingale from 2GN Goulburn.

## JANUARY LICENCE FIGURES

NEW SOUTH WALES			
New Issues	5,177	2,638	(484)
Renewals	33,049	33,786	(984)
Cancellations	2,638	4,440	(288)
Monthly Total	516,321	536,275	(20,500)
Nett Increase	2,539	1,802	(100)
Population Ratio	18.37	18.98	

VICTORIA.			
New Issues	3,306	1,445	(116)
Renewals	21,464	22,908	(7,054)
Cancellations	2,904	1,863	(12)
Monthly Total	373,469	383,315	(16,460)
Nett Increase	402	418	(104)
Population Ratio	19.26	19.63	

QUEENSLAND.			
New Issues	967	909	(76)
Renewals	11,042	11,040	(170)
Cancellations	709	969	
Monthly Total	172,276	174,797	(3,391)
Nett Increase	258	60	(76)
Population Ratio	16.62	16.85	

SOUTH AUSTRALIA			
New Issues	1,046	647	(115)
Renewals	8,266	8,461	(547)
Cancellations	1,101	851	(48)
Monthly Total	139,575	143,702	(9,517)
Nett Increase	55	104	(67)
Population Ratio	22.90	23.70	

WESTERN AUSTRALIA			
New Issues	917	662	(67)
Renewals	5,280	5,367	(156)
Cancellations	830	830	(10)
Monthly Total	93,704	94,973	(3,169)
Nett Increase	87	168	(57)
Population Ratio	19.98	20.33	

TASMANIA.			
New Issues	373	201	(397)
Renewals	2,856	2,782	(133)
Cancellations	355	447	(88)
Monthly Total	47,167	47,624	(2,272)
Nett Increase	18	246	(49)
Population Ratio	19.75	19.74	

COMMONWEALTH.			
New Issues	11,786	6,502	(897)
Renewals	81,957	84,343	(3,092)
Cancellations	8,537	9,400	(444)
Monthly total	1,342,512	1,380,686	(55,315)
Nett Increase	3,249	2,898	(451)
Population Ratio	18.90	19.37	

Alan Grant, who presents "Milada's Matinee" on 3KZ each Monday to Friday at 3 o'clock, is establishing a lot of A.I.F. contacts through his "For the Forces" section of the program. Listeners are asked to send in service jokes, all used being paid for at 5/- per joke with a £1/1/- fee for the best of the week. So far Alan has heard from over 30 friends and relatives of men he was away with. They all remember him—they should, he's 6 feet 4in and weighs 163 stone. Sponsors are "Stablonde" and Hodgson and Co. Pty. Ltd., makers of "Merry Widow" Junket Tablets.

## COMMERCIAL BROADCASTING

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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



### ALL ACES

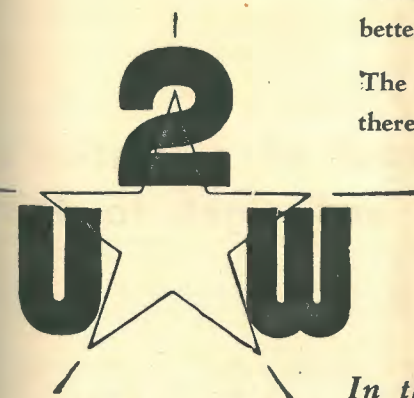
## A NEW DEAL IN AFTERNOON ENTERTAINMENT

It's all aces in 2UW's new afternoon show . . .

Twelve and a half hours of new features in the greatest afternoon presentation on the air . . .

And the audience is ace-high, too. You can check it for yourself in the changing day-time domestic habits under war-time conditions . . . or better still, ask us to tell you all about it.

The audience is there . . . the features are there . . . and opportunity is there—for you.



In the afternoon, too,

### Most People Listen to 2UW

# BROADCASTING

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

# SPONSORS

## ***SPEAK LOUDER*** **THAN WORDS**

ESPECIALLY WITH NEW FEATURES . . .

<b>2AY</b> ALBURY	<b>FEATURED ARTISTS</b>	TILLOCK & CO.
<b>2GN</b> GOULBURN	<b>PLAYS FOR THE PEOPLE HAPPY MUSIC</b>	J. CRAIG & SON BRITISH MEDICAL LABORATORIES
<b>2GF</b> GRAFTON	<b>HIT TUNES HAPPY MUSIC</b>	CADBURY'S BRITISH MEDICAL LABORATORIES
<b>3BO</b> BENDIGO	<b>FORGOTTEN PEOPLE HAPPY MUSIC</b>	MATTHEWS BROS. BRITISH MEDICAL LABORATORIES
<b>4CA</b> CAIRNS	<b>ERNEST BLISS SYNCHROMATIC HOUR ONE MAN'S FAMILY</b>	CRAINES AGENCY FOSTAR'S SHOES CAMPBELL BROS.
<b>4TO</b> TOWNSVILLE	<b>RALLY TO THE FLAG SYNCHROMATIC HOUR DRAMATIC MOMENTS HYMNS OF ALL CHURCHES ONE MAN'S FAMILY HAPPY MUSIC</b>	RED CROSS SOCIETY FOSTAR'S SHOES M. L. THURECHT McKIMMINS PTY. LTD. CAMPBELL BROS. BRITISH MEDICAL LABORATORIES
<b>4MK</b> MACKAY	<b>ONE MAN'S FAMILY OVER THE SLIPRAILS</b>	CAMPBELL BROS. JOSEPHSON & CO.
<b>4WK</b> WARWICK	<b>THE INEVITABLE MILLIONAIRES BRIGHT SPOTS</b>	H. ARMITAGE B.C.C. STORES

LOCAL and NATIONAL—the REAL proof of a station's popularity with the audience tuned day and night to this important group of stations.

All particulars from

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

# Your Business After the War

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

Enormous difficulties, obscured by the scope and form of peace settlements, confront every Australian business.

Concerns that have grown strong in war production will be the very ones whose operations will be most sweepingly affected the moment peace is declared. Those that were deemed non-essential in the early days of the war by War Organisation of Industry will breathe more freely, if alive at all, but their desire to trade fully again will almost certainly be impaired by Government controls that, so we have been warned, will continue over extensive sections of industry.

Theoretically, it is a black outlook. Today, heavy war contracts sustain the bulk of our output. This has produced a France-like detachment from the old-time business need to retain a close interest in customers. Management has been far too busy getting on with the job of winning the war, to attempt any survey of post-war possibilities, the type of commodity they may be allowed to make, and the price they may charge for it.

The time has come to face the problem squarely. This is an enormous, and at present, insoluble difficulty. So is the problem of attempting any estimate of the absorptive capacity of any industry in relation to demobilised forces, or of the possible running costs of industry. No one can plan or budget for the future.

However, the psychological factor on which we all must build is that we are certain to win this war. As victors, we shall have the right to build the future in our own land, and in a world that will assuredly be a sellers' paradise for decades to come.

Although at present all is theory, the Government is almost certain finally to produce a ground-plan of Australia's production needs. Attempts will be made to estimate the needed output for the home market and our contribution to the United Nations for rehabilitation purposes. Plant and material will be difficult, if not impossible, of procurement unless a firm adheres to the master-plan. There is going to be an insatiable urge for brains and sinew, but labour too, must be related to the key plan. Industrialists may not be given individual choice for a long time, and it is largely this feeling of frustration of the right of selection that tinges, with bitterness, so many discussions on post-war plans.

### Gigantic Switch-over to Peace

Socialisation issues are not going to play any large part in the Curtin Government's post-war schemes, according to all authoritative reading of portents.

Australia's system of competitive private industry has certainly triumphed too patriotically and effectively during the war, to be kicked downstairs in the peace.

The job of reversing the industrial wheels and setting them going in the direction of peace is going to a far heavier task than was that of revving them up for better war production. There will be the urgency to absorb all local workers and to feed starving millions overseas; and the present structure of enterprise in Australia will have to do the job in this land, under Government direction.

In the post-war Pacific, it is fairly obvious that, with the United States installed as the new bastion of Democracy, Australia's industrial pace will be accelerated by the development of those techniques which have been introduced as a result of the war. We have been given a huge new range of ideas and plant by the U.S.A. We have applied and adopted others from Great Britain and the U.S.S.R.

Simple, basic essentials will be demanded of industry as part of our own immediate post-war plan, and part of the over-all strategy which the victorious nations will apply. The accent will be on utility and honesty of workmanship, on what the community needs rather than on what lines will return the easiest, speediest profit.

It requires theoretically only a minor adjustment—but in essence a revolution in industrial philosophy—to sense new dramatic values in post-war trading. Higher principles of commercial morality will be insisted on by a Government given great central strength through continuance of many emergency decrees.

The workers themselves are likely to exert new rights to check frivolous production. Newspapers will not headline the trifling vanities and futilities of the individual. Advertising in collaboration with solidly honest business will endeavour to tell the proud story behind the labelled goods.

### Criticism a Healthy Symptom

All current grouches and criticism boil down to a most healthy symptom. Many of Australia's most successful business men are readiest to admit that the old

policy of laissez faire in industry, was long overdue for overhaul. There was overlapping in every direction; cross-haulage, too much of this and too little of that; profits without honour and honour without prophets. All this self-analysis is going to do us good, and I feel it necessary, as one who has studied basic trends over many years, to suggest that business Australia to-day, on the eve of victory, or with the pattern for victory in sight, can plan for a tremendous future bravely and confidently.

I have mentioned before, and I must emphasise again, that the obvious and natural stepping stones to the goodwill and custom of the public are the brand names of goods kept constantly in the public mind. And it is no use any firm with commodities to sell lifting cynical eyebrows at the fact that advertisers are already on the business warpath. Advertising is an integral function of business and has been so since business had anything at all to sell.

You cannot consider any type of successful business to-day as something part from sound and capable advertising. It is part of the heart and brain of the nation's commercial body. A big part of our post-war readjustment will depend on the present plans of business to inform the public of mind-firing wartime achievements of production, the untold story of the war, and of the goods people may confidently expect when peace is accomplished.

### Wise Insurance of Future

The advertising of brand names and trade marks is an insurance that many firms have effected in order to win immediate post-war public confidence for their goods, even when those goods are not available to civilians. The insurance will produce rich bonuses. The firms who have lost touch with their consumers through cessation of advertising, are going to face a stiff fight against new commodities and active competition.

The future of your business is cradled, therefore, in difficult conjecture. Only by cool thinking and sane and progressive planning at this stage of the war can you be reasonably sure of future success.

This brings us hard against the sad reality that as yet we have no Governmental master-plan into which the multitudinous capacities of existing business can be fitted. Private firms have plans

aplenty which, if lumped together without order, might possibly be just as chaotic as the Government's intentions are nebulous.

A million and a half service and industrial war workers will be demobilised in Australia when peace comes. The conquerors will have to set about feeding to re-establish some form of economy to the vanquished nations and attempting to re-establish some form of economy to enable their shattered national spirits to survive.

Perhaps the Government has the necessary blue-prints to meet all emergencies. Perhaps it has not. With skilled men being sacked from the Allied Works Council constructional jobs while vital civil industries languish, and with meat rationing introduced at a time when the nation has a record number of sheep, one may be excused for suggesting that these ominous portents are not calculated to restore public confidence as newer and more difficult developments loom.

#### Co-operation Watch Word of Success

Business leaders have a right to suggest that an over-all plan should be indicated by the Government, and that its leading features should seek the fullest co-operation of business. Business chiefs in Australia are, above all, realists. They do not fear the outlook so much as they resent the growing belief—a belief that no one in authority seeks to dispel—that there is no policy for peace, and that therefore some quite ineffective and dangerous plan of trial and error, save-himself-who-can-and-devil-take-the-hindmost will prevail as the tornado of peace difficulties hits us. We must not treat Australian enterprises with indifference. As cold fact, the Government's future honour and success rests on the manner in which it secures the co-operation of all good Australians in working out the bravest and most endurable economic formula. To that end it must inform the public of its plans; it must win the confidence of the people; it must make a comprehensive survey of the difficulties and tasks ahead. Then it must dovetail all workers and businesses into the full plan. In such a cohesive and coherent system, businesses will be the production dynamos and advertising, or rather, information-dissension agencies, will be the business man's medium of educating the masses to a new outlook.

There is nothing unreasonable about this. Business is in urgent need of its peace directives. Soon, the public is going to demand that it is given them by the Government. The workers themselves have most to lose by uncertainty of Government control in these critical matters.

These, then, are some of the general problems facing Australian business today. Nevertheless, while the main policy cannot be charted, specific industrial aspects can be more clearly outlined. For instance, after the war, advertising must educate and inform since, for a time, a table of basic consumer goods will have to be adhered to. But, the public will want to know all about the new industrial techniques and a flood of new ideas ranging from advancements in the domestic field to stratospheric flight.

#### Pace will be Set by America

We will be working like the proverbial beavers making things to eat and to wear and to enjoy, for ourselves and for others overseas. And because the future of our free enterprise system (to which countless leading American businessmen, from the President down, have nailed their faith) will be conditioned largely by the methods of our gallant Pacific ally, there is, beyond shadow of doubt, a mighty new era at hand for private enterprise as we know it.

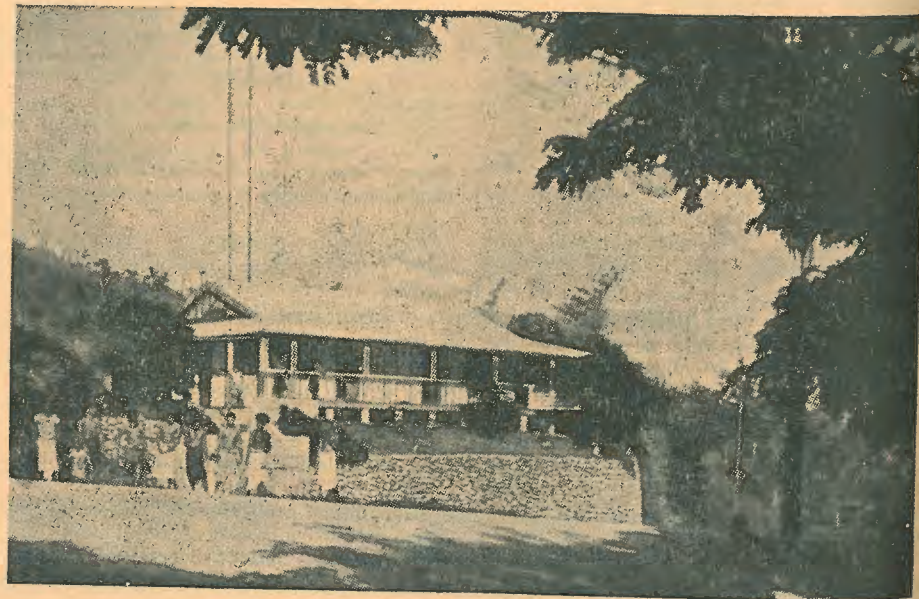
It would be difficult to conceive any radical change in Australian industry while the United States requiring a friendly hook-up with a similar economy to its own for future Pacific strategies.

One important aspect of development in business in our capital cities, which no firm can afford to ignore, is the certainty that there will be spectacular developments in all country centres.

Rural economy is being rapidly affected by use of collectivised machinery and employment of Government-controlled land armies. Closer settlement will eventuate. Migrants will swell our population. In the early days of the war secondary industrial plants were created in leading country towns. These plants will carry on with big peace plans calculated to attract and hold workers in those centres.

What do these brave, expanding policies mean to your business. Simply this: incalculable opportunity.

The full story cannot be fully told yet. When the time is ripe, newspapers and magazines will outline the general achievements, but individual firms will have to tell their own stories in order to secure prestige in the estimation of what is certain to be a highly critical receptive public. There is scope here indeed for splendid optimism and vast, brave planning. And a new technique of advertising, of information giving, will be needed, and will be ready, to tell the sincere, factual story of how this nation won its war effort and how it will win the peace and higher standards of living for its people.



## New Moresby Station Follows Pioneer

With much ado and a hullabaloo the new troop entertaining broadcast station call-signed 9PA was opened at Port Moresby last month. Daily press reports variously claimed that the new station was the first to be established in Papua.

Actually the only "first," the new station can lay claims to is in that it is the first station in Papua with which the A.B.C. has been associated. The new station is being program-controlled by the Australian Broadcasting Commission, though its programs will also include some of the cream of commercial station features, which have been asked for and have been willingly provided.

Amalgamated Wireless (A/sia) Ltd. pioneered broadcasting in Papua when in October, 1935, that company commenced operation of the highly efficient 4PM on 221 metres.

Station 4PM was a commercial station and fulfilled a very necessary service to the white people of Papua and New Guinea as well as to those in adjacent islands. The commercial facilities of the station were well patronised by Australian national advertisers.

After the fall of Singapore when it was apparent that the Japanese southward drive might reach Papua before being stemmed, the station ceased its service. Whether it will later be re-established or not is apparently a matter for the authorities, and little information concerning its fate can be gleaned.

The new A.B.C. controlled station is well housed, and with the aid of powerful and efficient equipment will prove a great boon to Australian and Allied forces on and nearby "the island," bringing to them entertainment and diversion on a par with that provided to metropolitan audiences on the mainland.

The former A.W.A. station at Port Moresby where 4PM was housed before being closed down.



MOUNT COOK (12,349 ft.) the highest peak in New Zealand or Australia. It dominates the Southern Alps in the South Island.

Just as the gleaming peak of Mount Cook, clothed with perpetual snow, towers above the neighbouring landscape, so does the Commercial Broadcasting Service of New Zealand stand unique and alone—supreme as a publicity and selling force.

It is the only commercial service in the Dominion and has five modern stations, strategically situated to reach its listener-audience comprising 80 per cent. of the population. Take advantage of this giant force to reach the people of New Zealand.

Full information and rates will reach you promptly on application to the Director, Commercial Division, National Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or any authorised Advertising Agent.

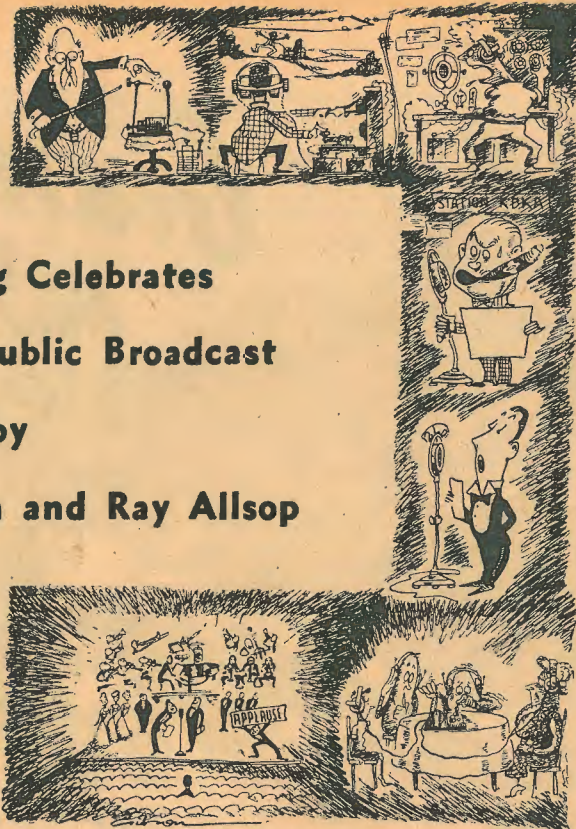


1ZB • 2ZB • 3ZB • 4ZB • 2ZA

# 21 Years of Radio

## Sydney Gathering Celebrates Anniversary of Public Broadcast Demonstrations by Oswald Anderson and Ray Allsop

Cover design created by  
Jack Gibson for the  
party program.



Australian broadcasting took time off to review its progress over the past 21 years when a distinguished gathering of radio broadcasting pioneers and prominent men and women in the industry today, attended the Radio Birthday Party at Paling's Concert Hall, Sydney, last Sunday evening to mark Oswald Anderson's first 21 years in broadcasting.

Twenty-one years ago Oswald Anderson with Mr. Ray Allsop, providing technical equipment inaugurated the first "public" demonstrations of broadcasting on a regular scale in Australia. Those broadcasts as such were strictly illegal in those days, but under the guise of "experiments" they were permitted to be carried on every evening for about six months prior to the issuing of the first wireless regulations.

About 200 guests attended last Sunday evening's function to pay tribute not only to the popular "O.A.," but also and in equal measure to all those ardent experimenters of 21 years ago who, as Mr. A. C. Paddison put it when speaking on behalf of the one hundred Australian commercial broadcasting stations, "laid the foundations of a medium which had since become the greatest single force in the entertainment field and morale building of the nation."

A host of memories flooded the famous concert hall as speaker after speaker recalled the names of pioneer broadcasters (some of whom were present and some who had passed on) who had given their services to the birth of broadcasting over 20 years ago.

A highlight of the evening's program was an interesting narration from a script by Miss Betty Ranshaw of "Radio in Retrospect"—from 1867 to 1925. In this the audience was taken through the

Mr. Oswald  
Anderson



As the script put it:—"In Australia there is more broadcasting, we spend more and we have more entertainment per head served to us than any other country in the world. We run one hundred and twenty-six broadcasting stations to serve seven million people, compared with twenty stations in Great Britain for a population of forty-five million. In Australia there is one broadcasting station for every fifty-six thousand people—in America, one for every one hundred and thirty-seven thousand people—in England, one for every three million five hundred thousand."

"In world radio, in ratio of sets to population, Australia is fifth. So far removed from the old world and depending, to a certain extent on our own resources, Australians have done a marvellous job in the establishment and extension of their radio activities."

An interesting program of reminiscences and entertainment was provided. Many a happy if somewhat hazardous incident in the course of radio broadcasting development were recalled by such men as Colonel John Prentice, Norman Lyons, Ray Allsop, Tom Bearup, Stella Wilson, Peter Dawson, Jimmy Donnelly, George Edwards, Mr. William Ryder, and others.

Stella Wilson, Peter Dawson, Harold Williams, Terry Howard, Peggy Brooks, Alan Royal, Alan Coad, The Three Shades in Blue, Reg. Quartley and Cecil Scott, and Lulla Fanning all contributed numbers to enjoyable entertainment brackets.

Dud Fegan of the Australian Record Co., Lionel Shave of George Patterson's

(Continued on page 8)



Artists who contributed to the first world broadcast carried out by 2FC in conjunction with A.W.A. on September 17, 1927, and relayed by the B.B.C. London, October 16, 1927. In the back row readers may recognise Wilfred Thomas and Oswald Anderson; in the second row Alfred O'Shea (now in America), Roland Foster; and near the piano, Ewart Chapple, Jack Lumsdaine, Stanley Clarkson, Lawrence Halbot (now deceased), and Russ Garling. At the London end artists who took part in the broadcast included George Carney, Joseph Hislop and Albert Cazabon.



# 40 SPONSORS PER BROADCAST

ON THE

ALLAN TOOHEY

# 2UE EARLY MORNING HIT PROGRAMME

That is the selling job Allan Toohey is doing in a State-wide market, two and three-quarter hours per day, five days per week.

The success of the 2UE early morning programme is due to a wide variety of recordings, sessions, prompt time signals and a friendly, happy tie-up between the studio and the home.

These are the factors which have concentrated the largest breakfast audience in New South Wales.

THE RESULT!

## A CERTAIN SELLING JOB

## Radio Birthday Party (contd. from p. 6)

Pty Ltd. Advertising Agency, and Ron Beck, representing Colgate-Palmolive as radio sponsors, each gave some crisp comment on radio to-day from their respective points of view.

Mr. Paddison took his hearers into a short exploration of the future from "the threshold of a new electronic era not which we stand." Broadcasters of to-day were fully conscious of their great responsibility in these forthcoming developments. They also owed a deep debt of gratitude to the pioneers of 21 years ago.

Responding to the many tributes which had been paid to him, Mr. Oswald Anderson said that even 21 years ago not many could achieve anything in broadcasting on his own, and equal tribute should be given to all the other pioneers who around about that time was discovering the mysteries of radio broadcasting and learning ways of putting them into useful practice. Everyone in it in those days was contributing something.

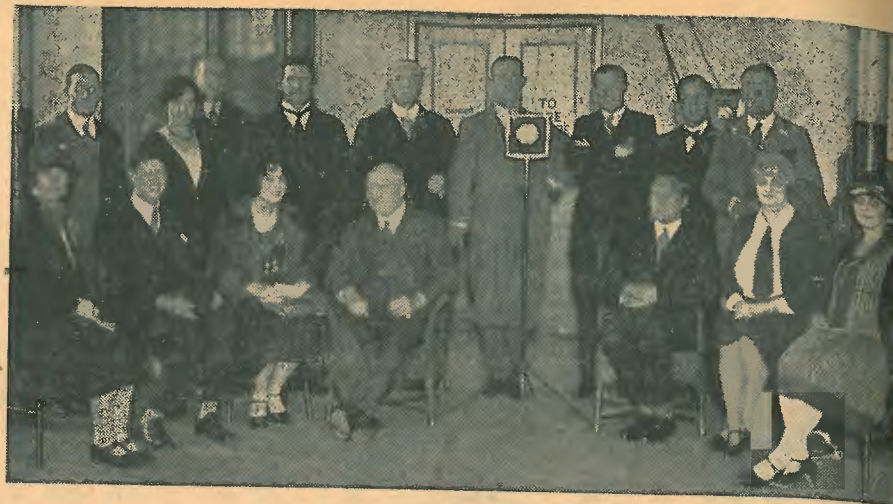
Mr. Anderson went to briefly sketch his picturesque adventures in Australia and England in the early days of broadcasting. Of his early associations with Peter Dawson, with Caruso in London, and later on with Stella Wilson, with Lee White and Clay Smith in that very hall.

"Andy" told of his early struggles as a song writer; of his first and only song which Peter Dawson sang for a record company, and of how the management told him afterwards that they didn't think the records would sell very well because they had to put "an unknown singer on the other side." The unknown singer was Charles Hislop.

It was Lee White who brought the microphone close-up to Australia when one evening in 1923 she took hold of the microphone and breathing into it, said huskily "Hello folks." Before that "O.A." explained all artists would stand right away from the mike and bellow at it.

Mr. Anderson also recalled how during his February to August, 1923, "demonstrations" of broadcasting he would frequently be put on the mat by the authorities for broadcasting as no licences to do so had at that time been issued. He always explained that he wasn't broadcasting but "just experimenting," and got away with it.

Amongst a number of interesting letters and telegrams and other messages which arrived to greet Oswald Anderson in celebration of the occasion was a cable from Clem Williams and his wife, Enid Conley, Vancouver, where these two are now featured on the Canadian National Broadcasting Association. It read: "Birthday greetings, best wishes to old radio associates, artists, staff, and listeners. Prosperity in the future. Love to be with you."



Of the people who were in the original broadcasts from Paling's Concert Hall, the following, in addition to "O.A." of course:—

Ray Allsop, Frank Hutchins, Lindley Evans, Maude Telfer, Harold Tollemache, Vost Jansen, Ada Baker, Lois Zucker.

Others noticed in the gathering were:—Mayne Lynton, Stella Wilson, Pauline Garrick, Dorothy Helmrich, Frank Kitson (Musicians' Union), Willa Hokin, Norman Lyons (manager of 2UW), Rev. George Cowie, Goodie Reeve, Rita Foot (2UW), Upton Brown, James Donnelly (A.B.C.), Tom Bearup (A.B.C.), William Ryder (Paling and Co.), Ellis Price, C. C. Faulkner (Press), Lettie Keyes, Anthony Strange, Terry Howard, Alan Royal, Rita Pauncefort, Jack Burgess, George Edwards, Nell Stirling, Tal Ordell (2UE), Humphrey Bishop (2CH), Wilfred Thomas (A.B.C.), Lionel Shave (George Patterson Pty. Ltd.), Lyn Foster (J. Walter Thompsons), Ken Hall (Cine-sound), Peter Dawson, Ron Beck (Colgate-Palmolive), Harold Williams, Montague Brearley, Betty Ranshaw, Alan Coad, W. T. S. Crawford (Chief Radio Inspector), Sylvia Tree, Jack Lillis (Associated Newspapers), John Kay, Harry Pringle, J. V. Moran (managing director, Colgate-Palmolive), Dud Fegan (Austrian Record Co.), Esther Rofe, Terry Pierson, Bruce Anderson, Mel Lawton (Prince Edward), Norman Gilmore (I.R.E.), J. Lee (Telephone Dept.), Three Shades in Blue, Lloyd Lamble, John Prentice, Norman Blackler, A. C. Paddison (vice-president, Broadcasting Federation), Hal Lashwood, Peggy Brookes, Earnest Lashmar (Chapple and Co.), Harold Bowden (J. C. Williamsons), Kevin Freeman (2GB), Roy Heath (2GB), Julia Gordon ("Pix").

Telegrams and messages were read from: Clem Williams (Canada), Anona Winn (England), J. B. Clarke (B.B.C.), James Malone (Deputy Postmaster-General, Brisbane), A. MacDonald (A.W.A.), and numbers of radio people unable to be present: Andrew McCunn (J. C. Williamsons), Roy Agnew, Brian Lawrance, Charles MacLurean, Dick Fair (J. Walter Thompsons), Basil Kirks (A.B.C.), Arthur Carr (2UE), Reg. Lane (Macquarie), H. G. Horner (Macquarie), Ben Coombes (2GB), and O. F. Mingay.

"Historic 'candid camera' shot in the B.B.C. studio about 20 years ago. Harold Williams (now A.B.C.) is behind the microphone. And in the group are several others who have since become famous in broadcasting.

## Amateur Night for Melbourne

### Duplicate of Successful Sydney Show

The very successful amateur night session which is broadcast in Sydney by 2SM, and which is compered by John Dunne, is to be duplicated in a Melbourne broadcast from 3AW in the near future.

The twist to the show is a series of appeals made throughout the session for unusual and yet necessary articles of all sizes, shapes and descriptions which have been asked for by the troops in New Guinea.

John Dunne in the Sydney broadcast has already asked for such articles as a six months old newspaper, some perspective, a microscope, and a "Seven O'Clock razor," amongst many other things, and the generous public have responded in an amazing fashion. On one occasion a blind and deaf returned man was urgently seeking a home in which to live, and which he of course wanted to rent. A number of the listeners clubbed together and the soldier had a home bought for him. The exact starting date for the 3AW broadcasts has not been finally determined, but should be on the air in a matter of weeks.

40,000 people at Townsville—A recent survey by the Townsville City Council reveals that the civilian population of Townsville and suburbs is no less than 39,664, an increase of some 8,000 in the past three years.



## "Stars of Tomorrow"

### Passport to fame

### for young Sydney Girl

Scene at 2SM Studio during the "Stars of Tomorrow" program. Insets—Left: Mr. A. Savage, director of Parsons Bros., sponsors; and right, Mary Gay.

Just over 12 months ago 2SM built a Saturday Afternoon program for Parsons Bros.—and the sponsors know just how good has been the goodwill and selling punch behind their feature. It was not surprising therefore that Mr. Charles Chauvel should visit 2SM studios during one of the presentations of "The Stars of Tomorrow" in search of a star for his film, "Rats of Tobruk," and not surprising that he should find one in MARY GAY.

"UNKNOWN"  
MARY GAY  
CHOSEN FOR  
FILM LEAD

ANOTHER **2SM** ORIGINAL

## "Are You an Artist?" Sponsor, Opens New Factory

Radio advertising has played a very large part in the growth of the **White Manufacturing Co.**, producers of "Adelyn" frocks and coats.

Since the buying of their radio program "Are You An Artist?" at 3UZ it has been interesting to watch the rapid strides made by this company.

"Are You An Artist?", a production by Leyshon Publicity Services and under the direction of Jack Clemenger, commenced on 3UZ on September 14, 1941, and has been programmed every Sunday night since. Since then it has extended interstate to 2UW and 4BC-SB.

Surveys have already shown that this feature has a very large listening audience indeed. Hence the extension of their business which we know is due to a very great extent to radio advertising through an excellent medium.

"Adelyn" recently passed another milestone when a new modern factory was opened at Wonthaggi.

To mark this event a luncheon was given by the Mayor of Wonthaggi, Cr. Beard. Those present included the Hon. Senator D. Cameron (Minister for Aircraft Production), Mr. Don Cameron (Deputy Director of Manpower in Victoria), Hon. Lieut.-Col. George Bowden, M.H.R., Mr. G. A. Davis (Director of Clothing and Textiles), Mr. W. Kelton (representing the executive of the White Manufacturing Co.), Mr. Russell (production manager of the company), Hon. W. G. McKenzie, M.L.A., Cr. Rahilly, Cr. Fincher, Mr. McLeish, and Mr. I. Williams (president of the Miners' Union).

Senator Cameron said that the factory at Wonthaggi, which was converted from a picture theatre at the cost of £11,000, is the most modern in the Commonwealth. It employs 100 girls, who will make about 500 dresses a day.

Senator Cameron also pointed out that the manufacturing method was unique at Wonthaggi. For the first time in Australia the mass production principle on a long assembly line made famous in America by Henry Ford with his cars, is introduced into dressmaking.

At the present time the factory is producing over 1,000 dresses per week, but Mr. G. H. Davis, Director of Clothing and Textiles, pointed out that Wonthaggi must fill its quota of 2,500 dresses per week.

Mr. Kelton, representing the executive, said the company would increase its plant here after the war if they still had the support of the people regarding labour, etc.

"We have a factory at Warragul," Mr. Kelton said, "that was established two years ago, and we have found that the girls have been very happy with us. Country girls have proved more enthusiastic than those in the city."

## Innovations in 1944 "P. & A. Parade"

The "P. and A. Parade" of 1944, which commences from 3KZ at 9.30 p.m. on Sunday, March 19, will be notable for several minor changes, and two outstanding innovations. The first of these is the appointment of an orchestra to accompany all artists. This will be in the experienced hands of Mr. Manuel Raymond, conductor of the State Theatre Orchestra, with Margot Sheridan as guest pianiste.

Mr. Raymond's career has been remarkable. Born in New Zealand, his family returned to their native England while he was still very young. Although his parents intended him for other fields, the end of the Great War found him leading his own jazz orchestra while still only 15. Subsequently he formed and conducted a salon orchestra at the Grand Hotel, Oslo, Norway, and thence followed appointments at Antibes in the South of France, from where he returned to the Ritz Hotel, London. Later he had charge of the orchestras at many famous London restaurants, including Quaglino's, Romano's and Frascati's.

His first taste of commercial broadcasting was with a notable series from Radio Luxembourg, and during this same period his film work with Gaumont-British and other companies covered a wide field.



Eddie Balmer at work on the new "P. and A. Parade."

The personnel of the "P. and A. Parade" orchestra will include several outstanding Melbourne musicians. The flautist is Jim Carson, now a prominent member of the State Theatre Orchestra, and himself an outstanding finalist in the juvenile section of the 1943 "P. and A. Parade."

Another outstanding innovation will be the appointment of advance agents to comb country areas during 1944 for broadcasting talent. These agents,

working directly in contact with Eddie Balmer, will visit country towns and hold auditions on the spot, with the cooperation of the Victorian and Riverina Stations in the Maples' Network.

The first advance agent to the appointed in this connection is "Kay" of 3KZ, formerly in charge of 3KZ's juvenile programs, and former comper of "Women in Uniform." Her many years' radio experience of both adult and juvenile talent, particularly fits her for her work in this new capacity, and she has already taken up her duties in the Ballarat and Geelong areas.

Entry forms have been made available at all Maples' Stores, and at the offices of 3KZ, 3BA, 3GL, 3BO, 3SR, 3YB, 3HA, 3TR, 3MA, 2AY, and 2WG.

In this, the ninth year of the "P. and A. Parade," it is apparent that the sponsors are determined to offer competitors even greater assistance than has been the case in the past. Not only will the winning artists take substantial prizes each week (working up to grand final first prizes of £200 for adults and £50 for juveniles), but every act, winner or loser, will receive a broadcast fee, the lowest of which is £1 for adults and 10/- for juveniles. The inclusion of an orchestra under a musician of world-fame, will be of material assistance to all competitors and will greatly enlarge their musical experiences.

Eddie Balmer has already, since the parade's inception, auditioned the huge total of 16,000 separate acts, totalling nearly 60,000 performers.

George Pattersons Pty. Ltd. are working in conjunction with 3KZ on this new "P. and A. Parade."

## Young Radio Amateur gets Important Role in Films

Not very long ago, Dorothy Dash, well known 2SM personality and producer of the show "The Stars of To-morrow," regular Saturday afternoon feature of that station, invited Mr. and Mrs. Charles Chauvel to witness one of her "Stars of To-morrow" broadcasts. Always on the lookout for talent, Mr. Chauvel picked out seven or eight girls to go out to his company's film studios to take tests for his forthcoming film "Rats of Tobruk." Several hundred tests were made, and the "finalist" proved to be 19-year-old Terry Henderson.

Miss Henderson has won the second feminine lead role in this film, playing the part of an Australian nurse, Sister Mary Ellis. For her film work she has chosen the name, Mary Gay. The station is very gratified to know of Terry's success, and not a little of this gratification is shared by the sponsor of the show, "Stars of To-morrow," Mr. Savage, representing Parsons Bros., well known manufacturers of food products.

## Australia's Brightest Talent Quest...



for 1944.

## In 4 Sections . . .

- MALE VOCAL SECTION
- NOVELTY, COMEDY, INSTRUMENTAL SECTION
- JUVENILE SECTION
- FEMALE VOCAL SECTION

with Johnny McMahon introducing the Guests and John Dexter introducing the challengers.

It's a grand entertainment for the listeners and a great chance for the artists. Full professional fees are paid to amateurs for appearances, and a special prize of two guineas is given each week by the sponsors to the artist, who, in their opinion, gives the most pleasing performance. Artists and challengers also have an opportunity of competing for special prizes valued at £100 per year. Popular voting from the listeners decides the winner of each section.

Artists are properly presented with an orchestra, under the leadership of Harry Jacobs. It's a bright, well-balanced, fast-moving show—so listen to the stars of the future in ADELYN'S "ARE YOU AN ARTIST?"

**SUNDAYS, 8.38 p.m.**  
**3UZ, 3CV, 2UW, 4BC, 4SB**

A LEYSHON PRODUCT

# Broadcasting Committee Recommends Restoration of Licence Fee Cut to A.B.C.

The Parliamentary Committee on Broadcasting in a report to Parliament last week recommended that another shilling be added to the A.B.C.'s share of each listener's licence fee, thus restoring in full the cut made in 1940.

In a further conclusion the Committee recommended that no change be made in that section of the Broadcasting Act which provides that the Commission must obtain Ministerial approval for entering any contracts involving more than £5,000 or exceeding five years.

The Committee summarised their conclusions as follows:—

"Funds for the National Broadcasting systems—We recommend that the remaining shilling of the Commission share of the licence fee which was taken from it in 1940 should be restored, making its allocations 12/- a licence (with corresponding allocations in respect of concession rate licences as from July 1, 1944, and that the amount by which the remaining revenue proves insufficient to meet the annual charges on the technical services provided by the Post Office for the broadcasting of the national programs should be financed from the consolidated revenue. We also suggest that the consequential reduction of the Post Office share of the licence fee should not unfavourably influence the Government in allocating sufficient funds from year to year to permit of extension of the technical services at the rate of progress which the Government's responsible advisers deem justified in order that as soon as circumstances permit the national programs may be satisfactorily received by listeners in all the areas they are intended to serve under the fundamental plan of development designed by the Post Office.

"Powers of the A.B.C.—We consider that it would be improper to confer absolute power on a Government instrumentality to spend public moneys without some control, and that Parliament would be unwise to relinquish its power to control the A.B.C. through the Minis-

## WANTED

Announcer - Copywriter required for large N.S.W. Country Station. State experience, age, etc. Apply No. 111 National Service Office, Martin Place, Sydney.

**PRESTO** FOR ALL  
YOUR  
RECORDING SUPPLIES

ter or the Government in matters conceivably affecting high policy under contracts which involve more than £5,000 or exceed five years, as provided for in Section 21 of the Broadcasting Act, which requires the A.B.C. to seek approval of such contracts. We do not favour the Commission's suggestion that Section 21 should be deleted from the Act. We feel that the Commission's interests have been reasonably safeguarded since 1942 by the establishment of the Standing Committee, as the Commission may arrange for decisions with which it is dissatisfied to be referred to that committee for consideration and report to Parliament.

"The Commission asks that the shilling a licence should be restored, to enable it to put the national service on a satisfactory basis at an estimated cost of £162,000 a year. This amount included £500,000 for new features to meet the changing demands of wartime existence. These new features contemplate:—

"1. More light entertainment to meet the mood of the fighting forces and war workers.

"2. Sessions especially directed to country listeners to stimulate their response to the special needs of the nation, and to remove any feeling there may be of isolation from the main stream.

"3. The preparation of authentic documentaries of Australia's impressive war effort, both in respect of the fighting forces and the civilian population."

"The Treasury representative has suggested that the Commission should adopt the policy imposed on Government departments of reducing expenditure to the absolute minimum. We feel that such a procedure would unfairly handicap the development of the national broadcasting system, which, unlike Government departments, is in competition with rival undertakings—the commercial stations. The latter are not subject to any Government instructions to reduce their expenditure to the absolute minimum. On the contrary, there is disquieting evidence that the prices they are prepared to pay in the competition for artists are forcing increased expenditure on the commission to an alarming extent to keep its service at the standard which listeners are entitled to expect for the licence fees they pay. We do not share the Treasury representative's view that these fees should be regarded as a source of contribution to the Consolidated

**A. M. CLUBB & CO.** PTY. LTD.  
76 CLARENCE ST. SYDNEY  
TELEPHONE B 3408

Revenue—we consider that they should be devoted to broadcasting.

"The question of determination is whether Parliament should adopt a suggestion from the commission that it should be relieved of the obligation to seek Ministerial approval to enter into agreement involving expenditure in excess of £5,000 or extending over a period of more than five years.

"In support of its suggestion that section 21 should be deleted from the Act, the commission claims that the power conferred on the Minister in that section aims at ensuring that an agreement shall be entered into in a proper manner, e.g., after calling tenders where this is possible or appropriate, and that the contemplated expenditure shall be reasonable, but that it is not intended to invest the Minister with power to veto a proposed agreement in whole or in part on grounds affecting the commission's policy.

"The commission contends that the limiting effect of Section 21 is inconsistent with the commission's powers to do certain things as it thinks fit, or words to that effect, in sections 18, 19, 25 and 26, which define its powers as to the provision of programs generally, the issue of publications, the collection of news and information, the establishment of orchestras, etc.; that the obligation to apply for Ministerial approval of agreements involving over £5,000 or more than five years impairs the responsibility which, it is said, the community in general believes the commission to possess; and that only with freedom and the use of its own judgment in respect of its contracts will the commission be able to carry out an efficient job; in addition to which, the people and the Parliament will know exactly where responsibility lies.

"Amplifying its point of view, the commission points out that broadcasting is a powerful weapon for influencing public opinion, and that in the hands of a political party or an unscrupulous Minister it could be used so as to bring great advantage to the party which controlled it, and it might be used against the interests of the community.

"The A.B.C. also objects to section 21 on the ground that its provisions are the same as when the commission was a baby in 1932, when the number of licences was comparatively small; that the commission has since grown up, and that it is empowered to spend over £700,000 a year without reference to the Minister except where a particular item involves more than £5,000 or more than five years—that it can spend, for instance, £100,000 on the bringing out of artists provided no one contract exceeded the £5,000 or five-year limits. The commission believes that these limits were originally imposed 'so that we would

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

not run away with a £100,000 building program in the first few years."

"Sir Harry Brown, whose advice we sought, and who as Director-General of Posts and Telegraphs for many years before and after the constitution of the A.B.C. in 1932, has been uniquely associated with broadcasting, reminded us that in the establishment of commissions of various kinds, powers and responsibilities and a certain degree of freedom are conferred without relieving these bodies of the obligation to obtain the approval of some other authority in special circumstances—very often the approval of Parliament itself. To that end there is frequently some overriding provision which limits the powers elsewhere delegated. Thus, as regards the Broadcasting Act, the powers in Sections 18, 19, 25, and 26, to which the Commission specially referred, are subject to the overriding provisions of Section 21, which is significantly prefaced by the words 'Notwithstanding anything contained in this Act.'

"Our attention has been drawn to the possibility that the Government of the day might have in mind an important change of policy, of which the Commission would not necessarily be aware, and that in such a situation the limitation of the Commission's power in Section 21 brings directly into the hands of the Government any proposal entailing a substantial commitment into which any pending change of policy by the Government would make it undesirable to enter.

"It would be incorrect to infer that the deletion of Section 21 would make the Commission an entirely free agent. There are several other important limitations on its independence.

"All of these limits on the Commission's independence are clearly intended to give Parliament, through the Minister or the Government, some control over the Commission's activities. That control, if it is to be effective, must cover, in our opinion not merely the expenditure and procedure aspects of propositions submitted by the Commission under the Ministerially reserved powers, but also the very policy underlying the propositions themselves; otherwise, the value of the approving authority jurisdiction would be little more than that of the proverbial rubber stamp.

"The A.B.C. has described to us in detail certain experiences in which it considers Ministers have adopted an arbitrary attitude to its recommendations. But even if it were established that any Minister had misused his power, it would not follow that there is a case for entire withdrawal of that power. Our view is that it would be improper to confer absolute power on a Government instrumentality to spend public funds without some control. We feel that the Commission's interests have been reasonably safeguarded since 1942 by the establishment of the Standing Committee, as the Commission may arrange for decisions with which it is dissatisfied to be referred to that committee for consideration and report to Parliament, in accordance with the provisions of paragraph 2 of Section 85 of the Broadcasting Act, which prescribes:—

"1. The committee shall, subject to the provisions of this Act, consider and report to the Parliament upon every matter affecting broadcasting in Australia, or the Territories of the Commonwealth which either House of the Parliament by resolution refers to the committee, and upon every other such matter referred to the committee by the Minister.

"2. The Minister shall refer to the committee any such matter which the Commission or the body known at the commencement of this Act as the Australian Federation of Commercial Broadcasting Stations requests him to refer to the committee.

"In our opinion, Parliament would be unwise to relinquish its power to control the commission through the Minister or the Government in matters conceivably affecting high policy under contracts which involve more than £5,000 or exceed five years, as provided for in Section 21, the retention of which we recommend."

## "FIFTY AND OVER" VISIT CINESOUND.

Due to special arrangements with Cinesound, John Dunne and his selection of guest artists from his session "Fifty and Over," made a short unit for news-reel purposes the other day. This session which has been a popular Monday night feature from Station 2SM for many years now, is unique inasmuch as it caters for the not-so-young generation, all participants being over 50 years of age. It carries the sponsorship of Gartrell White Ltd., bakers and pastrycooks, and is heard every Monday night at 9 o'clock from 2SM.

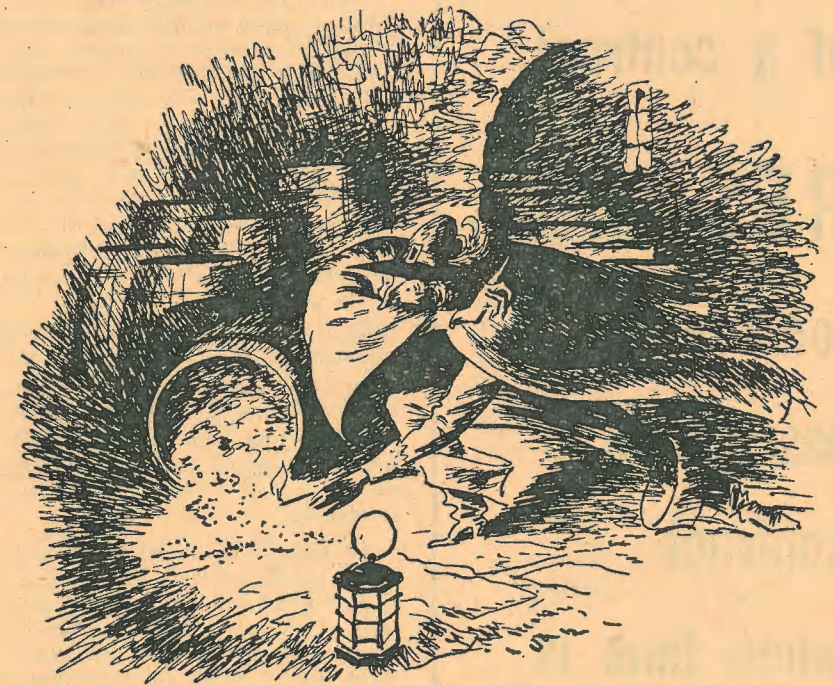
## MANPOWER APPEAL

A ruling given by the chairman of the Manpower Appeals Board in Melbourne last week is of interest to all station managements.

The chairman, Mr. Wade, P.M., dismissed the appeal by Mr. S. E. Baume against an order by the Manpower Director granting his release from the position of sales manager of 3UZ Broadcasting Service Pty. Ltd.

Mr. Wade stated that a company had a perfect right to reorganise its staff and to dispense with the services of any members who could not be placed in the reorganisation.

LESSONS FROM HISTORY No. 8.



This guy had  
a bright idea

Guy Fawkes was all for "uplift". Putting Parliament on the air . . . raising the tone of legislation . . . certainly were ideas which had something to commend them. The trouble was that he went the wrong way about putting them into effect.

Some advertisers have good ideas and excellent intentions—but they, too, fail because they impulsively adopt wrong methods. For instance, selling the rich Newcastle market is a splendid idea—but trying to do so without using 2KO is just inviting failure.

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

**TIME**  
is the essence  
of a contract.  
**RESULTS,**  
too, are the  
essence of a  
contract  
when time is  
taken on—

**3KZ**  
MELBOURNE

Sydney  
Representative  
A. L. FINN, 65 York Street

## "Smokes for Sick Soldiers" for Sydney on Sunday Afternoons

With the relay from 4BH Brisbane to 2GB Sydney on Sunday, February 20, Queensland's great soldier benefit program made its debut to Sydney listeners, and will continue to be relayed every Sunday henceforth from 3 to 3.30 p.m.

Actually, "Smokes for Sick Soldiers" is a two-hour concert in Brisbane. Its locale is the City Hall which is thronged with people for the occasion at every performance. The program is broadcast "live."

The function of the program (which consists of community singing and very creditable items rendered by amateurs) is to keep every sick soldier in Queensland hospitals supplied with cigarettes and tobacco. In the past two years more than 2,500,000 cigarettes have been cheerfully sent in by individuals and business establishments, and the monthly quota is actually growing despite the fact that "smokes" are not as easy to obtain as heretofore.

Many thousands of people in N.S.W. will be directly interested in the 2GB relay, not necessarily because their husbands, brothers, sons or sweethearts are in Queensland hospitals, but simply because their loved ones are "up north," and they will feel closer to them by tuning-in.

All told, 19 Queensland hospitals come under the distribution scheme, the whole cost of which is borne by 4BH, and regularly each week a 4BH representative (known by the soldiers as "the bloke from 4BH") hands out three packets of cigarettes to each soldier. It takes four days to do the rounds, the cigarettes and tobacco being handed out personally, from bed to bed.

"Smokes for Sick Soldiers"—four years of age, is a worthy work, deserving of the greatest credit and congratulation to the organisers and 4BH. N.S.W. donors are invited to contribute direct to 4BH.

## "ORGAN TREASURES" HAGONS

In keeping with the 50-year-old Hagon Tailoring tradition of offering good service, their radio presentation of "Organ Treasures" on 2GB 8.15 a.m. Sundays, carry some of the loveliest melodies ever composed. Their richness and beauty are further enhanced through their being playing on famous organs in various parts of the world.

## U.S. Concerned Over World Communications

Chairman James L. Fly of the Federal Communications Commission recently urged haste in straightening out the knots in the world's communications system.

He has stressed that the British dominate the earth's cable and wireless communications, having strengthened after the last war their already powerful position by acquiring a good deal of the German cable system.

Mr. Fly, who has given President Roosevelt a memorandum on his idea, said he seeks world-wide freedom for the flow of news and information, with uniform low rates for all persons and nations, and equal access to the world's communications facilities.

He believes that the half-dozen American companies competing against one another in the cable and wireless field to overseas points should be merged. He said:

"Our American carriers (Cable and Wireless) companies must compete with foreign monopolies, either Government owned or Government backed and controlled. These foreign monopolies play one American carrier against the other."

All wireless and cable operations of the British Empire are controlled by Cable and Wireless Ltd., privately owned except for an 8 per cent share by the British Government.

But the major policy-making group for the organisation, according to Mr. Fly is the Commonwealth's Communications Council which is composed of Government representatives from the various Dominions.

Because Cable and Wireless Ltd. is one organisation, Mr. Fly has emphasised, the British organisation always is in a better bargaining position than the various competing American companies.

The Senate Interstate Commerce Committee, now investigating international communications, will consider the question of merging American companies.

## E. C. De WITT SPONSOR "BLIND MAN'S HOUSE"

"Blind Man's House," taken by De Witt's on 3UZ, is an adaptation of Hugh Walpole's famous novel of that name. Sumner Lock-Elliott is responsible for the radio scripts of this new George Edwards production, and his flair for deft characterisation is once again very evident. George Edwards plays the part of the blind man, while Nell Stirling is cast as his wife. Prominent in the cast are Ailsa Grahame, Dorothy Dunkley, Joyce Arthur, Warren Barry, Marion Johns, Lou Vernon and Hazel Hollander.

MAKE AN ADVANCE  
SUBSCRIPTION TO THE  
**FIRST**  
**Victory Loan**

## Public Finds a Star

New Zealand radio listeners were recently asked to solve a radio production problem, and through the novel approach made to the public the N.C.B.S. scored a good young actor and great public support. The audience were the selectors for a role in a radio play that was about to go into production. The innovation was made by the commercial division of the National Broadcasting Service from their Wellington Station, 2ZB.

The commercial division was casting for "We Are Four," and the producer could not find a suitable 16 year old boy for the part of Tony. Someone hit upon the bright idea of broadcasting appeals for applicants for the role, and anyone who has ever had any experience with dramatics will understand that the response was overwhelming. Not only from the metropolitan district did the budding Tonys come, but from the distant country places covered by 2ZB Wellington.

On a Saturday morning the boys gathered at the station and were given scripts to read. The choice was narrowed down to about 20 boys, who recorded their readings of the part. These recordings were then played over 2ZB, and the listeners voted in Tony. The novelty broadcast, of course, was extensively trailed and advertised, and the interest taken by all listeners, as well as the phenomenal response, were sure indications of the unfailing pull of radio.

The part of Tony in "We Are Four" finally went to young Frank Johnson, of Seatoun, Wellington. The producer, Mrs. Elsie Lloyd, said that when she told Frank he was the winner, he just couldn't say anything, but gazed at her almost open-mouthed. Happiest aspect of all in connection with this venture, was that the people connected with the casting of "We Are Four" were in full agreement with the voters' choice.

## "POP" PARADE FOR PEPSODENT

A series of public surveys has proven that "Hit" tune sessions hold an enormous listening public, and with this in mind 3AW has recently arranged with the sponsors of the Pepsodent Toothpaste program to convert their Saturday evening program at 7.30 to a hit parade. The title of the new session will be "The Pepsodent Pop Parade," and scheduled for its first broadcast on Saturday, March 11.

The programs are to be selected by public request, combined with figures supplied by the leading music ware-

## NEW SHOWS FOR DISCING

The Radio 2UE production department, under the supervision of Mr. Paul Jacklin, is completing arrangements for the discing of a number of new programs for broadcast within the next few months.

In the past few weeks numerous scripts have been read and discussed with a view to finding the best possible entertainment for both listeners and sponsors.

Several outstanding shows have resulted from this investigation, they include dramatisations with both a peace and wartime background.

Consideration has also been given to variety programs embracing sessions new in type to Australian broadcasting.

Already this year the 2UE production department has given broadcasting three splendid programs. They are "A Date with Janie," a 30-minute comedy sponsored by Peter's Ice Cream and starring Gwenda Wilson. "Officer Crosby," by MacRobertson's and broadcast Monday and Wednesday at 7.15 p.m., and "The Prophecies of Nostradamus" heard every Sunday at 9 p.m. under the sponsorship of Tom Piper Fresh Canned Foods.

## "TAKE IT OR LEAVE IT" Popular Quiz Renewed

European Laboratories Ltd. have again renewed on 2CH for the continuance of the quiz feature "Take It or Leave It."

This is one of the most popular quiz programs on 2CH, and has been a regular quiz program on 2CH, and has a regular Tuesday night attraction over a long period. It is now compered by Bill Weir in the role of Grand Inquisitor.

The feature depends for its appeal on the "double or quits" principle, in which each competitor increases his prize money with every correct answer given, and has the opportunity of accepting "double or nothing" for the fifth and final question.

In addition the "cracker jackpot," in which one competitor is selected to answer an "extra hard" question, rouses special interest. The prize money increases by £1 each week when a correct answer is not forthcoming, and in this way some big cash prizes have been paid out during the past few months.

"Take It or Leave It" is scheduled at 8.35 p.m. each Tuesday. The account is handled by Hansen-Rubensohn.

houses and record manufacturers, and as 3AW is able to obtain a good supply of particularly recent English releases, the program should prove to be popular. The final compiling of the program is left to the hands of Gordon Tait, 3AW's program manager.

SOUTH-EASTERN NEW SOUTH WALES  
**2BE BEGA** 200 WATTS | **2XL COOMA** 200 WATTS  
J. A. KERR  
COOMA BROADCASTERS PTY. LTD.  
Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

In One Week!

**5**

New Features

on the  
**FEATURE  
STATION**

★  
Nestle's

"YOUNG STARS OF  
THE FUTURE"

(Fridays: 8.30-9.00 p.m.)

★

MacRobertson's  
"OFFICER CROSBY"

(Mon., Tues., Wed.: 7.00-7.15 p.m.)

★

Ford Pills'

"HAPPY TUNES"

(Thurs. and Fri.: 7.00-7.15 p.m.)

★

Amscol's

"A DATE WITH JANIE"

(Thursday: 8.00-8.30 p.m.)

★

Elliott's

"SCARLET WIDOW"

(Tues. and Thurs. 8.30-9.00 p.m.)

★

THE TREND  
TODAY  
IS TO

**5KA**

The Voice  
of  
South Australia

Regional Unit:  
5AU CENTRAL S.A.





Ru D. Pullan, 3AW scripter, author of "A Doctor's Case Book," who has completed scripts for three new 3AW productions—"To Have and to Hold," "A Man from Mars," and "Caravans West."

### "BLEAK HOUSE" FOR DARROD'S

Charles Dickens' immortal creation, "Bleak House," will be presented from 3UZ Melbourne at 7.30 p.m. from Tuesday, March 7, and thereafter at that time every Monday, Tuesday, Wednesday and Thursday.

In this dramatisation of Dickens' longest work great care has been taken to adhere as much as possible to the exact words of the novel.

"Bleak House" is a Columbia-George Edwards production.

Darrod's are the sponsors, and the account is handled by Leyshon Publicity Services.

### FOR A BETTER CAUSE

Radio does pull. This is the proof of it. At the conclusion of 2UW's broadcast last week of "A Salute to Victory," the station broadcast an appeal for voluntary helpers to assist the Legacy Club. Arrangements made to bring to the microphone a 16-years-old boy who has been cared for as a Ward of Legacy since his soldier father died from the effects of war injuries 14 years ago. He told what Legacy had done for his family, as part of a general presentation of the work of Legacy.

Listeners were invited to make contact with the Service Bureau of Bebarfald's Ltd., the sponsors of the program, if they would or could answer the appeal.

At five minutes past nine on the following morning, when one of the senior members of Legacy called at Bebarfalds to thank them for what they had done, he found one visitor ahead of him. It was a lady, recently arrived in Sydney from Queensland.

"I haven't much money," she said, "but when I was coming to Sydney, I put aside £5 for a new frock. When I heard the broadcast last night I decided that, after all, I can do without the frock—I would like you to take this for Legacy."

And she handed him a £5 note.

### RADIO HELPS READERS

When the New South Wales Bookstall Co. Ltd., 12 months ago, arranged to sponsor a quarter-hour musical presentation from 2UW each Sunday at 5.45 p.m. to publicise the company's lending library, the contract was drawn for only six months. At the end of that period it was renewed for a further six months.

When that second contract expired last week, the company decided, in the light of their experience, to make a firm reservation of the program for a further 12 months.

### HOW MANY SPORTS

If you were asked to set down all the sports and field games in fashion to-day, how many would you write? When Cyril Angles tried it a few weeks ago, he finished up with 68. But the list doesn't finish at 68, as he discovered. This was the way of it.

Each Friday night at 10 o'clock, as the final unit of the 2UW Theatre night show, Cyril Angles comperes a "Sporting Quiz," under the sponsorship of the manufacturers of Dacrydol. The basis of the session is that every competitor in the theatre is free to nominate the sport on which to be quizzed. (The competitor also nominates the odds which will determine the extent of the prize money—long odds mean a hard question, and short odds a simple one).

When Mr. Angles reached 68 in his list of sports and games, and proceeded to run out the questions to be asked under each heading, he included everything that he could remember. All went well until last Friday night, when one eager competitor in the theatre, nominated as his favourite sport, not racing, not boxing, not athletics—but house-housie. Cyril was clean bowled!

### I.C.S. USING "DRESS PARADE"

International Correspondence Schools Ltd. are sponsoring a session entitled "Dress Parade" at 2.45 p.m. each Tuesday on 2CH. This feature is being presented by Hilda Morse, and the music selected will be of the type such as "Alice Blue Gown" and "Easter Parade," in which dress is the keynote. Commercial will, for the present, deal chiefly with I.C.S. dressing tuition.

The contract has been placed through the William McVeigh Agency.

### WEAVER BROADCASTS 10 MINUTE TALKS

Mr. R. W. D. Weaver, M.L.A., and leader of the newly-formed Democratic Party, is now heard in a 10-minute political talk from 2UE every Tuesday at 9.30 p.m.

Mr. Weaver's talks embrace a wealth of subjects of topical interest. They also deal comprehensively with the policy of Democratic Party, sponsors of the session.

On his election to the leadership of the Democratic Party, Mr. Weaver became leader of the Opposition in the State Parliament in place of Mr. A. Mair, M.L.A.

### Inkspots for Maxam

"The Inkspots," famous American combination, will be presented by Maxam Cheese Products through 2SM Monday through Fridays at 8.45 p.m., effective from Monday next, March 13.

The transcribed quarter-hours are reported to be something out of the box, featuring the well-known American combination in song and music.

The shows will also be rebroadcast for munition workers the following afternoons.

## Among the Sponsors

Six five-minute sessions weekly in 2UW's breakfast session have been taken by the Waluer Chemical Co. on behalf of Exotiq Cosmetics. The broadcasts will be at 7.25 a.m. Monday to Saturday. The contract was placed through the Hugh Berry Agency.

Metropolitan Business College Pty. Ltd. have contracted with 2GB for breakfast (preferred times) and afternoon sessions covering four days each week.

J. A. D. Gibson's "Hunchback of Ben" has been renewed on 2WL. Time channel is 7.30 p.m. Monday to Thursday. Contract from Traders' Advertising Service.

"Dad and Dave," under Wrigley's sponsorship, is to continue for a further long period on 2WL, 3HA, 3TR and 7LA. The renewal contracts (from J. Walter Thompson) also include "Dad's Views on the News," Wednesdays at 6.45 p.m.

Alpha Laboratories have renewed their daytime announcements on 2HR. Goldberg Advertising Ltd. have renewed daytime announcements on 5DN-RM on behalf of British Medical Laboratories.

Lambert Pharmacal Co. (Aust.) Pty. Ltd. have renewed their contract for minute announcements (night) on 6PR-TZ. Contract through Weston Co. Ltd.

J. A. D. Gibson and Co. Ltd. have contracted through Traders' Advertising Service for spot announcements every day of the week except Sunday, on 2GB, and daytime announcements plus a renewal of their quarter-hour sessions on 2WL.

Bushells Pty. Ltd. (through A.W.A. Ltd.) are using 15-word slogans at preferred times on 2GB and 2WL.

Penfolds Wines Ltd. have extended their Musical Comedy Memories" to 4BH Brisbane. Time channel is 9.30 p.m. Monday. Contract from Fergus Canny Advertising.

British Medical Laboratories (through Goldberg Advertising Ltd.) have extended their radio advertising to include quarter-hour session on 2CA, 3HA and 2WL.

Through Traders' Advertising Agency the Commonwealth General Assurance Co. has contracted for a big series of 100 word announcements on 2CH.

Best and Gee Ltd. (agency, Unsted, Jackson and Haines) have contracted for extensive use of direct announcements on 2CH for Lantigen products.

The Olympic Tyre and Rubber Co., through Arthur Smythe, has signed a long term contract for 100 word announcements on 2CH.

Felton, Grimwade and Duerdin have contracted through Trans-Radio for direct announcements for Silo-mag Indigestion Comedy.

Through Gordon and Gotch (Melbourne) Klombro Pty. Ltd. have contracted with 2CH for a series of scatters for their Gravox product.

Lambert Pharmacal Co. have contracted with 2CH for 100 word announcements for Sterine (agency, Weston Co.).

O.T. Products through Gotham's are using 2CH for a series of direct announcements.

Manlan Goblin Sweets (agency, Weston Co.) are making use of one minute announcements on 2CH.

J. A. D. Gibson have renewed through Traders for a further series of direct announcements for Gibson's Tea on 2CH.

Williams the Shoemen, who are one of Paton Advertising Service's oldest clients have renewed their contracts on 3AW and a number of country stations.

The feature, "Rally to the Flag," is being used on 4TO Townsville by the local branch of the Australian Red Cross Society, being presented each Sunday at 1 p.m.

Tillocks Ltd. (Aunt Mary's Baking Powder) agency Weston Co., have scheduled a series of five minute sessions on 2AY Albury at 6.45 a.m. Monday to Thursday inclusive.

Matthews Bros. of Bendigo have selected "Forgotten People" as their current release on 3BO Bendigo, broadcast Monday to Friday each week at 7.45 p.m.

Craine's Newsagency have selected the Openheim story "The Amazing Adventures of Ernest Bliss" as their current feature on 4CA Cairns.

The new feature for Suttall Soaps (Campbell Bros.) on 4CA Cairns and 4TO Townsville is "One Man's Family"—agency, Gordon and Gotch, Brisbane.

New business, on 3BO Bendigo and 4TO Townsville includes spot announcements for Olympic Tyres Ltd., agency, Arthur Smythe.

The Oppenheim story "The Inevitable Millionaires" is being released over 4WK Warwick, sponsored by Armitage the Chemist, on a twice weekly schedule in the evening session.

The B.C.C. Stores of Warwick are the sponsors of a 15 minutes session in the 4WK breakfast session daily, Monday to Sunday inclusive, through Noble Bartlett Agency.

The Electricity Commission of Victoria broadcast a large number of spot announcements over stations 2AY Albury and 3BO Bendigo for the instruction of householders during the recent restrictions.

New program releases in daytime sessions on 4TO Townsville, include "Hymns of all Churches" for McKimmins Pty. Ltd., broadcast in the morning session Monday to Thursday each week. A further new program to 4TO listeners is "Dramatic Moments," broadcast twice weekly, sponsored by M. L. Thurecht, chemists, of Townsville.

Colgate-Palmolive, through George Patterson Pty. Ltd. have booked time on 4LG for Mondays, Tuesdays, and Wednesdays for the presentation of the three half-hour shows each week, "Rise and Shine," "Quiz Kids," "Rhythm Inn," also one hour each Friday night for "Calling the Stars."

The new "Choice of the People" half-hour which is broadcast every afternoon at 4.30 is being sponsored by Melbourne retail store, Rockman's s'n'rooms. Rockman's have contracted for five quarter hours per week.

Speciality Press have renewed with 3AW for a further 26 quarter-hours in the daytime. They present a special daytime program in the afternoon sessions.

Williams "The Shoeman," who has been using the 3AW breakfast program for some years, has renewed his contract to the extent of 156/50 word announcements. Account is handled by Paton's Advertising.

Two hundred and sixty-one minute announcements have been contracted by Fasset and Johnson for Carter's Little Liver Pills with 3AW, to be broadcast in their daytime, on renewal contract.

Beecham's Pills (through H. B. Browne Ltd.) "Famous Escapes," quarter-hour, 8.15 p.m. Mondays on 3UZ.

E. C. De Witt (W. H. Emmett), "Blind Man's House," quarter-hour Tuesdays and Thursdays at 7.45 (Columbia-George Edwards), 3UZ.

Darrod's Theatre of the Air Charles Dickens "Bleak House" (Leyshon), quarter-hour, 3UZ 7.30 Monday, Tuesday, Wednesday and Thursday.

Griffiths Sweets, "The Play of the Week," quarter-hour 8.55 Monday, Tuesday, Wednesday and Thursday on 3UZ.

Nestle's (Hansen Rubensohn) have signed with 3UZ for "Young Stars of the Future," quarter-hour, 7.30 Friday.

Victorian Independent Exhibitors, "Music Hall Memories," half-hour 6.30 Friday, 3UZ.

Rockman's Frocks have signed with 3UZ for "Modes and Melodies," quarter-hour 6.45 Tuesdays.

E. G. Eager and Sons, Brisbane, through Noble-Bartlett Advertising, have contracted for 104 x 30 minute time each Tuesday and Friday night for the presentation from 4LG of "Commando Story."

Martin Flynn, cordial manufacturer, Hughenden, has contracted for the presentation of the 52 x 15 minute feature, "Dead Certainty."

Tillock and Co. (agency, Weston Co.) have again renewed on 4MK Mackay for a series of spot announcements in daytime sessions.

## A CONVERSATION BETWEEN YOU and YOUR SECRETARY

YOU: Miss Smith, please send a letter to one of the Melbourne Radio Stations. We're starting a radio campaign on the new "Vax" line. Who do you think I should contact?

MISS S.: Well sir, I always listen to 3AW. They always present feature programmes.

YOU: By Jove, that's right. They're called the Feature Station. You'd better look up their address.

MISS S.: I know it sir, they are at 382 Latrobe Street. But I'm sure if you 'phone their Sales Department, they will quickly send along one of their representatives. The 'phone number is F 9181.

**3AW** - 30V CENTRAL VICTORIA for **FEATURE PROGRAMMES**

## £2,600 IN ONE DAY

The largest crowd of people ever assembled in Grafton was present on February 17 last, when a mammoth Rodeo was held at the Grafton Showgrounds in aid of the Memorial Baths Fund, which will build baths in memory of the Boy Scouts who lost their lives in the recent boating fatality. Station 2GF afforded publicity to the function, and the success of the gathering can be gauged when it is realised that £2,600 was the gross proceeds for the day.

Mr. J. K. Love, manager of 2GF, is joint publicity officer of the fund, in conjunction with Mr. C. B. Bailey.

A radio ball is being organised by 2GF to be held on March 27, when it is anticipated that a further substantial sum will be handed to the fund. The catering arrangements for the ball will be in the hands of the members of the 2GF Women's Club, of which Mrs. Evans, the 2GF lady announcer, is the president.

## First Victory Loan

In announcing money and subscriber quotas for the £150,000,000 First Victory Loan, Mr. C. R. Banfield, Commonwealth War Loans Director, stated that suburban and country loan committees were planning for the biggest effort in loan-raising to date.

Mr. Banfield pointed out that there were two targets for the First Victory Loan. One was the money total of £150,000,000 and the other was the objective of 750,000 subscribers for the Commonwealth.

It is anticipated that there will be a big increase in individual subscribers for the next Loan.

Rivalry between suburban municipalities and between country towns is expected to be exceptionally keen.

Special awards will again be made to the winning municipality in each of the two divisions into which the metropolitan area is divided.

For quota competition purposes, the country is again divided into six classes, according to population. Under this scheme, every town has an equal chance of winning the highest award, a red pennant.

Subscribers who make application of bonds in the First Victory Loan in the city are requested to write the name of their municipality in the space provided at the top of the application form. This will ensure their municipality being credited with their subscription.

Advance subscriptions can now be made at any Bank or Savings Bank, or Stockbroker, for the First Victory Loan.

**We must beware of trying to build a society in which nobody counts for anything except a politician or an official, a society where enterprise gains no reward and thrift no privileges.**

—Winston Churchill.

## Seven Mobile Food Trolleys For the Army From 2GB Happiness Club

On Wednesday, February 23, from the stage of the Macquarie Auditorium, Phillip Street, Sydney, Mrs. W. J. Stelzer's 2GB "Happiness Club" presented seven mobile electrically heated food trolleys to the military authorities for use in military hospitals and convalescent camps. These trolleys are the first of their kind to be presented to the Army, the cost £87/10/- each. Previously the "Happiness Club" donated to the military authorities two motor ambulances valued at £500 each; and also a Wile's mobile cooker valued at £600.

## Radios for Service Hospitals

In Australian military hospitals, both here and overseas, sick and wounded troops rely to a large extent on Red Cross to supply them with entertainment and "things to do" during their illness and convalescence. Concerts are arranged for them through Red Cross, tournaments are organised in recreation huts, and craft instruction and materials are provided to occupy their time.

Strangely enough, patients appreciate music more than any other form of entertainment, with music, a lilt of gaiety enters the wards, and time passes more quickly for men lying in bed. That is why the Australian Red Cross Society includes radio sets in its list of supplementary supplies for service hospitals. The effect of music and bright programs is to raise the morale of patients, and so help provide an impetus to aid their recovery. Every well-equipped Red Cross centre in every hospital includes at least one wireless set, if not more.

In some hospitals, Red Cross has fitted patients' beds with earphones so that there the men can lie gack comfortably in bed and listen in all day if they want to, without fear of the noise disturbing other patients who want to sleep.

The radio sets get plenty of use—the men hum the tunes they hear over the air, and listen to radio sessions with rapt interest. Probably that was what started the popularity of "quiz sessions" in hospital. They have become one of the most popular forms of entertainment among patients in service hospitals. Recently one hospital up north petitioned Red Cross for an encyclopaedia.

Red Cross also supplies hospitals with supplementary medical supplies, and special invalid diets, and supplies prisoners of war with clothes, food parcels, recreational facilities and books.



Lady Wakehurst (at the microphone) seated—The Hon. Henrietta Loder, Mr. G. Miller, Mrs. S. E. Parry, Mrs. W. J. Stelzer (of the 2GB Happiness Club), Lady Julius (representative of the Comforts Fund), Lieut. Col. S. G. Nelson, Captain Carlos, Mrs. P. C. Spender.

## MARCH OF TIME IN 9th YEAR OF RELAY

"The March of Time," one of the most firmly established programs on the air in Sydney and Melbourne is to continue, without interruption, through its ninth consecutive year, on 2UW.

Throughout the whole of the time it has remained in the same time channel—7.30 p.m. Sundays, and when the existing contract expired last week, a further 12 months' renewal was arranged immediately by the Goldberg Agency, Melbourne, on behalf of the distributors of Black and White Cigarettes and ready-rubbed tobacco.

Under war conditions "The March of Time" presents documentary sessions of outstanding merit, with a minimum of commercial announcement, and with the closing three minutes devoted to some national cause. It is relayed from 3DB.

## VEALLS DISTRIBUTE "UNIVERSITY" TEST EQUIPMENT

A. J. Veall Pty. Ltd., 490 Elizabeth Street, Melbourne, announce that they have been appointed Victorian distributor for University Testing Equipment.

Multimeters, Ohmmeters, Voltmeters, D.C. Microammeters, Supertesters, Bonding Testers, Milliammeters, Thermo Ammeters, Blasting Testers, Oscillators and Millivolt Meters are numbered among items available for Defence requirements and also to radio servicemen, etc., when approval has been granted by the Directorate of Radio and Signal Supplies.

Victorian servicemen can obtain full technical details and information on request to Vealls.

## ALONE ON THE OCEAN

The characteristic patience and capacity for endurance of the Chinese is epitomised in an episode told briefly in a B.B.C. Radio News Reel.

William Allison describing the incident gave it this setting. "A hot, sultry night in the tropics; the sea calm, deadly calm. A Chinese, an ordinary, simple, hard working steward, proud of his job, quick as lightning at answering the bell. Poon Lim, they called him, this steward whose pride it was to do his job with the smooth effortless efficiency of the best type of Oriental. His ship is moving with much the same silent efficiency, till suddenly it shudders and is torn by an Axis torpedo. Poon Lim finds himself hurled into the sea. For two hours he struggles through the scum of oil till he comes up against a raft, and manages to drag himself aboard. Dawn shows him another raft with six others of the crew. Through that day the two rafts drift. The sun sinks. In the darkness Poon Lim is once more alone.

And he remained alone for four long months of hope-filled days and dreadful nights, sitting stoically on his raft. For the first fifty days he managed to make his stores last out. Then he had to depend on fish he was able to snatch from the sea and on rain water—collected in the covering of his life-jacket. At last he was found by some fishermen. They were amazed that his shrunken body still had life. "I've waited a long time," is all he said. But the tale of Poon Lim's fortitude travelled. He now shows with pride the British Empire medal.

## SERIALS SELL CORSETRY

At the conclusion of their first 28 weeks sponsorship in 2UW daytime, Jenyns Patent Corset Pty. Ltd. have arranged an extension of the contract to carry on until the end of 1944.

The original agreement covered the broadcasting of "Famous Women," a dramatic series, produced by the George Edwards Players, at 11.45 a.m. Tuesdays and Thursdays. The sponsors have now arranged to present "Jezebel's Daughter," another George Edwards dramatic serial, continuing in the same time channel.

The contract was placed by Johnston and Jones, Brisbane.

## HELP FOR THE OUTBACK

The Bush Church Aid Society's session on 2GB has been renewed for a further 12 months. It is broadcast every Friday morning at 10 o'clock, and is conducted by the Rev. Tom Jones.

In this series of talks, the listener hears true stories of the life, outback; the dangers and difficulties encountered, and the courage and resourcefulness with which they are met and overcome.

The Society is constantly receiving generous help from its wide circle of listeners and thereby is able to carry on its splendid work in the spiritual and material help it gives to the stout-hearted community in the far outback.

## DAYTIME DRAMA

In continuation of their established policy of broadcasting a strong dramatic serial program at 9.30 a.m. Monday to Thursday on 2UW Sydney, S. R. Buttle Pty. Ltd. last week took sponsorship of "The Laughing Man," a George Edwards production, to follow the completion of "Ernest Maltravers."

This 9.30 a.m. dramatic channel, developed by the sponsor, has now been established, without interruption, for more than four years. Many outstanding productions have been used, and "The Laughing Man" promises to add to the audience goodwill which has accumulated over the years.

## Ordeal by Night

"The Germans have gone to amazing lengths to change the face of Germany as it appears to the night flying pilot. The most complicated maze in the world is not more difficult than is Germany at night to the bomber crews of the Royal Air Force, and the Dominions Air Forces. And all the time they are puzzling their way through the maze they are in deadly peril from the enemy's defences. Landmarks are blacked out and every conceivable decoy is used to mislead them. So almost every direct indication the crew receives from the ground below will be suspect."

(Oliver Stewart, in a war review for B.B.C. overseas listeners).



## JANUARY LICENCE FIGURES

NEW SOUTH WALES			
New Issues	5,177	2,638	(484)
Renewals	33,049	33,786	(986)
Cancellations	2,638	4,440	(288)
Monthly Total	516,321	536,275	(20,500)
Nett Increase	2,539	1,802	(196)
Population Ratio	18.37	18.98	

VICTORIA.			
New Issues	3,306	1,445	(116)
Renewals	21,464	22,908	(1,094)
Cancellations	2,904	1,863	(12)
Monthly Total	373,469	383,315	(16,466)
Nett Increase	402	418	(104)
Population Ratio	19.26	19.63	

QUEENSLAND.			
New Issues	967	909	(76)
Renewals	11,042	11,040	(176)
Cancellations	709	969	
Monthly Total	172,276	174,797	(3,391)
Nett Increase	258	60	(76)
Population Ratio	16.62	16.85	

SOUTH AUSTRALIA			
New Issues	1,046	647	(115)
Renewals	8,266	8,461	(547)
Cancellations	1,101	851	(48)
Monthly Total	139,575	143,702	(9,517)
Nett Increase	55	104	(67)
Population Ratio	22.90	23.70	

WESTERN AUSTRALIA			
New Issues	917	662	(67)
Renewals	5,280	5,367	(156)
Cancellations	830	830	(10)
Monthly Total	93,704	94,973	(3,169)
Nett Increase	87	163	(57)
Population Ratio	19.98	20.33	

TASMANIA.			
New Issues	373	201	(39)
Renewals	2,856	2,782	(133)
Cancellations	355	447	(88)
Monthly Total	47,167	47,624	(2,272)
Nett Increase	18	246	(49)
Population Ratio	19.75	19.74	

COMMONWEALTH.			
New Issues	11,786	6,502	(897)
Renewals	81,957	84,343	(3,092)
Cancellations	8,537	9,400	(446)
Monthly Total	1,342,512	1,380,686	(55,315)
Nett Increase	3,249	2,898	(551)
Population Ratio	18.90	19.37	

# 3XY

proudly presents — every Wednesday at 8 p.m.

## "ONE MAN'S FAMILY"

by courtesy of

GOUGE PTY. LTD.

Produced in Melbourne by 3XY, and released throughout Australia, this series continues the fascinating story of the Barbour family from the point where it left off 5 years ago! It's a Mayne Lynton production!

ALL AUSTRALIA WILL BE LISTENING TO IT SOON!

## PERSONALS

Major Ted Cox seems to be able to get into Sydney for about a day out of every week. Formerly officed at Victoria Barracks he has recently been out "where the eels lie down" which, translated back into the aboriginal, gives the place name of his station . . . and we hope that doesn't break any censorship rules!

Miss Anne McHale, secretary to 2UE's general manager, Mr. A. Campbell Jones, is enjoying her annual vacation at Jervis Bay.

Noted radio actor and former 2UE announcer, Ron Morse, has been promoted to the rank of Flying Officer Air Gunner with the R.A.A.F. in England.

Arthur Carr, 2UB sales staff, is spending his annual vacation at Palm Beach.

Si Meredith is again reading F. J. Palmer and Sons midday serial from 2UE after a fortnight's holiday at Ettalong.

Michael Noonan, former 2UE copywriter, has been promoted to the rank of Lieutenant in the A.I.F.

Sergt. Ken Johnston, formerly one of 2UW's sporting staff men, and now serving with the Army Amenities section, was down in Sydney last week enjoying some leave. Ken put his weight behind the last Liberty Loan when he took part in a broadcast from 2DU, and he will probably stage an interesting "race description" of the New South Wales Western Towns Derby which is being arranged to stimulate contributions to the forthcoming Victory Loan.

Mr. Bernie Stapleton, popular 2SM general manager, was down in Melbourne last week for a few days on business. When he arrived back in Sydney this week there was a gleam of suppressed excitement in his eye. Business must have been good down south!

Captain Alex Clubb was one of the "pioneers" who attended Oswald Anderson's Radio Birthday Party at Paling's last Sunday night. Though his hands are pretty full in the Army, the well known Presto agent manages to look in at his office every once in a while, just to keep his finger on the pulse of things.

John Dunne of 2SM has been nominated as a "pin-up boy." Somebody wrote to the Sydney daily press about it. John (and some others too) suspect a "gang-up!"

Mr. Frank Marden, 2UW general manager, was in Melbourne for a few days last week.

There was great jubilation at 3AW last week when Gladys Moncrieff broadcasted in the theatregoers session and afterwards was introduced to the 3AW staff. The broadcast was such a success that Miss Moncrieff and Lellie Potter (the theatregoer) have both received hundreds of letters requesting a rebroadcast of the session. In her usual good-heeled fashion "our Glad" has kindly consented to do so, and will be heard again on Friday next.

Win Thwaites, assistant sec. at 3UZ, who is quite one of the busiest personalities on any radio station can be at present found "way up" at Marysville, where she is spending three weeks well-earned holiday.

As from Monday, March 6, 3AW's early morning listeners are to be helped out of bed by two early morning twitterers, as Fred Tupper is to join Bill Furley every morning at 6.30. Both Tuppey and Phil are returned men from this war, Tuppey having been in charge of an entertainment unit in the Army, and Phil having instructed in the Air Force.

Sally Miller, known as "Sally" on 3XY's morning session, has arrived back from holidays at Apollo Bay, looking very fit and well.

Monday, February 21, was something of a gala night at "Starnight at Earl's Court." Sponsors, artists and advertising agents were there in full force. The program which was at its usual high standard had all the sparkle befitting the occasion. When the show was over artists were entertained at supper by the executives of "Aspro." Among those present were Mr. and Mrs. E. H. Stennitt, Mr. and Mrs. Mark Patten, Mr. and Mrs. A. W. Lightfoot, Mr. and Mrs. E. Norris, Mr. and Mrs. Sinclair, Mr. and Mrs. Jack Clemenger, Mr. and Mrs. Leigh Stitt, Mr. and Mrs. Leyshon. Dancing concluded a very happy evening.

The large and representative gathering that attended the Radio Birthday Party at Paling's Concert Hall last Sunday evening to mark Oswald Anderson's twenty-one years in broadcasting, was in itself a warm tribute to a man who has not only always had a fatherly interest in broadcasting, but along the way has held out a helping hand to so many who have aspired to work in that field. He has many friends. Kindly in outlook and in gesture, he manages today the biggest individual radio producing unit in Australia (outside of the A.B.C.), answering unassumingly to the handle of "Andy" or "O.A." to anyone fortunate enough to call him friend.

Lionel Shave's quip at the Radio Birthday Party at Paling's Concert Hall last Sunday night that he was the inventor of "mike fright" was only capped later on in the evening by "O.A." himself, who claimed that he had bought and paid for the sole rights of it from Lionel. And yes, Oswald Anderson was nervous!

Ron Beck, of the Colgate-Palmolive Unit, struck a merry note at the same gathering when speaking on behalf of radio sponsors, concluded with the thought that "sessions may come and sessions may go, but sponsors go on forever."

Strella Wilson, after singing a number, added the happy anecdote of "the early days" at the Radio Party. It was the occasion when she was given the bird! It actually happened in the early efforts of 2FC upon an occasion when two kookaburras were brought to the studio to give London the laugh-on-relay. Nothing, including drums, fiddles and ugly faces could induce the birds to break forth. It was given up as a bad job. Miss Wilson was then nudged up to the microphone to sing, and as her voice soared into a well known lilting air the kookaburras burst into an unholy cackling duel!

A recent visitor to Sydney was Mr. L. Prouse-Knox, manager of Brisbane station 4BS.

A.P.R.A. manager, Jack Woodbridge, recently returned from a fishing holiday up the North Coast. Believe it or not this ex-angler of the mountain streams seems to have forsaken the famous pastime of huntin' trout for the more exciting but less exacting sport of beach fishing.

Surf fishing certainly has gained many followers in recent years and radio executives are well represented among the dim shadowy forms that stand for hours at night at the surf edge around Sydney beaches. One of the most enthusiastic—when he gets a chance to be—is Mr. Norman Lyons, station manager of 2UW. During the invasion scare period he made special arrangements for his fishing gear in his air raid shelter!

Jack Burgess, ex-Adelaide, and now settling in Sydney with the Colgate-Palmolive Unit, is casting about for a home site, and he too is anxious to get near a beach so he won't have too far to go to catch his breakfast.



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Lieut. Reg Fox, who was station manager of 2CH before joining the Navy soon after the outbreak of war, passed through Sydney last week on his way south, after serving at a northern operational base.

Gordon Tait, 3AW's program manager, is back on the job after his "annual two" and looking very fit for the break. Still Gordon says it is not worth it, his desk is snowed under with "jobs to do."

The worst thing that can happen to any radio announcer happened to 3AW's Peter Clarke last week when he was handling the 3AV-3CV relay. Peter opened his mouth to speak and found through a very nasty cold that he had been fighting for some days, that he had lost his voice. He has now quite recovered, but claims that it is the worst sensation that he has ever suffered, to open the mike switch, open his mouth, and then for nothing more to happen.

Many happy returns to Les Leyshon who had a birthday last week. There was quite a get together for lunch on that day, which we believe is an old, old custom. "Skipper" Lionel Lunn of the R.A.N.V.R. paid his former work mates at 2KY a visit the other day. He's lately been doing a spot of lecturing on aircraft recognition we believe.

Now enjoying a brief respite from work is Sid Jordan, 2KY's news commentator who hopes that the weather will be more favourable these holidays than during his last. Jordan will be back of the air with his nightly "Views on the News" on Monday, March 15.

Jack Farrelly, who recently celebrated his 14th anniversary as 2KY announcer, was much in the limelight on Saturday, February 26, when radio fans gathered at St. Marks, Darling Point, to shower him with congratulations (and confetti) on his marriage to Miss Lal Morrison of Rose Bay. Amongst the hundred or so guests at the reception, held at the Pickwick Club, were Mr. and Mrs. Bert Beaver, Harcourt and Mrs. Garden, Roy and Mrs. James, John Harper, Paul Daly, and Andy Flanagan—all well known 2KY personalities.

## COMMERCIAL BROADCASTING

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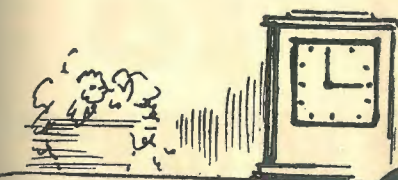
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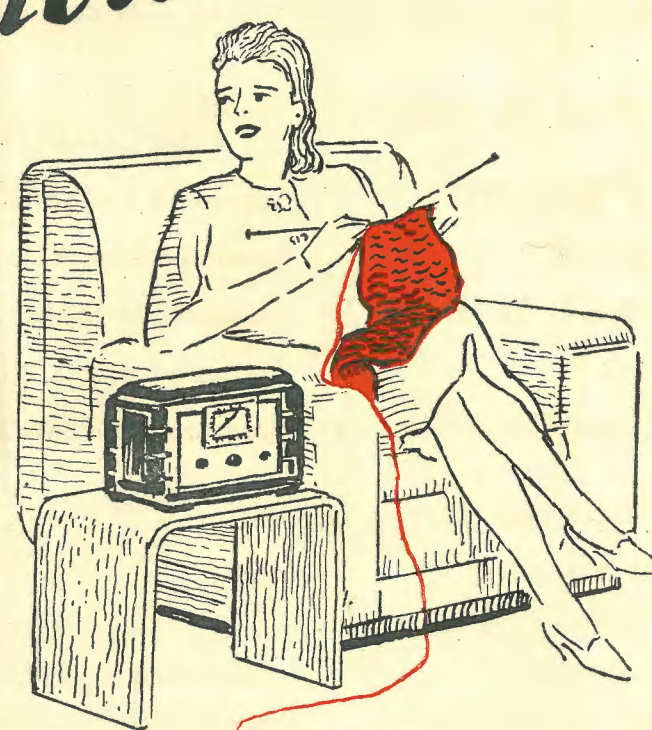
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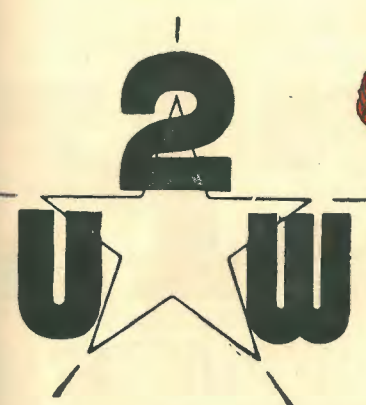


WE'RE not talking particularly about knitting — that just happens to be the occasion of the moment for the lady in the picture.

Two things we do ask you to notice are radio — AND THE CLOCK. The radio switched on (tuned, of course, to 2UW), the clock says 3 p.m.

A picture of the newest domestic habit in Sydney — listening to 2UW's afternoon show. A habit that has come to stay in thousands of homes, since war conditions kept women at home in the afternoon . . . And 2UW gave them what they wanted, in the greatest new afternoon show, Monday to Friday, ever to go on the air in Australia.

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