

PERSONALS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Down in Melbourne, on behalf of Sales Manager Bernie Stapleton of 2SM, a lot of the recent Sydney heat—and cold—he got 'flu the first day he hit the city—and has been confined to his most of the time.

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

Substituting for Alwyn Kurts as compere of 3XY's end of Maples' very popular Today night feature, "The Quiz of Two Stations," is just another thing that has come the way of young Kevin McBeath, and first effort resulted in a smashing success for his station. The No. 13 question money is hitting the high-spots again, and total prize money for the two stations was offered on Tuesday, November 17, and total prize money for the two stations is in the vicinity of £75.

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

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

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

COMMERCIAL BROADCASTING

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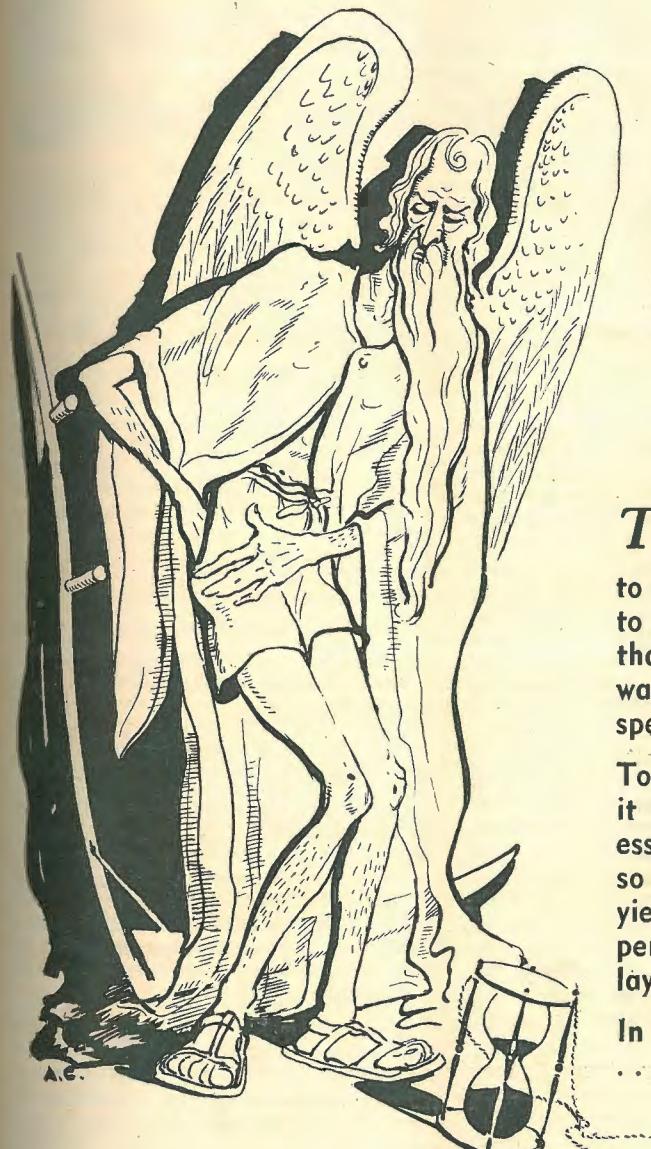
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COMMERCIAL BROADCASTING BUSINESS

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



MAKE TIME PAY!



Most people listen to . . .



COMMERCIAL BROADCASTING

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

War News Commentaries Render Australia £15,000 Worth of Free Publicity in U.S. each week

In Australia to keep U.S. listeners abreast of events in the South-west Pacific—Columbia Broadcasting System has William J. Dunn, Mutual Broadcasting System has Frank J. Cuhel, National Broadcasting Co. has Sydney Albright and George Folster.

Together these commentators hold their home audiences for 130 minutes a week through use of the three major networks, which, according to investigation, means that war news from the Anzac area is taken by 40,000,000 Americans each day, each week.



From a little room under that tall lattice-work A.W.A. tower, the correspondents of America's three chief radio networks keep our Trans-Pacific allies abreast of war in the Anzac area.



Sid Albright, National Broadcasting Company correspondent, works with his thumb on the trigger of the stop-clock to make a split second entry into, and exit from, this huge American Network.

As part of the world news round up put on the American air for 15 minutes morning and evening, at the peak listening periods (7.30 p.m. and 7.45 a.m. U.S. time), Sydney enters the news spotlight in company with Ankara, London, Honolulu, Wellington, Iceland and points in South America. Three minutes is the usual time allotment to each correspondent. Whether he goes on the air or not depends upon what he has to contribute to knowledge of world events.

The value to Australia of this participation in American radio cannot be assessed yet, for it is making our cousins across the Pacific mindful of Australia as never before. It must influence business men to invest, and settlers to come here as never before—once the Japs have been crushed.

We can, however, estimate what it would cost Australia in peace time to sponsor 130 minutes a week on the U.S. air. At current network advertising rates this amounts to £15,000 for time only!

When William Dunn signs on as from Australia, or when Frank Cuhel signs off as from Australia—that is the finest indirect advertising. The war news is the holding medium which in peace time presumably would be drama or music, or talks.

George Folster, who partners Sydney Albright for N.B.C., prepared the ground work for his fellow correspondents. The P.M.G.'s Department and A.W.A. arranged transmitting and studio facilities in Sydney.

The code letters N.B.C. for America's great network—National Broadcasting Co.—can give the impression to anyone not used to American radio that it possessed a set-up similar to our own A.B.C. This is not the case. All radio stations in the U.S. are privately owned and privately operated. There are no two systems—"A" class and "B" class stations, as here.

Therefore, what is brought over the American air to the Americans is voluntarily offered to their ears as part of a high-class service which American com-

mercial stations render their listeners in a high degree of competition, and in unending lust to serve.

From a studio under that tall lattice-work A.W.A. tower, which rises high above Sydney, morning and night, word goes to American listeners. Our engineers have found working smoothly due to the split-second efficiency of the U.S. networks. A week ahead cables convey allocations to correspondents, timed even to a second.

As example:

"Dunn to C.B.S. September 27, 130125-130344."

This acceptance time by San Francisco, being sent in G.M.T., was converted to our daylight saving time thus: "Dunn to C.B.S.—September 28 000125-000344."

Deciphered, it means that Dunn went to the short-wave microphone in Sydney for a newscast to San Francisco at one minute twenty-five seconds after midnight on Sunday, September 27, and went off the air at three minutes forty-four seconds on Monday morning the 28th September. Nothing slipshod in that system!

Greenwich time is used throughout the world by U.S. stations so as to standardise when far distant microphones are to be opened. Stations convert G.M.T. to local time for home operation, but as radio waves travel at 186,000 miles a second, there is, of course, no allowance for lag. The newscaster prepares his script, by a special stop clock, which A.W.A. provides to occupy exactly the time allotted. He sits in the studio wearing headphones through which he hears San Francisco "go-ahead." When that is heard, he starts to stop clock and to speak simultaneously. Watching this towards the end of the period, he adjusts his speed so that he finishes in time to halt the stop clock to the second when it should.

Since 200 stations at a time take news or comments from Sydney, there has to

(Continued on page 6)

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Sydney,
FL 3054

Subscription,
10/- p.a.

Vol. 11, No. 12.

Thursday, December 3, 1942

Price, 6d. per copy

Broadcasting Services Feeling Heavy Strain of War Economy

Government regulations, some necessary, some unnecessary, constitutes a frontal attack upon the future of commercial broadcasting in Australia; from the rear come the shells of ill-informed critics unable to grasp the significance of broadcasting in its real application to modern living; from the sidelines are hurled the bad tomatoes from the hands of those who have a selfish interest in the shackling of broadcasting to prevent it from fulfilling its logical destiny as the champion of freedom of thought and speech.

Thus assailed from the front, the rear, and sides the broadcasting industry is facing the most dangerous period in its history, a time that demands strong and thoughtful leadership, and expert generalship.

Before the war there were 100 commercial broadcasting stations in operation. Four stations were closed when the licences to operate were withdrawn from those who controlled them. And one of those is now operated as a National station. Subsequently two country stations in New South Wales ceased operations for lack of manpower and for lack of revenue. Several more stations throughout the Commonwealth, it is freely mooted in broadcasting circles, may close down in the near future. In Queensland a number of stations have been deprived of their highest revenue earning hours of transmission because of the national emergency. Restricted advertising revenue which in the main has been brought about directly by Government regulation has reduced the number of stations actually making a profit out of operations to a very few indeed.

These are the grim facts which must be faced. The Australian Federation of Commercial Broadcasting Stations has decided, we hope not too late, to attempt an educational campaign designed to inform the public of the real part which broadcasting is playing in the development of human relations. The modern marvel of broadcasting accepted

in its infancy as a novelty, to-day is

taken for granted by tens of thousands of Australian listeners. Those listeners must be asked to appreciate and to respect the service which provides them

with hours every day of entertainment and instruction, and which brings them

up-to-the-minute news from every quarter

of the globe, together with commentaries designed to help them understand the news. It is difficult to imagine

that such a boon could be taken for granted. But it is.

The future of commercial broadcasting in Australia is the concern of every man, woman and child—it is the concern of the masses, and it is just as much the concern of our political, industrial, and commercial leaders. It is one of the most vital forces in our democratic way of life—a pillar of true democracy.

It arrived on the human landscape when the press of this country (and indeed of the whole world) was sinking from its exalted state as champion of freedom and democracy into the morass of decadent indifference. As a competitor in the field radio broadcasting had the effect of revitalising the press. Together down through the years to come, press and radio should march in healthy competition, the one keeping the other always keyed to the proper discharge of responsibilities to the public.

But these two great institutions—the radio and the press—must if they are to function in the democratic manner, exist on advertising revenue. Advertising has come in for a welter of criticism and direct attack in recent months. Pseudo-economists and little political puppets have been armed with sabers and pins to prick and to slice away the thought and the substance of advertising.

Some very satisfying comment was made by a correspondent in the Melbourne "Herald" last week when discussing the broadcasts through the A.B.C. of talks by an Adelaide economist.

The muddled anti-advertising doctrines of the economist were directed against press advertising, but the retort of the "Herald" correspondent applies generally to the principle of advertising whether in press, radio or any other media. Here is an extract from his article:

"Does advertising affect the freedom of the press and the independence of newspapers? Emphatically yes—but not in the way economists and other critics imagine. In reality it assures a freedom and independence impossible without the revenues which it provides.

"A modern newspaper is a costly product. It cannot live on sales alone. To do so its price would have to be so high that few would buy. To sell at an acceptable price it must have advertising or find its subsidy from other sources:

"A newspaper can be subsidised, as is the case with many European journals by Governments, by parties, by financial or commercial groups. Then, indeed, is its freedom gone. But, finding its resources from advertising it is free—entirely free, for contrary to the belief of many, the advertiser exerts no influence whatever on the news, views or policy of the reputable newspaper.

"The advertiser buys space at a price based on the quantity and quality of the newspaper's circulation. He buys it for the completely commercial reason that advertising pays. At that his transaction with the newspaper ends.

"The advertising and editorial departments of a newspaper are completely divorced. No editor, educated in the journalistic tradition, would entertain a suggestion that something should be printed or something omitted because it was the wish of an advertiser. No advertising manager, unless proof against scornful rebuff, would venture the suggestion . . ."

RADIO FOUNDATION DAY

This year Radio Foundation Day will be celebrated by the Sydney division of The Institution of Radio Engineers (Australia) on Monday, December 14, at Science House, 157 Gloucester Street, Sydney, at 8 p.m. The occasion will be marked by an address entitled, "Radio Founders' Day," by the president, Sir Ernest Fisk.

RADIO ENGINEERS EXAMINATION

The Institution of Radio Engineers (Australia) will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution, on Saturday, February 6, 1943.

Intending candidates are invited to apply to the head office, The Institution of Radio Engineers (Australia), Box 3120, G.P.O., Sydney.

Big Increase in Wireless Licences

There has been a very substantial increase in radio listeners' licence figures for the month of October.

This was revealed by the Postmaster-General, Senator Ashley, in Sydney last week, when he announced that an increase of 7,968 were recorded for October in the number of homes equipped with wireless receivers.

The total of the Commonwealth is now 1,330,960.

Since the new conditions governing the grant of licences were introduced in July, free licences have been granted to 193 schools, and 3,353 at half fee to old age and invalid pensioners living alone.

Licences at half fees have also been obtained by 19,772 listeners in respect of receivers in their possession in excess of one, 1,171 of these being in respect of motor car receivers.

Detailed figures appear below:-

NEW SOUTH WALES

	Oct. 1941	Oct. 1942	Addi- tional (1,617)
New issues	4,632	4,549	
Renewals	34,951	39,316	
Cancellations	4,953	270	
Monthly total	499,804	507,842	(7,386)
Nett inc. or dec.	-321	4,279	
Population ratio	17.83	18.06	

VICTORIA

New issues	2,480	3,480	(1,562)
Renewals	29,799	30,998	
Cancellations	1,990	1,281	
Monthly total	367,470	372,416	(6,018)
Nett inc. or dec.	490	2,199	
Population ratio	19.15	19.26	

QUEENSLAND

New issues	1,954	1,224	(256)
Renewals	13,506	14,111	
Cancellations	1,980	1,351	
Monthly total	172,749	171,620	(1,258)
Nett inc. or dec.	-26	-127	
Population ratio	16.77	16.55	

SOUTH AUSTRALIA

New issues	1,297	1,326	(709)
Renewals	9,004	9,634	
Cancellations	929	617	
Monthly total	135,042	139,291	(3,384)
Nett inc. or dec.	368	709	
Population ratio	22.19	22.85	

WESTERN AUSTRALIA

New issues	927	1,253	(258)
Renewals	6,694	7,121	
Cancellations	586	500	
Monthly total	92,220	92,620	(1,055)
Nett inc. or dec.	341	753	
Population ratio	22.25	19.75	

TASMANIA

New issues	342	433	(139)
Renewals	8,138	8,202	
Cancellations	246	278	
Monthly total	45,251	47,170	(669)
Nett inc. or dec.	96	155	
Population ratio	18.61	19.76	

COMMONWEALTH

New issues	11,632	12,265	(4,541)
Renewals	97,092	104,432	
Cancellations	10,684	4,297	
Monthly total	1,312,536	1,330,959	(19,770)
Nett inc. or dec.	948	7,968	
Population ratio	18.56	18.74	

The above totals include free licences to the blind—2,580 (1941) and 2,467 (1942).

Drastic Restrictions Imposed on Sunday Advertising

The Postmaster-General's Department has issued an instruction to all commercial broadcasting stations imposing drastic restrictions upon Sunday advertising.

Announcements shall be permissible in any period of 15 minutes.

No liquor advertisements shall be broadcast.

No advertisement relating to laxatives shall be broadcast and special attention shall be paid to advertisements relating to other medicines with a view to the exclusion of any distasteful statements. Comments as to the effects of medicine or medical treatment on specific organs of the body or in relation to any ailment or disease are also forbidden.

No advertising is permissible which is distasteful or blatant in theme or treatment. For instance, advertisements relating to the value of certain soaps as deodorants are prohibited.

The Director-General points out that "generally speaking," it is desirable that a restrained note should be maintained in all commercial announcements on Sundays, in keeping with the nature and the purpose of the day. Further, he suggests that it is desirable that some portion of each Sunday should be devoted by each station to programs of a lofty and uplifting character.

The direction has been issued pursuant of Section 61(3) of the Australian Broadcasting Act. This reads:-

"A licensee shall not broadcast advertisements on a Sunday except in such manner and in accordance with such conditions as the Minister determines."

Detailed restrictions which are imposed under the new direction issued by the Director-General are as follows:-

Not more than 150 words of advertising matter shall be permissible in any period of 15 minutes.

Not more than two advertising an-

War and Industry

Australian "Thanksgiving" Broadcast for America

The Commonwealth Statistician, Mr. S. R. Carver, last week issued figures which indicate the growth of Australian industries under war production pressure and the magnitude of this country's war effort.

Factories: In operation at the end of August, 706,000, against 542,000 in the year before the war; increase in employees, 30 per cent.

Government Production — Munitions, Aircraft, and Shipping Employees at end of August, 111,000, against 71,000 in November, 1941.

Retail Stores: Total employees, 138,859, compared with 162,247 in November, 1941. Female labour increased by 5½ per cent. in past nine months; male labour decreased by 23 per cent.

Civilian Building: Only 37 permits for dwellings in the six capital cities during September, against 1,468 in September, 1941.

Motor Vehicles: Registered motor cars in September, 452,657, against 559,356 in July, 1939; commercial vehicles, 252,338 (260,270); motor cycles, 48,222 (77,894).

The total number of persons employed in industry, rural and domestic pursuits excepted, was 1,868,000, in August, compared with 1,727,000 in July, 1939. The figures do not include the number in the Fighting Forces.

A BIG BUILD-UP!

6 p.m. to 7 p.m.

5.30 to 6 p.m.

6 p.m. to 6.15 p.m.

6.20 to 6.35 p.m.

ALWAYS SOMETHING NEW

N.S.W. Representative:
FRED THOMPSON,
65 York Street,
Sydney, N.S.W.
'Phone: B 2085.

3UZ
MELBOURNE

Commercial Broadcasting, December 3, 1942 5

"MILITARY HOSPITAL PROGRAM." Seven days a week. The boys in the Wards choose the programs—every day a musical thirty minutes carrying a cash prize to the lucky selectors.

"PINTO PETE." Monday to Friday. Guitars accompany cowboy songs and cowboy philosophy; a sense of humour adds a flavour.

"THE MASTER OF THE GOBI." Monday to Wednesday. A true "thriller." For the young and those who like adventure.

"THE GENTLEMAN RIDER." Monday to Wednesday. A story of the turf. Romance and action against a racing background. A family program.

News Publicity in U.S.

(Continued from page 2.) — be merciless finality in this cutting off, for overtime is unthinkable on the U.S. air.

From A.W.A. studio the voice goes through the control panel where an operator watches the needles and adjusts the voice to the correct level. At the same time, he listens to the voice, from a loudspeaker beside the panel, and makes further adjustments to bring out the quality.

From A.W.A. a landline takes the product to the P.M.G.'s local test office where it is brought to the right level for transmission. Thence, it is again landlined to the transmitter.

When San Francisco receives the voice it is landlined to the transmitters of the coast-to-coast network. In every circuit there is inherent noise and the volume of the signal, such as the human voice, which is imposed. By combining these two factors the U.S. network terminal studio engineers decided the numerical reception scale, which they report, eventually, to A.W.A.

Reception clarity is classified thus:—
1 means no reception.
2 means bad reception.
3 means fair reception.
4 means good reception.
5 means excellent reception.
+ means better than the clarity it qualifies.

Thus 4 + means between good and excellent.

For private radiophone conversations, which, of course, use the same technical set-up as the war correspondents, an ordinary subscribers telephone set is used. But to develop the clarity and high quality necessary for rebroadcasting in the U.S., A.W.A. has installed a special microphone to enable listeners across the Pacific to obtain maximum results from their correspondents in Australia. The P.M.G.'s Department, being in control of the whole box and dice of international radiophone and short-wave facilities, allocates circuits to correspondents.

Each American, having been told (by cable from his network) when San Francisco will stand by to take his broadcast, applies to the Post Office for corresponding times. When that is agreed to, a studio is reserved for him. Three sets of the script are submitted to the censor. One is returned with a pass stamp for the correspondent to read; one is kept by the censor (who listens in to check that the reading of the script corresponds)—and one is filed by A.W.A.—a wartime measure which must be rigorously enforced for national security.

The Savoy Theatre has contracted with 2UE for program scatters in the daytime and evening sessions.

Anthony Hordern and Sons has renewed with 2UE for spot announcements in the Tailwaggers' Club program at 6.15 p.m. Fridays, and the dog session at 6.5 p.m. Sundays. Both sessions are conducted by Mr. C. (Bill) Honeyfield.

Utilities Urged to Advertise

Cessation of public utility advertising for the duration of the war would be a "deliberate sabotage" of an investment built up during normal times, Davis M. DeBard, vice-president of Stone and Webster Service Corp., declared June 23 at a meeting of the Public Utilities Advertising Association during the A.F.A. convention in New York.

"Any utility company which crawls into its shell and ceases to interpret itself to the public during a period of war is inviting the inevitable—serious impairment of prestige, political attacks, and all the other ills associated with a policy of silence," Mr. DeBard declared.

Recently published data indicate that companies which dropped advertising during World War I, he said, "suffered severely" in the post-war period and some nationally known companies passed out of existence.

While urging continued advertising, Mr. DeBard warned, however, that economical coverage is the first consideration. "Any form of advertising which cannot justify itself from this point of view will tend to bring on the utility criticism of customers who will claim that money is being spent recklessly," he pointed out.

W. J. Weir, vice-president of Lord and Thomas, speaking at the same session, charged that advertising is not doing the job it should be doing at present "because of too much fear of the present and of the future."

Mr. Weir urged a continuance of advertising to the public as the only way to maintain goodwill. "Advertising is business's last point of contact with the American consuming public," he con-

Sanitarium Show



Cast of the Kommensense Kitchen Club, a new program feature that is to be released twice weekly by the Sanitarium Health Food Co., over a wide range of metropolitan and country stations, including 2GB, 2UW, 2KO, 2HR, 2LM, 2NZ, 2TM, 2WG, 2GZ, 2KA, 2CA. Presenting Mrs. Wynifred Wiseman, Sanitarium Health Food Co.'s cooking expert, the program features many novel recipes, mothercraft and first aid talks, and general household hints against a bright musical background. The program commenced on November 24. The Sanitarium campaign has been designed and placed by Thompson and Associates.

RADIO RESPONSIBLE FOR BUILDING UP CENOVIS YEAST PTY. LTD.

In the early days of 3DB when advertising per medium of radio was very much in its infancy, Mr. G. V. Russell, of Cenovis Yeast Pty. Ltd., commenced his short talks over the air. These talks grew until they became a quarter of an hour's duration. Since that time every station in Melbourne has been used, as well as those in the country and interstate. These sessions have become known as the Cenovis Yeast Health talks, and to-day they are broadcast over 17 different stations in Victoria and New South Wales.

Although Mr. Russell spent large sums on the usual advertising media, it was not until he put all his advertising into radio that the Cenovis Health Service became really well known. As an example of how radio gives publicity the



Mr. G. V. Russell, of Cenovis Yeast, at the 3UZ microphone.

Cenovis Service interviewed and advised both personally and by letter over 40,000 people last year, and this year that number will be greatly exceeded.

Now employed at the Cenovis Yeast Health rooms at 6 Elizabeth Street, Melbourne, there is a fully qualified medical superintendent, doctors, nurses, and a large staff. The rooms are equipped with the most up-to-date X-ray equipment and various types of physiotherapy equipment.

"This," Mr. Russell says, "I owe mainly to my radio advertising. I firmly believe that Cenovis Yeast Pty. Ltd. has been built up by my health talks on all these broadcasting stations."

Mr. Stevenson, of the Stevenson Advertising Service, has been well behind this campaign in radio.

Part of all Cenovis Yeast broadcast time is given to advancing Australia's war effort, to the Red Cross, and to the Australian Comforts Fund.

COMMONWEALTH BROADCASTING CORPORATION (Q'LAND) LTD. 6th ANNUAL REPORT

At the 6th annual general meeting of the shareholders of Commonwealth Broadcasting Corporation (Q'land) Ltd., held in Brisbane on November 25, the chairman of directors, Mr. Stuart F. Doyle, presented the annual report, which shows a nett profit for the year of £10,146/18/1, out of which a preference dividend at the rate of 7½ per cent on the 25,000 preference shares, totalling £1,875, was confirmed. A dividend on the ordinary shares held by the Australian Broadcasting Co. Pty. Ltd., totalling £5,161/4/3, was also confirmed by the meeting.

In addition to the dividend of 7½ per cent on the preference shares, the sum of £1,250 was transferred to the preference shareholders' reserve account.

The profits of the company are up to the same standard as previous years. The company operates Station 4BC Brisbane, 4RO Rockhampton, 4GR Toowoomba, 4MB Maryborough, and has interests in the relay station, 4SB Kingaroy.

Max Ashton Fund

Over £311 Subscribed for Widow and Children

When the Max Ashton Testimonial Fund was closed at the end of October the amount subscribed by friends of the late Mr. Max Ashton to assist his widow and two baby children, totalled over £316. After meeting all expenses in connection with the fund, a cheque of £312/11/- was handed over to the Legacy Club of Sydney last week.

The Legacy Club will administer the Fund in the best interests of the dependents.

The committee responsible for the fund comprised Messrs. C. Fletcher, chairman, H. C. Hawley, E. R. Badgery Parker, John Hamilton, A. Lippmann, and G. Matthews hon. secretary.

The committee desires to express to all those good fellows who subscribed to the fund their appreciation on behalf of those who are to benefit from such a concrete expression of the high esteem in which the late Mr. Max Ashton was held by all who knew him.

In previous issues of "C.B.", lists of the names of contributors to the fund have been published. Those not previously acknowledged are listed hereunder:

J. W. B. Maloney, Frank S. Murphy, Leo Finn, S. O. Clarke, Gordon Marsh, Randal M. White, J. Mason Wood, Juan Cortez, Reg. Johnstone, John Walker, Capt. F. Cayley, "Newspaper News," E. Walsh.



Disintegration

Do not let your
Business Disintegrate
because of the times.

You may not have goods
to Sell, but you
HAVE a Name.

Keep Selling it
on —



Sydney
Representative
A. L. FINN, 66 King Street

Annual Report of the Directors of Amalgamated Wireless (A/sia) Ltd.

To be presented to the shareholders at the 34th ordinary general meeting to be held at the registered office of the company, 47 York Street, Sydney, on Monday, December 7, 1942, at 4 p.m.

Your directors submit herewith the accounts for the financial year ended June 30, 1942. The net profit earned during the year was £125,191/14/9, which is approximately £7,900 less than in the previous year.

From the sum brought forward from last year it was necessary to provide an additional sum of £30,000 for taxation in respect of that year. After the transfer of this amount to the taxation reserve, there remained a credit balance in the profit and loss account at June 30 of £89,818, out of which your directors have declared a final half year's dividend of 4 per cent, amounting to £36,204. This dividend will be paid on December 4, 1942, and together with the interim dividend of 4 per cent paid in June last, makes a total of 8 per cent for the financial year.

A further sum of £50,000 has been allocated to the general reserve.

The amount reserved or written off for depreciation during the year was £92,265/1/4.

Profits of subsidiary companies have been brought into the accounts for A.W.A. to the extent of dividends received from those companies during the year ended June 30, 1942. Small losses by subsidiary broadcasting companies have been carried forward in the books of the respective companies, but have been fully protected in the accounts of A.W.A. by provisions made in the parent company's reserves.

4BH HAS THE FEATURES SO OBVIOUSLY 4BH HAS THE AUDIENCE!

ANOTHER THREE

ALLAN & STARK LTD.
"STAND EASY"
EVERY
SUNDAY—12.15 p.m.

SANITARIUM HEALTH
FOOD CO.
"KOMMONSENSE KITCHEN
CLUB"
EVERY
TUES.-WED.—11 a.m.

ALLAN & STARK LTD.
"XMAS TREE GROVE"
EVERY
MON. to FRIDAY—6 p.m.

A CHANDLER

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

4BH

STATION

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

Patent Medicine Regulation Deferred Again

The Regulation governing Patent Medicine advertising, and which proposes to restrict patent medicine advertisements to ten words, has again been deferred, this time to January 1, it was learned this week.

Well informed advertising circles in Sydney this week were hopeful that a complete new regulation would eventually be introduced to replace that which had originally been put forward by the Minister for Health. At the time of this writing important conferences between the patent medicine manufacturers, distributors and advertising agencies, and representatives of the Government were still in progress.

All major departments of the company's organisation are fully engaged, most of them on work associated with the Government's war effort. Ordinary trading activities have been curtailed to an irreducible minimum.

(Signed) Ernest Fisk, E. G. Brooke, directors.

Mission Broadcasts Banned By A.B.C.

The Australian Broadcasting Commission has removed from its regular program schedule the Wesley Mission's "Pleasant Sunday Afternoon" session, together with the religious quiz, "Questions and Answers," which for months has been conducted by Dr. Irving Benson, head of the Wesley Mission.

This announcement follows closely the recent ban by the A.B.C. of a specific "Pleasant Sunday Afternoon" broadcast of Professor Woodruff's address on the "Abuse of Liquor."

As this issue goes to press our Melbourne representative reports that 3DB will in future be broadcasting the "Pleasant Sunday Afternoon" from Wesley Church, each Sunday except December 6, on which date there has already been arranged a Christian Science special broadcast lecture.

Letter to the Editor

Dear Sir,—

Everyone is ready to conform to any degree of "Austerity" if there seems to be good reason for it, and if it is likely to assist the war effort. But the new Government Regulation limiting advertisements for medicines to ten words does not appear to me to serve any useful purpose.

This latest high-handed interference with the liberty of the individual seems to bear out the suggestion that all essential services and industries are to be nationalised, and that we are already half-way to a completed state of Socialism.

We are now fighting for the right of the individual to choose his own corn cures and headache powders, as well as his own particular taste in hobbies, friends, recreation and food. Democracy is supposed to protect and save the "little fellow from being pushed around." This latest Regulation (as well as some that have preceded it) contradicts those ideals, and unless it can be proved to be vitally necessary to the war effort, should be disallowed immediately.

Yours,

(Signed) R. HAMILTON



*Greetings
and Thanks
FROM NEW ZEALAND'S
ZB STATIONS*

With the approach of the Christmas Season and at the close of one of the most momentous years in history, we wish to offer a hand-clasp to all our friends and clients throughout Australia.

Although broadcasting is a business, there is a very real sentiment between Sponsor and Station, based on mutual interest in rendering a worthwhile service to the listening public.

We live at the end of an age and at the beginning of another; and as we look around at the state of the world we feel more deeply than ever the need for realising in all human relationships the spirit of the Christmas message—"Peace on Earth, Goodwill to Men."

**NATIONAL COMMERCIAL
BROADCASTING SERVICE
of New Zealand**

I2B 2ZB 3ZB 4ZB

THE TIKI
A Maori ornament made
of Greenstone, a symbol
of fertility and hope.

Big Store Renews Daytime Feature

A record of long association between a sponsor and a station is provided by Winn's Ltd., who have used radio for many years with outstanding success. After occupying important times in the 2GB night programs, they decided in 1940 to switch to daytime. They have just renewed for a further year.

As an expression of their faith in the power of daytime radio to bring results to the retail store, Winn's decided on an ambitious program for an afternoon feature. This program was "Winn's Radio Matinee," broadcast from 2GB for a full hour every Thursday at 3.20.

Presented from their cafe in Oxford Street, Winn's radio matinee is produced in front of a big audience of shoppers. A specially equipped radio stage has been erected, with its own control box. Many of radio's foremost artists are featured week by week in a program that brings variety, spice with competition and novelty.

STORE STAFF FEATURE

One of the outstanding features of these broadcasts in the past has been Winn's Matinee Glee Singers, a group of girls recruited from the store's staff, who have built themselves into a first-rate singing group. They have long been extremely popular, both with listeners and with the audience present at the cafe, and in view of this popularity, the Five Big Friendly Stores of Winn's Ltd., have decided, that in future, these girls will be featured in a program of their own.

Under the new contract recently signed, Winn's Ltd. will present the Matinee Glee Singers every Tuesday and Wednesday at 3.50 p.m., followed by "Winn's Radio Matinee" every Thursday at 3.20 p.m.

Radio and the War

When the history of this world war is written it will be revealed that radio played a far more crucial part than can actually be revealed during the progress of the war.

Occasionally, however, our leaders give some slight indication as to the extent to which radio is being applied in modern warfare. We all know something of the vast network of radio location stations which help to protect all Allied shores by giving warning of approaching aircraft. Then there is the growing knowledge of the vast uses being made of short-wave radio communication in the actual battle zones.

In his letter to Sir Stafford Cripps, asking him to accept the Aircraft Production portfolio, Mr. Churchill stated:

"Surveying the war at this present moment it seems to me that the production of aircraft and the development of radio technique lie at the very heart of our affairs . . ."



Women's League Helps National Shilling Drive

Lady Butters at the 2CH microphone during the broadcast from the Minerva Theatre of the presentation of prizes to the winning grandmothers in the Popular Grandmothers Contest ("C.B.", 19/11/42). From left to right are: Mr. O. D. A. Oberg, chairman of the National Shillings Drive; Meg. McSpeerin, organiser of the 2CH Women's League; Mr. J. Wilson, organising secretary of the Drive; Lady Butters, Lady Julius (winner), Lady Gordon (2nd), Mrs. Arthur Eadye, and Mrs. Scott (winner of the Newcastle contest).

PROF. LABY RESIGNS

Professor Laby, Professor of Natural Philosophy, has resigned from Melbourne University. He claims that the University refuses to respect for its proper worth the work being done by some 60 highly skilled physicists and mechanics.

Professor Laby is a noted scientist whose research into radio has resulted in many striking developments in this field. He was a prominent witness before the Joint Parliamentary Committee which investigated broadcasting and subsequently gave Parliament a report upon which was based the present Broadcasting Act.

RESTRICTED TRANSMISSION TIMES

Attention is drawn to an error in last issue of "C.B." in an introductory paragraph to a new direction under the Wireless Stations Control Order limiting transmission hours to certain periods. It was inadvertently stated that the new Order applies to New South Wales and Victorian stations, whereas in fact, as disclosed in the published Order itself, it applies to New South Wales, Queensland and Western Australian stations, and not to Victorian stations.

Announcing the FACTS That **6IX**

The Key Station in Western Australia
of the
MAJOR NETWORK

IS on the air no less than 110 hours per week

WEEK DAYS

7 a.m.—11 p.m.

SATURDAYS

7 a.m.—11.30 p.m.

SUNDAYS

9 a.m.—10.30 p.m.

4,000 People See—Thousands More Hear

Maple's 1942 P. & A. Parade Grand Finals

(By a Special Correspondent)

The Melbourne Regent Theatre was packed with 4,000 people who were privileged to see the grand finals of Maple's 1942 P. and A. Parade last Sunday night (November 29).

Audience and listeners in several States were provided with 2½ hours of very fine entertainment for this the seventh grand finale.

The Programme

Choir (Melb.), Cavaliers' Male Chorus.
Novelties (Syd.), Eric Creighton (Whistling, etc.).
Vocal Ens. (Melb.), Sylvia Macpherson and Kelvin Plant ("Lover of My Dreams").
Juvenile (Syd.), Frank Osborne Quartet (2 flutes, boy soprano and piano).
Inst. Solo (Melb.), Leo Bradley (Saxophone).
Inst. Solo (Syd.), Joy Denny (Soprano).
Inst. Ens. (Melb.), The Pivotonians (2 pianos, string bass, drums).
Juvenile (Syd.), St. Charles Septet (Harmony).
Juvenile (Melb.), Verona Cappadona (Soprano).
Inst. Solo (Syd.), Len Fillis (Guitar).
Vocal Solo (Melb.), Ailsa McKenzie (Contra-alto).
Vocal Ens. (Syd.), Worner, Carlton and Thomas (Vocal Trio).
Novelty (Melb.), Jack Jennings (Musical Saw).
Vocal Solo (Syd.), Fred Hanigan (Baritone).
Juvenile (Melb.), Jim Carson (Flute).
Choir (Syd.), Violet Rogers' Lyric Singers.
Vocal Solo (Melb.), Catherine Walsh (Soprano).
Inst. Ens. (Syd.), Crochet and Quaver (Mandolin, etc.).

The organisers of the P. and A. Parade this year were Messrs. Eddie Balmer (Melb.) and Arthur Carr (Sydney), M.C.'s Eddie Balmer (Melb.) and Alan Toohey (Sydney), accompanists, Margot Sheridan (Melb.) and Flo Paton (Sydney).

The adjudicators were Frank Tracy and Beatrice Touzeau (Melb.) and Arthur Welding and Gregory Ivanoff (Sydney).

In Victoria the P. and A. Parade is sponsored by Maple's (furniture), while in Sydney Murdoch's are the sponsors. The Sunday night feature has been broadcast alternately from Sydney and Melbourne throughout the year.

The judges will certainly have a most difficult job to decide the winners of the various sections, because all those finalists have survived various elimination tests throughout the year.

The talent was of the top line type, and that was positively indicated by the artists themselves.

Every item was enthusiastically received by the huge Regent audience. Mr. Sid Morgan, manager of 3KZ, and capable staff, including that superb master of ceremonies, Eddie Balmer, together with Alan Toohey, of 2UE, have every reason to be pleased with the result of their efforts.

FILMING OF SYDNEY COMPETITORS.

The filming of the Sydney competitors permitted the Regent audiences to

Fund from the proceeds from the Regent Theatre.

The staff of the Regent Theatre did splendid work, with Mr. Harry McPhail house manager of the Regent co-operating in every way.

A New Song of the Allied Nations

"This Is Worth Fighting For"

(Words and Music—Edgar de Lange and Sam H. Stept.)

REFRAIN:

I saw a peaceful old valley
With a carpet of corn for a floor,
And I heard a voice within me
whisper—

THIS IS WORTH FIGHTING FOR;
I saw a little old cabin
And the river that flowed by the door,
And I heard a voice within me
whisper—

THIS IS WORTH FIGHTING FOR.
Didn't I build that cabin?
Didn't I plant that corn?
Didn't my folks before me
Fight for this country before I was
born?

I gathered my loved ones around me
And I gazed at each face I adore.
Then I heard that voice within me
thunder—

THIS IS WORTH FIGHTING FOR.

Copyright CHAPPELL & CO. LTD.

Full Words and Music, Price each 2/- nett, of all Music Sellers or the Publishers:

CHAPPELL & CO. LTD.
250 Pitt Street, SYDNEY
London and New York

Remember—Victory's alternative is Defeat.
Invest in National Savings NOW!

IT'S
... 12 ...
YEARS OLD
and
"STILL CLICKING"

2KY'S

"BRIGHT HITS"
SUNDAYS — 9 A.M. — 9.30 A.M.

presented by the courtesy of the original sponsor

SAMUEL BOWEN PTY. LTD.

"Academy Award"

Major Net. Signs Vincent's for Half Hours

The Major Network announce that they have arranged through Marsh Pty. Ltd., Sydney, for their client Vincent Chemical Co. Pty. Ltd. to sponsor the release over the whole of the Major Network in all States of the Commonwealth, a series of 30-minute complete plays of the Academy Award and New York Radio Guild.

Each play is a complete unit, and the series comprises drama and comedies.

A special feature is that prominent Hollywood stars are the featured artists, including the Universal Pictures star, Ona Munson—recently appearing in Sydney in the leading role of Dr. Ann Montgomery in "Drums of the Congo." Miss Munson also starred as "Belle Watling" in M.G.M.'s "Gone With the Wind," and also as "Madame Gin Sling" in United Artists "Shanghai Gesture."

Ona Munson also is known to millions of radio listeners in U.S.A. as "Lorelei" in the weekly feature "Big Town."

The Academy Award and New York Radio Theatre Guild plays are scheduled at 8 p.m. each Wednesday—a channel that was specially cleared on all the Major Network stations to accommodate the plays.

The premiere broadcast is scheduled for December 2, and the title of the opening presentation is "The Castle of San Maria," followed by "A Double Day for Marsha," "For the Love of Pete," and "Green Branches"—the latter is a special Xmas feature, and is scheduled for 8 p.m. Wednesday for Xmas week.

Further programs in the Academy

Award series will feature other Hollywood stars, including Lurene Tuttle starring with Edmund MacDonald in a brilliant comedy titled "Marriage of Inconvenience," scheduled for release in February next.

In addition to the whole Major Network a number of other stations are associated in the release by the Vincent Chemical Co. Pty. Ltd. of Academy Award and New York Radio Theatre Guild plays throughout Australia.

Bonds for Xmas

The commercial stations in New Zealand are right behind the National Savings Movement in connection with the 1942 Xmas Gift Drive. All stations are carrying breakfast, daytime and evening spot announcements, and a special series of historical announcements with a humourous twist. Announcements preceding all B.B.C. news broadcasts will also be used—these based on the "Peace with Victory" angle. All women's sessions are being used, as well as the regular Xmas gift sessions, and sponsors are cooperating with special tag lines to their ordinary commercials. In the women's sessions, the suggestion will be made that a 5/- National Savings Gift Coupon should be included in the children's Xmas stockings. Generally speaking, the main appeal is that this year National Savings Bonds, instead of gifts, should be the Xmas offering.

"Vanity Fair," one of the most successful of the many outstanding George Edwards' dramatic programs heard on 2UW Sydney, has been selected to continue in the 9.30 a.m. dramatic channel established on 2UW by S. R. Buttle Ltd., Sydney grocery organisation.

"Vanity Fair" follows "The Recollections of Geoffrey Hamlyn," and a long list of other George Edwards' successes which proved the listener popularity of dramatic serial presentations in the early morning session.

"Vanity Fair," which will be heard on four mornings each week, is the dramatisation of Thackeray's classic novel of English life. It was written in 1846 with the story set against a background of English society life in the years of Napoleon and Waterloo.

6IX BROADCASTING HOURS

We have to draw attention to a typographical error which appeared in our issue of November 5 in an advertisement inserted by Perth station, 6IX. In this advertisement a statement appeared to the effect that 6IX was "on the air" for no less than 410 hours a week, which, of course, is obviously incorrect, and was solely due to an error in setting. The statement should have read "110 hours per week."

★ For ALL your RECORDING SUPPLIES

PRESTO

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

Rescued!

Yet another demonstration of the part played by commercial broadcasting in the community life was recorded in Maryborough, Queensland, last week.

To raise funds for the Red Cross Comforts Funds and other patriotic bodies, the local combined voluntary committees organised a carnival and fete. As a safeguard against weather disturbance a rain policy for £400 was taken out against 15 points between 12 and 2 p.m. It rained during the morning; the weather cleared at 12 o'clock, but just after 2 p.m. there was a downpour which continued for some time completely spoiling the afternoon.

4MB offered to endeavour to make up for the loss of the carnival, and a special appeal was broadcast. The result was £450 in cash—£50 more than would have been received from the rain policy. Charitable collections made by 4MB over the past two years now total more than £5,000.

DAYTIME GROCERY SHOW

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★ For ALL your RECORDING SUPPLIES

PRESTO

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

"Women in Uniform"

Australia's First All-Women Show

"Women in Uniform," a 3KZ show, will have its premiere at 9.30 p.m. on Sunday, December 13. Maples will sponsor this new 45 minute program.

Received, scripted and produced by Eddie Balmer, "Women in Uniform" has many unique features. Firstly it is the first and only all woman show on Australian radio. It's also Australia's first radio tribute to women in uniform.

Among the many other firsts is the fact that it is the first Australian live musical show with a woman compere, the compere being "Kay," of 3KZ. Each program is presented to an audience consisting entirely of women in uniform. The artists are all women, with one exception. Each week—the girls are asked to vote for a male artist whom they would like to have as guest artist for the night in question.

The idea has met with the whole-hearted approval of the directors of the various women's services, and the program is one which should go far towards bringing entertainment and enlistments to "Women in Uniform."

Campbell's Take "Passport to Danger"

"Women in Uniform" introduces to radio a new comedy team, in Aggie the A.W.A.S. and Winnie the W.A.A.F., parts being taken by Beryl Walker and Kay, and their first appearance at the A.W.A.S.'s School at Ivanhoe drew loud and sustained applause.

Other "permanents" in the cast are Margot Sheridan, the Parker Sisters, Peggy Brookes, Nellie Kolle, and Kay's Swing Eight. Additional women artists will be heard every week, and it is the intention of 3KZ to present a program each week at a different service women's camp.

The idea has met with the whole-hearted approval of the directors of the various women's services, and the program is one which should go far towards bringing entertainment and enlistments to "Women in Uniform."

GOWING'S "POPULAR PARADE"

Specially written musical continuities, under the title of "Popular Parade," will be used by Gowing Bros. Ltd., Sydney men's wear store, in a long term series of broadcasts placed on 2UW Sydney through L. V. Bartlett Agency.

The programs are scheduled for Thursday, Friday, Saturday and Sunday—in the night session on Thursdays and Sundays, and in the breakfast sessions on Fridays and Saturdays.

Chance for Youth in Debating Field

Recently introduced on 2GB, the new feature, "Youth Speaks," which was broadcast for a period every Saturday night at 7.30, has created considerable interest.

The program has gone into recess, but will be reintroduced as a nation-wide feature on the Macquarie Network early next year. "Youth Speaks" is a program in which some of Australia's cleverest young debaters are called upon to discuss the pros and cons of topics of outstanding public interest in all fields.

To make sure that, when the program recommences in January, the topics chosen for debate reflect the widest possible public interest, 2GB has inaugurated a competition. A prize of £10 is being offered for the best list of the ten most interesting or topical subjects for debate, which listeners would like to hear debated by the clever team of youngsters who will appear in "Youth Speaks."

EDGAR V. HUDSON Pty. Ltd. BRISBANE

Have available from Stock for Sale and immediate Delivery

ONE ONLY BRAND NEW

"PARMEKO" RECORDING MACHINE

By PARTRIDGE & MEE, Leicester, England, Integral Unit for 12in. Discs, complete with built-in 240 Volt A.C. Motor

Our programmes embrace the best that knowledge can provide—that's one reason why it pays to advertise

with

THREE AW
THE STATION OF DISTINCTION

"CALLING THE STARS"
"RISE AND SHINE"
"YOUTH SHOW"
"QUIZ KIDS"

2MW

Sydney Rep., Walter J. Smyth, Carrington Street.

Among the Sponsors

Cyclax (agency, Successful Advertising, Melbourne) have secured the channel 9.45 to 10.15 a.m., Sundays, on 4CA Cairns, and 10.30 to 11 a.m. Tuesdays, on 4TO Townsville, and the same channel on 4MK Mackay.

In the last issue of "Commercial Broadcasting," showing the stations broadcasting the Sanitarium program, "The Kommonsense Kitchen Club," Station 2AY was inadvertently omitted. "The Kommonsense Kitchen Club" is scheduled at 9.45 a.m. on Tuesdays and Wednesdays on 2AY.

The Plaza Theatre, Bendigo, has just completed the radio broadcasting of the wild-eyed hoop-legged Western cowboy, "Hopalong Cassidy," on 3BO Bendigo. The new feature will no doubt prove even more popular being "Captain Midnight"—a thriller that has recently been reintroduced to U.S.A. audiences. "Captain Midnight" is scheduled twice weekly on 3BO, i.e., Sundays and Wednesdays.

Murray's, of Grafton, who recently completed the successful presentation of "The Mystery of Darrington Hall" on 2GF Grafton, have now secured the release of "Jezebel's Daughter" on a thrice weekly schedule.

The Queensland Hotel has signed for spot advertising in the 2UE and A.S.B. racing service.

The promoters of the Aid for Russia Art Union have contracted for announcements on 2UE and A.S.B. This art union will be drawn at the Town Hall on December 9 and will be broadcast by 2UE.

The Thermo-Ray Institute has renewed with 2UE for a five-minute talk each week, and has also contracted for five-minute talks each Saturday during the A.S.B. service. In a letter to A.S.B. Thermo-Ray has spoken in the highest terms of the State-wide results received from A.S.B. advertising.

MacRobertson's (through J. Rist, Melbourne) have extended their Sunday night program on 2UE for 52 weeks. This session, "An uninterrupted half-hour of fine music," is broadcast each Sunday at 7.45 p.m. It is free from interruption and is compered by John Ryan.

The Laxette Mfg. Co. (through J. Rist, Melbourne) has contracted with 2UE for 52 half-hour musical sessions. Broadcast time will be Tuesday afternoon of each week.

Aeroplane Jellies have recently taken out a series of quarter-hour sessions featuring the popular tenor, Alfred Wilmore. 2MW is included in the station hook-ups.

Maxam Cheese Products Pty. Ltd. has signed up for another 26 weeks with 2MW. Maxam features Dr. Goddard and "The Book of Time!"

**3 SR
YB
UL**

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

Argus Broadcasting Network

365 ELIZABETH ST., MELBOURNE
F 0411

Sydney: Fred Thompson — B 2085

Queensland Political Rights Association has extended to N.S.W., and included 2MW as its first N.S.W. station. The Queensland Political Rights Association presents "The Voice of the Countryside" on Sunday nights at 6.45.

Colgate-Palmolive have also extended to 2MW with their four top-liner shows—"Quiz Kids," "Rise and Shine," "The Youth Show," and "Calling the Stars."

J. Kitchen and Sons have included 2MW in their new feature, "All Set and Saddled," featuring the yodelling boundary rider, Tex Morton.

Among recent renewals on 2GB for a further period of 52 weeks are **J. A. Greigs**, sponsoring a five-minute session every Friday morning at 8.20, and **Susan Bell** presenting 52 10-minute sessions under the title of "Search for Beauty," broadcast at 9.15 every Wednesday.

Cyclax (agency, Successful Advertising, Melbourne) have booked 8.30 to 9 p.m., Tuesdays, on 2AY, commencing December 8, for presentation of a musical program.

Beriei Ltd. (agency, Catts Patterson) have booked one minute spots in the women's sessions on 2AY, 2GN, 2GF, 3BO, 4TO, 4CA, 4BU and 4MK.

"Over Here," **Peters' Ice Cream Co.** one hour feature, is presented each Friday evening on 4TO Townsville and 4BU Bundaberg—this popular variety program is a firm favourite with Northern listeners.

Douglas Drug Co. (Unsted Jackson and Haines Agency, Sydney) have again renewed the Cuckoo Court presentation on 2GN Goulburn, relayed each Sunday evening from 2SM Sydney, and compered by John Dunne as prosecuting counsel, with "Justice" O'Keefe on the bench.

New business on 2AY, 2GN, 2GF includes the **Vincent Chemical Co. Pty. Ltd.** (agency, Marsh Pty. Ltd., Sydney), of 52 x 30 minute presentations each Wednesday evening of the Academy Award and New York Radio Theatre Guild Plays, featuring Ona Munson, Universal Pictures star, and other prominent Hollywood featured players.

Gibb and Beeman are firm believers in the efficiency of 2AY Albury to do a real job. At the present time this well known radio advertiser is sponsoring three features on 2AY Albury. "Spy Exchange," on a thrice weekly evening schedule; "Listeners' Club," thrice weekly women's sessions, plus "The Golden Sanctuary" on Sundays, a total of seven 15-minute feature sessions weekly.

One of the most consistent advertisers in the 3BO Women's Club session has been **Morley Johnson Ltd.**, who have again renewed their booking for 12 months of a 15 minutes session daily in the Women's Club session. The session is titled "Morning Tea Party," at 11 a.m. Monday to Saturday inclusive.

HITS AND HIGHLIGHTS

The Queensland Political Rights Committee have been sponsoring a number of sessions on stations 4CA Cairns, 4MK Mackay, and 4TO Townsville (agency, Noble Bartlett, Brisbane).

Simpson Bros., flour millers, of Warwick, are the sponsors of "Lest We Forget" once weekly on 4WK Warwick on behalf of the local Red Cross Society—this program is proving a very popular feature with 4WK listeners, not only in Warwick but in districts very many miles from 4WK.

Another new advertiser to 3BO Bendigo is **W. H. Comstock Ltd.** (agency Reuter's) for Dr. Morse's Indian Root Pills, with announcements in women's day sessions commencing 1/12/42.

Tye and Co. Pty. Ltd., furnishers, with already two years of entertainment under the title of "Radio Revue" to their credit, have signed a renewal contract for 52 weeks on 3XY of this popular Sunday night show at the Princess Theatre. One hour of each program is aired, from 8.15 to 9.15 p.m.

Shefte College of Modern Piano Playing who for some months have been heard from 3XY, have signed a 52 weeks' contract with that station for quarter-hour sessions on Sundays at 6 p.m. Program features the "Shefte Rhythm Boys" on two pianos demonstrating the Shefte teaching method and its results.

Following the successful introduction of the MacRobertson feature "Half-hour of Uninterrupted Music" in the 2UW Friday night program, arrangements have been made, through the John Rist Agency, for an extension of the contract to cover the whole of 1943. The MacRobertson feature will continue in the same form as now, and at the same time—7.30 to 8 p.m. Fridays.

CUP BROADCAST

Stuart Edwards, now in an R.A.A.F. camp in Victoria, broadcast the Melbourne Cup over the A.S.B. network embracing stations 2UE, 2KY, 2GZ, 2CA 2KA, 2HR and 2KM.

Although it was his first broadcast of a Melbourne race, he gave a brilliant description, naming the full field of 24 runners several times, and declared Colonus as a certain winner before the field had reached the home turn.

One of the first to congratulate Stuart was Ken Howard. "I have broadcast five Melbourne Cups," he said, and know how difficult Flemington is. For a 'first-up' performance Stuart's effort was amazing."

Both the Caulfield and Melbourne Cup broadcasts on 2UE and A.S.B. were sponsored by the "Sun" and the "Sunday Sun."

NEW ADVERTISING MANAGER FOR 2UE

Mr. Les Hood has been appointed to the position of advertising manager of Radio 2UE, announces station manager Mr. A. Campbell Jones.

After 14 years with the Trade Association in Perth, Mr. Hood came to Sydney to accept a position on the sales staff of the National Cash Register Co. of Australia.

He was with that firm for five years, and in 1940 had the best sales figures of any member of the organisation in this country.

Mr. Hood joined the sales staff of 2UE last year.

EMPIRE TELEGRAPH CONFERENCE IN AUSTRALIA

The Prime Minister, Mr. Curtin, has announced that a "Commonwealth Telegraph Conference" would be convened in Australia soon. It would deal with many new communications problems that had arisen through the war. It would be sponsored by the Governments of the United Kingdom, Canada, New Zealand, South Africa, India, and Southern Rhodesia, as well as by the Commonwealth of Australia.

AUSTERITY APPEAL Special 2CH Broadcast

Joan Read, of 2CH, is to present an hour's broadcast, using prize winners from her Talent Quest on Saturday, December 12, as the first half of a two hour program, to be given by 2CH in support of the Austerity Loan on Saturday, December 12.

All commercial stations are devoting a two hour broadcast to assist the loan, and during her portion of the program Joan Read intends making a special appeal on behalf of the station for support of the loan. In view of the results she has already achieved through her "Home Harmony" program, it is expected that she will obtain a big response.

Her Austerity program will be made up entirely of guest artists, who, having won special awards in recent Talent Quest broadcasts are now eligible for engagements in future programs. Many competitors have already secured engagements as guest artists, and it is expected that the Austerity broadcast will indicate the high standard of the talent which she has unearthed.

RALLY TO THE FLAG

The second unit in this Austerity broadcast on 2CH will be a special presentation of "Rally to the Flag," well remembered as a radio epic of the present world conflict. This will be produced by Humphrey Bishop, musical director for A.W.A., from a script specially written by Hal Saunders to obtain support for the Austerity Loan.

This program will dramatise deeds of great heroism by men in the various services, coupled with an appeal that Australians should try to equal the sacrifice made by the war's heroes by subscribing all they can to the Austerity loan.

"Rally to the Flag" is to be presented at a special Austerity Loan rally at the Sydney Town Hall on Thursday, December 10. This will be presented under the direction of Humphrey Bishop.

FIVE-IN-ONE ON 48 STATIONS

Sydney agency, Unsted Jackson and Haines, who are handling the Five-in-One campaign, have placed 100 pots on 13 metropolitan stations throughout Australia and on 35 country stations. The hundred words are worked into an interesting script featuring the "Gold Digger Twins" in a gag which brings up the "Five-in-One Smile."

In last issue of "C.B.", Hartford Agency was inadvertently credited with handling this account.

ATTRACTIVE MEMBERS OF NEW NIGHT SHOW



Over £11,000 Raised

"Smokes for Sick Soldiers" Appeal

every week. The car for the purpose is donated free of cost, and is driven by a driver supplied by the Women's Auxiliary Transport Service.

Every week various organisations throughout Brisbane and suburbs hold regular dances, raffles, concerts, etc., to raise money for the fund, and many factories and other places of business, forward weekly donations to the appeal.

Local and visiting vaudeville and concert artists freely offer their services for this most worthy cause.

The concert is compered by Russell Callow and George Hardman is quiz master, while a staff of telephonists are kept busy throughout the afternoon taking telephone donations.

3XY

Launches EIGHT NEW SHOWS in
One Brilliant Week!

★ ★ ★

- The New "CORONETS OF ENGLAND!"

- "RADIO HOLLYWOOD"
- "WAY TO FAME"

- "ADVENTURE ON THE HIGH SEAS"

- "AN EVENING FOR MODERNS"
- "THE SONS OF SANDY MAC"
- "RAPID FIRE"



PERSONALS

Seen in Sydney last week Mr. Ray Kidd, of 2GN Goulburn, enjoying a few weeks' recreation leave. Mr. Kidd met many agency executives while in Sydney, and is particularly keen on the rapid acceptance of 2GN by National advertisers.

Melbourne will well remember the deluge on Cup Day, and it was through this deluge, mud and slush that Cliff Mackay, of Paton's, was cautiously picking his way. Whilst passing the Melbourne Town Hall he bumped into one of the radio fraternity—"Back to winter!" said Cliff, touching his bowler hat. "Backed a winner—did you?" said eager radio salesman. Cliff just smiled a wan watery smile and plodded on through an even greater deluge of rain. Maybe even skies shuddered at the thought of our austere Cliff even contemplating race winners.

Captain Leo Mooney has returned to Melbourne Barracks after a very interesting and exciting visit to the north.

His many friends will be glad to see Lin Corr, of Broadcast Exchange, now displaying three pips, he has been promoted to Captain.

Dick Cranbourne, of 3DB fame, has been to Rye for a fishing holiday. He tells us he was successful in catching every imaginable species of fish. Maybe Dick's imagination ran away with him just a little while lazing in the sun.

A new recruit to the A.W.A.S. is Beryl McVeigh, who for some time has been secretary to 3AW's manager, Hec Harris. All the members of the staff gave her a great send-off and wished her all the best. Beryl made many friends during her associations with 3AW.

That excellent writer, Frank Rowan, who is responsible for so many scripts of some of Melbourne's most popular programs, has left Broadcast Exchange. He is now free lanceing.

Jerry Bride, of O'Brien Publicity, has been in smoke for the last few days, reason being he has been responsible for all the publicity, etc., for the launching of the captured Jap submarine for the Navy Department. Proceeds gained from "the gate" go to the King George Memorial Fund and Naval Fund.

Wallace Parnell, of Tivoli Theatres, was selected as the fifth judge for the P. and A. Parade. Frank Tracy, of Columbia, and Beatrice Touzeau, of "Commercial Broadcasting," have been plied with questions all the week as to who they think will be the lucky winners, but they have both worn a very inscrutable look.

Another new appointee to 3BO Bendigo is Mr. John Cleary, following the transfer from 3BO to 6TZ Dardenum of Mr. Richards, technician.

Arundel James Nixon, known to thousands of listeners as "The King of the Cads," was fined £5 in the Manly Police Court last week for failing to notify his

change of address from Manly to Paddington. Nixon's counsel pointed out that there was no intention of evading military service, but that Nixon, so like many actors and actresses are "notoriously careless about business matters." Nixon's sad experience should be a warning to all who may be similarly forgetful of National Security Regulations.

A rough-hewn timber case, incongruous, in rather luxurious surroundings stands in the corner of the private office of Mr. V. F. Mitchell, managing director, at 4BH Brisbane. But Mr. Mitchell is justly proud of that case and its presence by him—a constant seal of friendship with the man to whom it belongs, for it contains personal effects of Captain John Taylor, manager of 3AW Melbourne, who is now somewhere in the battle zone north.

Donovan Joyce, author, producer and director of 3AW's "Forty Glorious Years," has accumulated a profound knowledge of leading events of historic importance since the series was inaugurated on behalf of The Mutual Store on July 4. Since its inception, 22 years have been highlighted, and by the time the 40th year is completed Don should be able to open a branch office for the "Encyclopaedia Britannica." This 60-mintue feature, which is heard from 3AW each Saturday night at 8.30 o'clock, is certainly an entertainment unique to radio.

Jack O'Hagan, sales manager of 3AW, has been appointed a director of the Australasian Performing Rights Association. O'Hagan has the distinction of being the only composer on the Board.

Rod Gainford, ace announcer at 3AW, recently met with an accident when pushing his bike over a country road. It appears that Gainford, who by the way, is one of Australia's leading stunt cyclists, was travelling fast behind a military truck. Unfortunately the driver espied a hole in the road and in order to negotiate it with safety slackened speed, but did he tell Rod? Oh! no, and the result was a spill and a severely cut face, hands and arms. He's completely recovered, but will go on holidays next week. During his absence, "Nicky" will take over Rod's sessions, and will be assisted by Peter Ellis.

Miss Joy Morgan, acting sales manager of Artransa, is off to Melbourne this week from Sydney for a short business visit.

Miss Enid Jones, lady announcer of 2GN Goulburn, is enjoying a few days of well-earned recreation leave—during her absence Miss Lexie Matthews will be heard from the 2GN microphone. Miss Jones is particularly popular with Goulburn and district folk, and during the past year many appeals have been made with notable results. Miss Jones' session is supported by a large volume of National advertising.

Mr. E. C. Haynes, of the Melbourne office of the A.W.A. Broadcasting Dept., is acting manager at 2GN Goulburn, while Mr. R. A. Kidd is on annual leave, during Mr. Haynes temporary absence from Melbourne. Miss Chambers is attending to the requirements of clients.

Norman Banks, 3KZ, was the recipient of a very pleasant surprise one night recently. It was the night of his birthday

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and also the night for the "Lest We Forget" rehearsal at the Australian Church. When Norman hurried into the church he found the choir assembled and Hector Crawford musical director, with his baton raised. The moment Hector saw Norman he gave the customary conductorial taps and Orpheon Choristers and Heidelberg Choristers, totalling over 100 voices, burst into "Many Happy Returns of the Day," followed by "Why Was He Born So Beautiful."

Two uniformed callers at 3XY this week were Carl Bleazby, one-time announcer who now wears the chevrons of overseas service on his sleeve, and ex-scripter Alan Kirby, whom the R.A.A.F. has now promoted to sergeant's rank.

If the number seven is as lucky as some folk say, then this should be a good year for 3XY announcer Norman Wister, who is just entering on the seventh year of his association with the station. In earlier years Norman was prominent in the live-artist plays for which 3XY was famous, latterly he has appeared on the studio roster of night announcers, with the news services as his particular care.

Mr. Lance Quirk, general manager of 2SM reflected some good coaching this week when he annexed in no uncertain style the final of the lunch hour snooker tournament of a well known city club where he not infrequently lunches. 2SM sales manager Bernie Stapleton, was the coach, and he a scratch player.

AUDEX—the Super Recording Blank

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

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

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

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

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



THE march of progress to-day is halted by the menace of evil things. . . Our nation faces the grave responsibilities of maturity, while our minds are bent towards one great thing — the achievement of victory.

Christmas comes to give us pause . . . to remind us of the vital things we are fighting for — the sweetness of life, friendliness, the sanctity of our homes, and the truth of man's inherent goodwill.

May you at Christmas time be blessed with a respite from care . . . May Christmas bring to you an opportunity to recapture that quiet of mind which reflects confidence in our leaders, in our country, and in the Motherland . . . and may it give you, too, a new determination to see that right will be might, so that our children may yet know the joy of many a

HAPPY CHRISTMAS

COMMONWEALTH BROADCASTING CORPORATION PTY. LTD.