

PERSONALS

Off to a mountain retreat for his holidays, Reg. Olsen, 4BH continuity chief, hopes to enjoy hiking expeditions and horse riding. The rarer air should clear away the worries of the past year—and Olsen will no doubt come back seething with ideas!

Popular singing-announcer, Russell Calow, has departed from his usual surroundings at 4BH—for a well-earned holiday. Though his plans were indefinite, we expect that he'll be spotted somewhere south of the home town during his leave. Russ. is compere of the Golden Dragon community and smokes for sick soldiers' concerts—each of them being booked out for weeks in advance.

When Jack O'Hagan, well known songwriter and sales manager of 3AW, left the studio a recent Friday night after broadcasting his "Gems from the Musical Comedies" session, he found that his car had been stolen. It was found by the police some days later in a Footscray street—jacked up and stripped of wheels, tubes and tyres. If these essentials can be replaced, then perhaps Jack'll again be able to more than look at the bus; if not he'll certainly be handy for the shoemaker.

Doug Stark, who conducts the "Breakfast" and "Theatregoer" sessions at 3AW, was delighted to receive a "good-wishes for to-night" telegram from the program department of that station on the occasion of Doug's first professional stage appearance in Australia when he took the part of "Nisch" in the Gladys Moncrieff "Merry Widow" season which recently commenced in Melbourne.

Vic. Dinneny, popular 3SR manager, starts annual leave this week, he will be resting at Queenscliffe in the company of his only daughter, Corporal Kathleen Dinneny.

Popular 2UW rep. in Melbourne, Peter Sullivan, is away on holidays. Being Vic. ace cyclist, we presume that wherever he has gone his bike goes too.

A very welcome visitor to Melbourne last week was Jack Horner, of Macquarie. Although it was but a flying trip as he was here to-day and gone to-morrow (so to speak), he certainly made his presence felt.

Another visitor to Melbourne we were very happy to see last week was Alf. Malalae, manager of Murdoch's, Sydney.

Not all young lasses are allowed to stay up all night, but there are two very popular announcerettes who lose their beauty sleep to cheer the lives of munition, factory workers and other night owls—these are Patsy Friswell and Judy Storm of 3AK. We hear that their fan mail is enormous.

Rupert Fitts of the V.B.N. and Syd. Kemp "Argus" Network, returned from their fishing trip in fine fettle, judging by reports they actually did catch plenty.

One of 3XY's budding compères, Tom Miller, arrived in Melbourne last week, after being away for many moons in the heart of Australia. He is no longer an ordinary private, but has been promoted to Sergeant. The hardships were great. Tom never looked in better health.

3XY manager, Bert Snelling, is back from his holiday in Tassie. Since his return he has been rushing round getting things ready for the big Peters Ice Cream show at the Town Hall, commencing again next Sunday night.

3UZ Sid Baume and Eric Wood are able to relax just a little as "those three salesmen" are back in harness again and chasing contracts with renewed vigour.

Radio 2UE announces the appointment of Mr. Arthur ("Steele") Rudd to the position of manager of the copy and service departments. Before joining 2UE Mr. Rudd was associated with Goldberg's (Sydney and Melbourne) for 15 years, and some time was production manager of the agency.

Mr. John Ryan, 2UE night announcer, celebrated his marriage to Miss Margaret Donellan, of Rose Bay, at St. Mary's, North Sydney, on January 23.

Miss Bee Hussy Cooper is now on the announcing staff at 2UE. Miss Cooper is also well-known as an accomplished singer.

Norman Banks carries on the good work, even when on holidays. After a fortnight spent at Mt. Buffalo, Norm. returned to 3KZ with the substantial sum of £55 contributed by guests at the Buffalo Chalet, to the Austin Hospital Fund.

Eddie Balmer, 3KZ program manager, has to his credit 30,000 radio hours. Before joining 3KZ 11 years ago he had three years with the A.B.C. and 3UZ. He has written and produced 500 live shows, which have gone interstate and to New Zealand, and conducted 300 P. and A. Parades, and 70 interstate broadcasts from the Regent Theatre. Near television shows are his idea, and his scripted musical productions are heard over 32 stations each week. Next Sunday the 450th broadcast of world-famed tenors will be heard. It is Australia's oldest recorded program. Eddie has been on deck for them all. He is now organising the eighth year of the P. and A. Parade.

Kevin McBeath last week was presented with a set of brushes prior to his departure for military camp. Filling Kevin's place on the night announcers' roster is John Craig, formerly with 3DB and interstate stations. John Craig is also a script writer, actor and producer, and has several radio plays to his credit.

Seen around 3XY during his recent leave from the Army was Sergeant Tom Millar, who before joining up was a popular junior announcer and frequently featured in dramatic presentations.

Flight-lieut. R. G. Lamb, former A.B.C. executive and before that originator of 2KA Katoomba, was recently the centre of a shower of congratulations from his fellow officers in the R.A.A.F. when news spread of an addition to the Lamb family. There's now a boy and a girl.

COMMERCIAL BROADCASTING

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Absent from the air for a few days recently owing to sickness, the early morning man, Harry Withers, was welcomed by a large mail from listeners. Since re-introduction of the 6 a.m. opening, the 2GB breakfast session has won many listeners amongst those whose work forced them to leave early. Nearly all the letters expressed appreciation of being able to hear the cheerful announcements and bright music featured by Harry Withers in "Wake Up to Withers."

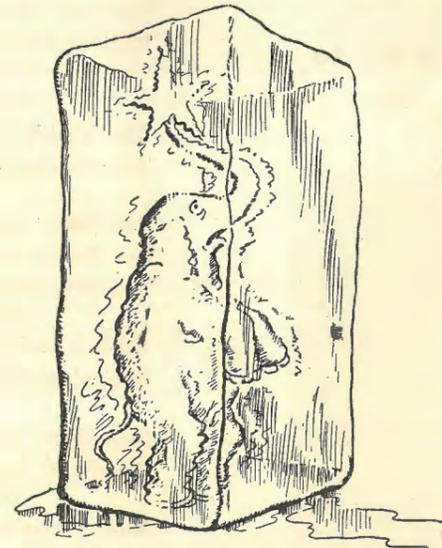
Joy Morgan, acting sales manager of Artransa, must have a way with her with babies. Returning from a recent trip to Melbourne, she was called upon to help pacify a crying baby. Before long the baby was sitting up in her lap beaming all over its face. A little while later on returning from a trip to Canberra, the train hostess asked her would she mind taking care of a baby whilst its mother was lurching at the buffet. Once again the baby took kindly to its nurse.

Mick Simmons Pty. Ltd., who have used radio for many years, have expressed their faith in broadcasting in spite of difficult times for the retail trade, by renewing their 2GB "March Past of the Band" session for a further 52 weeks. This session is conducted by Mr. Oscar Lawson, himself an authority on bands and band records, and it is broadcast every Thursday night at 9.30.

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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
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(Vincent's A.P.C.)
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- Agricultural Magazine
(Rural Bank)
- Bob Dyer (Solvol)
- March of Time
(Black and White)
- Aust. Amateur Hour (Rinso)
- Spy Exchange
(Gibb & Beeman)
- Cuckoo Court (Bidomak)
- Take It or Leave It
(Schumann's)
- Nobody's Island (Craig's)
- Musical Comedy Gems
(Lemon's)
- Fred and Maggie Everybody
(Sustaining)
- Hopalong Cassidy
(Sustaining)
- Salt Lake Tabernacle Choir
(Sustaining)
- House of Peter MacGregor
(Sustaining)

2GN

THE STATION THAT
HAS THE AUDIENCE

A POST IN WASHINGTON

Sydney and Melbourne Trade Wishes Ossie Mingay Bon Voyage



Mr. N. S. Gilmour, general secretary of the Institution of Radio Engineers (Aust.) gives Ossie Mingay a warm handshake. Mrs. Mingay is at the right; Mr. John Martin at left, and Miss Edna Sharman (I.R.E. asst. secretary) at rear.

Chosen for an important mission to the United States for the Directorate of Radio and Signal Supplies, Ministry of Munitions, and farewelled by the broadcasting and radio trade in Melbourne and Sydney last week, Mr. O. F. Mingay is probably now settling down to his work in America. Such is the man and such is modern transport. He was flown across the Pacific.

A cocktail party hurriedly organised in Sydney on Monday week last, a dinner party in Melbourne on Tuesday evening, and a send-off from the Directorate staff the following evening, added to the whirl of Mr. Mingay's departure.

Soon after war broke out Mr. O. F. Mingay joined up in the army. At that time he was actively managing Australian Radio Publications Pty. Ltd. and associate companies of which he is the founder and proprietor. Being a soldier of the last war he was prepared to forsake his personal interests to add his weight to our new army. He was promoted to the rank of captain, but less than 12 months ago he was co-opted by the Ministry of Munitions to take the post of manager of the Radio Division, Radio and Signals Directorate, under Colonel S. O. Jones the director.

With this background and with his very wide personal popularity throughout the broadcasting and radio and electrical trade of Australia, O. F. "Ossie" Mingay received a very rousing send-off from the trade and from his own department. A host of friends attended the Sydney and Melbourne functions eager to add their congratulations upon his selection for the job in Washington and to wish him "happy landing."

On Tuesday night, February 2, a gathering of 42 business men, representative of all sections of the radio electrical industry, tendered a farewell dinner at the Australia Hotel, Melbourne, to Mr. O. F. Mingay prior to his departure for America.

Mr. A. G. Warner occupied the chair at the function and introduced Mr. H. Prior, who said that it had been a long time since he had faced so many of his competitors under such pleasant conditions. His friend, Mr. Mingay, has been a most successful battler for the whole

trade throughout its trials and tribulations. He mentioned that having been in the fight in the first World War, Mr. Mingay couldn't resist getting into this one—he'd had plenty of fights in the trade too, but always managed to emerge successfully, and Mr. Prior sincerely hoped that he would succeed in his present mission to America—in fact, he felt sure of his success.

Colonel Kemsley, of 3UZ, also had a few words to say on the qualities he knew in Mr. Mingay, which assured him of the success of Mr. Mingay's mission to the States.

Colonel S. O. Jones, Director of Radio and Signals Supplies, to whose branch of the Ministry of Munitions Mr. Mingay is attached, attended the dinner and spoke in support of the toast to Mr. Mingay. He said that "it had been evident that someone had to be sent to America, who knew that an army did not necessarily move on its stomach but on its communications, and therefore Mr. Mingay was the chosen person to carry out that job." Colonel Jones concluded his remarks by saying that his choice of Mr. Mingay was indicative of and reflected his confidence in the man.

Mr. Wing, who had had an opportunity of saying a formal farewell to Mr. Mingay at the Sydney trade function on the previous day, was also in Melbourne and attended the dinner.

In responding to the toast, Mr. Mingay expressed his extreme pleasure at being invited to this dinner, which was so representative a gathering of the Melbourne radio fraternity, but suggested that maybe the dinner had been arrang-



Left—Left to right: Sladen Gibson, J. Entwistle, F. W. Newman, J. Collins, Louis A. Pognowski, J. Wilkins, K. McDougall, S. C. Aarons, A. Steward, D. R. McGregor, Lieut. J. R. Edwards, O. Oppenheim, W. Richards, R. Money, H. Snelling.
the Back—H. W. Joseph, W. Richards, N. Broomhall, Lieut. C. Tyrell, H. V. Prior, O. F. Mingay, A. G. Warner, Lieut. Col. S. O. Jones, L. M. Stuart, Howard Love, W. Wing.
Right—Left to right: S. Homberg, K. J. Braghen, R. Bryce, J. Lehmann, A. Shuttlesworth, A. Fairhall, S. Baume, H. Harris, Colonel A. N. Kemsley, Howard Love, W. Wing, N. Fetherstone, A. W. Scott, J. Payne, S. Salmon, T. E. Morgan, S. Kemp, B. Touzeau.

ed as a good excuse for a party in these days of austerity. Mr. Mingay was emphatic in his convictions that the war was by no means over, and that we could not afford to underrate the enemy. His job dealt with communications, and he thanked the gathering for their good wishes, and said that he would strive to live up to all that was expected of him.

Cocktail Party

On Monday afternoon, February 1, a cocktail party was held at Petty's Hotel, Sydney, when a representative gathering of the radio and broadcasting fraternity of that city said "bon voyage" to Mr. Mingay, on the eve of his departure for America.

The cocktail party was described as an impromptu function, and the fact that well over 50 city business men were able to attend on such short notice

radio started."

In concluding his remarks, Mr. Wing wished the Guest of Honour a successful trip and the sincere good wishes of the trade. He also paid the respects of the trade and their good wishes to Mrs. Mingay.

Mr. N. S. Gilmour also addressed the gathering, and paid tribute to the good work which Mr. Mingay has done for the Institution of Radio Engineers (Australia).

Mr. Marden, of 2UW, spoke in support of Mr. Wing and Mr. Gilmour, and added to the good wishes extended Mr. Mingay those of commercial radio.

In replying to the remarks of these speakers, Mr. Mingay gave an outline of the reasons for his visit to America on behalf of the Ministry of Munitions. He made mention of the excellent job which



Mr. Frank Marden (2UW) chatting with "O.F.M." at Petty's Hotel gathering in Sydney.



Top of the table at the Melbourne trade dinner send-off to O. F. Mingay. Left to right: H. W. Joseph, W. Richards, W. Broomhall, Lieut. C. Tyrell, H. V. Prior, O. F. Mingay, A. G. Warner, Lieut.-Col. S. O. Jones (Director of the Radio and Signals Supplies Directorate, Ministry of Munitions), L. M. Stuart and Howard Love.

speaks volumes for the regard in which Mr. Mingay is held. It is also a tribute to the organising ability of Mr. J. Martin, who arranged details of the function.

Mr. Eric Dare, acting president of the R.I.F. Club of Sydney, called on Mr. Wing, who addressed the gathering on behalf of the radio industry. Mr. Wing made mention of the fact that among the gathering he could see men representative of every section of the radio trade, of the broadcasting industry, and of the Government. He said "Mr. Mingay is one of those gentlemen for whom I have a great admiration, and when I was asked to speak my reaction was a pleasure. Mr. Mingay is a battler, a pioneer of radio business, a man who has just exactly the right ideas of a pioneer in any great work. He had the vision to know what would be required in radio. He was very persistent and has the necessary skill and ability, and with these three characteristics one will understand that our guest of to-day has been able to add to his laurels since

the radio industry of Australia had done in producing signal equipment for our forces, but laid emphasis on the even greater work which had yet to be done in this regard.

Presentation

At the Public Schools Club dining room in Melbourne on February 3, the Directorate of Radio and Signal Supplies officially farewelled Mr. Mingay. There were 46 present, in addition to the guest of honour.

Col. Jones, Chief of the Directorate, occupied the chair, and Mr. J. W. Love acted as M.C.

Proceedings opened with "The King," and thereafter a full evening of entertainment was enjoyed. Great fun was derived from the community singing of a set of verses written around Col. Jones and Messrs. Richards, Mingay, Magnusson, Carew, McLaren, and "the visitors," and sung to the strain of "How Do You Do."

After briefly explaining the purpose of Mr. Mingay's trip, Col. Jones, on behalf

of those present, made a presentation to Mr. Mingay of a large black leather brief case.

Among those present were:—

Visitors: Navy: Lieut. Brooks, U.S. Navy; Lieut. Harvey, N.Z. Navy; Lieut. Prendergast (Tech. Liaison attached to D.R.S.S.); Australian Army: Major M. Hastings (E.G.S.C. representative), Major Dunne (D. Mech.), Major Callow (Army Design), Capt. Shaw (D. Mech.), Capt. Kirby (Army Design), Lieut. Kendrick (Army C.P.O.), Lieut. Edwards (D. Mech.), S/Sgt. Sherman (V. L. of C.). Trade: W. J. Wing (A.W.A. Div. Impro.: E. Windows Sydney)

Munitions: D.R.S.S.: Col. Jones, J. Richards, Dr. Pulley, V. Magnusson, J. W. Love, A. Fairhall, J. Carew, T. G. Ryan, P. Walsh, S. P. Stroud, T. Emery, A. Gray, E. Holder, S. Williams, W. McGowan, G. Church, J. Couttle, R. Magnell, D. McLaren, R. Walters, Grace, G. W. Manning, F. E. Alton, Henderson, A. G. Thompson, J. H. Atkinson, W. King, M. Updell.

Material Supplies: V. Fox, C. Small.

Move to Quash Patent Medicine Regulations

A move to quash the "patent medicine" regulations ("C.B.", 28/1/43) has been made at Canberra where in the House of Representatives last week Mr. Spender (U.A.P., N.S.W.), gave notice that he would move for the disallowance of National Security (Proprietary Medicines) Regulations.

The matter is expected to be ventilated in the House about the close of this week or early next week on Mr. Spender's motion. Meantime many members of both sides of the House have had ample opportunity to gauge public feeling towards the imposition of the patent medicine restrictions. All sections of the press throughout Australia appear to have been unanimous in their condemnation of the Regulations.

GWEN MUNRO

who plays "Lorna" in

"LORNA DOONE"



Still another star program hits the air over 2SM with the broadcast of "LORNA DOONE" every Monday, Tuesday, Wednesday at a quarter to nine, under the sponsorship of the manufacturers of Maxam Bakeo Pastry Mixture.

Radio adaptation of this famous English literary masterpiece provides listeners with a most enjoyable and thrilling program.

2SM

**MONDAY, TUESDAY
and WEDNESDAY
at 8.45 p.m.**

Retail Promotion Campaign in U.S. Launched

After six months of preliminary but exhaustive research, the Retail Promotion Committee of the National Association of Broadcasters, of which Paul W. Morency of WTIC-Hartford, Conn., is chairman, has instituted an industry-wide campaign to finance the preparation of a study that will analyse the present-day and probable future problems of department stores, and other retail establishments, in relation to the opportunity that broadcasting offers to the amelioration of those problems, the National Association of Broadcasters reports.

"Preliminary to the exploration of this problem by the broadcasters the assistance and co-operation of the Sales Promotion Division of the National Retail Dry Goods Associations was enlisted. This organisation made a nation-wide survey of the use of radio by retailers and the results of their experience.

"The research, analysis and presentation will be developed by Sheldon R. Coons, general business counsel of New York City, who was formerly vice-president and merchandise manager of Gimbel Bros., Inc., and for ten years executive vice-president of Lord and Thomas, with the assistance of outstanding leaders in the various fields that have a bearing on the subject. Mr. Coons, under the direction of the committee, has conducted the preliminary research and study since his retention as counsel early in July.

"The proposed plan contemplates investigation of every factor which appears likely to influence retailing during the stresses and strains of this period of wartime priorities, rationing and restrictions.

"The investigation will also include an analysis of some of the factors that are likely to influence the trend and character of retailing after the war is won.

"The keynote of the various plans and clinics, conducted by the Office of Price Administration in conjunction with leading representatives of retailers, has been the urgent need to reduce the costs of retail distribution to enable retailers to survive under price ceilings. This thesis is the keynote of the presentation to be prepared by Mr. Coons. In many fields of distribution, broadcast advertising, well and wisely used, has enabled manufacturers and distributors to lower the costs of distribution. In pursuit of that goal, the presentation will include a complete and factual study of the use of broadcasting advertising by various types of accounts, including recent case histories of its use in the field of retail distribution.

"Among the subjects in this portion of the presentation are:—

Where does radio fit into the retailers' problems?

What is the retailers' problem in the use of radio as revealed by the N.R.D.G.A. survey?

How should you buy radio time?

How should you measure a radio audience?

How can you ensure your radio investment?

How do you set up a radio department in your store?

What can you expect from your radio station?

"Preliminary discussions with leading retailers indicate that the answer to every single one of those questions is of vital interest right now to all retail advertisers. The plan proposed by the Retail Promotion Committee of NAB will seek the answers to all of these questions and endeavour to present the answers in an easily understood and fully authenticated fashion.

"During the preliminary discussions and the preparation of the outline of the proposed plan, the Retail Promotion Committee of NAB has worked very closely with the Sales Promotion Division of the N.R.D.G.A. The final outline and purpose have received the unanimous and enthusiastic endorsement of the directors of that division of N.R.D.G.A.

"In a letter to-day to all commercial radio stations in the United States, Chairman Morency pointed out that while the preliminary thinking and work on this plan has been conducted under the direction of NAB, participation in the plan is available to NAB member and non-member stations alike, as well as to Canadian broadcasters. Enclosed with the letter was a pledge blank and schedule of charges for participation, based on gross income of the individual stations during 1941.

"During the series of NAB district meetings, which has just gotten under way, details of the proposed plan, are being explained to station executives and sales managers by Lewis H. Avery, Director of the Department of Broadcast Advertising of NAB.

"The details of the presentation will be perfected by Mr. Coons with the guidance of the committee when the necessary finances are assured. The campaign to secure funds will, in addition to the letters heretofore mentioned, be carried on at the District meetings. Indicative of the enthusiasm of the industry, the broadcasters of the Fourth and Fifth Districts have unanimously endorsed it and pledged their whole-hearted support.

"The tentative plan of the committee as outlined by Mr. Coons contemplates

a motion slide, transcribed and live talent packaged show with a trained master of ceremonies to handle the presentation. For the use of those communities and areas who do not desire outside talent there will be an adaptation that may be staged by local broadcasters without outside assistance. There will also be a desk presentation for the use of stations in dealing directly with retail establishments.

"More than passing interest in the plan has been evidenced in retail circles. Not only has the Sales Promotion Division of N.R.D.G.A. rendered helpful assistance in the preliminary planning, but it has pledged its co-operation to secure the attendance at the various presentations of the key personnel of department stores and other retail establishments. . . ."

BREAKING NEW GROUND

Parsons Bros. Saturday Hour

Some new ground will be broken in Saturday afternoon radio entertainment when Parsons Bros., breakfast foods manufacturers, shortly sponsor an hour musical show on 2SM between 2.30 and 3.30 p.m.

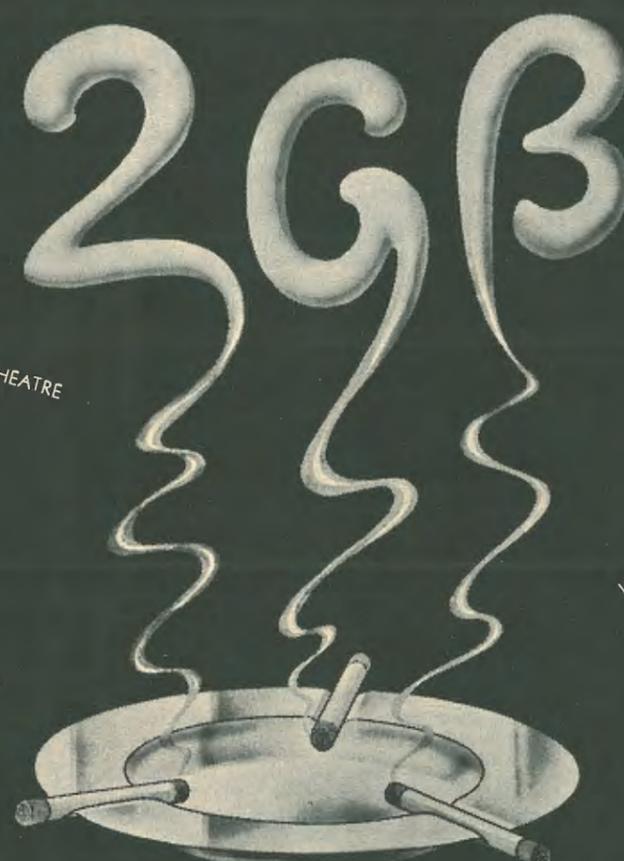
Details of the production were not available at this writing, but it is known that Miss Dorothy Dash, former well known Queensland broadcaster who has latterly been conducting 2SM afternoon sessions, will produce and direct the show, which is likely to include some outstanding junior talent.

HOW RADIO HELPED AUSTERITY LOAN

When the organisers of the 3GL appeal for investors in the Austerity Loan finished their 15 hours—9 a.m. till midnight—broadcast on December 13, they had the satisfaction of knowing that all records had been broken. The appeal was conducted on the lines of "Ring and Subscribe" and acknowledgements were made over the air. The station carried its usual feature programs, but where possible sponsors permitted their time to be used for the appeal. 920 listeners telephoned the studio where additional phones had been installed and promised to invest a total of £40,250. Mr. McLean, the Commonwealth bank manager in Geelong, and local Loan campaign organiser, reported that on the two days following the broadcast many hundreds of investors who did not have the opportunity of telephoning the station during the appeal thronged the local banks, and making application for bonds referred to the 3GL appeal. Commonwealth Bank officials were accompanied in the station lounge to attend to listeners' personal applications. Melbourne listeners to 3GL invested £2,800 in small amounts through the station's appeal.

A fortnight earlier on November 28 the station raised in 15 hours £1,250 from 2,000 telephone callers for the Red Cross Prisoners of War Fund.

Geelong's quota £510,000 from 5,000 persons was the highest in Victoria, and was surpassed by £70,000 from more than 5,000 investors.



- RISE AND SHINE Profex
- PLAY OF THE WEEK Curzon's
- CALLING THE STARS Palmolive
- EVENING STAR Penfold's
- YOUTH SPEAKS Nyal's
- LYRICAL LIMERICKS Eno's
- REFLECTIONS IN A WINEGLASS Seppelt's
- THE HORLICK'S SHOW
- WORLD FAMOUS TENORS De Reszke
- FIRST LIGHT FRASER Colgate-Palmolive
- THE CITADEL McDowell's
- MARCH PAST OF BANDS Mick Simmons
- YOUTH SHOW Colgate's Dental Cream
- A TO Z MUSICAL REVUE Curzon's
- GARDEN OF MUSIC Cyclax
- RADIOLA HARMONY
- STAR BAROMETER Schumann's
- MACQUARIE RADIO THEATRE Murdoch's
- PRISONER AT THE BAR Peck Frean's
- MRS. 'OBBS Bonnington's
- ELLIS PRICE Grace Bros.
- HIT TUNES OF THE HOUR Cadbury's
- WHAT'S IN A NAME Gilbey's
- NOTES TO YOU Sydney Snow's
- EVERYBODY'S MUSIC Paling's
- WHAT'S ON AT DAVID JONES
- DR. MAC Witt's
- COMMON SENSE KITCHEN KLUB Sanitarium
- LITTLE LAUGH SHOW Lavex
- HYMNS OF ALL CHURCHES McDowell's
- POPULAR ORCHESTRAS Millard's
- CHILDREN'S PARTY Anthony Horderns
- RADIO MATINEE Winn's
- HAPPINESS AHEAD Mynor
- VOCAL VARIETIES The Hub
- THAT'S HOW IT STARTED Beecham's
- PERFECT SONG Pepsodent
- CHARLIE CHUCKLES Consolidated Press
- ROMANTIC HOUR Angus and Coote
- MELODY SPINNERS Henderson's
- BANISH DRUGGERY County Council Electricity
- OVER HERE Peter's

Good Company

Lessons from a Successful BBC Experiment

(By ELDON MOORE)

One of the important minor jobs that the British Broadcasting Corporation has to do in the homeland is that of keeping the industrial front working cheerfully and at a high speed to produce the arms required by the Services. It has several such programs, including "Workers' Playtime," "Works Wonders" and "Music While You Work." This is a short account of the last, "Music While You Work," which has been devised and directed by Wynford Reynolds for the BBC in close co-ordination with the production Ministries. After a long experience of producing this program and conferring with workers and management alike, he has arrived at the following basic conclusions:—

- (1) The music should be familiar to the ordinary worker. Singing, humming or whistling is a sure sign that the music is having its proper tonic effect. As an important "rider" to this he adds that the music can easily be overdone. Two and a half hours daily is the limit, and the best time to give the music is either at the beginning of the day's work, as an antidote to bad weather conditions or nervous strain after air raids, or at the end of a particularly tiring day.
- (2) The melody should be clear and well defined. The workers want to hear a tune that rides over factory noises. They, incidentally, are much better at hearing it than anyone not used to that particular factory.
- (3) The tone level or volume should be constant, and there should be no variation in audibility between one part of a tune or program and another.
- (4) The tempo or rhythm should create a bright and cheerful atmosphere. Extremes of fastness or slowness should be avoided. Most important rhythm and tempo should not be thought of in terms of "working speeds." They should be considered as a means of creating a spirit of cheerfulness and gaiety in operatives on any and all processes.
- (5) Number 4 does not apply at all either to office and executive staff, for whom music is in itself unsuitable, nor to highly skilled workmen on individual tasks.

(6) The music is best suited for workers who are employed on repetition or other monotonous work (especially female labour). For them certain types of music are definitely undesirable. The tone of an organ is unsuitable for amplification in factories. "Hot" music is unsuitable, and so is "jazzing" of any melody. The rhythm should be clear but unobtrusive, and any lack of a "melodic line," any involved harmony or complex rhythm tend to create confusion of sound.

(7) Loudspeakers should be small and well-placed about the factory rather than large, and only one or two to a shop.

Though the BBC has been the first to carry out research into the value of music in industry, it should not be thought that it is the job only of broadcasting stations. On the contrary, as so many British firms have been discovering, it is quite possible for each factory to provide its own entertainment—hence this article, which may assist managements of Empire factories to devise their own daily musical programs. Many of the British factories already do so, but are only too glad to switch over to BBC programs whenever possible, since they have found that their workers, quite naturally, tend to become bored with the repertoire available in the works' records library.

Certain other points discovered by Wynford Reynolds will be of assistance. Vocal items, for instance, should always be avoided. They become intrusive and tend to distract the attention of the worker. Speeches, likewise, should not be broadcast during working hours, nor should announcements be delivered "cold."

Programs should contain as much variety as possible, but care is needed in compiling them. Though dance music is the most popular and is the best for creating an atmosphere of cheerfulness and gaiety, it can easily be overdone and become wearisome. But there is also a big demand for other types of music, such as Viennese dance music, selections from light opera and musical comedy, well known marches and intermezzi.

Reports up to date show that the following is the most popular order:—

- 1 (a) Dance Bands. (b) Novelty Bands—Accordion, Mandoline, Banjo, etc.
- 2 Theatre Orchestras—the revue or music hall type of orchestra, combining certain dance band features with those of a light orchestra.
- 3 (a) Military and Brass Bands. (b) Light Orchestras—the "straight" type of orchestra playing selections from light opera and musical comedy, Viennese waltzes, intermezzi, etc.

The indications are that when the foregoing principles are followed, production is increased by between 12½-15 per cent for an hour or an hour and a half after the program.

Mynor Show is "Happiness Ahead"

The makers of Mynor Fruit Cup commenced on February 7, the sponsorship on Macquarie stations 2GB, 2HR, 2CA, 2WL, 2GZ, 2KA, 2LM, 2NZ, 4BH and Station 2WG, of a quarter-hour variety program, "Happiness Ahead." It is a quick-fire quarter-hour musicale, carrying a message "there's happiness ahead for each and every one of us, who does his and her job to-day."

Produced by B.A.P., show features such well known artists as Kitty Bluett and Ron Randall, Barbara James, the Melody Men, and compere Walter Pym. The time for the broadcast was fixed at 9 p.m. Sunday, and it will be on the air each week at that time.

Two comedians new to radio will be featured—one of them is known as "Wilfred, the last of the Waiters," and the other is "Vine Street, Victor, the Hollywood Distorter." Each week the latter gentleman will bring listeners all the news that did not happen in Hollywood during the week.

The opening program revived for listeners such happiness making numbers as "Franklyn D. Roosevelt Jones," "Shores of Tripoli," and "I Want to be Happy," and "We'll Go Sailing Along."

The introduction of a quarter-hour variety show on 2GB should prove a welcome feature to listeners, and provides an excellent follow-on to the Macquarie Radio Theatre, which is now preceded by that other new program, "Star Barometer."

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.

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MAXAM BEHIND "LORNA DOONE"

Three Episodes a Week for Bakeo

Supported by newspaper publicity Maxam Cheese Products Pty. Ltd.'s new show on a three night's a week schedule, got away to a flying start on 2SM Sydney last week.

Billed for 8.45 p.m. Mondays, Tuesdays and Wednesdays in the quarter-hour ahead 2SM's regular big 9 p.m. features on those nights, Maxam's first serial show is the B.A.P. production of "Lorna Doone." Associated commercials will plug Maxam Bakeo Mixture. Booking is 156 quarter-hours, but the first show only runs 52 episodes.

R. D. Blackmore's "Lorna Doone" ranks as a highlight in English writing of the eighteenth century.

In considering its adaptation for radio, B.A.P. perceived that it needed a slight quickening of tempo, to provide grand entertainment, and for that reason they called upon the services of Anthony Scott Veitch, who made such a masterpiece of "The Mutiny on the Bounty." The result is 52 quarter-hour episodes, rich in action, romance and adventure. "Lorna Doone" is good family entertainment—a captivating love story for the womenfolk—action, plot and background to suit the men—and desperate battles with outlaws to delight the hearts of the most blase schoolboys.

"GINGER" IS A.T.C. MASCOT

Ginger, who re-appears on the air next Saturday night in the new half-hour Horrocks show, has been made the official mascot of the Air Training Corps. At a recent concert, Sir Donald Cameron extended the invitation to him, and Ginger promptly accepted, and nowadays Ginger wears the Air Training Corps uniform. Mal Verco, who is himself prevented by health reasons, from joining the forces, is very happy about Ginger's new association.

TRANSCRIPTION SALES

Artransa

Transcription sales reported by Miss Joy Morgan, acting sales manager of Artransa during the month of November-December, are as follows:—

"Fu Manchu" 2LM, "Christmas Tree Grove" 4BH, "Federal Agent" 2MW, "The Shadow of Fu Manchu" 2LT, "Spy Exchange" 2WB, 2AY, 2TM, "Radio Stage" 4BH, "Red Streak" 2DU, "Radio Hollywood" 7HO, "Hall of Memories" 2GB-2HR, "Three Minute Mysteries" 2MW, "Diamond Dramas" 4AY, "Doc Sellers' True Stories," 4PR, 4BC, "Big Bill Baker" 4BH, "Hawaiian Fantasies" 4BK, "Sunday Players" 5DN-KM.

A.W.A.

Recent transcription sales recorded by the recording department of A.W.A. Sydney include:—

"The Golden Sanctuary," 52 x 15 mins.—sacred musical, 2TM Tamworth, thrice weekly for Messrs. Gibb and Beeman Pty. Ltd.

"The Coastal Patrol," 2nd series—7BU Burnie.

"George Wallace," 26 x 15 mins.—4TO for Roxy Theatre, Townsville.

"Home Sweet Home," 286 x 15 mins., drama—2GF Grafton, five times weekly for Rockman's showrooms.

"The Bishop and the Garoyle," 52 x 30 mins., drama—2CH-3DB/LK and 4BK-AK thrice weekly for the Lambert Pharmaceutical Co. (Agency, Weston Co.).

STARS AT THE MIKE

Under the title of "Minerva Calls," 2KY's Myra Dempsey is now interviewing a Minerva star every Thursday at 2.40 p.m. during the "Passing Show" presentation.

Though only a recent innovation, this feature has already won listener interest. Miss Ethel Gabriel was the first of the stars to be interviewed, whilst others of the cast of "Arsenic and Old Lace" to face the 2KY microphone include Claude Fleming, Madge Aubrey, Letty Craydon, Leslie Victor, Arundel Nixon, etc.

Manton's air "Radio Hollywood"

The 9 p.m. spot from 3XY on Thursdays has been chosen by Manton and Sons Ltd., Melbourne, to feature "Radio Hollywood," a half-hour with the stars. Hollywood gossip and news is interspersed with items by stage, screen and microphone personalities, among whom are Janet Lind, Allan Coad, Jean Hatton, Ron Randell and Kitty Bluett, George Blackshaw, Dorothy Foster, Rita Pauncefort, Wayne Froman, Harold Williams, Sydney de Vries, and Albert Chapelle. Directed by Johnnie Walker, the show features Reg. Lewis and his Macquarie Orchestra, with Barbara James for vocalist. Production is by George Matthews, of B.A.P. Manton's contract covers 26 half-hours.



Camouflage is a useful art... but

You can't camouflage the fact that Newcastle can only be properly covered by using 2KO. No amount of camouflage can conceal that fact.

Scientific survey has proven that Station 2KO dominates 73.5% of All Listening Time in Newcastle. Also that peak listening periods reach the astounding figures shown below:—

Breakfast	94%	of listeners
Morning	100%	" "
Afternoon	95%	" "
Evening	95%	" "

No! You cannot cover Newcastle without 2KO. But you can cover the whole of this prosperous city and country districts with Newcastle's premier Station—2KO.

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

NEWCASTLE

Among the Sponsors

Bayer Pharma Co. (L. V. Bartlett, agency) have issued orders on 2AY, 2GN, 3BO, 4TO and 4BU for a series of one minute spots during evening sessions.

European Laboratories (Agency, Hansen Rubensohn) have again renewed the relay of the quiz session, "Take It or Leave It—Double or Quits," to 2GN Goulburn each Tuesday evening at 8.35 p.m.

Best and Gee Ltd. (Agency Unsted Jackson and Haines) have issued schedules for 5-in-1 Dental Cream spots on 4BU Bundaberg.

Jack Craig and Sons Pty. Ltd., of Auburn Street, Goulburn, sponsors of featured programs on 2GN Goulburn for many years, have now selected "Baffles" as their latest release, broadcast each Wednesday in the 2GN women's session.

The Roxy Theatre, Townsville, are now presenting "George Wallace," a 15-minute feature each Sunday luncheon session.

Brockman's Showrooms, of Grafton, have increased their weekly schedule of "Home Sweet Home," to five times weekly on 2GF in the women's session.

Stations 2AY, 2GN, 2GR have been issued instructions by Berlei Ltd. (agency Catts-Patterson) for a series of 15-minute programs in the women's daytime sessions.

New business on 3BO Bendigo includes a series of spot announcements for Dunlop Rubber Co. (agency, Goldberg's) broadcast during the evening session.

Arrangements have been made by Current Book Distributors who have presented a 10-minute session, "Current Affairs," every Wednesday night at 9.50 over 2GB-2HR, for their session to be relayed in future to 2GZ, 2KA and 2KM. The session, as the title suggests, deals with international developments.

Dr. Williams Medicine Co. (Reuter's Agency) have again renewed for spot announcements during daytime sessions on 3BO, 4CA and 4TO.

Wilkes Todhunters Pty. Ltd., men's wear specialists, have renewed their contract for 52 weeks with 3XY, including the presentation four nights per week at 7.45 of "The Five-Star Revue," and sponsorship of the midday news service on Sundays.

Swifts College of Modern Music—renewal of their contract on 3XY for 52 quarter-hours, heard on Sundays at 9.45 a.m., titled "Melody in Rhythm."

Viogen Pty. Ltd. have signed up with 3XY for 260 scatters in evening sessions and 104 in breakfast session; contract covers 52 weeks.

Colgate Palmolive Pty. Ltd. have signed a contract with 3XY for 52 weeks' advertising as scheduled.

Clyde Wilson Reid Pty. Ltd. have commenced a series of 52 quarter-hour sessions on 3XY, timed for 7.30 a.m. on Mondays.

Frank Price Pty. Ltd., brassware manufacturers, have signed with 3XY for 52 quarter-hours per week in the breakfast session, heard on Mondays at 7.15 a.m.

Warren and Brown Pty. Ltd., engineers, are using quarter-hour sessions on 3XY each Friday at 8.30 a.m.

Trevor Boiler Engineering Co. have signed a 52 weeks' contract with 3XY for quarter-hour sessions on Mondays at 8.15 a.m.

E. G. Hart, carrier, has signed a contract with 3XY for 52 quarter-hour sessions on Tuesdays at 8.45 a.m., featuring "To-day's Tunes."

Shea Hood Pty. Ltd., produce merchants, have commenced a 13-weeks' contract on 3XY for five-minute sessions at 8 a.m. (approx.) each Tuesday, Thursday, and Saturday.

Current Book Distributors have signed with 2UE for three 10-minute talks each Monday, Tuesday and Thursday, at 9 p.m. The addresses will be given by well known speakers, including Rhodes Scholar, Mr. Bill Woods, B.A.

Dunlop Rubber (Aust.) Ltd. (through Goldberg's) are using three minutes preferred time each night on Radio 2UE just before the 7 o'clock news. Space is used to tell the story of the important part rubber is playing in this war.

C. T. Lorenz Optical Co. (through Transradio) has signed with Radio 2UE for spots in the breakfast session for a year.

Australian Health Clinic (Beckett, Thompson) has renewed with 2UE for two five-minute health talks weekly in the morning session.

The McCabe Academy (agency, A. N. White) has signed for one minute announcements (preferred time) with Radio 2UE.

The Offset Printing Co. Pty. Ltd. have signed a contract with 3XY for 52 quarter-hour sessions, featuring "Memory Lane," each Thursday from 12.15 to 12.30 p.m.

The Potato Marketing Board is using a number of stations throughout Australia for a series of direct announcements.

Through Transradio the C. T. Lorenz Optical Service has renewed on 2CH using direct announcements.

W. E. Woods Ltd. has contracted through Gotham's for direct announcements for a campaign for Wood's Great Peppermint Cure.

Australian Cosmetics (agency, Goldberg) has contracted with 2CH for a spot campaign for Corinne products.

"Home Sweet Home" is now sponsored by Rockman's Showrooms, of Grafton, on a five episode schedule—originally three and subsequently to four times and now five times.

New release on 4TO Townsville is the 15-minute recorded programs entitled "George Wallace," sponsored by the Roxy Theatre on a once weekly schedule.

New business on 4TO Townsville includes a series of spot announcements for the Townsville Turf Club.

Maxim Cheese Products Pty. (agency, Noble Bartlett, Brisbane) have scheduled a series of spot announcements on 4CA and 4TO.

"The Lost Empire" is the current feature being aired by the manufacturers of Radiotron Valves over 2CH, 2AY, 2GN, 2GF, 3BO, 4CA, 4TO and 4WK on a twice weekly schedule.

Buckingham's, of Oxford Street (through Goldberg Advertising Pty.) has renewed with 2UE for four quarter-hour weeks, Monday to Thursday, 9.15 p.m. Present program is the popular spy serial "On His Majesty's Service."

Ashley's, of the Strand Arcade (also through Goldberg's) are sponsoring "Australia's Choice" on 2UE at 8 p.m. each Wednesday.

Over the past few weeks 3XY listeners have been introduced to nine new breakfast programs as follows:—F. W. Cheshire Pty. Ltd., booksellers, Mondays at 8.15 p.m., featuring "To-day's Tunes." Contract covers 13 quarter-hours. Sands Hill and Co., founders, Tuesdays at 7.30 a.m., "Lucky and Brightest," a quarter-hour of new releases. Contract is for five weeks. Whitcombe and Tombs Pty. Ltd., Tuesdays at 8.15 a.m., "Happy Harmony." The contract covers 26 quarter-hours. Brown's Shoe Store, Wednesday at 7.30 a.m., presenting a bright "Musical Medley." Contract covers 26 quarter-hours. Dane Taylor and Co. Pty. Ltd., engineers, Wednesdays at 8.15 a.m., "Lucky Dip" is the variety program featured, and the contract is for 52 quarter-hours. Waverley Engineering Co., Thursdays at 7.30 a.m., featuring "Tops for To-day." Contract is for 26 weeks. Steane Sound Systems, Thursdays at 8.15 a.m., presenting a lively program under the title "Swing is the Thing." The contract is signed for 26 weeks. A. J. P. Davies, chrome polishers, Fridays at 7.30 a.m. featuring "Merry and Bright." Contract covers 52 quarter-hours. Roberts Health Academy, Fridays, 8.15 a.m., featuring "Topical Tempo." Contract is for 52 quarter-hours.

BERLEI'S INSTRUCTIONAL CAMPAIGN TO THE PUBLIC

Devised by the Catts Patterson Agency which handles the account, Berlei 100-word recorded announcements now slated for 58 stations on a five announcements a week schedule for several months to come, are designed to explain to women listeners why they may not be able to purchase certain Berlei garment numbers. They are intended also to assist shopkeepers in explaining to the purchasing public why certain lines are unobtainable.

By campaigns of this nature sponsors are assured of preserving their goodwill during these difficult times and at the same time they contribute actually to our war effort in so far as educating the public to suffer gladly the comparatively small inconvenience of goods shortages.

AND NOW IT'S A GIRL Lulla Fanning takes Quartly Role

Yet another branch of radio has seen the advent of the feminine sex—and the success of an innovation which probably would not have happened but for the war.

Following the enlistment of Reg. Quartly, compere and comedian of the 2UW "Radio Revellers," who conducts the Friday night live artist show from the 2UW Theatre, the wandering microphone for Five-in-One Dental Cream's "Musical Moneybox" was given to Miss Lulla Fanning, and her success was immediate.

In "Musical Moneybox" listeners are invited to nominate popular songs which they challenge members of the audience to sing through word perfect. Each entry selected and used is awarded a lottery ticket. Volunteers are called for from the audience to sing each number, although the title is not revealed until after they have volunteered. If they sing the song correctly, they receive a tube of Five-in-One together with 5/-—if they fail, then the 5/- jackpots to the following session.

Under the original set-up Reg. Quartly and Cecil Scott jointly carried the microphone. Cecil Scott now works from the stage at the fixed microphone, while Lulla Fanning takes the microphone through the audience.

Winnie Edgerton, well known concert and radio soprano, is the latest addition to the "Radio Revellers" company, with whom she is heard in 2UW's community singing concert on Wednesdays, the Thursday afternoon variety show, and the Friday night revue.

Melbourne Interests Take Over Bebarfalds

Melbourne press reported last week that the control of Bebarfalds Ltd., well known Sydney furniture warehousemen and important broadcast sponsors, has passed to Melbourne business interests with the purchase of a very substantial portion of the 213,400 ordinary shares in the company. The new board will consist of Mr. Maurice Shmith (chairman) and Mr. Lionel Newton, both of Melbourne, and Mr. J. V. Ratchiff of Sydney.

Indications are that one of Melbourne's biggest furniture houses is behind the deal. They also are very big supporters of the broadcast medium.

LEN MAURICE BACK IN RADIO

After an absence of five years from active broadcasting, Len Maurice has joined the night announcing staff at 2UE.

For many years one of Australia's best known commercial announcers and entertainers, Len is also a prominent figure in the Sydney advertising world.

Enlightening Tour for Quiz Kids

As result of their appearance in the Quiz Kids program five brilliant children gained nation-wide fame during their broadcasts over the Macquarie Network on behalf of Cashmere Bouquet. During their recent holidays, Macquarie provided them with an opportunity of extending their education by a visit to three important centres, Canberra, Wollongong and Newcastle.

During these visits Miss Joy Morgan was in charge of the Quiz Kids, James Hagan, Audrey Baker, Bernard Lake, Dorothy Revie and Alan Mitchell.

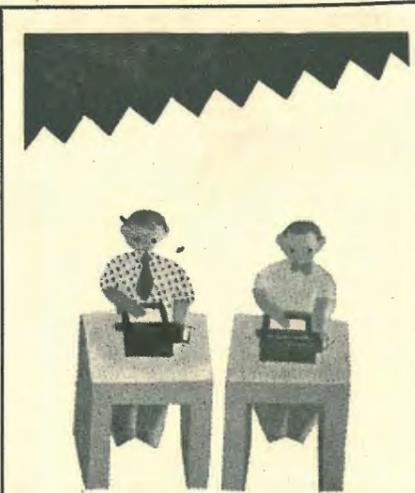
The visit to Canberra was particularly notable, and will long remain in the memory of these five fortunate children. The success of the visit to Canberra was largely attributable to Colonel Jones, Chief of the C.I.B., who made all arrangements to enable the Quiz Kids to visit many places of interest. The Quiz Kids attended a sitting of Parliament, and afterwards met many important people, including Senator Collings (Minister for Interior), Mr. Drakeford (Minister for the Air), the former Prime Minister (Mr. Menzies), and Sir Charles Marr.

Another unforgettable experience for the Quiz Kids was a visit to the home of the United States Minister for Australia, Mr. Nelson Johnson, where they met his charming wife and his two children, Betty Jane and Nelson, junr. After refreshments they were shown a screen record of the Nelson Johnson's stay in China, as well as many interesting slides of the United States.

The Quiz Kids were also interested in their visit to the Canberra High School, and they were amazed by the facilities offered the pupils, particularly in the Domestic Science Department, where the interior of a modern home is installed, enabling the children to cook meals in the kitchen and serve them up to their fellow pupils in the dining room. They were also interested in the laboratory, the science and the carpentry sections, where the facilities for study are truly remarkable.

Other places visited by the Quiz Kids during their trip were the War Memorial, and places of scenic interest, and 2CR where they inspected the studio and transmitter.

Their trip to Canberra commenced Wednesday midday and concluded the following Friday, and during that time the Quiz Kids stayed at the Hotel Canberra. After their return to Sydney, two of the Quiz Kids, Audrey Baker and Bernard Lake, learned the news that both of them had secured 7 A's in their intermediate examination, proof if any proof is needed, that the Quiz Kids are as clever at school as they are on the air.



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"AUSTRALIA SINGS" FROM MELBOURNE THIS WEEK

This coming Saturday night the "Australia Sings" program broadcast over Macquarie stations on behalf of Johnson and Johnson, will be broadcast from Melbourne. Hitherto this half-hour musical feature conducted by Reg. Lewis and compered by John Walker has come from Sydney, but in keeping with its name, it will from time to time be presented from other States, so that it can be representative of the singing talent available in Australia to-day.

Among the artists to be heard in the Melbourne broadcast are William Laird (baritone), Mary Miller (soprano), and the Parker Sisters.

"Australia Sings" is broadcast over 2GB and Macquarie stations at 8 o'clock on Saturday night, and nearly 100 soloists have already been heard in these broadcasts, more than half of which have been newcomers to the field of radio. The remainder include established singing stars such as Peter Dawson, Angela Parselles, Magda Neeld, Reg. Willoughby etc., many of whom have carried the name of Australia throughout the singing world.

WIDE SPORT BROADCAST COVER

To provide a sporting service for its Saturday afternoon audience, 2UW Sydney broadcast a schedule of novel sporting descriptions covering all the principal events in Sydney on last week's raceless Saturday.

Events covered included Harbour sailing, athletics and cricket—the latter being the first broadcast of a cricket match in Sydney since the last series of Test matches.

Skilled commentators at the Cricket Ground, at the Sports Ground, at vantage points overlooking the 18 footers' race, and in the news room of the "Daily Mirror" provided an uninterrupted service during the afternoon of the high-lights from the world of sport.

Two Outstanding Shows Please Melbourne Audience

Two outstanding programs aired over 3UZ are "Christie's Thursday Night Players" and "Famous Australians."

Sponsored by Christie's the Thursday night half-hour plays are produced and compered by Peter Bathurst with a cast of top line artists, including George Hewlett, Thelma Scott, Harvey Adams, Rita Pauncefort, Queenie Ashton, Richard Parry and John Nugent Hayward. This feature has taken an excellent place in Melbourne radio, and it is already well proved that listeners look forward with interest to each Thursday night at 8 p.m., when these plays take the air. An Artransa production, and a very good buy for Christie's.

"Famous Australians," now programmed over 3UZ, is capturing the ears of listeners. Sponsors, Cenovis Yeast, have certainly picked a winner here, as in this quarter-hour session is unfolded the stories of our own famous people—John MacArthur, founder of the wool industry, Sir Charles Kingsford Smith, General Charles Chauvel, Australia's greatest cavalry leader, Adam Lindsay Gordon, Bourke and Wills and their ill-fated exploration trip, the story of Lasseter and Lasseters Last Ride, etc.

This program commenced on February 1, and is broadcast on Monday, and Wednesday at 9.15, and Fridays at 8 p.m.

race, and in the news room of the "Daily Mirror" provided an uninterrupted service during the afternoon of the high-lights from the world of sport.

"A SCOTTISH REVERIE" IS MURDOCH'S NEW SPONSORSHIP

Following a remarkable response by listeners to the presentation on 2CH recently of a Burns Reverie, in commemoration of the birthday of Robert Burns, a Scottish program is now incorporated in the weekly broadcasts sponsored by Murdoch's on that station.

The Burns program was presented by John Davis, well known Scottish personality on 2CH, who is well known for the appeal of his "Scottish Reverie" which were a regular Thursday night attraction until about two years ago.

Following the Burns session John Davis presented a Scottish Reverie under sponsorship by Murdoch's on the following Thursday. After each broadcast listeners were asked whether they would like the Reveries to continue, and it was because of the response to this that Murdoch's decided to continue the presentation of the program.

Letters were received from all over the metropolitan area and from beyond, asking John Davis to continue the session. Evidence of the interest among Scotsmen is found in the following typical example of the mail:—

"Dinna tak' 'Scottish Reverie' off the air. If it means as much to ither Scots as it means to me I dinna think ye will. It brings back sic happy memories when I'm listening to ye I can smell the heather and the bog myrtle, hear the lapperin' o' the loch and the burn in spate rumblin' over the chukky stanes and the 'corries in Argyle that whisper silken."

"I can see a flamin' Rowan against a blue September sky and the swallows wheeling and getting read to gang awa' at the first hint o' hairst."

"Dear peety me. I could go on and on about the picture that session brings back tae me. So cones your ways every Thursday nicht Mr. Davis. Ther will be naething warmer than ye're welcome."

Previously Murdoch's sponsored "The Buccaneers" four nights weekly on 2CH, but in view of the interest created and the response by listeners to the Burns session a "Scottish Reverie" extending over 30 minutes will be presented on Thursday night with "The Buccaneers" on Tuesdays and Wednesdays.

RICHMOND NS. BREWING CO. PRESENT NOVEL SESSION

Commencing on February 2, the Richmond NS. Brewing Co. Pty. Ltd. is presenting an unusual series of sessions titled "What About It?" from 3XY each Wednesday and Friday evening at 7.30. Designed to support the war effort in its various branches, each session takes an angle of the national effort and dramatises it tellingly. "John Duncan," described as "a man in your street," is narrator, and, in homely language, depicts situations which arise in his own family circle. "Flashes" of battle scenes and action stations, with very effective background music and sound effects, make this series at once "listenable" and convincing. Scrap rubber was the topic of the first episode; reading matter for the troops was "plugged" in the second of the series. Contract was placed by N. V. Nixon and Co. Pty. Ltd.

STOP PRESS.

2UE Studios Burnt Out

The 2UE broadcasting studios control room and fourth floor offices at 29 Bligh Street, Sydney, were severely damaged by fire on Tuesday night, February 9. Despite the disaster, however, 2UE was on the air as usual from 6 a.m. next morning. This was achieved, first by broadcasting direct from the transmitter station at Concord West, and later, from about 9 a.m. by the use of 2CH studios offered by the A.W.A. Broadcasting Department.

General manager, Campbell Jones, expressed deep appreciation of attitude of other stations. All managements phoned offering facilities; a call even coming from 2KY manager Beaver on holidays at Katoomba.

Chief engineer, Murray Stevenson, said by good luck, workshops and store of spares for studio undamaged by fire.

Western Australian News

Good comedy is always appreciated and for some time past those two American fun-makers, "Eb and Zeb," have been broadcast regularly over 6ML every Tuesday to Friday evening at 7.30 p.m., and also on 6ML-WB-MD on the same days at 8.30 a.m. Musgraves Ltd., local music warehouse and radio people, are sponsoring these broadcasts.

"The Mystery of Darrington Hall" has just started as a daytime feature over 6IX every Wednesday at 12 noon under the sponsorship of Darrals, handbag and novelty store. This thrilling crime serial is a very well produced A.W.A. production, and features some of Australia's most outstanding radio artists such as Thelma Scott, Harvey Adams, etc.

"Captain Midnight" is another thrilling serial heard regularly over 6IX-WB-MD Mondays to Fridays at 5.45 p.m., just before the children's session. The sponsors, the "Western Mail," are also broadcasting this in the evening over 6ML at 7.15 p.m.

Money flowed rapidly during a recent radio appeal over 6ML and 6IX-WB-MD. For five hours on a Saturday night there was a feast of entertainment handled by six different announcers, and including personal appearances of the 10 different Allied Queens for whose benefit the appeal was being conducted. Top-notch assisting artists included many local and interstate professionals who gave their services. Nearly £840 was promised in this "ring and give" appeal, that is at the rate of no less than £168 an hour.

During January, new business, including renewals, have been received from national advertisers for 6IX-WB-MD as follows:—Colgate Palmolive (312 announcements), Lux (52 x 1 hour evening), Rinso and Lifebuoy (52 x 1 hour evening), Persil and Guardian (52 x 1 hour evening), Solvol (52 x quarter-hour evening), Persil (260 x quarter-hour, day), Signal (208 x quarter-hour, day), Nurses (208 x quarter-hour, day).

Three Interstate Programs From Melbourne

Three national sponsors, Cyclax, Nugget Shoe Polish and De Reske have chosen 3KZ to prepare their programs for them and send them interstate.

Maple's, although not national sponsors, rely on 3KZ for their program in Victoria and Tasmania.

The scripts and productions are in the capable hands of Eddie Balmer, and 3KZ can well be proud to think that these scripted programs of their own are aired on a total of 44 Australian stations.

"Music Box Memories," sponsored by Nugget Boot Polish, is a show quite "out of the box." At the beginning of the program a fictitious music box is opened and the years from which the numbers mentioned were born are unfolded and with vivid descriptions well told of the history, politics, fashions and other items of great interest. Songs already featured have been between 10 and 100 years old. This programme is broadcast over stations 3KZ, 2GB, 2KO, 2WL, 6PR.

"Music A to Z," the Cyclax show, consists of the higher and middle class music. It is to be programmed for 26 weeks, and one letter per night is used. It is introduced in this manner—a song beginning with the letter is given, then a number by a composer of that letter, an operatic excerpt with the same letter and a number given by an artist whose name begins with the same letter. This program is already popular with listeners and is aired over stations 2GB, 7HT, 4TO, 4BH, 4GR, 4MK, 7EX, 3KZ and 5AD.

"World's Famous Tenors," sponsored by De Reske, includes as its name implies, songs by the world's very best tenors. There is no better proof of the popularity of this program than the fact that it is now in its tenth year in Victoria, and is Victoria's oldest recorded program on the air. Stations over which it is programmed are 3KZ, 2GB, 2HR, 4BC, 4SB, 5AD, 5PI, 5MU, 6SE, 6AM, 6PM, 6KG, 6GE, 7HO, 7LA.

"Women in Uniform" is one of those features that is earning a high place in radio programs of to-day. Produced at various stations of the A.W.A.S. or W.A.A.F.S., it has already featured some of Australia's finest artists, such as Marjorie Stedeford, the Parker Sisters, Kathleen Goodall, Orm Douglas and many other network stars. "Women in Uniform" is aired at 9.30 p.m. on Sundays, and takes the place of P. and A. Parade.

Maple's, in seeing what an excellent show this is, intend to program it earlier on a Sunday night before their other program, the P. and A. Parade takes the air. "Women in Uniform" goes over 3KZ, 3BA, 3BO, 3GL, 3MA, 3SR, 3TR, 3HA, 3YB, 2WG, 2AY, 7LA, 7HO and 7BU.

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for your printing

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? Sunday Listening ?

6.15 p.m. TIVOLI
HITS and
HIGHLIGHTS!

★ 8.15 TYE'S
RADIO
REVUE!

7.15 p.m. ROLA
RADIO ★
NEWSREEL!

9.30 Peters Ice Cream
SALUTES
The Allied Services!

ALL **3XY** Your Quality Station
On



IT'S **7** YEARS OLD and "STILL CLICKING" **2KY's** "AFTER DINNER MELODIES" SUNDAYS — 1-1.15 P.M.

presented by the courtesy of the original sponsor **ALBERT PALAIS**

S.T.C. Employees Entertain Diggers

On a recent Sunday afternoon, the employees of Standard Telephones and Cables (A/sia) Pty. Ltd., gave a further practical demonstration of what they mean by a 100 per cent. war effort. Some of the musically talented members of the S.T.C. organisation gladly gave up their well earned Sunday afternoon leisure to provide an hour of first-class entertainment in the Digger session conducted by that popular radio identity, Harry Yates of 2UE.

As one charming lass put it: "We get a great deal of satisfaction in knowing that throughout the week our work in manufacturing equipment for the prose-



Mr. Harry Yates at the microphone with Mr. W. L. Penny.

cution of the war is helping the present 'Diggers,' and it was an added pleasure to realise that such musical talent as we may possess was helping to provide entertainment for the 'Diggers' of the last war who are still in hospital."

The employees who took part in the Sunday afternoon broadcast were selected from those who had so generously given their spare time in taking part in the concerts arranged by S.T.C. to raise money for the Austerity Loan. As a result of the concerts £5,000 was made available for the Austerity Loan, which brought the total of S.T.C.'s employees efforts in war loans to nearly £19,000.

THEY'RE OFF!!

We're On!

Only **3AK** keeps the ether ALIVE from midnight till dawn.

AUSTRALIA'S ONLY ALL-NIGHT SERVICE entertains THOUSANDS OF PROSPECTIVE BUYERS from 11.30 p.m. till 7 a.m.

"Bishop and Gargoyle" for Listerine Sponsorship

"The Bishop and the Gargoyle," a novel series of comedy dramas in which tense situations and thrilling passages are sprinkled with droll patches of "Gargoylian" humour is to be sponsored on 2CH by the Lambert Pharmacal Co. Pty. Ltd., manufacturers of Listerine products.

Produced in the studios of Amalgamated Wireless (A/sia) Ltd. from 'scripts from the U.S.A., "The Bishop and the Gargoyle" deals with the remarkable association between a whimsical old Bishop and a retired gaolbird, namely the Gargoyle—who embark upon the task of solving a never-ending variety of mysteries which ordinarily would never come under the notice of the police. Political intrigues, murders, victimisations and kidnappings are sprinkled with laughter-provoking conversations between the Bishop and the Gargoyle, and each complete half-hour episode is presented in a style to make the listener come back for more at the following week's broadcast.

To be presented every Saturday from 8 to 8.30 p.m. "The Bishop and the Gargoyle" will be in support of a campaign for Listerine Tooth Paste.

BIGGER PRIZES IN HITS AND HIGHLIGHTS

Prize money has been increased for the popular Tivoli Hits and Highlights broadcast from 2UE and 3XY every Sunday at 6.13 p.m.

First prize is now £25, second £12/10/-, and third £6, all of which are paid in War Saving Certificates. In addition there is a weekly distribution of 20 double theatre tickets.

In the event of the first prize not being won, it will jackpot by £25 weekly.

Competition run in conjunction with Hits and Highlights is to forecast the seven most popular tunes of each week. As entertainment the seven hit tunes are broadcast as well as items by famous Tivoli artists.

Forty Glorious Years

Highlights from the year 1904 were heard from 3AW last Saturday at 9.30 p.m., when the Mutual Store's super-attraction, "Forty Glorious Years" was broadcast. It was in that year that the Japanese attacked and annihilated the Russian Fleet at Port Arthur; that "Plum" Warner was leading an English Test team in Australia; that the first English submarine disaster occurred, and that radium was being used, experimentally, for the treatment of various diseases.

Other highlights included a brief description of the Australian tours of Ignac Jan Paderewski, world-famous Polish pianist, and Annette Kellerman, well-known swimmer and a notation concerning the death of Dr. Livingstone.

Donovan Joyce, who is responsible for the writing, direction and production of "Forty Glorious Years," has achieved his most outstanding success by bringing to fruition this pageant of history.

BACK STAGE VISIT AS QUIZ PRIZE

Listeners to Doug Stark's "Theatre-goer" session from 3AW on Mondays and Fridays will be able to compete for the pleasure of meeting theatre idol, Max Oldaker. During the session Doug, who is appearing as Nisch, in the "Merry Widow" with Gladys Moncrieff and Max Oldaker, will ask a simple musical question. First correct answer opened will win for the lucky entrant, two tickets to the show, a back-stage visit and introduction to Max, an autograph photo, of the star, and a chance to give his or her impressions over the air during Doug's session the following Monday. Incidentally, Doug, whose success in the role of "Nisch" has been outstanding, has found it necessary to forego the mike, and from last week Peter Ellis took over the "breakfast" session; however, Doug will still be heard in "The Theatre-goer," when his theatrical interviews, notes and music are a feature listened to by thousands of interested playgoers.

A.S.B. INSIDE AT ROSEHILL

Clif Cary announces that the A.S.B. (stations 2UE, 2KY, 2GZ, 2CA, 2KA and 2HR) has been granted permission to broadcast future race meetings at Rosehill from inside the course.

For the benefit of 2CA and 2HR listeners' special racing previews are now broadcast direct to those stations at 7.15 p.m. each Friday.

DUNLOP'S SPOTS ON 49 STATIONS

Dunlop Rubber Australia Ltd. have instituted a spot campaign covering 49 stations throughout Australia. Announcements, prepared by the account's agency, Goldberg's, are one minute recordings for preferred times evening and are of the institutional and educational type.

Horlicks' Show Set For Saturday Mal Verco & Ginger in new Set-up by J.W.T.

The Horlick's show, commencing on Saturday, February 13, will be broadcast for half an hour every Saturday over 13 Macquarie stations. The new program is being produced by J. Walter Thompson Pty. Ltd., and will star Mal Verco and Ginger, who thus return to national sponsorship under the aegis of Horlick's.

In the new show, Mal Verco and Ginger completely break away from the set-up which has so long been a feature of their broadcasts. In place of four quarter hours per week they will have the one half-hour and many supporting artists. Host of the show will be Reg Johnston, who has over recent months been prominently associated with Ginger broadcasts on 2GB. Permanent artists in the cast are the young soprano, Hilda Farmilo, tenor, Albert Miller, announcer Peter Tate (who is a brother of prominent actor John Tate, and himself one of the younger announcers on 2GB) and Mannie Fisher's brilliant sextet. The latter are already well known to radio listeners through their association with the Melody Riddles and Flow Gently Sweet Rhythm shows. In addition, each Saturday will bring forward a new guest star. For the first broadcast Al Thomas has been chosen, and others to be featured in coming broadcasts include Kitty Bluett, Betty Dickson, Thelma Scott and George Willoughby.

To Mal Verco, the new Horlick's show represents the type of broadcast he has always looked forward to for Ginger, and actually many months of planning have gone into its preparation.

It is in fact the Australian counterpart of the Charlie McCarthy broadcasts which have proved so popular a feature in American radio, and whilst Mal Verco has always kept the individual qualities of Ginger entirely different from Charlie McCarthy, he has always felt that Ginger deserved a similar type of presentation.

The Horlick's show is described by its producer as a new style variety show, with the emphasis on melody and comedy. He also stresses the fact that Mal Verco and Ginger will now appear on no other session.

The Horlick's show will be heard at 7.30 p.m. E.S. summer time every Saturday on stations 2GB, 2HR, 2GZ, 2KZ, 2WL, 3AW, 3BA, 3TR and 7HO.

In South Australia the time will be 7 p.m. (S.A. time) from 5DN-RM, and in Western Australia 7.30 p.m. (W.A. time) from 6PR-TZ.

The agency handling, both the production and the account, is J. Walter Thompson Aust. Pty. Ltd. on behalf of Horlick's Pty. Ltd.

CRISPIE'S AND PETERS HOLD ANOTHER 3XY PARTY

A big party held jointly by Peters Ice Cream and Crispies in the Princess Theatre, and arranged by 3XY was staged on January 30.

Novelty acts and a ballet was followed by the screening of a current film attraction, "They Died with their Boots On," and every child present was gladdened by the gift of a Peters ice cream.

Vanishing Bagmen

Country towns are feeling the absence of the cheery bagmen who used to breeze in and out of business houses, gratefully book large or small orders, tell the latest story, bend the elbow, offer a cigarette, wish one well and vanish.

It has been forecast that by the end of the year there will be no commercial travellers. The younger ones have joined up and the seniors have been recalled for inside jobs in warehouses or assisting in the war effort.

Country folk salute the memory of this vanishing race.

The proprietors of the Victory Razor Hone contracted for announcements before and after the feature "Our Neighbour," conducted by Tal Ordell from 2UE every Monday, Tuesday and Thursday at 2.30 p.m.

Christie's Beauty Salon has extended its Cafe Chantant session from 2UE to two half-hour programs weekly. Broadcasts are every Tuesday and Friday from 3.30 to 4 p.m., carried out direct from the Cafe Chantant in the Strand Arcade. Sid Everitt and Colina Lyam comper.

Paul Bram, jeweller, has renewed his contract on 3XY for 7½ minute sessions, aired Tuesdays at 7.30, and featuring "Patriotic Interlude." Contract covers 52 weeks.

COMMERCIAL BROADCASTING

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PERSONALS

Busy Federation secretary, Mr. Ray Dooley, paid another visit to Sydney from Melbourne last week, and for a day or so was snowed under with Federation matters, not the least of which was A.P.R.A. arrangements.

Mr. E. L. Cottrell, secretary of 3UZ, was a Melbourne visitor to Sydney last week. He struck Sydney's heat wave, but we know of at least one evening when he was able to "cool off"—that was when Mr. Frank Marden introduced him to the Nielson Park pool late one night and some time about dawn the next day.

One of the most sensibly dressed men among broadcasting executives in Sydney's recent hot spell was Mr. H. G. Horner, 2GB and Macquarie chief. His lightweight tropical suitings brought an envious glint to many a heat weary eye in the city.

Mr. Frank Marden, 2UW general manager, "let the cat out of the bag" at the Sydney trade bon voyage party given to Mr. O. F. Mingay last week. He said the real reason Mr. Mingay was going overseas was because some of "the boys" had said to the powers that be, "You give us back Barney Allen and you can have Ossie Mingay!" The gag particularly appreciated by R.I.F. Club members.

With the departure of Mr. O. F. Mingay for Washington, Mr. Allan Fairhall, who recently joined the Directorate of Radio and Signal Supplies, Ministry of Munitions, is temporarily relieving Mr. Mingay in Melbourne and getting the head office atmosphere, becoming acquainted with the needs of all the services, etc., before returning to the Sydney office of the Directorate.

The many friends of Mr. C. C. ("Clarrie") Faulkner will be interested to hear that Mr. Oswald Anderson received a letter from him the other day "out of the blue." Faulkner was writing from the "S.S. Aquitania" somewhere at sea in October last, and said he had covered many thousands of miles on the old ship. He had been to London and met several men who knew "O.A." and others in radio and broadcasting in Australia. He gave a talk on the B.B.C. about Australia and also some insights into his present job of feeding Americans on a British troop ship. The B.B.C. pays a guinea a minute for such talks.

Mr. D. M. J. Marshall has been appointed acting manager of 2GN Goulburn as Mr. R. A. Kidd is now with R.A.A.F. Mr. Marshall has been a member of the 2GN staff for several years and formerly on the staff of 2CH Sydney.

Bruce Muir, of the A.W.A. Melbourne broadcasting department, now a Sergeant-Pilot of the R.A.A.F., was in Scotland last October, and according to letters, it was cold—so cold that a transfer to the Middle East would have been extra welcome.

Another well known radio man—Sgt. Observer Charles Stanley, R.A.A.F.—the early morning man of 2CH until last year, was also seen around.

Flying-Officer Stan Wallens, R.A.A.F., formerly of the Major Network office, Sydney, was also around town this week having arrived from the "north." Stan looked extra well, even though 10 or perhaps 30 lbs. lighter than normal. He was heading for Tumut to see his family and the 18 months' old heir of the Wallens family.

Seen in town this week A/C. A. W. (Brick) Bradford, of 2GF Goulburn, now at an R.A.A.F. Training Depot—also Ray Kidd, ex-manager of 2GN Goulburn, who was reporting to R.A.A.F. to commence training.

16 Commercial Broadcasting, February 11, 1943

The many friends of Miss Una Pritchard, of the O. P. Sellers organisation, will regret to learn that she is away on sick leave. After a couple of weeks abed she has gone to Wentworth Falls to recuperate and hopes to be back on deck in a few weeks' time.

While on leave in Sydney from a northern camp Captain Harley Goodsall has been a frequent visitor to see old colleagues at 2UE.

During the absence on holidays of Harry Yates, the 2UE early morning and breakfast sessions, are being handled by John Ryan.

News received at 2UE is that former service manager, and well known advertising figure, W. R. (Bill) Delany, has been in hospital in the Middle East. He has now recovered. Bill is with the A.I.F.

Quite a gathering of radio identities at the "Florentino" on Wednesday evening, February 3. At one table were Vernon Lyle and his lovely wife, Martin Stevenson and Iris Moore (Mrs. Stevenson), and Mr. and Mrs. Ward Leopold. Each of the gentlemen in question sported the King's uniform and khaki was also worn by Mrs. Lyle. Main cause for comment was the luxuriant guardsman's moustache adorning Vernon's countenance. Valerie Chick, who was at the next table with husband, Milton Chick, caused much merriment by insisting that the "face fungus" was a "prop." Vernon's emphatic protests seemed to indicate that it was a necessary piece of commando camouflage. A noble effort, whichever way you look at it, Vernon.

Albert Russell goes from strength to strength. He was a most amusing and entertaining comper at a big show on February 3 to aid the Buckingham's Comforts Fund (ambulance section). Apart from compering, Russell also contributed excellent comedy numbers and proved an adept foil to popular Luila Fanning. Milton Chick's baritone was also a feature of this program. Just another example of the famous Goldberg service.

Mr. Lance Quirk, 2SM general manager, has taken his annual leave, but due to petrol and travel restrictions and his sympathetic outlook towards "austerity living," he won't be going far afield. It is to be hoped nevertheless that in despite his popularity and that so many friends in the trade know his home address, he may still get a few days real rest.

Stewart Hunt, of Goldberg's, Melbourne, is looking fitter and sparking more than ever after his holiday in the hills at Belgrave.

Mr. W. Wing, Australasian sales manager of A.W.A., had the unique experience of attending three farewell parties gives to "Ossie" Mingay. He attended the cocktail party given in Sydney, on the Monday prior to taking the train for Melbourne. He arrived in Melbourne to be in time for the dinner at the Australia given by the trade, and was also included in the party given on the Wednesday at the Directorate of Radio and Signal Supplies.

Lorraine Russell, who has been in radio for a number of years, recently was appointed publicity officer at 3UZ.

Eric Wood, of 3UZ, has gone away on a fortnight's holiday.

Another quiet holiday maker from 3UZ will be the inimitable Stephanie Bini, of "Battle of the Sexes" fame. She is making a great deal of preparation but refuses to give her destination.

It is not surprising that occasional Americanisms creep into the announcing from 3AK. The two announcerettes there, Patsy and Judy, are generally subject to a terrific telephone barrage in the dull hours. Said barrage emanates from numerous U.S. gentlemen stationed in Melbourne. If it is not a request for a swing number, it's a cry from a lonely heart or maybe a request for information regarding the announcerettes taste in candy.

DECEMBER LICENCE FIGURES

NEW SOUTH WALES.			
	Dec. 1941	Dec. 1942	Additional
New issues	3,335	4,554	(1,219)
Renewals	28,190	30,150	
Cancellations	1,696	1,375	
Monthly total	501,253	513,782	(10,129)
Net inc. or dec.	1,639	3,179	
Population ratio	17.83	18.21	

VICTORIA.			
New issues	3,082	2,126	(1,121)
Renewals	22,272	23,233	
Cancellations	—	2,121	
Monthly total	369,933	373,067	(8,428)
Net inc. or dec.	3,091	5	
Population ratio	19.08	19.24	

QUEENSLAND.			
New issues	1,463	840	(323)
Renewals	9,670	10,419	
Cancellations	655	714	
Monthly total	173,708	172,019	(1,782)
Net inc. or dec.	808	126	
Population ratio	16.75	16.59	

SOUTH AUSTRALIA.			
New issues	1,306	1,028	(629)
Renewals	8,652	9,080	
Cancellations	160	378	
Monthly total	136,457	139,627	(4,582)
Net inc. or dec.	1,046	150	
Population ratio	22.39	22.91	

WESTERN AUSTRALIA.			
New issues	677	858	(192)
Renewals	4,947	5,280	
Cancellations	473	364	
Monthly total	92,414	93,617	(1,501)
Net inc. or dec.	204	494	
Population ratio	19.71	19.90	

TASMANIA.			
New issues	384	242	(154)
Renewals	2,624	2,737	
Cancellations	237	271	
Monthly total	45,164	47,149	(924)
Net inc. or dec.	147	-29	
Population ratio	18.91	19.75	

COMMONWEALTH.			
New issues	10,247	9,648	(3,795)
Renewals	76,355	80,879	
Cancellations	3,221	5,723	
Monthly total	1,318,929	1,339,261	(27,356)
Net inc. or dec.	7,035	3,925	
Population ratio	18.56	18.85	

The above totals include free licences to the blind—2,567 (1941) and 2,485 (1942).

3AK's chief announcer, John Eden, is said to be distantly related to the famous Anthony of that ilk. John's diplomacy on the air when an assistant announcer becomes flustered in the intricacies of ad libbing certainly upholds the famous Eden tradition.

Bert Snelling is always going somewhere or doing something. 3XY will be managerless for a few days, as he is trekking up to the Harbour city for a wee spell!

..3KZ salesman, Carol Rose, has lost a lot of weight lately. He says he no longer goes lunchless, neither does he still do those physical jerks. Says he has a system.

During the absence on annual leave of 2KY's general manager, Mr. H. E. Beavers, the managerial chair is being occupied by the Hon. R. A. King, M.L.C., secretary of 2KY. As "H.E." took his golf clubs with him, we can guess that most of his brief respite will be spent on the links.

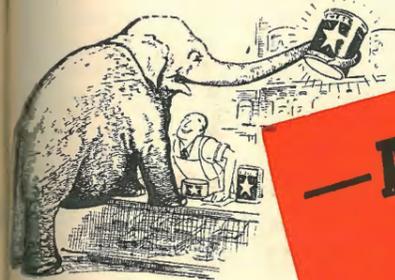
Max Green, Macquarie script writer, who has been associated with "Over Here" and other prominent Macquarie broadcasts, has joined the R.A.A.F.

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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



—ABOUT THAT ELEPHANT

The One That Never Forgets

JUST how simple it all would be if people, too, could be trusted to remember . . . if your customers of to-day, without any reminder, would keep on remembering you until you could supply them again after the war.

But it doesn't work out that way, does it? Keep 'em remembering . . . don't give them a chance to forget. We'd be delighted to show you how you can do it . . . cheaply and efficiently, without waste of your time, your effort or your money.

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