

PERSONALS

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

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

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

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

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

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

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

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

20 Commercial Broadcasting, August 26, 1943

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

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

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

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

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

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

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

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

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

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

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

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

3XY APPOINTS LIASON OFFICER



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

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

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

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

COMMERCIAL BROADCASTING

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Thursday
Sept. 9, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

3 More New Features To Add to the List



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

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

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

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



MELBOURNE: 18 Queen St. (MU 2819)

SYDNEY: 49 Market St. (M 6686)

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

ATTENTION PLEASE

AUDEX RECORDING BLANKS

Are transported to consumers in the finest containers ever used for such service in any part of the world. Help us to maintain this first-class service by returning the empty containers promptly.

YOU WILL READILY UNDERSTAND that new metal containers are now unobtainable. Therefore the empty containers held by recorders may result in delay in your next shipment.

ASSIST EVERYONE by checking over all containers now and return the empty containers.

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THE RECORDING BLANK OF PERFECTION

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AMALGAMATED WIRELESS (A/SIA) LTD.
47 YORK STREET, SYDNEY

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS · 10/- p.a.

Vol. 12, No. 6.

Thursday, September 9, 1943.

Price, 6d. per copy.

Australian Army is Really Getting a Break on the Air

It must be gratifying indeed to all Australians to know that the Australian Army has at long last taken its rightful place on the airwaves of our continent. With the broadest canvas that has ever been undertaken in radio production, "The Army on Parade" now being broadcast by every station of the Major Network and A.W.A. country centre stations throughout the Commonwealth is much more than radio entertainment. It embraces the Army's tribute to the home front, to the factory workers, to the farmers, to their mothers, wives and sweethearts, all of whom are making their sacrifices for the war effort. "The Army on Parade" will tell the Australian people how the Army works, fights, plays and sings, and even how its men die. And while it is primarily the Army bringing itself before the civilian public it will no doubt be exploited to the full for the entertainment also of the men in actual battle areas to whom every civilian amenity comes as a godsend.

To the Directorate of Public Relations of the Australian Army who conceived the scheme, to the Commander in Chief, General Blamey, who sanctioned it, and to the Major Network and Amalgamated Wireless for providing recording and broadcasting facilities and to additional stations which have asked permission to broadcast the shows, congratulations are certainly called for. Time channels were cleared by the stations and the time given free to the nation by participating stations, resulting in actual financial sacrifices on top of production and other out of pocket costs.

To all those who viewed with some concern the introduction some months ago of a number of American Army programs for which time was made available on many stations throughout Australia, our own Army show must appear as a very welcome addition to broadcasting. Those American shows have been produced by the Special Services Division of the U.S. Army and

brought to Australia primarily for the entertainment of U.S. troops in the South West Pacific area. The U.S. Army representatives negotiated satisfactorily with the Australian broadcasting stations representatives who gladly offered to co-operate in a project which would assist the maintenance of morale in our Ally's armies. The Americans succeeded in securing many hours of broadcasting time per week. Good luck to them. It has been felt ever since, however, that some gesture of similar magnitude might well be made to the Australian Army—and to the men and the women who stand behind that Army. "The Army on Parade" fulfills that need.

While we have commented upon the fact that stations participating in the Army program have offered no little sacrifice in providing the broadcasting facilities it is no more than our broadcasting stations should be prepared to do for our Army. To some of the stations it may mean a decrease of profits, to some it may mean an increase of their losses. What of it, when measured against contribution to the nation?

The particular stations concerned with "The Army on Parade," have not been lagging in the past in the matter of helping the nation's war effort and their sacrifices have been great when measured from the financial angle. And so have the majority of Australia's commercial broadcasting stations. Not one of them to-day is not devoting valuable broadcasting time, the time and energy of the staffs and their actual cash resources to the war effort.

The ready co-operation of the Major Network and other stations and their rapidly arranged facilities only adds emphasis to what all of Australia's commercial stations are doing to help the Nation and adds further proof of the efficacy of a system of private enterprise broadcasting in getting behind a job and doing it when the call is sounded.

Government Tightens Grip on Radio Control in N.Z.

Two clauses relating to broadcasting in New Zealand are contained in the Statutes Amendment Bill, which was introduced in the House of Representatives recently, says the "Wellington Evening Post." One clause extends the powers of the Minister in Charge of Broadcasting so as to enable him to take steps to develop and improve the potential broadcasting talent of the Dominion, and it also authorises money required for that purpose to be paid out of the broadcasting account as if it were part of the expense of providing programs.

The other clause repeals the provision of the Broadcasting Act dealing with the establishment of the National Commercial Broadcasting Service and the appointment of a controller to carry it on independently of the Director of Broadcasting. An explanatory note to the clause states that the existing commercial service will be continued, but that in future it will be a division of the National Broadcasting Service.

VICTORIAN SERVICE AGENTS ELECT EXECUTIVE FOR 1943-1944

At the annual meeting of the Accredited Advertising Agents' Association of Victoria, the following executive was elected for the forthcoming year:—

Mr. N. V. Nixon (N. V. Nixon Pty. Ltd.), Mr. L. L. Leyshon (Leyshon Publicity Services), Mr. W. R. McFerran (McFerran Advertising Pty. Ltd.), Mr. J. Rist (J. Rist Advertising), Mr. J. C. Mackay (Paton Advertising Service Pty. Ltd.), Mr. E. J. Webb (Mooney Webb Pty. Ltd.), Mr. F. Reed (Successful Advertising Co.), Mr. L. B. Raphael (Raphael Advertising Co.), Mr. P. R. Clarke (Goldberg Advertising Pty. Ltd.), Mr. R. D. Orr (Claude Mooney Advertising), Mr. F. S. B. Rickards (Rickards Advertising Service), Mr. E. C. Wright (Cummings-Wright Advertising Service), Mr. J. Vincent (J. Iott (Aust.) Ltd.), Mr. W. J. Haysom (W. John Haysom Co. Pty. Ltd.), Mr. N. Paton (Paton Advertising Service Pty. Ltd.).

In addition, other appointments were made to sub-committees, etc., as follows:—

National Council: The president and any other member of the executive visiting Sydney,

Relationship's Committee: Messrs. W. R. McFerran, D. J. Riddle, P. R. Clark.

Representative: Outdoor Advertising Association, Mr. F. S. B. Rickards.

Auditors: Messrs. L. B. Raphael and E. C. Wright.

Australian Army Triumphs Again In New Field of Endeavour

Important Work of Public
Relations in "Army on Parade"

The Directorate of Public Relations of the Australian Army working in co-operation with A.W.A. and the Major Network with commercial station outlets in all States of the Commonwealth, has broken fresh ground with the release of the one hour features "The Army on Parade."

Apart from the high entertainment value already heard in the shows which have so far been broadcast or recorded there is a wealth of purpose behind the efforts being made by Army Public Relations to bring the Army "on parade" before the Australian listening public. That purpose cannot be more aptly put than in the words of the Commander in Chief himself, General Sir Thomas Blamey, who prefaced the series with a short broadcast speech. He said:—

"It was with great pleasure that I acceded to the request of this Broadcasting Network to allow the men and women of the Australian Army to entertain you in a session each week. This is an entirely new role for Army personnel, and those concerned, quite voluntarily, in their periods of relaxation off duty and on leave will interpret to you in methods of their own choosing, the spirit of the Australian service men and service women. In addition to the entertainment they will provide for their brothers and sisters in the services, they are anxious to provide entertainment for you in your homes which, I am sure, will demonstrate to you their appreciation of your support and interest so freely shown.

"On behalf of the men and women of the Australian Army, I desire to extend their thanks to the thousands of Red Cross and Comforts Fund workers, who work tirelessly to provide for their comfort. The service owes a very deep debt of gratitude to all these workers.

"To the munition workers and those employed in factories on war work, who are keeping us clothed and armed with supplies of ammunition and equipment, I extend the goodwill of the Army.

"I would like to say one word to the relatives and friends of those serving far from their homes. The opportunity of seeing the Australian Army at work, at their battle stations, and in action in New Guinea is denied to you, but as I move about I see them continually—those who have long been guarding the North, West, and outer ring of this Continent against the possibility of enemy invasion, and those who have fought and are fighting at this very moment in the perils of the New Guinea jungle—the spirit of these men is always strong. I found it so among the units of the Army in the Northern Territory and in Western Australia. I have seen it recently in New Guinea. This morale rises with each successive hard won victory over the Japanese.

"The spirit of the men and women who are responsible for this unusual radio session is epitomised in their selection of a theme song. It is the composition of one of their own men, and is entitled 'We're on the way to win the war.' We are all confident of that; we are on the way, but it is a long road, and a rocky one, and a lot of suffering will have to be faced before the victorious end. Our men need all the support our country can give them.

"To the relatives of the men and women of the fighting services who are far from their homes, I make this request—please continue with the sending of your small parcels from home—and more important—let them hear regularly from home, telling your lads and daughters that you are well, it helps to keep their morale high. You have no idea what it means to us, when we are far away from you, to receive these letters. It matters little whether it be a private, non-commissioned officer, officer or senior general, we all look forward to those letters, and do not be upset if your boy misses a mail or two, he has not forgotten you; there are many reasons why he may have missed those mails, but the most important fact is that he is busy with the enemy.

"I hope one and all enjoy these programs, and that you will receive as much pleasure from their presentation as the men and women of the Australian Army derive, in their periods of relaxation, from providing them."

A spokesman of the Public Relations Directorate told "Commercial Broadcasting" this week that it was to be hoped that the high standard of the early programs would be maintained over a long period. He thought this could well be done, and certainly no stone would be left unturned that could be turned to assist the producers in their job. He paid a tribute to the Major Network and Amalgamated Wireless for having placed broadcast time and facilities at their disposal, at undoubtedly enormous cost to the stations, throughout the Commonwealth.

That the entertainment value of the programs would be maintained at a high standard was guaranteed in the fact that the Army with its vast personnel had within its ranks scores of men and women who in peace time were experienced and in many cases top-line artists.

A Documentary Feature

An important aspect of "The Army On Parade" is that while musical items and comedy strips play a big part in its composition it will be carried far beyond those limitations to include such special features as factual dramatisa-



General Sir Thomas Blamey

tions of actual battle area scenes. These, with the official Army records backing them will amount to documentary productions rivalling in interest and national value the written records of our army in the field and will form the broadcast counterpart of documentary film.

If plans already in hand are carried through to fruition the programs will even include "actuality" broadcasts recorded in the most forward fighting areas in New Guinea, or on any other battle front where a recording machine can be taken—perhaps rivalling in their dramatic intensity and historic value the famous "tank to tank" descriptions of the Libyan battlefields recorded and broadcast by the American N.B.C.

Stations carrying the "Army on Parade" are as follows: Major Network stations 2CH, 2KO, 3DB, -LK, 4BK-AK, 5AD-MU-PI-SE, 6IX-WB, 7HT; A.W.A. stations 2AY, 2GF, 2GN, 3BO, 4CA, 4TO and "Argus" Network stations 3UL-SR, YB, and 3GL, 4BU and 4MK.

"EASY ACES"



"The Easy Aces," whose entertaining program is now in its seventh year on the National Commercial Broadcasting Service, Network in New Zealand. An American program, it has been a high spot on U.S. radio for 14 years.

2 p.m. to 4 p.m. Monday to Friday

A feature parade of EVENING TYPE entertainment for the afternoon audience. Serials, live-artist shows, musicales, comedy and human-interest dramas.

A TWO-STATION buy. 3UZ Melbourne—3SR Shepparton; a daily two-hour relay, five days weekly.

Inclusive 2-Station Rates*

£6/12/6 weekly for 100 words daily.

£5/11/3 for 1-hour once weekly.

£9/10/9 for 1/2-hour once weekly.

*52 weeks rate.

Full Particulars from: 3UZ, 45 Bourke St., Melbourne. "Argus" Broadcasting Network, 365 Elizabeth St., Melbourne. Eric Wood (3UZ Sydney Office), 49 Market St., Sydney. Fred Thompson (3SR Representative), 65 York St., Sydney.

3UZ-3SR

AFTERNOON MATINEE

Advertising's Part in

PLANNING POST-WAR PROSPERITY

Third in a Series of Articles

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

In proposals for post-war reconstruction little attention has so far been paid to the part that advertising can play in helping to ensure the nation's prosperity. The time has come when as correct evaluation of its usefulness in this field should be arrived at, for in the war after the war—the fight to get back to peacetime conditions, but without the booms and slumps of pre-war years—it will undoubtedly have a very worthwhile contribution to make.

When victory is achieved we shall all have to work even harder to reconstruct our national life. We must scorn the easy-going optimists who think that after the war we shall have prosperity without anybody working to achieve it. We are living in a fool's paradise if wishful thinking leads us to believe that a great and cruel war brings in itself better times and happier days. The problems of peace will, in some respects greatly outweigh those of war.

If we are to succeed in re-shaping our national life, it will depend by no means on Government policy alone. Nor shall we achieve prosperity and security painlessly and comfortably. It will largely depend on the enterprise of industry and trade, the skill of our work people, the courage of our investors, and the willingness of all to work for the better things we all desire to attain. No plans or schemes or post-war economy, wise and progressive as they will have to be, can take the place of expansion, efficiency, and enterprise.

The basic objective which we must set ourselves is active employment for the people of this country. All our hopes for the future will depend upon our success in achieving this. The changeover from war production to peace needs will naturally have its difficulties, but not all the industries engaged on war work of a kind entirely different from their peacetime work. In them the switch-over should not be long delayed. Therefore, while producing to the utmost for war, Australian industry needs to prepare now for a quick conversion to peacetime production. Research by advertising experts into post-war markets will provide valuable guides to the type and variety of products which should be concentrated upon.

Clearly, post-war enterprise will depend much more on private business than on Government enterprise. In fact, a very large part of Australian productive industry after the war must depend on free enterprise, and it must be given a fair chance. Advertising to-day is one of the most effective safeguards available to free enterprise, and it must remain so in the post-war world.

Provided we rebuild upon sound and sensible lines, we can achieve levels of prosperity higher than we have ever known. The key to the future is production and distribution. We have new methods, new instruments, new materials, which can rapidly raise the standards of all mankind. The need to expand our cities and our railways systems, to produce cars, radios, furniture, fittings, clothing luxuries, and the thousand-and-one articles which will be in short supply, will have to be relied upon to maintain the level of unemployment for the first few years of peace.

To advertising experts we must look for advice on such questions as what new products can factories, at present engaged on war production, make when victory is won; what development work can be started to-day; what plans made to organise men, money and equipment; what technical improvement in design and processes can be applied; what new materials will be most in demand; and what effects post-war imports will have on materials, costs and processes. Those who have for years been concerned with salesmanship and marketing will have many sound ideas to put forward when the analysis of the reconversion of factories to peacetime equipment is under way.

It is a pity that economists have not a wider appreciation of the possibilities latent in advertising for raising the Australian standard of living to new high levels. Were they to study the manifold activities of the advertising agencies they would realise that in them lies a very real power for transmuting into actuality what at present exists in only a nebulous form—the desire to make it possible for every citizen of this country to avail himself of his rightful share of the good things of life that will undoubtedly be available once this great struggle is at an end. Be-

cause trained advertising personnel are well versed in all the methods of creating those demands faithfully and promptly—that is the essence of successful marketing.

The idea seems to be prevalent that demand will automatically rise in proportion to the lowering of prices consequent upon increased production of civilian needs. But where the distribution of goods is concerned this always has been, and always will be, a fallacy. Demand, especially for previously unknown goods and services, must be slowly, painstakingly, built up. In addition, therefore to the major conversion problem of the reclamation of markets, there will also be the task of placing entirely new products before the consumers of every class and wage-earning capacity.

Although channels for many companies have been largely destroyed by lack of goods to sell, and the transfer of men to other occupations during wartime, maximum active employment for our men and women nevertheless must be created. The State may assist with capital, and may initiate various sorts of work, but private industry will have to show the utmost ingenuity and resource, not only in exploiting new materials, but also in distributing the finished products. Distribution does, in fact, offer one of the greatest fields for positive advancement. Mass distribution, already maturing before the war, will make further and greater strides in the post-war period. It may be regarded as inevitable, just as mass production has proved to be. But it will not be successful, unless it calls in the advertising expert as its ally.

If the war ended this year we should all rejoice. But if it carried on till 1944 we should still find the money to pay for it. If it went on until 1945, another year's cash would be forthcoming. However long the war lasted—short of decades—we would somehow or other contrive to finance it. Yet the moment peace comes there will be immediate demands for the scaling down of expenditure. Advertising feels that this is wrong. It believes that a certain sum should be budgeted by the

(Continued on page 8.)

3BO

BENDIGO

TRANSMITTING CONTINUOUSLY
from 7 a.m. to 11 p.m. and

Presenting the Nation's favoured
programmes to the vast listening
audience of

CENTRAL VICTORIA . . .

TODAY

TOMORROW

and EVERYDAY

3BO Bendigo is transmitting from Bendigo to a constantly increasing audience — an audience which is appreciative of the programmes of 3BO sponsors.

IS 3BO CARRYING YOUR 1943-1944 SCHEDULES?

All particulars from—

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 YORK STREET, SYDNEY

167 QUEEN STREET, MELBOURNE

POST-WAR ADVERTISING

(Continued from page 6.)

Government for encouraging industry to undertake a scheme of sales-promotion in relation to the new products it will be creating after the war.

If we diverted only a small part of the huge sums we have been spending on war to productive works and national development we could expect a return for our money from new enterprises and the heightened spending power of the people.

Political thought which goes no further than the creation of relief jobs through a program of relief jobs is practically useless. A genuine job comes only when there is real productive work to be done. The maintenance of high levels of production and employment in the critical post-war years will be the only way to eliminate the deadly business cycle of prosperity and crash.

Australia has proved to the world her ability to work, when war requires it, to levels of quality and exactness never before approached. There must be no falling off when peace is here once more. For private industry will be called upon to absorb at least three-quarters of released servicemen and munition workers. And employment in private industry is not conditioned by some mysterious formula, but the cold fact of the amount of goods that industry can sell profitably. Creating the profitable markets for those goods which will lead to increased employment is the major business of advertising. It sees that job as an integral part of any well-planned scheme for post-war prosperity.

... the A.L.P. used
2KY to advantage.
WHY NOT YOU!

2KY Broadcasting Station
428 George Street

'Phone: M 6291-2

Radio Reaches the Outback

Drama in Election

Funds Appeal

Mail Bag



That real life drama could flow from an appeal for funds to fight the elections does not seem possible, but when radio is on the job anything can happen.

About a month before the Federal elections Mr. Sid Jordan, whose nightly news commentaries on 2KY have excited interest and comment throughout Australia, made an appeal for £1,000 "to help return the Curtin Government." He made an announcement of the appeal at the close of his commentary each evening.

A thousand pounds is not a great sum of money in the circumstances of an election campaign, but when it is remembered that the Labor Party has its well organised channels of collecting subscriptions for an election through its affiliated unions, etc., it becomes an ambitious objective to set. It meant that the money would have to come from listeners outside of the normal

The Hon. R. A. King, M.L.C., Secretary of 2KY, presenting a cheque of approximately £700 to A.L.P. Secretary, the Hon. J. Stewart, M.L.C., in the presence of the President, the Hon. F. Kelly, M.L.C., and 2KY News Commentator, Sid Jordan.

Labor Party followers.

Jordan "polled" a total of 2,400 letters and subscriptions amounting to £700!

Interesting feature of the mail bag was the wide area from which the letters were received. Every State of the Commonwealth was represented, and even New Zealand listeners wrote wishing the appeal success and regretting that regulations prevented the writers sending money out of their country.

Testimony to the deep reaching rays of radio and its companionship to those who live in isolated territories came in numbers of letters from the "outback." From Andamoocha Opal Fields, via Pimba, South Australia, came a tribute from "about 20 of us, all old men or pensioners," who sent £14/2/- "by cheque, being some 80 miles from the nearest post office."

Another letter came from Bobadah, via Condobolin, containing £10, "which represents donations from the entire population of our village."

TRANSCRIPTION SALES

Transcription sales for August were as follows:—"True Detective Stories" (5 x 30 mins.), Noble-Bartlett for 4BC-SB; "True Detective Stories" (5 x 30, Noble-Bartlett for 4GR; "Airmail Murder Mystery" (13 x 15), 2GB; "Melody Meeting" (26 x 15), 4AY; "Thirty Minute Theatre" (13 x 30), Goldberg's for 2GB; "Radio Studio Murder Mystery" (13 x 14), 2GB; "Mirth Parade" (26 x 15), 2CA; "In His Steps" (52 x 30), 2KO; "Lady Courageous" (78 x 15), 2DU; "Lady Courageous" (78 x 15), 2GB; "Sp Exchange" (22 x 15), 2PK; "The Citadel" (52 x 15), 2BT; "Macquarie Radio Theatre" (26 x 60), 4BH; "Lumsdaine and Farmilo" (30 x 15), 2WL; "Doc Sellers' True Stories" (130 x 15), 2GB; "The Citadel" (52 x 15), 2LT; "Mirth Parade" (26 x 15), 4TO; "The Citadel" (52 x 15), 7LA; "Donald Novis in the Romance of Music" (26 x 15), 7HO; "Drums" (33 x 30), George Patterson's for 4BC-SB; "Stonehill Prison Mystery" (13 x 15), 2GB; "Doctors Courageous" (52 x 15), 2CA; "My Prayer was Answered" (26 x 15), 2CA; "Charlie Chan" (130 x 15), 2CA.

Magnificent Record of Service to Community

"Happiness Club"

Activities

Assist the Army

Top picture taken in the Macquarie Auditorium shows Mrs. Stelzer, on behalf of the 2GB Happiness Club, presenting Lady Gowrie with a cheque for distribution among charities. Below, at right, is the £600 Mobile Cooker presented by the Club to the Military being inspected by Mr. H. G. Horner, general manager of 2GB, Major-General Fewtrell and Lady Gowrie.



No club can claim a finer record for its assistance to worthy causes than the 2GB Happiness Club, established in 1929 by Mrs. W. J. Stelzer. From a small beginning, the club, originated to help the sick, sad, poor, lonely and depressed, has, through the years, gradually embraced all forms of charity, and now, with a huge membership of 19,000 comprising 60 branches, it is a charitable organisation giving active support to all forms of war work.

Over £45,000 has been donated to various forms of charities. Last year alone, these benefited to the extent of £3,000, and two ambulances were presented to the military authorities. The presentation of third vehicle—a £600 mobile "cooker" (a large trailer equipped with ovens and all cooking utensils) was made by Her Excellency, Lady Gowrie, on behalf of the 2GB Happiness Club from the Macquarie Auditorium on August 19 last. This valuable gift was gratefully accepted by Major-General A. C. Fewtrell, of Victoria Barracks, as representative of the military authorities.

The money for this mobile cooker was wholly contributed by members of the 2GB Happiness Club, who have organised many functions to swell the funds, and through the strenuous efforts of Mrs. Stelzer and her loyal band of helpers, an additional sum of £370 is now in hand.

The reception at the Macquarie Auditorium, took the form of a musicale. The official guests included Her Excellency Lady Gowrie, the Hon. P. C. Spender, M.H.R., Major-General A. C. Fewtrell, Miss Ivie Price (sec. to Lady Gowrie), Mrs. Stedman and Uncle Frank Grose.

Other organisations, such as hospitals

and institutions are helped by the 2GB Happiness Club, and the record number of 6,000 camouflage nets have been made; 5,000 garments presented to the Australian Comforts Fund, and 4,500 hand-made garments distributed for babies in hospitals. Members have also invested approximately £6,000 in War Savings Certificates.

Another noble aim of the 2GB Happiness Club is to build a holiday home for aged couples to spend the autumn of their days.

Australian Songwriters get their Opportunity

"Congratulations on having written a very pretty number," said 3XY musical director to Miss Lyla Stevens, after the initial broadcast of her modern waltz, "I'll Find You," at a performance of Tye's Radio Revue some months ago. Since that date Miss Stevens has received orders for the recording of the number from 45 commercial stations, and now learns that the A.B.C. is putting the record on the shelves of all their record libraries. "I'll Find You" is about to be published in sheet-music form.

Similarly, Eric Aitken's composition, "Just Another Little Kiss," is meeting with wide success following its introduction to the public on "Tye's Radio Revue." These songs were given their initial airing during 3XY's drive for the popularising of original Australian compositions, and, in view of the recognised difficulties in the way of having songs published locally, the station has done Australian song-writers good service.

THE
MAJORITY
OF
ALL
HOUSES
VOTES
FOR—

3KZ
MELBOURNE

Sydney
Representative
A. L. FINN, 66 King Street

Planning Australia's Post-War Future

Digest of an Address given by H. J. Hendy as President of the Chamber of Manufacturers of N.S.W.

In spite of all that has been said and written against the profit motive, against competition, against the present system of free enterprise, I feel convinced that it is the most satisfactory known method of enhancing living standards and of permitting a way of life most likely to promote the general good of a liberty and freedom-loving people.

Whatever was right or wrong with our pre-war civilisation, there can be no question that it conferred great benefits on many of the peoples of the countries where it was most highly developed and gave them the highest standard of living that has been known.

Humanity has always had to be vigilant about its freedom, and it is true that our standards have been built up only after much labour and travail—slowly and painfully. But we reached relatively great heights, and enjoyed high standards, and, as I know Australians, they have no stomach to lose such things, either as a result of barbarian aggressiveness or because of our own supine carelessness.

Should our standards go, we will become a peasant people, hewers of wood and drawers of water for someone else.

Then, we will need men who will not barter away our national policy of protection.

I know that this is a matter which is not, for the moment, any issue at all in national affairs. It will, however, be vital—and I mean vital—for Australia in the post-war years.

No disrespect is intended, nor is there any lack of appreciation of what the invaluable assistance of our gallant Allies means to Australia, when I say that, taking the long view, Australian manufacturing industry will have the fight of its life when war is over. And in that fight will be involved not only the rehabilitation into civil life of the men of our fighting services, not only the gainful employment of the rest of our people, but also the employment of an increasing population which we must have, if we are to be more secure than we were four years ago. I am no believer in any war to end war.

I attribute no blame to English manufacturers who look to Australia as a good post-war market nor to our friends in the United States of America, who doubtless have the same idea. It is their job to sell their products—they don't make things to store in warehouses.

But our job is to be very vigilant of our Parliamentary representatives, that

they are unwavering and unshakeable in their support of the national development of this country and the employment of its people by the expansion of our manufacturing industries.

We dare not fail ourselves. If Australia is allowed, after the war, to become the happy hunting-ground for overseas manufacturers then, although Australia may have a glorious record of war, it will be many long years before this country again reaches the height of nationhood even of the present time.

I now want to mention a matter which is, at the moment, I admit, inevitable, but highly dangerous, if left unchecked. It is the matter of controls, about which I had something to say at this time last year.

During the past four years of war, we have learnt some things about the making of regulations—controls—which cannot, by any standards, give any satisfaction, even to the most complacent.

Too often, regulations have been hurriedly drafted—incompetently drafted—and have even been withdrawn when the hurry and incompetence has resulted in something altogether repugnant, even to the usually easy-going Australian people.

It seems to me to be quite wrong, definitely productive of unnecessary upset to the people, and reminiscent of present-day detestable European methods, to give power to so many people, who, by their exercise of it, should never had it, since they do not know how to use it—power to make and administer the kind of regulations under which we now live, and move, and have our being.

Time was when the elected representatives of the people—Parliament—carried out the work for which they were elected, and proper consideration was given to, and proper checks placed on the working of regulation-making authorities. In these days, the legislature probably hears of the regulations at the same time and through the same channels as the humblest member of the public—through the daily press. Before the legislature has had any opportunity of dealing with regulations, they may have been in operation and administered for months by some over-zealous official.

The position is really worse than I have stated, because we have gone beyond mere Government regulation, and now are governed by "Orders," drafted

and promulgated by individuals who are in no wise answerable to the people of Australia, and who, in some instances, appear to revel in their untrammelled and unfettered opportunity to fetter and shackle the people and the business of this country.

The result is that the community itself is left to check these regulations and orders. The comments of the Courts of this State, in recent months, is evidence enough of the extraordinary lengths to which the regulation-making bureaucracy will go in giving itself power over somebody or something. The number of occasions on which the Courts are asked to determine the validity of regulations, asked by the community itself, is illustrative of the deplorable fact that the functions of Parliament have passed to the people. It is entirely wrong to have the community always on its toes, on the matter of the validity of Government regulations. This would not happen if Parliament were able to fulfil its function. Four years of war leave a sorry record of the hasty attempts to fill specific or imagined holes in our war effort with regulation "plugs," with complete disregard apparently, of the effects of such regulations in any other direction.

I expect it will be said that if Parliament were to peruse all wartime regulations, it would be in perpetual session, and Ministers would be unable to give proper attention to the administration of their Departments. And there is something in such an answer. But it is a far cry indeed from a perpetual session to practically no session at all, as far as regulations and orders are concerned, which is almost a perfect pattern of totalitarianism, and a complete denial of democracy.

Government by regulation—regulations of which the community must be its own policeman—is easy, so easy as to be dreadfully dangerous. It is speedy, so speedy as to result in the creation of anomalies and absurdities.

Again, let me emphasise a point already made, so that it will be perfectly clear, that I know, and expect, that individuals and businesses must be controlled for the purposes of war. That should be clear to all of us.

But what is also becoming clear to many of us, and causing us quite an amount of concern, is the tendency on the part of the bureaucracy to stress the necessity for the continuance of controls after the war. That is a different matter entirely. We will, most assuredly, require our lives and businesses given back to us after the war in the name of that freedom for which we have fought and for which so many of our sons and daughters have suffered and died.

Among the Sponsors

Through the Weston Co. Scott and Bowne Ltd. have contracted over a long term for a series of minute announcements for Scott's Emulsion on 2CH.

Elliott and Australian Drug, through Transradio, have contracted for direct announcements on 2CH in a campaign for A.C.A. Stomach Powder.

Mum's Products Ltd. is using 2CH for a series of direct announcements for various lines (agency, Vincent H. Freeth).

The War Effort Publicity Board has contracted through George Patterson agency for a series of sessions and announcements for the Fourth Liberty Loan.

Klembro Pty. Ltd., agency Gordon and Gotch, is using 2CH in a scatter campaign for Gravose.

Luna Park (N.S.W.) Ltd., through Marsh Pty. Ltd., renewed for announcements during summer months on 2UE.

Rola Co. (Aust.) Pty. Ltd. (Paton Advertising Service Pty. Ltd.) renewed for "Radio Newsreel," half-hour Sunday evening.

Two quarter-hour periods in the 2UW women's session—10.45 a.m. Monday and Friday—have been taken by Sydney Snow Pty. Ltd., leading Sydney retail house, for the presentation of a special musical program entitled "Stepping Out in Rhythm."

Manon Shoes Pty. Ltd., Fitzroy, have signed a contract with 3XY renewing their arrangement for 100-word announcements in the breakfast session for a further 52 weeks.

Frank Harvey and Co., radio specialists, have taken out a contract with 3XY for a further 52 weeks' advertising, using the 2.30 spot on Sunday afternoons.

David Jones Ltd. (through The Weston Co) have renewed their 10-minute breakfast and half-hour sponsorships on 2GB. "What's on at David Jones" takes the air as usual at 7.10 a.m. from Monday to Saturday inclusive, and "Swingtime" will be in its usual channel of 5 p.m. on Saturdays. Both contracts are for a further 52 weeks as from August 17.

"Workers' Rights Association" (through Goldberg's, Melbourne) have contracted with 2GB-HR, 2WL and 3BA for a series of special 15-minute talks over 52 weeks. Schedule is every Tuesday at 9.45 p.m., and the talks will be relayed from 3DB Melbourne.

Whitehall Productions have contracted with 2GB for breakfast and evening announcements to publicise their "Minerva" Theatre presentations. Contract extends over 44 weeks.

An intensive 10 weeks' campaign of 100-word announcements commenced on August 27, on behalf of War Veterans' Art Union No. 5. Stations being used are 2GB, 2HR, and 2CA. Both day and evening times are being used. Contract through Hartford Advertising Agency.

The Myer Emporium Ltd., through Paton Advertising, have signed a contract with 3XY for 50-word announcements daily following the morning and evening National News Service, covering 52 weeks.

Roseberg's Shoe Store have renewed with 3XY for a further 52 weeks; direct announcements in the morning and afternoon shoppers' sessions.

"Music in the Shefte Manner"—a new 10 minute presentation, commenced on 3UZ on Friday, September 3, at 9.31. The program will consist of music played at the piano by Mr. Webb.

The current release of Rockman's Show-rooms on 2GF Grafton is the excellent feature "We Were Young," presented five times weekly, Monday to Friday in the women's session.

Prairie Melodies featured at 7.15 a.m. each morning sponsored by Bushells Pty. Ltd. for Blue Label Tea, is attracting heavy mail from hill billy fans on 2GN Goulburn.

"Sentimental Interlude" is the title chosen by Australian Cosmetic (Corinne Rose Cream) for its half-hour program on 2UE every Friday at 9.30 p.m. Compered by Allan Toohey the program comprises sentimental music, and special prizes will

be awarded listeners sending in a true-life romantic memory preferably associated with a musical number. Account is through Goldberg's.

The Sheldon Drug Co. Pty. Ltd. are the sponsors of the "Star of the Night" at 7.55 p.m. to 8 p.m. each Sunday evening on 2AY Albury and 2GN Goulburn immediately following the "March of Time" relay from Melbourne.

Matthews Bros. have selected the Columbia George Edwards feature "I Live Again" as their next release on 3BO Bendigo, broadcast Monday to Thursday at 7.45 p.m.—a position on 3BO's schedule which Matthews Bros. have occupied for ten years.

McWhiters Ltd., The Valley, Brisbane, have broadcast a series of spot announce-

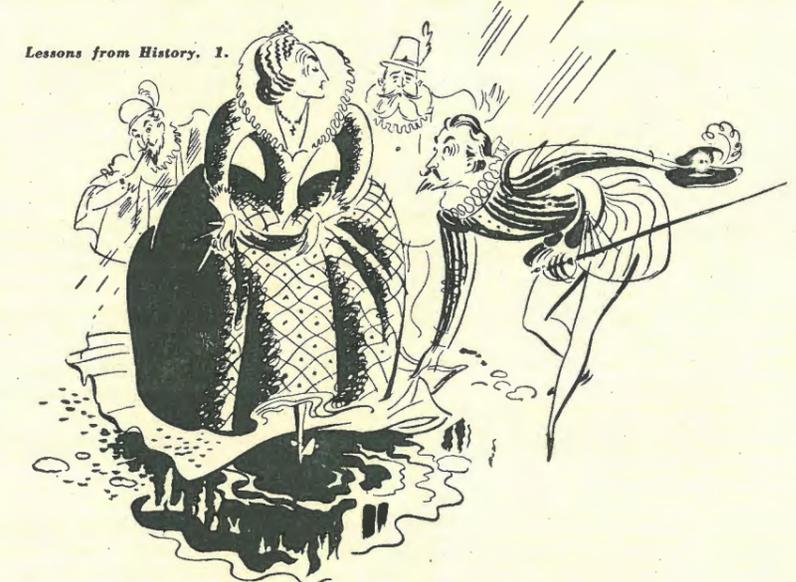
ments for the mail order department on 4CA Cairns, 4TO Townsville and 4MK Mackay.

W. E. Woods Ltd. (agency, Gotham, Sydney) have booked positions for a series of spot announcements on the A.W.A. provincial stations 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK and also on 2AD, 4MK and 4BU.

Stacey and Stacey, of Townsville, are the sponsors of "Coast Patrol" second series, 104 x 15 minutes, broadcast each Tuesday, Wednesday and Thursday evenings at 9 o'clock.

Another new client on 2GF Grafton is Inglis Ltd. (agency, Weston Co.) with 3 x 5 minute sessions in the evening program for Goldenia Tea—the sessions to be placed at 7.55 to 8 p.m. on Mondays, Fridays and Sundays.

A Radiola harmony program is now being broadcast each Saturday evening at 9.30 p.m. over 2UW, being sponsored by A.W.A. for the Fisk Radiola.



inadequate coverage

It was a magnificent gesture, when Raleigh rallied round his Queen, and offered his cloak as a duck-board. But the results were not really satisfactory, because the coverage proved inadequate. "I've spoiled your cloak, Raleigh," said the Queen. "Dieu et mon droit," replied Raleigh—meaning, "My God, and you're right."

Adequate coverage is essential, too, in any radio campaign . . . and 2KO's blanket coverage over the whole of the Newcastle area assures success for any advertiser.

2KO dominates the Newcastle market with 73.5 per cent. of all listening time.

In Maitland, more people listen to 2KO than to all other stations combined.

Ask the representative of 2KO to tell you more about it.

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

Ultra-High Frequencies —and Post-War Radio

The following article was written by M. C. Patterson, B.A.Sc., and is reprinted from the Canadian trade paper, "Radio Trade-Builder." It gives a clear explanation of the general limitations and advantages of high frequency transmissions and serves to force home the realisation that U.H.F. and F.M. will be the systems of tomorrow.

It is said of World War I, that the outstanding radio development was the vacuum tube. The chief feature of radio progress in this war may be the extension of the range of radio frequencies useful for communication and other purposes, through the development of ultra-high frequency technique. It is no secret that some of the new "secret radio devices" now manufactured in Canada make use of the increased frequency spectrum and it is apparent from editorial comment and articles in the technical press, the hastily prepared new texts on ultra-high frequency technique, the emphasis placed on ultra-high frequency in science courses and the vigour with which U.H.F. tubes are being developed, that great importance is attached to the extending of the frequency range over which radio waves may be generated and controlled efficiently. Our experience, following the First Great War, was that the wartime research found many peacetime applications and it seems reasonable that this should occur again. Possibly the extension of the frequency range may not have the same influence on post-war radio as had the introduction of the vacuum tube, but it is likely that it will effect the careers of manufacturers, dealers and servicemen to the extent that it is wise to keep posted on "what's cookin'" on the ultra-highs.

Definition of Ultra-High Frequencies.

There seems to be no general agreement on the definition of the ultra-high frequencies, although it is commonly assumed to refer to those frequencies above 40 megacycles (7.5 meters). This frequency is beyond the range of the usual all wave radio receiver by about 10 to 20 megacycles and this, and the fact that television and frequency modulated stations have been assigned frequencies in this vicinity may help the reader to locate this frequency in the spectrum.

Small Size of Equipment for Transmitters and Receivers

The element of a transmitting system that requires the greatest space is the antenna. If this antenna is to be, let us say, a half wave length long (the popular dipole) its length at the broadcast band frequency of 1,000 kC. (300 M) would be approximately 500 feet. At 1,000 megacycles (0.3 meters) it would be approximately half a foot. Now, during the last two or three years in Canada, at least two broadcasting stations have made use of directional antennas

to increase the signal strength in the areas they wish to cover and to reduce interference with other stations. These antennas of the broadcast frequency are necessarily quite large and very expensive. The chief limitations in design are size and resultant expense. At the frequencies mentioned, however, a dipole antenna would have a length of a mere half foot.

Small size is an advantage in itself but it also permits the use of several antennas arranged so that the radiation pattern is of the type desired. The turnstile antenna, the one with the eye-appeal so prominently displayed on radio magazine covers recently would be impractical at the lower frequencies. For point to point working the energy from the transmitter may be concentrated in a beam by using directors and reflectors to reduce interference with other services and to tremendously increase the effective power of the transmitter. The tubes used for U.H.F. are smaller than those used for the lower frequencies and these facts and others that will be mentioned later make possible the truly portable "walkie-talkie" sets of the armed services.

The term U.H.F. therefore applies to frequencies above these. The upper frequency limit is obscure but there is promise that we may find it possible soon to develop and make commercial use of frequencies as high as 3,000 megacycles (10 centimeters). The highest frequencies used commercially before the war to any extent were approximately 100 megacycles. The extension of the radio spectrum to 3,000 megacycles would therefore represent an increase of 30 times, and it is very probable that this estimate is very much on the low side.

Interference Reduced

At these frequencies natural interference known popularly as static, is almost non-existent. This is a further advantage as far as economy in receiver and transmitter design and the portability of equipment is concerned, because equipment may be operated with a weaker signal and still be well above the noise level as far as natural interference is concerned. Man-made interference may seriously interfere with reception at these frequencies but f.m. promises to overcome this.

Limitation of Service Range

The fact that at the very high frequencies, transmission can take place

only over a distance a little greater than "line of sight," is often thought of as a disadvantage of the ultra-high frequencies. This is not necessarily so. In fact it may be put to very good advantage. The application of the ultra-high frequencies for local transmission and reception in congested areas will tend to relieve the congestion on other frequencies. These other frequencies can then be used for "long hauls" and the ultra-high frequencies for the comparatively "short hauls." Then the advantage of the limited range becomes manifest. Stations located a hundred miles or so apart may operate on the same frequency without interference, thus increasing tremendously, the number of channels available. Television and frequency modulation require a much wider band of frequency for a transmitter than is the case of broadcasting as we know it on the broadcast band. This of course means that for a band width of so many megacycles fewer stations may be accommodated of the television or frequency modulated type than would be the case for amplitude modulated transmitters. This is so, and would tend to nullify the advantage gained from the tremendous extension of the frequency spectrum through ultra-high frequency technique were it not for the fact that the transmission distance is limited to a little better than "line of sight." Moreover, the peculiar properties of frequency modulation transmission and reception which result in the stronger stations taking over control of the receiver and completely eliminating the program from the weaker station makes it very practical to operate stations a hundred or so miles apart on the same frequency.

Wide Band Transmission Feasible

Broadcast transmitters of the amplitude modulated type require a band width of 10 Kc. The Federal Communication Commission allows a television station a band width of 6 megacycles. This band width is 600 times greater than that of a broadcast transmitter. Frequency modulated stations also require a wide band of frequencies which only the U.H.F.'s can provide. Even if "space" were available at the lower frequencies for television they would be unsuited for wide band transmission for other technical reasons. The fact that the upper frequency limit of useful frequencies is being pushed further and further back will provide the "lieberstraum" that the inevitable post-war

development in frequency modulation, television aircraft communications and control, and a tremendous extension of radio to public utilities will require. It is a practical certainty then that a knowledge of the generation, amplification, propagation, control and behaviour of these "micro waves" should be acquired by engineer, dealer and serviceman.

Now, U.H.F. technique differs considerably from the comparatively low frequency methods to which we are accustomed. The almost infinitesimal time taken for an electron to spring from cathode to plate in a tube becomes important, the interelectrode capacities of some standard tubes become almost a bypass condenser, the length of a grid wire from I.F. transformer to grid cap may be half wave antenna at these frequencies. Tuned circuits which appear as coils and variable condensers at the lower frequencies may appear as a plumber's nightmare, at the U.H.F.

The field is a fascinating one and of such promise that no manufacturer, engineer, dealer or serviceman can afford not to be well versed on the recent development in the U.H.F. field.

BENDIGO STATION HAS CENTRAL VICTORIAN FOLLOWING

A recent survey of listener mail at 3BO Bendigo indicated that this popular central Victorian station is attracting an audience over a particularly wide area.

A constant and steady flow of letters from listeners is received by the station for all sessions each day, starting from Bushell's Pty. Ltd.'s early morning feature "Prairie Melodies."

The evening programs are outstanding in listener interest since practically every big time program appears on the 3BO schedule, and the recent addition of "Army on Parade" to the evening features will, no doubt, have many friends with servicemen's homes in Central Victoria.

The evening presentation is in the capable hands of Mr. Gerson Krost, the daytime is looked after by Mr. Maurice Lockie, while the women's sessions are directed by Miss Isabel Poulston—the first and last named are Bendigoians, while Mr. Lockie hails from Geelong.

Several members of the 3BO staff are members of the forces. During the recent election the 3BO microphone was on service in many points distant from Bendigo to catch the voices of candidates.

With a policy of a better service to listeners and advertisers, and taking advantage of all improvements in program facilities, 3BO has built a goodwill with an audience throughout central Victoria which is reflected in the many expressions of appreciation constantly received.

Convention October 26th

The Annual Convention of the Australian Commercial Broadcasting Stations will be held in Melbourne again this year, it was learned this week from Federation Secretary, Mr. Ray Dooley.

The Convention will take place at the Hotel Australia, commencing Tuesday, October 26. On the preceding day, October 25, there will be a meeting of the Federal Executive and of the Institutional Advertising Committee in Melbourne.

Convention Issue of "C.B." November 4

"To Mother With Love" is Another Radio Service

Station 2CH has secured a remarkable response from servicemen and women, both in Australia and overseas, to its "To Mother with Love" session, presented during the morning session for women every Monday, Wednesday and Friday.

This feature provides a service whereby members of the armed forces are able to send messages, such as birthday or Mothers' Day greetings to mothers, wives or sweethearts at home. On receipt of a request from a serviceman or woman the station contacts the intended recipient of the message by letter with an invitation to listen at the time the call will be made on the air. The message is broadcast accordingly. The calls are interspersed with music appropriate to the nature of the session.

Since the feature commenced the mail from members of the forces has increased week by week, and a large number of requests for calls to people at home have been received from New Guinea and many from Canada.

The session is conducted by Meg. McSpeerin, organiser of the 2CH Women's League.

A.B.C. Has no Monopoly of Good Music

Manton's "Music Magnificent," which last May broke ground in commercial broadcasting by inaugurating on 3XY a complete hour of classical music, won wide attention and applause for its presentation on August 19 of Beethoven's Ninth (or Choral) Symphony, performed by the Philadelphia Symphony Orchestra under Leopold Stowkowski.

Manton's wisely present this session devoid of all commercial announcements, so that music-lovers enjoy the performance in true concert hall atmosphere. The session is presented by Norman Wister on Thursdays at 9 p.m., and annotations are written by 3XY scriptioner, Lorna Kirwood-Jones. Incidentally, the annotations for the Ninth Symphony won a tribute from no less an authority than Dr. Floyd, whose comment was that they formed "a general sketch of the inner meaning and purpose of the music—not a bundle of comparatively unimportant historical facts."

3XY

releases

ROLA

Radio Newsreel

for the

FOURTH successive YEAR

SUNDAYS—7.15-7.45 p.m.

Relayed to 2UE - 5AD - 5PI - 5MU - 5SE

WAR WORKERS KEEP IN TOUCH THROUGH RADIO

For the voluntary war workers' session on 2CH on Tuesday next Madame Helene Kirsova, world-famous ballerina and one of Australia's foremost workers for charity in recent years, will be the speaker in support of a campaign to provide playgrounds in congested areas.

Many notable women have spoken during this session since its introduction on the 2CH programs early in July, and the feature is playing an important part in keeping Sydney's war workers in touch with activities throughout the metropolitan area.

Madame Kirsova, who was star of the Monte Carlo Russian Ballet which had a successful Australian season some years ago, will present a ballet season at the Sydney Conservatorium, commencing on September 18. This will be in aid of the playgrounds objective, which will thus receive valuable publicity through 2CH.

Other speakers during this session recent weeks include Lady Butters, president of the Y.W.C.A., Miss Kae McDowell, president of the N.S.W. Netting Centre, Mrs. Hubert Fairfax, general secretary of the C.W.A., and Miss D. Williams, publicity officer for Legacy.

INJUNCTION APPLICATION AGAINST QUIZ KIDS

An interesting application came before the Equity Court in Sydney last week when Macquarie Broadcasting Services Pty. Ltd., and Broadcasting Station 2GB sought an injunction restraining the "Quiz Kids" registering themselves under that name or taking part in performances without the consent of Macquarie.

By consent the application was stood over until Wednesday of this week, counsel for the Quiz Kids giving his Honor certain undertakings and stating that he would let the court know before the time set down for the resumption whether his clients were going on with the matter or not.

Another Daytime Feature

Rhu Pills, through Goldberg's, Melbourne, are using 2GB daytime for their series of 52 quarter-hours entitled "Music in the Air." Time channel is 3.30 to 3.45 p.m., and the contract commenced on September 7.

"Music in the Air" should make an immediate impression on the afternoon audience. It features all the favourite, lilting waltz numbers with the emphasis on those haunting and immortal Viennese tunes.

FACTORY SESSION HAS BIG FOLLOWING

A special factory and munition workers' program on 2UE, conducted every Monday through to Friday at 2 p.m. by Mrs. "Sally" Harten, now commands a large daytime audience.

The station has received letters from nearly 200 factories expressing appreciation of the programs which mainly comprise the broadcasting of musical requests from munitioneers.

Mrs. Harten, as compere, also gives talks on "human relations," and is head of a strong committee of 200 girl factory workers who have "adopted" one of Sydney's best known military hospitals. The girls visit the hospital at least once a month and provide comforts for the inmates.

Sport Cover

As part of their sporting coverage on austerity Saturday, 2UW Sydney broadcast a detailed description of the international tennis at the White City, under the sponsorship of Slazenger (Aust.) Pty. Ltd.

This tennis service was supplemented by a running commentary on the Rugby League grand final match, in addition to which, all other important sporting results were broadcast as they were announced from the news room of the "Daily Mirror." 2UW thus were able to give their Saturday afternoon audience a complete picture of all the principal sports in Sydney on what was one of Sydney's greatest sporting days for some years.

At night, to complete the picture, there was a special broadcast description of the Patrick-Bennell fight from the Sydney Stadium.

Victorian Agents' Plans to Assist Patriotic Bodies Most Successful

As previously reported in "C.B.", arrangements were completed by the Accredited Advertising Agents' Association of Victoria for members to take over specified campaigns and to act in an honorary capacity. These campaigns are associated with patriotic and charitable appeals conducted by the Lord Mayor only.

Various agencies have been appointed for specific appeals, and the plan is operating most successfully.

Record contributions have been received in connection with the Chinese Famine Relief Appeals, Allies Day Appeal and Navy Day Appeal, the work being carried out by the following agencies respectively: N. V. Nixon Pty. Ltd., Goldberg Advertising Pty. Ltd. and K. M. Campbell.

GRACE BROS. SOLD ON DAYTIME RADIO

Grace Bros.' sessions on 2GB, which are handled by Mr. Ellis Price, have been renewed for a further 52 weeks. There will be no alteration to the now well-established daytime channels being used, and the following is the schedule of features and the broadcasting timetable:—9.30-9.45 a.m., "The Prince of Storytellers," Ellis Price, Mon., Tues., Wed. and Thursday; 9.30-9.45 a.m., "Session for the Older Folks," Friday; 2-2.15 p.m., "Chasing Your Troubles Away," Mon., Tues., Wed. and Thurs.; 6.15-6.30 p.m., "Chasing Your Troubles Away," Sunday.

These features have built for themselves a deserving listening habit amongst radio owners.

B.G.E. Using Second Release of "The Toast is England"

As a result of persistent requests from the public, "The Toast is England" broadcasts have returned for a limited season on all Macquarie Network Stations, plus 3SR, 4BU, 4GR, 4HO, 4TO. The first of the series took the air on Sunday, September 5, and as was the case some two years ago, British General Electric Co. are the sponsors.

The scripts were written during the great blitz of 1941, and the splendour of their narrative and the rich traditions and loyalty they represent, bring a cavalcade of glorious, stirring melodies and reminiscences of the Motherland.

On most stations the time channel is the recently vacated "Quiz Kids" time—7.15-7.45 p.m. Sunday, but in a few instances the days and times vary.

Nine o'Clock Stories Create New Interest

MacRobertson's "Nine o'Clock Stories" broadcast on 2UE every Tuesday, Wednesday, Thursday and Friday at 9 p.m. have already created a new field in night time entertainment.

Phone calls logged at 2UE suggest that the session has a large listening audience.

Each story is complete in itself, and the series comprises many of the world's most outstanding yarns.

Stories were brilliantly read by Peter Finch, while commercials are the work of Tony MacFadyen.

To permit broadcast over a chain of stations and under MacRobertson's sponsorship each story is recorded at 2UE before broadcast.

BIG CAST FOR NEW G.E. SHOW

Following the conclusion of "The Pearl of Pezores," their latest program on 2UW Sydney, E. C. De Witt and Co. (A/sia) Pty. Ltd., last week arranged with 2UW for the retention of their 7.45 p.m. time channel Monday to Wednesday, and for the presentation of a new George Edwards' production "The Convenient Marriage."

"The Convenient Marriage" is a dramatisation of Georgette Heyer's famous novel of the same name.

It has been produced by one of the largest casts ever assembled for a George Edwards production—in addition to which Mr. Edwards himself will play five roles. Included in the cast are Nell Stirling, Lou Vernon, Eric Scott, Warren Barry, Lorna Bingham, Lloyd Berrell, Michael Willoughby, Lyndall Barbour, Winifred Green, Hazel Hollander, Marion Johns, Babs Mayhew and Jean Robertson.

Victorian War Effort Publicity Board Elected for 1943-1944

The present War Effort Publicity Board for Victoria was re-elected at the annual meeting of the Accredited Advertising Agents' Association of Victoria, members being as follows:—Messrs. W. R. McFerran (chairman), D. J. Riddle, J. C. Mackay, P. R. Clark.

Nell Stirling Plays Title Role in Campbell's New Feature

Described by George Edwards himself as one of the most delightful serials he has so far produced, "The Lady" has been chosen by W. W. Campbell and Co. Ltd. to follow the conclusion of "Mr. Thunder" in their 8.30 p.m. time channel each Monday, Tuesday and Wednesday over 2UW Sydney.

"The Lady," an original script by Miss Lorna Bingham, has a completely modern setting. It is the story of a loveable girl, reared in the slums, who becomes the object of an idealist's experiment—she becomes a "lady"; and the radio play is the story what followed.

The cast, headed by Nell Stirling, who plays the title role, includes Marion Johns, Michael Willoughby, Richard Parry, Owen Ainley, Eric Scott, Warren Barry, Hazel Hollander, Lorna Bingham, Lloyd Berrell, Lyndall Barbour and Lou Vernon, while George Edwards plays six roles.

Charlie Chan in the F.C.

Early evening feature, "Charlie Chan," was found so popular on 2CA in the Federal Capital Territory, that the station has arranged to broadcast a second series with the methodical, "proverb"-ial Chinese detective as the central figure. The new serial comprising 130 quarter-hour episodes, commenced on Monday, September 6; time-channel is 5.30-5.45 p.m. from Monday to Saturday inclusive, and the serial will run for approximately 22 weeks.

SPONSOR DOUBLES-UP Two Half-hours for "His Song"

"His Song" has been such a success that the sponsor, Payne's Bon Marche, has decided to use the half-hour show twice weekly over 3UZ instead of once, as from September 8.

This show, so sympathetically handled by Gil Charlesworth—himself an ex-service man—gives members of the forces a chance to send a message to their people at home, and to choose their own musical number. Thousands of songs have been played and messages given, including messages from prison camps, ships in the Atlantic, airmen, allied soldiers and members of the Australian forces. As from September 8 it will be broadcast over 3UZ at 9.15 each Tuesday and Wednesday.

"The Minstrel Show" Comes to Sydney for Murdoch's

Under the sponsorship of Murdoch's, "The Minstrel Show," commenced from 2UE last Tuesday, and is right up to the standard of Murdoch's presentations.

"The Minstrel Show" has been one of the most popular features in Melbourne radio for many years, but has not previously been broadcast in Sydney. It consists of nigger minstrel and spiritual type of numbers sung by a company which can hold its own with anything in the world. Between the musical numbers there is excellent patter, in which black-faced comedian "Bones" is the star. It is expected that "Bones" and this minstrel company will become institutions in Sydney radio, in the same way as they have done on the Melbourne radio.

Arrangements for the broadcasting of "The Minstrel Show" in Sydney were made by the Paton Advertising Service, which handles the Murdoch's account.

CONSERVATION OF MATERIALS IS ALL IMPORTANT

An announcement elsewhere in this issue inserted by the distributors of Audex recording discs calling for the return of metal disc containers emphasises once again the need for every department of every organisation in broadcasting to keep flying the spirit of helpful co-operation.

Materials of all kinds are in short supply compared, with pre-war days, while some items are absolutely unobtainable. It therefore behoves everyone in the industry to do his or her best to conserve materials. Don't waste anything. Don't put material away under counters where it will waste in idleness if it is possible that it can be used again by the firm or organisation which supplied it.

In the case of the Audex disc containers the material used in their manufacture is these days needed for more vital war production, and even if the raw material was available for the manufacture of new "tins" of this kind, their cost would be prohibitive or would have to be passed on to the consumer of the discs. So do the logical thing—co-operate—return the empty tins.

It is understood that a very large number of empty metal containers are now in the hands of many recording houses, and since the containers are metal, there is no prospect of any replacements being obtained. It is the earnest wish of the Audex manufacturers to obtain possession of all empty Audex containers as quickly as possible. Recording engineers and all users of Audex blanks are requested to check up the position as early as possible.

A prompt return of empty containers at all times means a better service can be maintained to all parts of Australia.

SONS of the SEA

(Produced with the Co-operation of the Australian Naval Board)

Amongst others this is just another nation wide production from

3AW MELBOURNE

PRESTO FOR ALL YOUR RECORDING SUPPLIES

A.M. CLUBB & CO. PTY. LTD.
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TELEPHONE B3908

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

PERSONALS

Mr. Roy Stanley, secretary of the Australian National Advertisers' Association, who was seriously injured in a street accident some weeks ago, is back again at his office and can hobble around with the aid of a stick.

Miss Sigrid Quist, who has been managing the Australian Copyright Control Agency in Sydney for the past eight or nine months, has received the inevitable call-up for more important war duties and on a full-time basis, and has therefore relinquished the A.C.C. agency.

School holidays keep many radio executives very busy indeed. During the week, Lorraine Russell of 3UZ was seen dining out with five children—but in view of everything we suspect that she was doing a fairy-godmother act.

William Cook, the genial and popular "genral" knowledge in 3UZ's Battle of the Sexes, is going on a well-deserved holiday. Where he is going is something of a mystery, but he was heard asking at a chemist's shop for something to prevent sea sickness.

Michael Noonan, formerly of the 2UE copy department, was a visitor to Sydney last week. Norman now holds the rank of lieutenant in the A.I.F.

Charles Fletcher, 2GB sales and service manager, is feeling very pleased with himself these days. Since adding the acting managership of 2CA to his duties, business for that station has gone ahead by leaps and bounds, and much credit for this is due to his energetic stewardship. He has just returned from a hectic three-day business trip to his new charge.

Visitor to Sydney last week was Mr. J. A. Kerr, proprietor manager of 2BE Bega. Mr. Kerr reports very satisfactory progress being made by the station recently and particularly since the increase of power from 100 to 200 watts was granted about 12 months ago.

Mr. Bernie Stapleton, general manager of 2SM, made a dash down to Melbourne this week carrying a mysterious air about him. It was one of those 48 hours affairs.

Sid Kemp, "Argus" Network manager, spent a few days in Canberra last week.

Frank Rowan who is responsible for so many excellent scripts in Melbourne, and who is doing a grand job of work at Leyshon's, has just returned from Tasmania where he spent a much earned holiday skiing and golfing.

Ron Haig Muir, of the R.A.A.F., and formerly of 2WG Wagga fame, called into "C.B.'s" Melbourne office last week. Muir has just arrived from Port Moresby where he has been for quite a long time, he looks very well and fit and was anxious to hear all the radio gossip; he expects to be stationed in Victoria for a while. He told us how he took Reg Cross of 4BR out for a chop in Brisbane. Reg was due on the air and finished up by dashing to 4BK with a chop in one hand and bread in the other. These times certainly become difficult for a studio manager.

Bill Dobson, aged 17 years and two months, who is an enthusiastic member of the A.T.C., is the latest recruit to 3UL, the voice "in the midst of the mountains" of Central Gippsland. Heard Bill developing his humour in 3UL's breakfast session the other morning, and his whimsical patter ran something like this: "You know listeners I am only new to Warragul, and having nothing to do yesterday strolled into the cemetery to study the tombstones . . . an inscription on one comparatively new grave read as follows: 'This body lies in earth's possession; an erstwhile announcer in the breakfast session.'"

Mr. C. T. Sproule, advertising manager of 2CH and A.W.A. broadcasting department, is the latest Sydney broadcasting executive to succumb to sickness, and it was learned this week that he had been laid low with one of the winter "wogs" which would keep him away from his office for a week or two.

Ru Pullan, scripter at 3AW, is very happy as his "Doctor's Case Book" has been sold in New Zealand.

A new member to 3AW staff, Roma Freedman, will spend her time writing for the children's session. Roma is a capable lass who has done quite a good bit of freelance work.

3KZ publicity officer, Frank Allen, has joined the sick list, which is unusual for him, and we will certainly look forward to seeing him on deck again.

"Adelyn" sponsor, Bill Kelton, is very proud, as another factory for "Adelyn" is to be opened shortly. The new factory is to be very modern, built out of a picture theatre at Wonthaggi. After alteration and dressing up as "Adelyn" know how to dress their factories there should be an opening in about a month's time. Radio certainly must be doing a good job in selling the goods, as this is now the fourth factory to be making "Adelyn" frocks.

Diana Phillips, until recently well known to 6ML listeners as "Diana," is now in Melbourne, holding down a job as scripter with 3XY, and taking part in several of the station's live artist features, including "What Would You have Done?" and "Laconia Blankets, Novelty Quiz and "Radio News-reel." That her Westralian friends have not forgotten her is evident from a parcel received last week from a listener, who who gave expression to her opinion of Melbourne's climate by enclosing a section of hand knitted woollens.

Some little time ago we were endeavouring to discover the christian name of one, who by her kindness and willingness to help all interstate managers of commercial broadcasting stations, has made herself quite a personality behind the Federation. For the enlightenment of those who would like to know, "C.B." rep. has solved the mystery—her name is Stella Morgan.

Grocers Still Banking on Daytime Radio

The 9.30 a.m. drama channel established on 2UW Sydney by S. R. Buttle Pty. Ltd. is to continue without interruption under the same sponsorship.

Many outstanding dramatic serials have been presented by S. R. Buttle Pty. Ltd. in this period over the past few years, and arrangements were made last week whereby one of George Edwards notable shows, "The Woman Without a Name," followed on, without interruption, after the conclusion of "West of Cornwall."

"The Woman Without a Name" is an adaption of Wilkie Collins' famous novel, "No Names."

3UL FOR CENTRAL GIPPSLAND

ENGAGED



The reason for that aura of radiant happiness which has been surrounding "Kay" of 3KZ for some weeks, was revealed when she announced her engagement to Jack C. Davidson, only son of Mr. and Mrs. Groves C. Davidson, Aylesford Place, Lexington, Kentucky, U.S.A. Kay is "Winnie" of "Ag and Winnie," the famous comedy team in "Women in Uniform," which she comperes.

Australia ASKS for your money — an enemy would TAKE it. Every War Savings Certificate and £10 National Savings Bond helps to keep you free.

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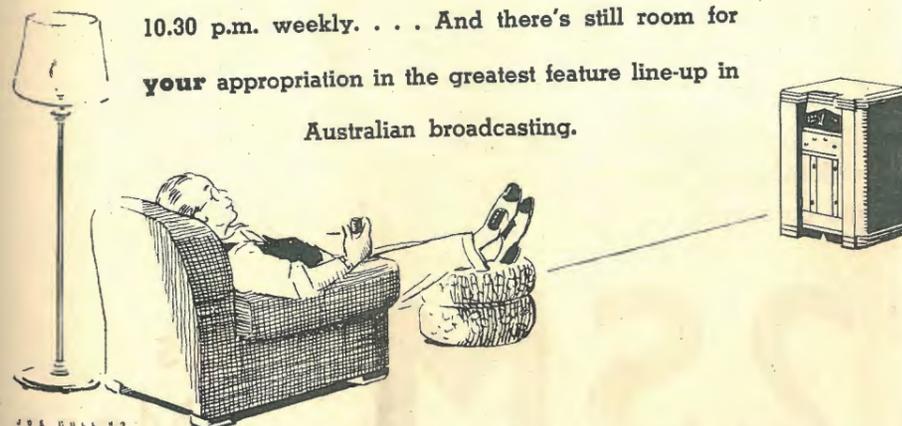


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Most People listen to 2UW