

PERSONALS

Captain Jack Ryan, that popular chief engineer of 3AW, now serving overseas, was very much "in the news" recently when his name came through as having been "Mentioned in Despatches". Of course his many friends all said "I told you so" for knowing, Jack, they knew he would be right in the thick of anything and acquitting himself with honour.

Captain O. F. Mingay has transferred from Army Signals to the Directorate of Radio and Signal Supplies of the Ministry of Munitions. His long experience with radio and signals both in industry and the army should enable him to make a valuable contribution to the war effort. This Directorate handles all communication equipment for Navy, Army, Air Force, U.S.A., F.L.A., etc., and it is well known that all branches of the Services must be thoroughly equipped before they can win battles. The radio industry of Australia is making a splendid effort in this regard.

Mr. Clive Ogilvy, country vice-president of the Australian Federation of Commercial Broadcasting Stations, who has been appointed to the Army Public Relations Department, was the guest of executives of 2GB and Macquarie at Usher's Hotel, Sydney, on the evening of July 3. On behalf of the staff of Macquarie, Mr. H. G. ("Jack") Horner made a presentation of a wristlet watch. Replying Mr. Ogilvy referred to the wonderful spirit of co-operation which existed between all members of the staff of the organisation to which he hoped to return when his duties "in another field" were over. The evening passed along merrily, assisted by Jack Horner's reading of a very apt au revoir verse written for the occasion by Charlie Fletcher and by Jack Lumsdaine's rendition of a yarn or so of the old theatre days!

Mr. Maurice Chapman, manager of The Advertiser Network stations 5AD-MU-PI-SE in South Australia, was due in Sydney this week to spend a few days, surveying the national field in company with Sydney rep. Mr. Laurie Solomons, who took over that office some months ago when Mr. Fred Thompson took over the late Mr. A. D. Bourke's representations.

Mr. Harry Dearth, producer of the famous Lux Radio Theatre shows, is one of the latest radio men to get their call up for the army. Mr. Dearth was to go into camp during this week.

Another well known radio man now in uniform is Mr. Ron Morse, brilliant young character actor of some hundreds of radio plays. Morse is wearing air force blue.

Joe Malone, of the advertising agency which bears his name, is doing his bit in a big way. While his able assistant Miss Oakes manages the agency office these days under his supervision, Mr. Malone works long shifts in the moulding section of a munitions plant.

Mr. Lloyd Dumas, managing director of Advertiser Newspapers Ltd., Adelaide, who control the "Advertiser Broadcasting Network" in South Australia, has been appointed Chairman of the Board in succession to the late Mr. J. F. Downer.

Mr. Eric Kennedy, who has been advertising manager of Associated Newspapers Ltd., since 1937 has been appointed chief executive officer of Associated Newspapers which is an office created to co-ordinate all the activities and departments of the company. In making the announcement the chairman, Sir John Butters, said that Mr. Kennedy's appointment followed the loss of the services for the duration of executive director, Captain R. E. Denison, who is engaged on military duties.

Looking forward to returning to her job, is acting-sales manager of Artransa, Miss Joy Morgan, who recently underwent an operation for appendicitis in Gloucester House, Prince Alfred Hospital. Miss Morgan is progressing favourably.

Over from Melbourne for a rushed visit last week was Macquarie Melbourne's manager, Stan Clarke. Melbourne seems to be agreeing with Stan Clarke.

The announcement is made of the appointment of Mr. Alton Stone as acting-manager for 2CA during the absence of Mr. Clive Ogilvy. Mr. Stone will continue as accountant and secretary for 2CA, as well as accountant for the Macquarie Broadcasting Services, and 2HR.

Death of Mark Makeham

Mr. Mark Makeham, producer of Colgate-Palmolive's "Youth Show" and former prolific producer and scripter for the ABC died the week before last at a private hospital in Sydney, following a short illness. He was at one time editor of light entertainment for the ABC and his adoption of commercial broadcasting work some months ago was heralded as an indication of a very brilliant future which awaited him in this field.

"Radio & Electrical Retailer", "Commercial Broadcasting" and several other periodicals, technical and non-technical publications, books, etc., are printed by Radio Printing Press. Pty. Ltd., specialists in general printing.



We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes from your own trade printers—you'll find our prices are right.

RADIO PRINTING PRESS PTY. LTD.

146 FOVEAUX STREET (BOX 3765, G.P.O.), SYDNEY. 'Phone: FL 3054

COMMERCIAL BROADCASTING

Vol. 11, No. 2; Thurs., July 16, 1942
Price: 6d. per copy. Subscription: 10/- P.A.

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Colgate-Palmolive Pty. Ltd. (agency George Patterson), have issued orders for the release of their four half-hour shows "Ladies First", "Youth Show", "Rise and Shine", and "The Quiz Kids" on Mondays, Tuesdays, Wednesdays and Saturdays respectively on stations 4BU, 4CA, 3BO and 2AY, while 4TO commences with "The Quiz Kids" only for the present.

There's no dearth of support by Grafton local trading houses to 2GF—A. A. Murray have arranged for the release of the thrilling melodrama, "The Mystery of Darrington Hall", 52 x 15 minutes, on a thrifty weekly schedule in the daytime, i.e., Tuesdays, Wednesdays, and Thursdays. This makes five new releases on 2GF in recent weeks.

The Royal Cafe of Townsville who are regular advertisers on 4TO using daytime spots have resigned for an extensive campaign.

Colgate-Palmolive Pty. Ltd. (agency George Patterson Pty. Ltd.) have issued instructions for four 15-minute evening sessions weekly on 2GF Grafton, Monday to Thursday inclusive, the feature being "First Light Fraser".

Andrews Liver Salts (through George Patterson) have signed with 2UE for spot announcements in the breakfast and women's sessions for 52 weeks.

Mauri Bros. and Thompson Ltd. through A. N. White, have renewed their contract for spots in the women's session on 2UE for a period of 12 months.

Bon Marche's contract with 2UE has been renewed for a further 12 months covering spot advertising in the breakfast and evening sessions.

Vital*
-urgent*
-imperative*
Put all your Savings into
£10 NATIONAL SAVINGS BONDS

Vol. 11, No. 3
228th Issue
Thursday
July 30, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

Data

SATURDAY AUGUST 1942

NEW SOUTH WALES
31 JUL 1942
PARLIAMENTARY LIBRARY

JULY
S M T W T F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

AUGUST
S M T W T F S
30 31
1 2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29

SEPTEMBER
S M T W T F S
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30

10.15 - 11.15

Must listen to
2. U. W to night

Chief says their
45 minutes of super-
music ideal for our
brand name campaign



"THE GROCER AND MADAM"

Celebrates its
9th BIRTHDAY

Since its premiere broadcast on July 10, 1933, this feature has been on the air from Station 2SM six nights weekly for the same sponsor.

There have been many changes in world conditions since then, but "The Grocer and Madam" still goes on its merry way bringing pleasure and entertainment to listeners and doing a great selling job for its sponsors — Moran & Cato.

Further proof
that

2SM SELLS
MORE

COMMERCIAL BROADCASTING

Incorporating

BROADCASTING BUSINESS

Melb.: Cent. 4705

Sydney: FL 3054

Vol. 11, No. 3

Thursday, July 30, 1942

Price, 6d. Subscription, 10/- p.a.

Bouquet on Programs

"Your leader re Australian programs very timely. We certainly have the ways and means for production of local transcriptions. All we need is the encouragement of nationally-minded sponsors. Keep up the good work . . ."

That is an extract from a letter to the Editor of "Commercial Broadcasting", from one of Australia's best known musical arrangers and a former transcription producer, following publication in our last issue (July 16) of a warning against the opening up again of the Australian market to a flood of American transcriptions.

With numbers of Americans now in Australia some sympathy may be felt for the troops, that they cannot hear some of the popular American serials and other features with which they have been brought up in their native States. But sympathy should not override common sense. It should not take the American's very long to become attuned to our own programs and our own particular sense of humour. Anyway that's what we want them to do. Australia's own national outlook, our national culture are very important to us. The more desirable people from overseas we can accustom to or even win over to that outlook the better it will be for us.

The point stressed in last "C.B." was that the ban imposed on the importation of completely transcribed broadcast programs had given Australian program producers, in the live artist as well as the transcription field, a great opportunity to develop their talents and techniques. They did not fail to grasp this opportunity as evidenced by the vastly improved quality, particularly of transcribed shows, of features made in the past 12 months.

Quite a few courageous and "nationally-minded" sponsors have backed the production of first class Australian features for broadcast entertainment. It is expected that a few more will shortly follow suit. This would be a crucially dangerous time to allow a sudden influx of overseas produced programs.

(See story page 4)

Poser on "Medicine"

The regulation under the Broadcasting Act issued on July 1 last giving broadcasting stations the right to refuse to broadcast certain advertisements to some extent helps to clarify the provision in the Broadcasting Act which makes it compulsory for all advertisements relating to any medicine to be approved by the Director-General of Health before being transmitted.

It is known that some doubt existed whether, in the absence of the new regulation, a broadcasting station could, within its rights, refuse to broadcast a medical advertisement that had not received the approval of the Director-General of Health.

It would appear clear now however that the intention is to throw the onus upon the advertiser or his advertising agent to satisfy the broadcasting station that given material has been passed by the Director-General of Health. In the absence of the authority to broadcast, the station is within its rights and indeed now must refuse to broadcast a medical advertisement if the management is not satisfied that the material has been approved. It looks like a case of another official stamp.

There is still one point in relation to this type of advertising on which there has so far appeared no clarification whatever. And that is the definition of "an advertisement relating to medicine". It is presumed that medicine means "patent medicine", but does it also mean other forms of medicine which are not "proprietary lines"? Does "medicine" within the meaning of the Act include ointment and such substances as are not taken internally for the alleviation of ailments?

Perhaps representations might be made to the Parliamentary Standing Committee on Broadcasting to bring in a regulation which would satisfactorily clear up this matter.

Why Not a Federal Trade Commission

While the "medicine advertising" provision in the Broadcasting Act is merely an invention to meet a necessity, there is nothing new in the idea of advertising control. The novel twist in the Broadcasting Act is that the "control" (as it is intended to be) is confined to one type of advertising. Surely it is as serious a matter to mislead the public in the matter of foodstuffs as it is to

Manpower and the Economy of Broadcasting

Drastic changes will soon be seen in the newspaper industry in Australia if the manpower demands made by the Government are implemented.

In a series of conferences recently between the newspaper proprietors and the manpower authorities it was made clear to the newspapers that the Government expected the newspapers to make drastic reductions of their staffs to help meet the demand for employees in the munitions and other war industries as well as for the fighting services.

It is anticipated that as one measure which the newspapers will adopt towards meeting the Government's demands is the reduction of the size of papers to about four pages daily.

Numbers of broadcasters are wondering at this stage what demands will be made on the broadcasting industry. If a similar percentage of staff reduction as that demanded from the newspapers was also demanded from broadcasting many if not all commercial stations would go out of existence. Broadcasting staffs have long since been "cut to the bone" through voluntary enlistments into the fighting services and later through the call-ups of the various age group men.

But no problem has ever thrown into bolder relief the economy of broadcasting as compared with other forms of news dissemination, than this dragnet for manpower.

A broadcasting station employing only a very small per centage of the number of technical men required to produce a newspaper, can cover the same ground combining news, advertisements and entertainment, so far as the dissemination of those features are concerned. The question of news collection of course is another matter, and one which must inevitably be left in the hands of the newspapers for at least the duration of the war.

mislead them in relation to a medicine. And if the argument is taken that far it should go further and the control extended to all forms of advertising of goods and services.

There is only one sane way out of that maze. It is the establishment of a body along the lines of the American Federal Trade Commission. The FTC is the policeman of all trading practice in the United States and the protector of the public against exploitation by unscrupulous traders.

Australian Transcription Industry and Artists Prepare to Meet Any Move to Lift Ban on Imported Discs

Although it is generally felt that the Government would turn only a deaf ear to any representations made to it to have the ban on imported transcriptions lifted ("C.B.", July 16, 1942), the recording, transcription, disc manufacturing industries, actors and producers and others vitally interested in the mooted move, are taking no chances of their side of the picture being considered by the authorities.

Meetings have been held in Melbourne and in Sydney with the idea of protesting, if necessary, against the suggested scheme of lifting the ban.

A meeting was held in Sydney on Monday afternoon at which representatives of recording organisations, producers, transcription makers, script writers, disc manufacturers and actors attended.

Moved by Mr. Hal Alexander and seconded by Mr. George Matthews the following resolution was carried unanimously:—

"That this meeting of all sections of the Australian radio transcription industry and profession including artists, producers, writers and managements and manufacturers of recording blank discs views with alarm any effort or efforts to have the present Governmental ban upon radio transcriptions being imported from other countries lifted or partially removed, and feel that it is in the best interests of the present and future of the Australian industry that the ban remains as it is at this date and that no alteration of the present conditions should be agreed to by any Governmental authority. We feel also that should any move be made by interested parties to ask the Government to modify or remove

the ban that immediate steps must be taken by the industry and profession to fight any such move in order to ensure the future development and continuance of this growing and important Australian industry."

Mr. Edward Howell, who acted as chairman of the meeting stressed the great strides which the transcription industry in Australia had made in the past few years. "During the past five years," he said, "a substantial industry has been built up in the making of Australian electrical transcriptions and musical recordings."

He went on to instance the case of one transcription making unit in Sydney which in the past five years had paid out £7,000 to script writers alone, and over £35,000 in artists fees for plays produced. If such figures were multiplied by the numbers of other houses in other capital cities as well as in Sydney it would be seen that this really was a big industry and one which would develop very greatly if given the opportunity. The Government had provided that opportunity when some 12 months ago it had imposed the ban on the importation of overseas transcriptions.

Mr. Howell pointed out that during the time the ban had been on overseas transcription houses probably had built up considerable stocks of features which could be unloaded on the Australian market at five to ten dollars a side, if the ban was lifted.

Mr. Harry Dearth added that there was probably a big stock of poor shows

also stocked up ready to be unloaded here if the opportunity presented, itself. In past years the public had got very "fed up" with the plethora of overseas transcriptions on the air. Mr. Dearth said that there were a lot of very fine overseas transcriptions but also a lot of bad ones. Their unbridled usage in this country cut across our own cultural development.

Mr. Harry Harper contended that it might be possible to allow in the highest grade American shows but to clamp down on the "cheapies".

Mr. Howell replied that it seemed impossible to police such a scheme. It would be possible to put Jack Benny or any other great American artist on the air throughout Australia at "about a pound a pop".

Mr. George Matthews drew attention to the fact that since the ban was imposed several Australian manufacturers of blank discs had invested considerable money in establishing their goods on the market and in providing necessary equipment, etc. Some Australian made discs were now of as good quality as could be expected from any country. For his part he was content to rely upon them solely at their present quality.

Mr. Lane of Recording Products, manufacturers of the Audex blank disc stated that it took his firm three and a half years to perfect a disc suitable for the Australian market. He wholeheartedly supported the resolution.

Mr. Alexander pointed out that there was a total ban on the importation of wheat and of wool and of numerous other articles into Australia. There was no logical reason why the transcription industry should receive less protection than any other industry. In other countries the Governments lay out certain expenditures on the development of national culture. In Australia that was not done, therefore the least the Government could do would be to refrain from discouraging an industry which was having a very important bearing upon the nation's cultural development.

2½ Per Cent Australian

The Parliamentary Standing Committee on Broadcasting is giving consideration to the problem of implementing the provision in the Australian Broadcasting Act requiring broadcasting stations to include at least 2½% of Australian compositions in all musical playing time on the air.

Without a somewhat tiresome repetition of the same musical numbers some broadcasters are finding difficulty in conforming to the requirements of the Act, in this particular regard.

The Committee heard evidence on the point from Mr. J. O'Hagan, well known song writer, representatives of commercial stations and of APRA, during a recent sitting in Melbourne. It was decided to hold a further conference in Sydney which could be attended by representatives of the ABC and Columbia Graphophone (Aust.) Pty. Ltd., as well.

3 minutes for £1,050

Madame "Monica" was one of those interviewed in "50 AND OVER" on Sunday, July 5th. She told of the "Sleeping Bags for Soldiers" work, and how it must stop for lack of funds.



John Dexter interviews Madame "Monica" in "50 AND OVER"

Unsolicited donations came by telephone and by mail.

On Sunday, July 12th, a 3-minute appeal for funds was made in the middle of "50 AND OVER".

On Thursday, July 16th, Maples', the sponsors of the programme, acknowledged receipt of £1,050 from 3UZ listeners. (And another £300 was given by listeners on Thursday, during the broadcasting of the acknowledgements).

The Sleeping Bag work goes on now with adequate funds.

* * * * *

This is a good job well done. This Leyshon Publicity radio production, "50 AND OVER", runs from 7.38 to 8.23 p.m. Sundays, against strong competitive programmes.

Some weeks ago, 3UZ reported in "Commercial Broadcasting" that another Leyshon production — "ARE YOU AN ARTIST" (8.35 to 9.5 p.m., Sundays) — received mail to the extent of 1,000 letters weekly.

Sunday night at 3UZ is STRONG.

3UZ

MELBOURNE

*Money still arriving:
Total now £1,783-4-9*

2MW

MURWILLUMBAH

SYDNEY REPRESENTATIVE

WALTER J. SMYTH
Carrington Street
Sydney

TIME

waits for no man!

Time on 2MW is precious . . . if you want to spread your sales message per medium of the two state station of the Northern Rivers, contact their representative TODAY. 2MW carries your sales message into the homes of over 100,000 . . . yet rates are attractively low.

Government Realises Important Part Radio is Playing in War Effort

P.M.G. Endeavouring to Secure Materials for Receiver Parts

The problem of providing sufficient materials for the maintenance of the maximum number of radio sets in operation throughout Australia during the war is giving the authorities grave concern.

The Postmaster-General, Senator W. P. Ashley, is fully alive to the situation and is making every effort to devise ways to check the downward drift in licence figures which is probably due to the difficulty in obtaining replacement parts for receiving sets in the homes.

When asking the Minister for Munitions to consider the difficulty being experienced in obtaining maintenance parts for wireless receivers, the Postmaster-General (Senator Ashley) said that it would be a matter of grave concern if listeners were deprived of the use of their sets through inability to obtain essential parts.

Senator Ashley said that the radio industry was confronted with difficulties in obtaining adequate supplies of valves, batteries, condensers and other essential replacement parts.

He commented that broadcasting affords an excellent medium for the dissemination of Government announcements, and its value in this direction would be very much greater in the event of actual hostilities occurring in Australia or any other grave emergency.

"The important part which radio would play in the maintenance of public morale is realised by the Government," he said.

"I regard it as imperative in the interests of public safety that there should be a wireless receiver in every home, but from the information placed before me it would appear that unless the present position regarding supplies of essential spare parts is improved, a large proportion of the population will, in the course of time, be unable to use their sets."

He said that the outlook in respect of battery operated receivers, which were

extensively used in country districts, appeared to be particularly serious because batteries in normal circumstances required replacement at fairly frequent intervals.

The number of broadcast listeners' licences had in recent months shown a decided downward trend, and this was probably due to the difficulty in obtaining renewals of essential parts for the sets.

Senator Ashley expressed to the Minister for Munitions the view that if it was practicable to ease the position without interfering with the output of essential defence equipment, supplies of the necessary materials should be released for civil purposes as soon as possible.

With officers of the Munitions Department, Mr. Makin is investigating the position.

OBITUARY

MRS. F. E. LEVY

The many friends throughout Australia of Mr. Francis E. Levy, sales manager of 2UW Sydney, were shocked to learn of the death of his wife, Esther Leah Levy, on Monday, July 20, after a short illness. After a private service at her late residence on July 21 the funeral left for the Jewish Cemetery, Rookwood.

The funeral was largely attended including representatives from all sections of commercial circles in Sydney.

CROFT'S RADIO REVELS

When 3XY Melbourne advertised five of their live-artist shows in our last issue, a typographical error crept into the title of "Croft's Radio Revels", first show listed in the five big features.

N.Z. Commercial Service Nets £62,983

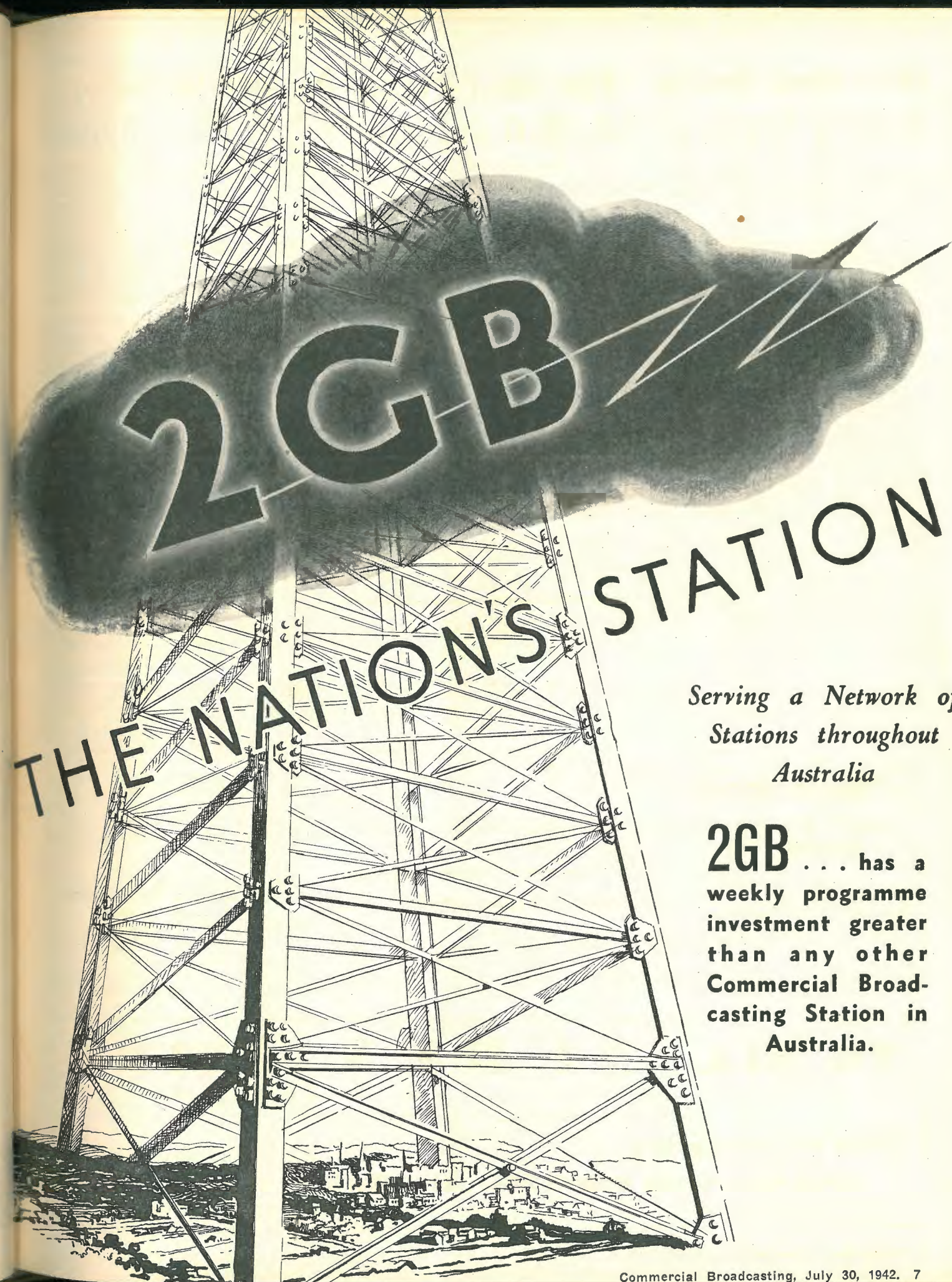
The annual report of the New Zealand National Broadcasting Services reveals that the commercial service made a net profit on operations amounting to £62,983, for the year ended March 31 last. This figure is an increase of £10,899 over that of the previous year.

In his report to Parliament the controller of the National Commercial Broadcasting Service, Mr. C. G. Scrimgeour stated that the period under review represents the second complete year of operation under stress of war conditions, and in spite of these abnormal conditions the Service has established new peaks in both sales of station time and also in net profit. Since its inception sales revenue has climbed steadily from the sum of £98,419 in the first complete year of operation to the end of 31st March, 1938, to the sum of £224,514 for the year under review, last year's figures being £205,953. The net profit for the year was £62,983, an increase over the previous year of £10,899.

"The authorities continued to use on an increasing scale the facilities of the Service for the broadcasting of National Service talks, announcements, etc., and considerable usage was made of the Service's own production unit for recording matter for the various branches of war publicity, etc. Marked success was achieved in the Liberty Loan and Bonds for Bombers Campaigns, etc.

"The functions of the Service to attract and hold the largest volume of listening by the provision of bright, popular, and diversified entertainment were maintained and further progress was made in the development of the Service's production studios and the utilisation of local talent.

"On 6th October, 1941, Station 1ZB moved into new quarters in Durham Street, these premises being the most up-to-date and efficiently designed broadcasting studios in the Southern Hemisphere, comparing favourably with the latest trend in America and Great Britain".



Serving a Network of Stations throughout Australia

2GB . . . has a weekly programme investment greater than any other Commercial Broadcasting Station in Australia.

TO ALL AUDEX USERS

Help us to maintain service by returning promptly all empty containers and spacing washers of AUDEX SUPER QUALITY RECORDING DISCS.

Help us to help you!

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

167 Queen Street, Melbourne

B. T. Sheil Resigns A Pioneer of Commercial Radio

It is learned from New Zealand that Mr. B. T. Sheil, deputy controller of the National Commercial Broadcasting Service has tendered his resignation after an association with NCBS dating back to its inception in 1936.

During his term of office, Mr. Sheil played an important part in the successful development of the service, displaying outstanding ability and that enterprise so essential to a broadcasting executive.

When the service was established, it was Mr. Sheil's first task to sell commercial radio to New Zealand advertisers and the success of his work is evidenced by the fact that within a few short years there was little time available for purchase on any of the ZB stations.

One of his important jobs was the designing of the four ZB stations of which New Zealand can be justly proud as they compare favourably with anything abroad. A commercial radio station is a business organisation as well as a broadcasting studio and the designing of the premises is more than an architectural problem. In this aspect of his work, Mr. Sheil was eminently successful and displayed unusual ingenuity and knowledge.

Help the War Effort

Radio being a powerful medium of publicity, it was inevitable that Mr. Sheil's services should be used in connection with the Nation's war effort. Immediately after the outbreak of war he was appointed Radio Co-ordination Officer and upon the establishment of the War Publicity Committee, he was made a member.

In this capacity he organised for the committee such successful publicity efforts as the Safety for Shipping Campaign, the Binocular Appeal, the Bonds for Bombers Campaign and the recent Liberty Loan. The outstanding success achieved in all these matters was largely due to his enterprise and publicity skill.

RADIO FOR POST WAR PUBLICITY OF AUSTRALIAN PRODUCTS

Suggestion Before Parliamentary Standing Committee on Broadcasting

A suggestion that national and commercial broadcasting interests might combine to provide post war broadcast programs of high class materials suitable for short-wave transmission to overseas countries was discussed before the Parliamentary Standing Committee on Broadcasting at a recent sitting in Melbourne.

Mr. Dave Worrall, manager of 3DB and senior vice-president of the Australian Federation of Commercial Broadcasting Stations, submitted the view that while it would pay Australia to help advertise Australian goods on overseas markets by such broadcasts the plan would best be left to commercial enterprise to develop.

When Australia was seeking overseas markets after the war, said Mr. Worrall, it would be able to serve the Middle and Far East and Pacific countries, especially English-speaking countries. He thought that Australia could help Britain by these broadcasts, and large firms might welcome the chance to advertise goods in other parts of the world.

A 1,000-watt station to broadcast short-wave programs would cost between £100,000 and £200,000, said Mr. J. Martin, Chief Inspector of Wireless, PMG's Department.

Mr. Ray Dooley, secretary of the Australian Federation of Commercial Broadcasting Stations told the Committee that he thought the British Board of Trade and the Australian Federal Commercial Department might be interested in the scheme for Australian world-wide commercial shortwave programs.

Mr. Riordan, M.H.R., a member of the Committee, pointed out that if such a plan were adopted combining the activities of national as well as commercial stations, the Broadcasting Act would have to be amended to permit national stations broadcasting advertisements.

Five More Planes Donated in the Dr. W. G. Goddard Trainer Plane Appeal

On Sunday, July 12, Dr. W. G. Goddard handed over to the Minister for Air (Hon. A. S. Drakeford), 5 plaques to be attached to the first five planes of the Second Trainer Plane Squadron donated to the RAAF as a result of Dr. Goddard's Appeal over 4BC and associate stations 4SB, 4GR and 4RO.

This ceremony marked the placing up to date of seventeen trainer planes in the air.

The Air Minister expressed his sincere appreciation of the invitation extended to him by Dr. Goddard on behalf of the Round Table Club Plane Appeal Committee to be present at this memorable function.

"This wonderful effort sets to the entire Australian nation an inspiring example of time, work, and money expended in the service of the United Nations and is symbolical of an inflexible will to win," Mr. Drakeford said.

"Dr. Goddard, I congratulate you, your wonderful Committee and every citizen, who subscribed in any way to this appeal, upon the great result obtained. I congratulate you one and all on behalf of the Government of the Commonwealth of Australia and personally as the Ministerial head of the Air Force. This applies also to the Commonwealth Broadcasting Co. of Queensland Ltd. which has generously donated all the radio time in support of the appeal. I ask the company to accept the thanks of the Government.

"It is fitting that your Committee carries the name of 'Round Table' for the knights of the Round Table all possessed a very keen sense of duty to their fellows and to their country.

"Your presentation of seventeen aircraft to your country in its hour of dire need when every plane counts is a magnificent demonstration of the fact that the noble spirit of the Knights of the Round Table still burns brightly within the hearts of true patriots.

"My experience and the experience that the Royal Australian Air Force has had of your Committee indicates that when you get your heads together round a table, whether the table be round, oval, or square, tangible results always accrue for Australia's war effort.

Unfortunately in Australia there are still some people who do not seem to realize their peril and wish to continue to live today the same existence that they did in times of Peace before this ghastly totalitarian menace embroiled us in this maelstrom of arms that will go down as the greatest war in human history.

"I do not propose to embark on a detailed analysis of the war nor to address you at considerable length. Neither will I feed you on the sweet syrup of complacency and self satisfaction. I mean every word that I say. I propose to be realistic in my approach to our immense war problems because I am sure that never before has there been such a pressing need for an appreciation of our common peril and a clear realisation of our duties and responsibilities. It is madness for any Australian to treat this war casually as if it were some remote clash of arms and not the terrible menace of a menacing brown imperialism that stands at our very doorstep.

"In happier circumstances, I, as a Labor man, might well be expected to talk to you about matters concerning social progress and new plans for the economic betterment of the people. These things that make for a better world are always near to my heart and mind, and they have not been neglected nor forgotten.

"Unhappily, however, the special responsibility of assisting to organise the nation's war effort demands almost all of one's energies and attention. The supreme object of winning the war necessarily towers above everything else.

"The Government stands entrusted with the task of marshalling all the economic, industrial, and military resources of the nation so that we can surely employ Australia's utmost strength in the struggle to retain Australia for Australians.

"I have a strong conviction that ultimately there will be such a rousing of the people of the United Nations that the large cards will throw off their lethargy and all play a part in bringing this conflict to a glorious and victorious conclusion.

STANDARDISED RECEIVERS IN ALL SCHOOLS?

The suggestion recently put before the Parliamentary Standing Committee on Broadcasting that Australia should develop a scheme which would enable the introduction of standardised wireless receiving sets in all schools throughout Australia, is not novel. The idea was apparently developed in at least some continental countries where the facilities of radio communication have been more thoroughly appreciated than they have in our country.

The Chairman of the Committee, Mr. Calwell, M.H.R., stated that it was hoped all schools would eventually have standardised sets of a special type which could be cheaply produced. The question as to whether the Federal or State Governments or parents' committees should foot the bill would have to be settled later he said.

SPECIAL TRANSCRIPTION ANNOUNCEMENT

"FOREVER YOUNG"



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**Anzacs
Calling
Home**



Considerable interest was recently created by the BBC program which gave a "salute" to Wollongong, N.S.W., and included several former employees of 2WL. This picture from the BBC shows eight Australians on leave visiting two of their convalescent coppers at a famous London Hospital. The BBC recording van was present so both patients and visitors were invited to send messages through the weekly program "Anzacs Calling Home". Holding the microphone are Sergeant Tommie Dufty (left) from Nhill, Victoria, and

Leading Aircraftsman Max Duggan (right) from Lindisfarne, Tasmania, and in the group behind them are: Sergeant Thomas Simpson from Hobart, Tasmania; Leading Aircraftman Peter Mort from Bunbury, Western Australia; Pilot Officer Ben Broitt from Sydney, New South Wales; Pilot Officer Roderick Ferry from Cranbrook, Western Australia, Sergeant Alf Augustious from Melbourne, Victoria; Sergeant Harold Camps from Newcastle, New South Wales; and Corporal Bill Hort from Healesville, Victoria.



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"I Saw It Happen"

Factual Program for Pepsodent

For their new Macquarie Network campaign, Pepsodent Tooth Paste have obtained one of the most topical and outstanding programs of the moment—"I Saw It Happen".

The idea behind the program is to bring to the microphone colourful international figures who have, and who are visiting Australia as a direct result of war conditions. These speakers include members of the Allied Air Force whose duties have won them honours and decorations; others include famous war correspondents, news reel camera men and radio commentators whose work has put them in the position to be an eye witness of some of the most daring, dangerous and dramatic incidents in living memory. In short, "I Saw It Happen" is a program of historical interest, for each of these men gives a glimpse of history in the making. In the opening program Mr. Fred. Daniell introduces two speakers. They are Patrick Maitland who was special correspondent of the "London Times" in Poland at the outbreak of the war. Today he is war correspondent attached to General MacArthur's Staff, representing the London "News Chronical".

His story of the first three days of the war—those days in which Poland alone bore the brunt of the attack, without knowing whether she would have allies or not, was a vivid word picture of the surprise and horror that greeted Hitler's ferocious attack on his neighbours.

For the second interview in the first broadcast, Mr. Daniell introduced an Officer of the Royal Netherlands East Indies—Captain Reinderhoff, who told of the total demolition of the great oil fields of Tarakan and Balikpapan, in the Netherlands East Indies.

In view of the national importance of this program, the sponsors, the makers of Pepsodent Tooth Paste, have contented themselves with a mere mention of their name as the sponsor of the session, in place of the usual commercial copy.

"I Saw It Happen" is broadcast on most of the Macquarie Network stations at 8.45 p.m., Fridays. In one or two cases however it is scheduled slightly later.

UNITED AUSTRALIA ORGANISATION

Following on the series of talks given over 3XY at 7.30 p.m. on Mondays by the Young Nationalists' Organisation, the United Australia Organisation has commenced a series at the same hour. To date, Mr. Norman O'Brien has given two addresses, one upon the subject of "Parliamentary Government", and the second upon "Freedom and Restraint". Mr. O'Brien is a member of the central executive of the U.A.W.

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MIDDAY O.K. FOR MAN ON THE LAND

The later opening time for radio stations in the mornings compared with pre-war schedules brought about the need for discovering another "receptive hour" for the man on the land type of sessions broadcast by several stations throughout Australia.

One of the most famous "man on the land" sessions was that conducted in the very early morning by Mr. J. Crawcour of 2SM. His authoritative voice covers every type of subject in farming, grazing and agriculture and in his work for the rural folks over the past few years he has had the wholehearted co-operation of the Department of Agriculture and other N.S.W. Government Departments.

In addition to the purely country interest in the sessions the last ten minutes of each broadcast is devoted to matters of more concern to metropolitan listeners, such as poultry notes, care of pets, etc., and a barometer of ruling market prices for vegetables and fodder.

It was feared that the necessity for taking this session off the early morning schedule would cause a possible falling away in the regular set of country and suburban listeners interested in land subjects. The time for the talks was shifted to 12.35 p.m. daily except Sundays and now after several weeks, 2SM management finds that far from a falling off of listeners the mail response indicates an ever wider listening field.

And this "mail response" comes not only from those seeking advice. One of Australia's best known graziers one day last week telegraphed a message of congratulations to Mr. Crawcour upon one of his midday broadcasts.

"TO DEATH AND BACK"

Before war came to the Pacific, Frank Westhoven, now a Warrant Officer in the AIF abroad, led a party of three fellow Australians and a large number of native carriers and shoot boys into the Papuan jungle country in a search for gold.

Station 2CH is now broadcasting the dramatised story of this amazing journey, written from Westhoven's remarkable diary of the expedition under the title of "To Death and Back".

In the wild, unexplored regions of Papua, Westhoven found a new people, thoroughly cannibalistic in their tastes, where stone axes, spears and poisoned arrows are the weapons for attack and defence and where the Headman of the village counted the skulls of his victims in just the same way as 1,000 years before.

Frank Westhoven who takes part in the radio drama has since won fame as one of the "Rats" of Tobruk during its eight month's siege in 1941. Others in the cast of "To Death and Back" are John Saul, Marshall Crosby, Ron Randall, Cecil Perry and Eric Pearce. "To Death and Back", recorded by AWA, has already been released in New Zealand.

MADGE THOMAS GOES TO SYDNEY

Now presenting the "Women in the Home" session from 2CH is Madge Thomas who has joined 2CH following seven years' association with 3XY Melbourne.

A native of Tasmania, Madge Thomas did considerable radio work in New Zealand before joining 3XY and her experience has given her a wide knowledge and understanding of the requirements of women in connection with radio. She joined 3XY several weeks before that station commenced operations, and as



"Sally" (right) successor at 3XY to Madge Thomas as organiser of the station's club activities, snapped with Madge prior to the latter's departure for Sydney.

a result of her preparatory work she was able to launch the Women's Club activities with an assurance of success. Apart from her work as women's club organiser Madge Thomas is well known in Melbourne as a dramatic actress. Her most successful role was that of the original Mrs. Barber in the Melbourne production of "One Man's Family", playing the part for three years until the show went off the air, owing to lack of new scripts from America.

Madge Thomas has appeared in many other successful radio dramas in Melbourne and she will probably be heard in many new productions in Sydney in future. She is on the air from 2CH from 9 a.m. to 10.30 a.m. daily, Monday to Friday. The appeal to women is now particularly strong on 2CH, for apart from Madge Thomas' session, womenfolk are also entertained by "Home Harmony", with Joan Read from 11 a.m. to 1 p.m., and "Melody Matinee" with Hilda Morse, from 2 to 3.45 p.m., both of whom have built up big followings on the air.

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OVER 50's SHOW HAS MIGHTY "PULL" Unsolicited Money Pours in After Interview

The "50 and Over" show on 3UZ Melbourne Sunday nights which hasn't been running very long and was adopted from the Sydney show of the same title which has proved very successful on 2SM, is certainly commanding an appreciative audience in Victoria.

A 3-minute announcement during the show was worth over £1,780 with money still arriving when this issue went to press. Madame "Monica" was one of the "over 50's" interviewed in the session and she told of the sleeping bags she and her helpers were making for soldiers and how the work would have to stop for lack of funds. Unsolicited donations began to arrive by phone and by mail. There was no intention then of launching an appeal. On Sunday, July 12, a 3-minute appeal in the middle of "50 and Over" was made for funds and up to Monday last, July 27, over £1,780 had come in from 3UZ listeners to help Madame Monica keep on with her helpers making sleeping bags for soldiers. In the first four days after the broadcast £1,050 was given.

The whole thing showed a spontaneous response from the "50 and Over" audience—an appeal created by the audience's desire to do something and then handed on to the station to run. Apart from about 20 cheques over £20 all the money was in small donations of less than £10.

ARMY UNIT PROVIDES BROADCAST PROGRAM

Conducted under the auspices of the Eastern Command Educational Scheme a new program broadcast from 2UE every Sunday at 8.30 p.m. is "106 on Parade".

This 30-minute live artist show is made up of members of an army transport unit.

All the performers are military truck drivers, but included in the ranks are many notable professional entertainers. These include the vocalist, Norm Gayton, who has many recordings to his credit, and Reg Robinson, formerly of the Trocadero, who leads a 10-piece orchestra.

All money raised by the group is set aside for the camp welfare and comforts fund; while all members of the unit with musical aspirations are encouraged by the Eastern Command who see in them possible post-war professional entertainers.

LOVE & LEWIS AIR NEW TRANSCRIPTION

"Dramatic Moments", a series of 54 x 5-minute episodes recorded by AWA, commenced on Monday, July 20, over 3XY, under the sponsorship of Love & Lewis, drapery house, of Bourke Street, Melbourne, and Chapel Street, Prahran.

Covering a wide series of topics, episodes bear titles such as "The Black-mailer", "Spanish Lesson", "The Model", "Escape" and "Gone Before". Cast in-

INDEPENDENCE DAY BROADCAST

American Independence Day, which was of special significance in Sydney this year was fittingly observed by 2CH on Saturday, July 4, when three special broadcasts were included in the evening program.

The first was an address by Sir Ernest Fisk, chairman of directors of Amalgamated Wireless (A/sia) Ltd., who gave a descriptive talk, commencing at 7.15 p.m. on "The Star Spangled Banner". His address extended to 7.30 p.m. and during that period he touched briefly on the events leading to America's independence, and he also dealt with the origin of the American flag.

At 8 p.m. 2CH presented the American episode in the stirring transcription series, "Rally to the Flag", in which the story of America's part in the present struggle is thrillingly told in song and story.

"Rally to the Flag" was followed by a special broadcast of "Independence Day" a NBC Thesaurus program, the transcript being given by Hal Thompson, well known American radio personality at present in this country.

cludes Ron Randell, Harvey Adams, Alfred Bristowe, Brenda Dunrich, Ethel Gabriel, Bebe Scott, Sheila Sewel, and Hope Suttor.

The show is aired on Mondays, Tuesdays, and Wednesdays at 7.40 p.m., and on Thursday at 9.45 p.m.

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"Aussies and Yanks" in Quiz Show in Melbourne



Critics and listeners alike have voted 3KZ's "Aussies and Yanks" International Quiz an excellent way of promoting goodwill between the fighting services. When this breezy quiz first started some weeks ago, it was conducted in KZ's studios, but is now "aired" from "The Dugout", Melbourne's famous air-conditioned recreation centre for the troops of all ranks, services and races. With Norman Banks handling the quiz, the boys enter into the spirit of things, with an excellent background provided by some hundreds of uniformed lads. Good fun is the key-note, the questions being of a general nature. "Aussies and Yanks" consists of three teams of four men representing three services from Australia and U.S.A. and four points are awarded for a question correctly answered. Each competitor in each team receives 5/- and the four members of the winning team an extra 15/- each. Every week there's a jackpot question put to all the boys, and if unanswered, jackpots £1 every show. "Aussies and Yanks" is broadcast Friday nights from 8.30 to 9 by arrangement with T. B. Guest & Co. Pty. Ltd.

OUTSTANDING MUSIC IN "LEST WE FORGET"

"Lest We Forget" written and composed by Norman Banks, and broadcast from 3KZ Sunday nights at 8.30, and is dedicated to the work of the Red Cross recently incorporated the unique rendition of "Concerto for Two".

Taken from the "Concerto" by Tchaikowski this brilliant arrangement by Hector Crawford, musical director of "Lest We Forget", featured a choir of 100 voices, together with Anthony Strange and Sylvia Fisher, with Max Balderson at the grand organ. Many requests have been received through 3KZ for a repeat performance of the particular number and also many offers were received for pressings of the disc including one from a listener who offered £25 to the Red Cross if he were allowed to have a copy.

HOYTS PLUG SUBURBAN THEATRES Reduced Travelling Trend

The inaugural session of "Movies and Music" sponsored by Hoyt's Suburban Theatres over 2KY Sydney (52 weeks) was broadcast on July 25.

A daily presentation of a half-hour's duration this brand-new feature has been arranged specially for suburbanites. Included in the musical items broadcast are excerpts from the pictures "now showing" at the various suburban theatres, the idea being not only to publicise Hoyt's featured programs, but to inculcate in the minds of listeners a desire to see the film at their local theatre.

Comper of the presentation is Ron Whelan with his sound knowledge of filmdom. Featured in all Cineasound's productions as the "villain of the piece", Ron made perhaps his biggest hit in "Lovers and Luggers"—at any rate, he admits to having enjoyed playing the role of Mendazo more than any other.

The son of one of Australia's leading vaudeville artists, Albert Whelan, Ron became interested in the stage at an early age, his shrewd criticisms of current productions never failing to win the appreciation of his dad.

FRIENDSHIP CLUB HELPS AGAIN

The 3SR "Friendship Club" has raised £850 in ten weeks and for the second time this enthusiastic band of women of Northern Victoria and the Riverina has assisted the national effort by presenting equipment to the Defence Dept.

On the first occasion two field ambulances, valued at £1,000 were presented and on July 12, 1942, "Betty" of 3SR the Club President, presented a completely equipped "Mobile Kitchen" to Brigadier Christison who received it on behalf of the Defence Dept.

Members of the RAAF staged an inter-squadron sports meeting and a U.S.A. band recital. During the afternoon a collection was made for the "Prisoners of War Fund" which raised £106.

Representatives of the 3SR Friendship Club branches were in attendance from Myrtleford, Wangaratta, Benalla, Violet Town, Euroa, Kyabram, Merrigum, Lancaster, Tocumwal, Finlay, Berrigan, Tongala, Melbourne and as the ceremony was held at Shepparton that branch was well represented.

PEPSODENT SHOW FROM 2UE

"Everybody Shine" is the appropriate title of the new Pepsodent session now featured from 2UE every Friday at 9.30 p.m.

The contract was through J. Rist, Melbourne, and calls for 26 half-hour sessions.

Allan Toohey is comper of "Everybody Shine" which is a musical presentation. It also features a "Know Your Artists" quiz.

MACQUARIE QUIZ KIDS SHOW

The success of the 2GB "Quiz Kids" session which is now broadcast over all stations of the Macquarie Network, is shown by the number of questions so far submitted by listeners for use in the session. When the session was only broadcast over 2GB, questions came from many parts of Australia, but over recent weeks the inter-state correspondence has increased considerably. Between 4,000 and 5,000 questions have already been received.

In the selection of questions for broadcast over the air, only a very small proportion of those submitted can be used, and this selection entails a three or four hours sitting by a special committee whose duty it is to pick out those questions most suitable for use in the session.

One listener submitted a question dealing with the only three stamps issued in Australia of the 5/- denomination. The listener asked that this question should be put to Shirley Christensen, who is herself a stamp collector, and also requested that the three stamps which he enclosed should be given to her as a gift. The actual catalogue value of these three stamps is something like 30/-. Another listener submitted an ear of rice, asking the kids to identify it, whilst yet another listener asked what was the smallest denomination of a coin issued in England. The answer was one third of a farthing, and one of these coins was contained in the envelope as proof.

ADVENTURE SERIES

Station 2CH is now presenting a thrilling adventure series in "The Green Hornet" in which the central figure is a latter-day Robin Hood who sets out to expose racketeering and crime.

As each episode is complete in itself the entertainment has a strong appeal which is sustained by the mystery associated with the Green Hornet's identity and the effective manner in which he breaks up the gangs he has chosen to be next in line for an overdue "clean-up".

The Green Hornet is in reality Britt Read, son of a powerful newspaper publisher, who has been placed in charge of the publication. Familiar through his contact with the police and his own reporters with the crime and racketeering which operates just within the law he uses ingenious methods to bring the criminals to justice.

"The Green Hornet", which has already appeared in serial form, on the motion picture screens of Australia, is scheduled on 2CH every Thursday at 8 p.m.

LATE SPORTING SESSION

Commencing on Saturday, August 1, 3XY will commence a news Sports Results Session, to be broadcast each Saturday night at 11 p.m. Results of all important sporting fixtures from the various States—racing, boxing, football, tennis—will be supplied to enthusiasts, the session being of from ten to fifteen minutes' duration.

Among the Sponsors

A. McLintock & Co. Pty. Ltd., Collingwood, are using 5 x 100-word announcements per week on 3XY in the evening sessions. Contract covers 13 weeks. The announcements are recorded.

Leonard Wight, Arthritis Specialist, of Collins Street, has renewed his contract with 3XY for 52 x 1-hour sessions, heard each Wednesday at 12 noon.

Godfrey Vacuum Cleaners, Russell Street, Melbourne, have renewed their contract for announcements in 3XY's Shoppers' Session. Contract covers 52 weeks.

Savons Pty. Ltd., makers of Lavex have renewed their contract on 2GB for a further period of a year, using the breakfast session three mornings a week, featuring outstanding comedy recordings.

The popular Monday night feature by Payne's has been resumed on 3KZ after an absence of some weeks from the air. The half hour program is written and compered by Lewis Bennett and deals with interesting and little known facts in the lives of famous composers.

The John Bentley Salons, Brisbane's largest hairdressing organisation, have again signed up with 4BC, this time for 26 x 30 minute sessions, sponsoring "The Witch's Tale" as the opening feature on relay to 4SB South Burnett.

The State Government Insurance Office have undertaken the sponsorship of "Lest We Forget", the Red Cross session, which has created so much favourable comment all over Australia. This sponsorship covers 26 hour presentations over 4BC-4SB on Sunday afternoons.

Lesleigh J. Williams, Brisbane optometrist, has re-signed with 4BC, this time for 52 quarter-hour sessions on Sunday afternoons at 5.15, using as the initial feature "The Storyman", this also being booked on relay to 4SB Kingaroy.

Salmon and Spragg, through George Patterson have signed with 2UE for spot announcements for Andrews Liver Salts.

The Queensland Hotel, Sydney, is using the 2UE racing session for spot advertising. Spot chosen is just before the cross-over to Associated Sport Broadcasts.

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Today's Sales Opportunities in the Department Store Market Says Leading U.S. Agency Executive

This article reprinted from "Sales Management" was written by James C. Cumming of the Grey Advertising Agency Inc., of New York. At the time it was written U.S. stores were not suffering the problems of clothes rationing as it is applied to Australian stores but there is a wealth of wisdom in the observations by Mr. Cumming on the question of department store trading under war time conditions which Australian readers will undoubtedly find interesting.—Editor.

If you make a food specialty, or a drug product, or any other item that is not subject to war priorities, there's a big opportunity right now for you to increase your volume by selling to the department store market. And the opportunity is even greater if your product is a service that the department store can sell.

Let's look at the situation from the retailer's angle.

In large stores, 10% to 15% of the business is done in departments seriously affected by priorities. A sizable portion of that business will, of course, be lost. That loss must be replaced.

The lines most keenly affected will probably be major household appliances, lamps, housewares, radios, phonographs, cameras and jewelry.

Some of the loss will be made up automatically, by what might be called "natural substitutes". The old-fashioned wooden ice-box, for example, is a natural substitute for the electric refrigerator. If the customer must have something for the cold storage of food, and electric refrigerators are no longer available, it stands to reason that he'll have to take an ice-box. Similarly, cast iron cooking utensils are natural substitutes for aluminium ones.

"We count on natural substitutes to replace approximately half of the volume we will lose because of priorities," says one merchant, whose attitude may be considered typical of the thoughtful retailer.

That leaves 5% to 7½% of their volume to be made up through other channels if the department stores are going to break even with last year's figures. Failure to break even is anathema to the department store operator. His every effort is directed at beating yesterday, and beating last month, and beating last year.

True, beating last year has been easy during the early months of 1942. Most retailers recognise, however, that a considerable portion of the volume they have been enjoying represents advance buying by consumers who are stocking up on rugs, girdles, clothing and housewares because of impending shortages.

Because the big retail outlets will lose many profitable lines of merchandise as war casualties, these stores are already seeking ways to replace lost volume. They'll be taking on products and services not heretofore handled through department store channels.

Eventually the department stores will be brought face to face with loss of business owing to those prospective shortages becoming acute.

To find out what merchants are planning to do to overcome eventual loss of business on merchandise affected by priorities, we questioned a number of leading retailers. Here is the consensus of their thinking on this subject:

1. They will put more and more emphasis on services. Radio repair, furniture refinishing, rug cleaning, will assume more importance in their promotional planning.
2. They will cater to the business of the service man and his relatives through special sections which are called, in many stores, "The Post Exchange".
3. They will promote women's clothing and men's furnishings more heavily than before. Men's clothing volume will be adversely affected, they feel by (a) the number of men wearing uniforms; (b) the tax burden on the man who stays at home; (c) the shortage of wool.
4. They will be on the alert to introduce new products to their customers—products for which the department store is not usually thought of as an outlet. The more courageous retailers may go far afield in their efforts to find new products they can sell. It is said in well-informed circles that Sears, Roebuck & Co. may replace some of its lost tyre and electric refrigerator business

by selling cattle, baby chicks, manure, and similar farm and garden needs through their retail department stores. Cows would not, of course, be sold over the counter, but orders would be placed for delivery from sources in the neighbourhood of the customer's home. This is indicative of how far off the beaten path a retailer may be willing to go in his quest for volume.

Specifically, then, here is the opportunity in this picture for the 68% of American manufacturers whose businesses have not been affected by priorities, and even for some whose businesses may have been affected by them.

If you offer, or can offer, a service that will help the customer's things to last longer, try offering that service through department stores. The rug manufacturer, for example, whose business has been curtailed by the wool restriction act, might be able to regain a part of his lost volume by establishing a de luxe rug cleaning service and letting the department stores sell it.

A laundry might increase its business sharply by making an arrangement with a local store for the sale of its services. The department store would handle promotion, pick-up and delivery. Think of the advantage to the prestige of your laundry business to have such a tie-up with an important department store in your city!

If you manufacture any item that can be sold through the store's Post Exchange, the department store market can give you real volume.

As a retailer of food, the department store has never been an important factor. The chain grocery store and the super market are in a position to do the job more efficiently and more economically. But as a distributor of food specialties, the department store is, or can be made, important.

Consider, for example, the experience of Birds Eye Frosted Foods. The grocery store and super market is that logical primary market for this specialty. In fact, to get a department store to sell frozen foods, the important detail of keeping them frozen in delivery must be hurdled. In spite of this fact, Birds Eye enjoys a sizeable volume of business through the few department stores to whom it has sold, with little effort, so far.

Mark-up Must Be 40% Plus

A better example in another department is the marketing of vitamin capsules. Here the logical primary is the drug store, and the capsules were duly marketed through that medium. The makers felt that one distributing channel was not enough, however. They wanted, in addition, to see their mer-

chandise promoted aggressively. Accordingly, they turned to the department store field, with marked success.

The advantages to you in selling through department stores are several:

The department store knows how to promote aggressively and is willing to spend money on promotion. This market, more than any other, will put "push" behind your product.

You capitalise on the store's customer traffic. The people, who, daily, circulate through department stores represent the upper-third income group in their communities. This traffic will become increasingly important if delivery services must be curtailed.

You make additional sales for your product, to consumers whom you would be unlikely to reach through other channels.

Here's an outline of what a manufacturer should do who wants to present to department stores a product of a type that they normally don't carry.

1. He should analyse his product carefully to be sure it can be retailed at a price that will give the store its required mark-up. If you can't promise the store a mark-up of 40%, on the retail price, forget it. As expenses mount, department stores are increasingly mark-up conscious. They don't want to initiate the offering to their customers of anything that won't show an adequate mark-up.

2. He should prepare a complete selling plan for his product, based on department store practices. This is important, because the store executive will be more interested in your product if he can see clearly how he is going to promote it. He probably won't be familiar with the field in which your product is normally sold, and will have difficulty in visualising its promotional possibilities unless you show him.

3. Prepare careful, complete selling instructions for the retail salespeople. The farther off the beaten department store path your product is, the clearer should your instructions be. The salesperson is the weak link of most department store selling programs. Be sure to strengthen it with good training material.

Plan Departmental Set-up

4. If necessary, show a complete departmental set-up for the product you are offering. If you make enough products to command an entire department, fine. If not, show what other products should be combined with yours to make a profitable department. A little unselfishness on this score will pay handsome dividends. Your plans should include (a) the department layout; (b) departmental display; (c) model stock for the department and (d) a suitable control system which you can safely recommend.

5. Study carefully to whom, in the department store organisation, your product and plans should be presented. The manufacturer of regular department store merchandise doesn't have this problem. He goes to the buyer for the department in which his merchandise is sold. Chances are, your merchandise fits into no existing department in the store. If you present it to a buyer, he

will say "no" automatically because your product doesn't fit into his established lines. Therefore, you must get your proposition before a merchandise manager, or even before the head of the store. Just whom you should see will depend on your individual product or products, but when you do see him, be sure your presentation is sufficiently complete and accurate to command his undivided attention.

The department store today presents vacuums that can and will be filled with profit to the manufacturers who fill them. Why not analyse your products to see how many of them might gain volume importantly by entering this as an additional market?



Help the DON'T TALK CAMPAIGN

Last week saw the introduction of the Army's Security Campaign with its "Don't Talk" slogan. Every publicity medium in the Commonwealth has been thrown into this campaign. Thousands of posters, notices and appeals to "Stop Talking" are being displayed in all manner of places where troops and civilians congregate.

All this would not be necessary if our people did not indulge in idle chatter.

Make sure you don't let our country down—Don't Talk.

BRITAIN'S POLICEMEN LEARNING RUSSIAN

While Soldiers and Sailors Talk Together in Chinese

British soldiers, sailors and airmen are learning to speak Chinese—by Gramophone.

A big demand has grown up in the last few months for gramophone language courses, not only in Chinese but also in Russian. In many parts of England men in the Services have formed study groups to help them to learn French and German as well as Russian and Chinese. Policemen in Britain are forming groups to give themselves a knowledge of German and Russian.

Home Guards are also occupying their spare time in picking up German at their guard posts.

The Friends' Ambulance Unit which worked on the Burma Road has had courses in Chinese. Courses in Spanish have been set out to U.S.A. for the American Air Force, and other U.S. Forces are learning Russian.

A gramophone course in English is popular with sailors in the Norwegian and Dutch Merchant Services; and French Canadian soldiers are also using the gramophone record system. The Free Services of France, Norway, Czechoslovakia, Poland and Holland are about to learn to speak English in a gramophone course which is being recorded with the aid of BBC announcers.

Nine out of ten of the language courses now being produced in Britain are going to the Services. The chief demand is for Russian, Chinese and German, although courses in Arabic, Hindustani and Japanese have been taken up by certain Service personnel.

3XY

IS HOST TO

A "LIVE" AUDIENCE OF

400,000

Per Year

We can prove it! The MacRobertson Show for the Boys entertains 3,000 per week; Tye's Radio Revue, 2,000; Mutual Store Red Cross Half Hour, 1,500; Crofts' Radio Revels, 1,000; Studio Shows, 500! Multiply by 52 and you get—400,000 in the year!

ADVERTISE WITH THE STATION PERSONALLY
KNOWN TO THE WHOLE STATE

Looking Ahead?



Keep your eyes on the future

WE recognise that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business will be when this war emergency is over.

Everyone today is working for Victory, but at the same time wise business executives are keeping their eyes on the future. They realise that they must enter the post-war period with all the business good-will that they can possibly hold.

The most effective medium for all sections of the industry, in war time as in peace is the national trade paper, "Commercial Broadcasting".

FOR ADVERTISING ENQUIRIES WRITE BOX 3765, G.P.O., SYDNEY

Subscription 10/- per year



Greenbottle Says — "Yes, I Will"

"That's just how it is," said Jack Gardener (Greenbottle of "Yes, What?"), and now announcer on 4TO Townsville. "On the day America was celebrating the gaining of its independence I lost mine!" Jack was referring to his recent marriage to Marjorie Lock, leader of the 4TO Women's Club activities, which was celebrated at Townsville on July 4.

Station Manager Lawrence of 4TO, says he's not sure whether he's running a broadcasting station or a matrimonial agency these days because the marriage of Jack Gardener and Marjorie Lock followed that of two other 4TO people which was celebrated only a few weeks before.

Apart from being on the announcing staff of 4TO, Jack Gardener is leader of the popular 4TO Community Concerts while his appearances as Greenbottle in the rickling school-room farce, "Yes, What?" have made him famous all over Australia.

His wife, apart from her Women's Club activities, is well known as an accomplished actress. She recently took the part of Fifi in "The Belle of New York", produced locally and she has appeared in many other theatrical shows in Townsville.

The good wishes of members of the 4TO staff and their friends in and out of the radio sphere join in wishing Mr. and Mrs. Jack Gardener every future happiness.

A.R.P. and First Aid Quiz

Melbourne's latest informative quiz brought to the air through 3UZ is broadcast under the title "A.R.P. and First Aid Quiz".

This session is aired to an enthusiastic audience Friday evenings and carries substantial cash prizes.

Richmond Breweries bring this timely program to listeners as a good-will gesture.

Mr. Bell of Goldberg Advertising Agency, who handles Richmond Breweries' account is assisting with the production of the Quiz and is confident that the educational value of the session is thoroughly appreciated by the audience.

Officials of both the A.R.P. and First Aid attend the studio to assist Quiz Master John Dexter, in his task of deciding if the clival assists digestion or is tied up with a "humerus" joint.

British, Undoubtedly

"I had an idea there were mines about, so I ordered the crew to remain in the aircraft while I made investigations. I waded into the water, and saw soldiers coming towards me with Tommy guns.

"Voice 1: Halt. 'Who goes there?'
 "Voice 2: 'It's all right, we're British.'
 "Voice 1: 'Watch out, you're in the middle of a minefield.'
 "Voice 2: 'Blimey, some people don't half have some luck.'
 (Talk by an Atr Pilot)

"BOY FRIENDS" SUCCESS AS FUR SALESMAN

"The 3KZ "Boy Friend" has been responsible for getting rid of many hard-to-move products—he sold 1,600 cigarette lighters on one occasion. His last success have been to sell furs for the Macrobb Fur Company in Melbourne. In a letter from the sponsors to the management of 3KZ the sponsor said that from the first announcement in the "Boy Friends" session he obtained sales. This opening reaction has been maintained ever since with a result that today the sponsor advertises almost exclusively over 3KZ and has renewed for a further period.

TRANSCRIPTION SALES

Further transcription sales recorded by AWA include "The Coast Patrol" (second series), 52 x 15 minutes, to 2KO Newcastle and 4BK-AK Brisbane; "Team Work" and "Cloudy Weather" of the "Cavalcade of Comedy" series, each 26 x 15 minutes, to 5DN-RM Adelaide; "Team Work" and "Lost Property" have also been taken by 6PR-TZ, Perth.

"Fred and Maggie Everybody"—a large batch of this popular series of 15 minute shows to 7HO Hobart and 4BU Bundaberg. To 2KO Newcastle, "Home Sweet Home" of 286 x 15 minutes.

"Betty and Bob", 104 x 15 minutes to 2BH Broken Hill, 6IX-WB-MD Perth, 6KG Kalgoorlie.

"Marie Antoinette", 13 x 15 minutes to 2GN Goulburn.

"The Everybodys", 104 x 15 minutes, to 2GF Grafton; "Australian Cavalcade", 26 x 15 minutes, to 3DB/LK Melbourne; "Golden Sanctuary", 52 x 15 minutes to 6KY Perth; "For Richer, For Poorer", 104 x 15 minutes to 2KO; "Nigger Minstrels", 44 x 15 minutes, 3XY Melbourne, 2KO; "We Were Young", 52 x 15 minutes to 2KO; "Inspector Hornleigh Investigates", 78 x 15 minutes, 3EO Bendigo and 4WK Warwick.

"Coast Patrol" (second series), 52 x 15 minutes to 6IX-WB-MD; "Mystery of Darlington Hall", 52 x 15 minutes to 2GF Grafton.

TRANSCRIPTION SALES

Miss Joy Morgan, acting-sales manager of Artransa, reports the following transcription sales for May and June.

"Houses in Our Street" (4LG), 52 x 15; "In His Steps" (7BU), 52 x 30; "Radio Stage" (7LA), 13 x 30; "Behind Those Walls" (2TM), 52 x 15; "Love Story Girl" (2GB), 26 x 15; "Pinto Pete in Arizona" (4BH), 78 x 15; "Pinto Pete and His Ranch Boys" (4RH), 104 x 15; "Cocoanut Grove" (4GY), 13 x 15; "The Count of Monte Cristo", 130 x 15; "Radio Stage" (6PR), 13 x 30; "The Citadel" (2TM), 52 x 15; "Baffles" (2WL), 26 x 15; "House in the Sun" (2KO), 24 x 15; "Family Doctor" (2KO), 39 x 15; "Hour of Romance" (2KO), 17 x 15; "Dream Melodies" (2KO), 52 x 15; "In London Town Tonight" (2KO), 26 x 15; "Dog Heroes" (2KO), 26 x 15; "Fu Manchu" (6GE), 78 x 15; "Famous Escapes" (2GR), 26 x 15; "Gus Gray" (2KO), 52 x 15; "Baffles" (2KO), 52 x 15; "Baffles" (6MB-WB), 20 x 15; "Melody Lane" (6KY),

And Still They Come!!

4 MORE SHOWS IN 1 WEEK—

"I SAW IT HAPPEN" — "FIRST LIGHT FRAZER"
 "THE STORYMAN" — "YOU SHALL HAVE MUSIC"

3AW
 at **YOUR** Service

Trade Prospects After the War—

The following article gives a very keen outline of the probable conditions of trade in England after the war. With the exception of a few minor details Australian post-war prospects are reflected in this English forecast. The article is reprinted from the March, 1942, issue of "The Voice", official organ of The Gramophone Company Limited of England.

The point is made that solid trade reconstruction under Government regulation must be made before any free hand is given in post-war exploitation.

The retail trader is having such a difficult time generally now that one of his main consolations and preoccupations must be the prospect of better times after the war. Nobody, of course, can foretell exactly what conditions are going to be like after the war, but it is already possible to make certain preliminary deductions from the known facts. Industry, for example, will have to be deconcentrated; arrears of expenditure on consumption goods will have to be made up; property destroyed by enemy action must be replaced. All these factors are bound to have an important and predictable effect on post-war trading conditions.

Some indication of what the Government expects will happen after the war was given in a speech last May by Captain Oliver Lyttleton, then President of the Board of Trade. Capt. Lyttleton announced that he has already set up in the Board of Trade a special section under Sir Charles Innes to study the problems of trade in the first two or three years after the cessation of hostilities, and further gave it as his opinion that during this period many of the present wartime controls would have to be continued.

The Interim Period

Here, then, we have our first factor to take into consideration, the continuance of wartime restrictions for an interim period of reconstruction after the war. Nobody would dispute that there would be chaos if the day after the armistice (assuming that the war ends in such an orthodox way), or even the next week or month, all controls were relaxed and we went straight back to the 1939 conditions of competitive trade. Most traders will hope that the necessary period of progressive decontrol will be as short as possible, but there are many reasons why we should not rush back to pre-war conditions, one of them being that the war would indeed have been fought in vain if we just sank back to the status quo, the flabby status quo, of 1939. Moreover, the small individual trader has everything to gain from a continuance of State control until such time as he can take the field again on an equal footing with competitors who have been more fortunate in preserving their resources and goodwill during the war. It would be most unfair if those who in various ways had come off lightly during the war were allowed to establish their position even more strongly afterwards, before those who in various ways had been less fortunate in this respect were reinstated on a firm footing.

As "The Economist" remarked at the time, it is interesting to observe the reasons Capt. Lyttleton gave for his view that there would be a continuance of Government control after the war, or rather it is

interesting to observe one reason that was not given. The President of the Board of Trade lent no support to the view that after the war we shall all be so poor that we shall be unable to afford any expenditure except on bare necessities. "I do not regard this war as the end of European civilisation," he said. "Let no one underestimate the power of the modern world to recreate its wealth." The idea that a country's wealth can be measured in purely financial terms is now thoroughly discredited. The war has taught us, for the second time in 25 years, that the wealth of a nation consists in its resources of men, skill, machinery and land, and in its power to organise these resources to produce goods and services. If we can organise ourselves to produce quantities of tanks, guns and aeroplanes which five years ago would have been considered fantastic, we can also organise ourselves to produce goods and services for the common benefit in quantities that would have seemed fantastic five years ago.

During the readjustment period therefore, while we are turning the factories over from tanks to tractors, from radio for aircraft to radio for the home, from uniform to civilian clothing, and the man-power from military to civilian occupations, some continuance of control will be inevitable and also desirable. This means, of course, a continuance of rationing where rationing is already in existence. Just as, before munitions could be made in huge quantities, capital investment had to be made in tools and the adaptation of buildings so will this be necessary when we revert to producing for civilian consumption.

There will be a crucial period in the first two years after the war when the demand for civilian consumption goods, both necessities and luxuries, will be greater than ever before, but the supply will be quite unable to cope with it. People will be wanting to buy all the things they have had to go without during the years of the war; they will be wanting to replace goods destroyed by enemy action, to spend their Service gratuities, their war savings and their blocked income-tax payments (the unblocking of these will be one of the most ticklish problems before the Treasury after the war). All the forces which at present dam up the urge to spend will be removed, yet never will the need to refrain from spending be more urgent. If the great post-war spending boom is not brought under control until the goods are there to satisfy it, disaster in the form of slump and renewed unemployment will lie ahead.

Reconstruction First

The permanent core of unemployment that we suffered all through the 20's and 30's is directly traceable to the boom of 1919-20. The terrific demand for goods of

which the public had been starved for four years was allowed to overstimulate production to an unhealthy degree, so that when the boom broke in 1921 it left a permanent residue of unemployment. It is a mistake to suppose that the unemployment of the inter-war years was due to the war itself; the problems arising out of demobilisation were in fact solved by the spring of 1919 and by the middle of 1920 there was practically no unemployment. It was not until the spring of 1921 that really serious unemployment began.

Another factor to be borne in mind is that Europe will be in a much worse state than ourselves, and many raw materials and other resources as well as manufactured goods will have to be diverted to the Continent in the early months of peace to replace what the Nazis have destroyed.

The moral of all this for the consumption goods trades, the trades which produce the goods that are sold by retail as distinct from those which produce heavy machinery and other capital goods, is that they must expect to have to stand by for a good many months after the war, while the return to peace-time conditions of trade is being planned and affected. Certain industries, notably the building industry, must have priority over all others in the use of the still scarce resources available. Thousands of factories making munitions will have to be readapted, and bottle-necks are sure to develop that will hinder the return to peace-time manufacturing.

What may we expect after the first period of post-war readaptation has passed? That is a much more difficult question to answer, but it is possible to sketch in some of the outlines. To start with, we may reasonably anticipate a great levelling up, and down, of incomes. The rich will have less to spend, and the poor will have more. Just as after 1914-18 we had to look back on 1/- and 2/- income tax as a thing of the past, so after 1939-4? we shall almost certainly think of the good old days when income-tax was only 4/- or 5/- in the £.

Bigger Luxury Markets

The implications for the private trader of such a raising of the standard of living of the working population are immense. There will be a smaller market for super-luxury goods, but an immensely greater one for those semi-luxuries, such as refrigerators, small cars, radiograms and vacuum cleaners, which in a modern civilised society have come to be regarded almost as necessities. At present the average family has remarkably little to spend over and above rent, food, fuel, lighting and clothing. This is shown clearly in the following table from the Ministry of Labour's recent cost of living inquiry, which gives the average weekly expenditure, excluding rent, of the average urban working class family (i.e., approximately two-thirds of the population) in 1937-8:—

Food	34 1
Fuel and light	6 5
Clothing	8 2
Other expenses	25 7

From this table it can be seen that the raising of the amount of money the average family has to spend on "other expenses" by 100, or even 50 per cent., would give an immense fillip to all those semi-luxury, semi-necessity trades mentioned above. More money to spare in this sector would mean more spent on holidays and all forms of entertainments, and a great expansion of sales of the more durable types of consumption goods.

As to the chance of this great raising of the standard of living actually taking place, that rests entirely with ourselves, the people of Britain. The war has shown us once again that the national wealth can be diverted and used for specific purposes, in this case for making munitions of war. It follows that in the peace the national wealth can be so distributed as to ensure that every family has sufficient to spend over and above the minimum of necessities, to give them their radiogram, their

refrigerator, their vacuum cleaner and their car. It is up to us to see that this is achieved.

Action directed towards raising the standard of living of all consumers must of course be political action, in which retail traders can play their part along with all other citizens. They may well ask, however, what they can do about post-war revival of their business on their own account. Some indication of what they will have to recover from has been given in the recent report of the Board of Trade's Retail Trade Committee, with its forecast of a "bleak prospect" for all non-food retail traders in 1942. If the war goes on for much more than a further year, thousands of dealers in all non-food commodities will be faced with the task of completely re-establishing their goodwill, often from new, though probably better planned and sited, premises. The process of derestricting supplies will clearly be a long and tedious one, and the public will get increasingly impatient as the end of the war recedes and still full supplies of semi-luxury and luxury goods are not in the shops.

The "Silver Lining"

It is naturally not possible for anybody to give retailers concrete advice about what to do after the war, and how to develop their business in the first months of peace, for the simple reason that nobody knows exactly under what circumstances or even how far ahead the war will end. It is only possible to warn traders not to expect much in the way of a return to normal trading conditions immediately the war ends.

Some dealers may be anxious to know how soon they can start hire-purchase arrangements after the war. This, of course, depends both on Government policy and on how soon adequate supplies of gramophones, radio sets, and bedroom suites and so forth are forthcoming. There is no point in pushing hire purchase again until supplies are coming forward on a fairly ample scale, as until then there will doubtless be plenty of buyers for everything that appears in the shops.

There will undoubtedly be a considerable period after the war when there will be plenty of people with money to spend and few goods (except perhaps Government surplus materials) for them to spend it on. Soldiers will be wanting to cash in on their gratuities and the recently announced extra 6d. a day that is being put by for them till after the war. At some time or other the frozen income-tax payments announced in the last budget will have to be unfrozen. It means, however, that today's clouds will eventually prove to have silver linings, long though they may be in disclosing them. Therein perhaps lies the wisdom of many of today's decisions.

"SHOW MUST GO ON"— RADIO VERSION

Last Thursday week, 3KZ's production of "Lest We Forget" carried a magnificent rendition of Tchaikowsky's "Concerto for Two". Behind its broadcast, lies a story of how "The Show Must Go On" in true theatrical tradition. Hector Crawford, conductor, called rehearsal in the morning, and found things so rushed he was unable to eat any breakfast. The rehearsal lasted all morning, and came time for lunch, followed by the news that Thea Phillips, had suddenly become ill. Immediately all thought of lunch was forgotten, and Hector Crawford frantically tried to get in touch with another singer capable of taking Thea's difficult part as soloist in "Concerto for Two". Came late afternoon, and still nobody. Then, just when tea time came, he managed to locate Sylvia Fisher, a "Sun" Aria winner. When everybody had been called together again, there was just sufficient time for Sylvia to have one run-through in principal parts only. Came 7.30 p.m. and the "on the air" signal, and with it another calamity—no sign of compere Norman Banks. Saving the show, Anthony Strange, the baritone, grabbed up a script and opened the broadcast. A few minutes later Norm rushed in, looking like nothing on earth with a severe bout of 'flu. At an appropriate time he managed to take over, trying to fight off those shivers and shakes 'flu brings. Despite everybody wondering what was going to happen next, the show unrolled as smoothly as ever. Came the big moment—"Concerto" and Sylvia sang magnificently, never faltering or missing a cue. It was a brilliant performance. Last seen, Hector Crawford was still trying to catch up with three lost meals and not daring to think what would have happened if he'd been unable to locate Sylvia. "Lest We Forget" is now on 3KZ at 8.30, Sunday nights. G. J. Coles, sponsor.

CALM AND COLLECTED

On Wednesday, June 24, at 11.17 p.m., the announcer on duty at 2ZB Wellington (N.Z.) didn't give the time, but everybody knew it—Wellington was on the move with an earthquake.

Despite the fact that 2ZB is housed in an eight-story building which rolled and swayed, announcer and technicians stayed at their posts, and carried on.

The effort of the staff may be succinctly summed up in the announcer's first words after the shake: "This is Station 2ZB still broadcasting, calm and collected".

THE NAZI CHAMELEON

"Nowadays the German recruiting agencies generally use the names of French firms and French employment bureaux under their control, as camouflage. And in these names they place advertisements for personnel of every kind, but mostly for the qualified and skilled men. Men who answer the advertisements get sent a six-months' contract to fill in. Sometimes they find that contract covers work in Germany. Sometimes it covers work in their own country—or elsewhere—which comes to the same thing."

3 SR
YB
UL

LICENCES 61,098
POPULATION . . . 378,110

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1 ½-Hour per Week
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Melbourne: MACQUARIE BROADCASTING SERVICES PTY. LTD., 239 Collins Street, Melbourne.

SHELDON'S MAP READING AND FIELD SKETCHING

SELF INSTRUCTOR

★ This book is recommended to students—in fact to everyone interested in Map Reading and Field Sketching.

THIS book has been specially written to fill the needs of Australian Army personnel and will be found equally valuable to instructors and students of the subject. The somewhat complex subjects of Map Reading and Field Sketching are fully covered in every aspect and are presented in a series of lessons, arranged in their logical sequence.

Every point is fully explained. The book can be used by anyone as a complete self-instructor. It is profusely illustrated and includes a full scale colour reproduction of a military map which is used for reference.

"Sheldon's Map Reading and Field Sketching" is now available from leading booksellers or can be obtained direct from the publishers by sending a postal note for six shillings.

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Japan's "Invincibility" Legend

Quick victories in the Pacific have enabled the Japanese in their propaganda, to play heavily on the theme of the invincibility of the Japanese army.

History refutes this. It shows that the Jap is a good starter, but a poor finisher; that he has been beaten again and again.

He made a brilliant start in the war against Russia in 1904. He won battle after battle. Like ourselves, the Russian Government was slow to get moving. But when it did get into its stride, and accumulated men and material in the Far East the Japanese Government secretly appealed to President Theodore Roosevelt of the United States to negotiate for peace. How's that for an "invincible" army?

Here is another case. In 1938, during the so-called border incidents with Russia, Japan fought one real battle against Soviet troops. It was on the hill of Changkufeng, south west of Vladivostok, which the Japs claimed belonged to Manchukuo and not, as the Russians held, to Siberia. In that battle the Red Army tore the Japanese legend of invincibility to tatters. The Japs left 3,000 men killed and wounded, and didn't get the hill.

Eight months later—in July, 1939—the Japanese general gave their Samurai spirit another test against the Russians—this time along the frontier of Manchukuo and Outer Mongolia. In seven days' fighting in the battle of Khalkin River they lost 5,500 men, including 2,000 killed and 60 of their planes shot down.

And what about the war in China—the war that was to last not more than twelve months after Japan deliberately provoked its start in 1937? It's been going on for five years. The Japanese have lost over a million men—and they are as far away from total victory as they were when the fight started.

And the Philippines? Was there any sign of Japanese invincibility when General MacArthur's men threw back numerically superior numbers of Japanese time and time again?

Japanese invincibility, like Japanese chivalry, and Japanese Co-Prosperity, is a myth. The Russians proved it, the Chinese proved it, MacArthur proved it—and the Australians proved it every time in Malaya they met the Japanese on anything even approaching equal terms.

Remember too, what Lieutenant-General Stilwell, the American officer who now commands China's crack troops, told us the other day—"The Japs are savages. But when even they come against anything like equal forces they've been licked".

Can any Australian doubt that, with General MacArthur's leadership, with General Blamey and the A.I.F. linked with our great home army, and with the men and materials of our gallant American ally, we will give the Jap the biggest licking of all?

THE ACCOMPLISHMENTS OF ELECTRICITY

Taking stock of what electrical equipment in the home is accomplishing is to take stock of the Australian standard of living. A generation ago, the standard of living was appraised in terms of bathrooms and running water. Even as late as twenty years ago, the bathroom was still the measure of good living and hygienic conditions, with electric lighting being rapidly extended and electric power for hard domestic tasks, being recognised as the blessing it is.

In the past twenty years electrical appliances have more and more become a part of Australian living, the refrigerator, range, better lighting, home laundry, vacuum cleaner, and a host of smaller devices to-day represent the desirable standard of living for comfort and health to which all our people aspire.

Once the privilege of the well-to-do, the benefits and comforts of these products are now the necessities of all homes.

Big Communications Program

The vastness of the Australian continent has presented one of the most difficult communications problems for the Fighting Services but the job is being tackled to ensure a vast and efficient system covering the whole of the country.

Chief Signal Officer at General Headquarters, South West Pacific (Brigadier-General S. B. Akin) revealed last week that the work which entailed the construction of thousands of miles of pole line and the installation of a great deal of carrier-wave and telegraph equipment as well as the installation of numbers of radio stations, was being carried out by the Allied forces and the Post Office.

The radio station installations are to meet the requirements of circuits where it is not practicable or desirable to lay wire lines.

PRIZES FOR BRAIN TEASERS

With the fall of the curtain on the final episode of 2KY's year-old feature, "The House of a Thousand Tales" on July 9, the sponsors, Murdoch's Ltd., have arranged with 2KY for the immediate release of "Puzzle Pie" on Thursday nights at 7.45 (52 weeks' contract).

"Puzzle Pie", which is written and compered by Rion Voigt, is a home quiz offering listeners the chance of winning both cash and lottery tickets. Included in the generous awards is an offer from the sponsor to double the prize should any of the winning entries be accompanied by a sales-docket showing a purchase made at Murdochs during the current week.

With quiz contests high in popular favour, "Puzzle Pie" should prove a worthy successor to "The House of a Thousand Tales", particularly as its brain-teasers are suitable for young and old alike.

INDEPENDENT OR NEUTRAL?

"The Swiss are in an extraordinary position. They are surrounded by Axis powers, and yet the people as a whole particularly in German Switzerland, make no bones about being openly anti-German. German propaganda, of course, is active but the Swiss Nazi Party has been suppressed, suspected fifth columnists have been removed from the Army and other positions of importance: and Swiss independence, rather than neutrality, is stressed more and more."

(A talk by a Neutral Observer, in a BBC Radio Newsreel)



Max Ashton Fund

The Committee of the Max Ashton Fund which was inaugurated a few weeks ago to help provide for the future of the widow and two baby children of the late Mr. Max Ashton, reported this week that while scores of well wishers had responded magnificently to the appeal for funds, there were still a large number of Max's friends who would be anxious to contribute. It was pointed out that the fund could not remain open indefinitely and that a closing date will shortly be announced.

All cheques for the fund should be made out to the "Max Ashton Fund" and forwarded to the hon. treasurer, Mr. A. Lippmann, 146 Foveaux Street, Sydney.

The fund when closed will be handed over to the Legacy Club of Sydney for administration.

Mr. Max Ashton, one of the best known and most popular young men in advertising and broadcasting circles died suddenly leaving his widow and two baby children. The Fund was inaugurated as a means of paying testimony to the memory of a "good fellow" by providing sufficient money to tide his dependents over a distressing period and to assist in the bringing up of the children.

SPECIAL DAY PROGRAMS

Special musical day programs conducted by Douglas Stark are one of the latest feature session ideas inaugurated by 3AW and will be broadcast Mondays to Friday afternoons inclusive.

The program will include the "Theatregoer" on Mondays at 2 p.m. in which Stark will discuss theatrical and concert matters and bring to the microphone stage personalities. This will be followed at 3 p.m. by a musical program titled "Let's Reflect". On Tuesdays at 2 p.m. and 3 p.m. equally interesting special sessions will be broadcast and annotated by Stark, and so on through the week, each day's offering providing variety and novelty in musical presentation.

"GIRL OF THE BALLET"

New G.E. Show for Campbells

Following the conclusion of "Out of the Darkness", the current 2UW feature sponsored by W. W. Campbell and Co. Ltd., arrangements have been made for the continuation of the sponsorship in the same channel six nights weekly. The new program is "Girl of the Ballet", another George Edwards production.

The story is an original script by Sumner Locke-Elliott, and features in addition to Nell Stirling and George Edwards, a long list of outstanding players including Maxwell Orbiston, Marion Johns, Eric Scott, Ailsa Graham, Lorna Bingham and Beulah Mayhew.

MAY LICENCE FIGURES

NEW SOUTH WALES

	May 1941	May 1942
New issues	5,534	3,378
Renewals	38,828	37,555
Cancellations	4,300	6,807
Monthly total	495,238	500,565
Nett increase or decrease	1,234	-2,929
Population ratio	17.65	17.81

VICTORIA

New issues	2,507	2,591
Renewals	31,744	31,435
Cancellations	1,343	2,816
Monthly total	361,864	371,072
Nett increase or decrease	1,164	-225
Population ratio	18.94	19.14

QUEENSLAND

New issues	2,130	1,346
Renewals	13,868	15,463
Cancellations	1,025	535
Monthly total	167,705	172,764
Nett increase or decrease	1,105	811
Population ratio	16.41	16.67

SOUTH AUSTRALIA

New issues	1,563	1,241
Renewals	11,363	11,882
Cancellations	1,428	1,044
Monthly total	130,727	137,631
Nett increase or decrease	135	197
Population ratio	21.57	22.58

WESTERN AUSTRALIA

New issues	1,157	1,030
Renewals	8,144	7,438
Cancellations	1,103	1,863
Monthly total	91,087	91,887
Nett increase or decrease	54	-833
Population ratio	19.48	19.81

TASMANIA

New issues	462	424
Renewals	3,983	3,884
Cancellations	370	561
Monthly total	44,710	46,106
Nett increase or decrease	92	-137
Population ratio	18.79	19.31

COMMONWEALTH

New issues	13,353	10,510
Renewals	107,930	107,657
Cancellations	9,563	13,626
Monthly total	1,291,331	1,320,025
Nett increase or decrease	3,784	-3,116
Population ratio	18.32	18.58

The above totals include free licences to the blind—2,535 (1941) and 2,519 (1942).

FURTHER RESTRICTION OF PRESS OPPOSED IN ENGLAND

Strong opposition against the merging of newspapers as a proposed war economy measure was recently raised by the powerful National Federation of Retail News Agents, Booksellers and Stationers, in Great Britain.

At the Federation's annual conference in London a resolution was passed declaring that any proposal for publishing a single national newspaper on the excuse of the newsprint shortage or for a further reduction of existing newspapers should be strongly opposed. A free and varied press should be maintained to help to fight any weakening of the war effort or anything militating against national morale.

PERSONALS

Mr. Joe Crawcour, 2SM's "Man on the Land" broadcaster, was recently appointed to the Advisory Council of the Women's Land Army, at the instigation of the Deputy Director of Manpower, Mr. Bellemore.

Mr. J. Bristow, well known account executive at Hansen Rubensohn agency for a number of years is now doing a job of work with the Allied Works Council and from all reports is bringing to bear the same punch and efficiency in this field as characterised his work in the agency.

Eric Pearce, former studio manager and compere, at 3XY has been promoted to the rank of Flying-Officer. Eric is doing great work among the boys of the RAAF at his distant post, and frequently comes across a lad he'd formerly met on stage in his role of compere for 3XY's "Croft's Radio Revels".

Tom Millar, who was a promising young announcer on 3XY before he donned khaki, now wears three stripes. Congratulations to the newly-fledged Sergeant are speeding through the mail from all his old friends at the station.

John Appleton, now a Pilot-Officer in the RAAF Administration and Special Duties Branch, has completed his training in Victoria and is now stationed in the north. When in Sydney he called to chat with his former colleagues at 2UE and through "C.B." has asked to be remembered to all his radio friends.

Ken Howard, after three years in Melbourne, is now back in Sydney and has taken over the duties of outside racing commentator for Associated Sport Broadcasts relaying to stations 2UE, 2KY, 2CA, 2GZ, 2KA and 2HR. Howard went to Melbourne to replace Harry Solomons as commentator on station 3XY. He is now engaged on war work in Sydney. His appointment will enable the ASB sports editor, Clif Cary to resume his former duties in the studio from where he will control the service as well as providing race previews and all sporting announcements. Allan Toohey will remain in charge of musical entertainment and commercial announcements.

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Darrel Brewin, who before the war was sales manager of 3DB Melbourne is in a military hospital near Sydney following his return from overseas service with the AIF. Brewin had nearly two years in the Middle East.

Latest to leave the ranks of 2KY announcers for the services is Lionel Lunn, who has joined the RANVR with the rank of Sub-Lieutenant. Prior to his departure, Lunn was made the recipient of a pair of fur-lined gloves by his work-mates. Mrs. Lunn (better known in the radio world as Chandra Parkes) is conducting the 5.30-6 p.m. "Dinner Divertissements" during her husband's absence. She is also managing the Lionel Lunn-Chandra Parkes Radio School.

Seventy-five per cent of the staff of 2MW Murwillumbah are now in the service of their Country. "Somewhere in Australia" is the new address of manager Bill Diamond, who wears the insignia of Pilot-Officer; Engineers Norm Carpenter and Eric Willis favour the RAAF too, while Announcer Ian Healy prefers khaki. Mark Vissers' friends will be pleased to learn that he is back in Australia and a full blown member of the "Brain Trust". Joyce Palmer ("Wendy") is awaiting her call-up in the WAAAF's. With so many representatives on the fighting front, what's left of 2MW's original staff feel confident that the war will soon be won.

BAP chief, George Matthews, finds time between discs and producing radio "drama", to write a few songs. Three already have been published—"Bless His Heart", "Let's All Be Shabby Together" and "There Over Here". The former had its premier at a recent "Radio Hollywood" show at the Macquarie Auditorium.

Captain Steve Farrell, AIF, was looking up many of his old friends in the broadcasting field in Sydney last week during a day's leave. Congratulations were the order of the day as Steve was spreading the glad tidings of the arrival of a baby daughter.

Lieut. Phil MacMahon, AIF, former account executive of The Weston Company is back from the Middle East after many months of sand and desert. In Sydney last week he was seen keeping Steve Farrell company on a day of particular celebration.

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Special Announcement

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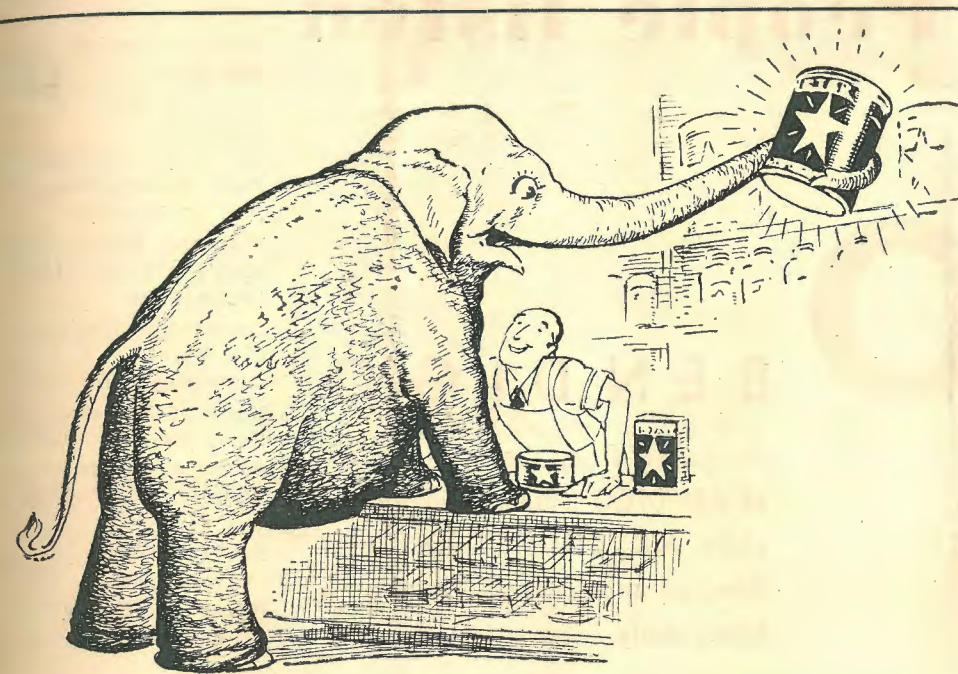
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