

PERSONALS

Mr. C. V. Stevenson, managing director of Radio 2UE, did the honours last week at a special staff presentation to Ron Morse, who is now stationed with the R.A.A.F. at Bradfield. Ron is training for air crew duties—and likes it.

On his first home leave since joining the A.I.F. 3 months ago, Norm. Currey called in on 3XY last week—and so kindly has he taken to Army life that several of the staff didn't recognise him! It's wonderful what a difference a sun-tan and a few extra pounds (avoidupois, of course) can make to one's appearance!

The composer of the "Ginger" and "Mrs. 'Obbs" theme songs, John Kay, is a musician of no mean order. John is with Geo. Patterson Agency. Last two weeks has been inundated with congratulations re performance by A.B.C., under baton of Percy Code, of his ballet.

Mrs. Laurie Gill (Thora Prince, very well known agency personality) is successfully combining the role of motherhood with that of agency executive at Goldberg's (Melbourne). Hear that a certain Sydney radio colleague was walking along one of Melbourne's busy streets recently when up popped Thora—wheeling the pram. "Have a cup of coffee?" she was asked, to which she replied, "Good idea—but hang on a tick until I park the offspring!" whereupon she wheeled her way to her office, took the pram up in the lift, and ensconced her brand new daughter in Goldberg's soundproof room—for the "coffee duration!"

Roy Heath (Macquarie) informs us he has a couple of baby Koalas in the gum trees at his home at Newport. Careful Roy. Keep your eye on those bears. Somebody said the other day that wild life is a form of life which is not altogether disappearing—it's only moving to the city.

News comes from New York of Jim McKay, well known 2UW salesman, now in Air Force. Some American friends of Jim's made a technicolor film featuring important steps in Jim's flying career. The film arrived at 2UW recently and staff had interesting time viewing it.

Hear that Harry Dearth is now in the Army.

Gwen Gibson, that charming lass of 2CH program dept., has some tough assignments at times. Margaret Herd (the Fairy Godmother) relies on Gwen to supply the descriptive music to her children's stories, which Miss Herd, incidentally makes up herself. Last week Gwen received the following requests from Miss Herd: "Procession of conceited town councillors—please make this terrific." "House that got fed up with itself, pulled itself out by the roots and flew away." (Miss Gibson was to describe this in music!).

Well-known Sydney musician, Harry Weldon, is now on the staff at Radio 2UE. He is in charge of the Record Library, and is responsible for the selection of many of the station's musical programs.

Nine cases out of ten when you dial B7876 the charming voice that answers you is that of 2GB's Joyce Steltzer. Joyce has just announced her engagement—no ring for this lass—part of her Austerity Campaign. Miss Steltzer will marry shortly.

Capt. Ted Cox, ex-2KO Sydney sales manager, is now assistant to the Chief Signals officer of N.S.W. His chief, Col. Tinkler, is equally well known in advertising circles through his associations with the Rural Bank in pre-war days.

Frank Goldberg, of Goldberg Advertising, paid his Melbourne clients a flying visit last week.

Edward Haines, of A.W.A., is spending a well-earned holiday on the sunny (?) sands of Cowe's Phillip Island.

Les Leysion, of Leysion Advertising, is in hospital where he is made to forget work and take a complete rest cure. Jack Clemenger is carrying on in his usual energetic style.

Congratulations to Neville Dixon, formerly of the V.B.N., who is now a Sub-Lieut. of the Royal Australian Navy.

Gordon Curry, formerly relieving program manager of 3XY, was seen on leave in Melbourne for a couple of days last week prior to his trip northwards.

Arthur Tait, publicity officer of 3AW, is on sick leave—shouldn't work so hard, Arthur!

Seen in Sydney this week was the Melbourne identity, Syd. Baume, of 3UZ.

Pat Smith, secretary to Frank Goldberg (Goldberg's, Sydney) announces her engagement this week to Mr. Tom Foster. The marriage will take place October this year.

Dorothy Wood, who hails from New Zealand and Melbourne, is back in Sydney again, staying at Hotel Australia.

Joan Read (2CH) is very enthusiastic about her new program—a talent quest for married women. Idea being that many women let their talents slide after marriage, and Joan is out to revive them. First of these programs will be heard from 2CH Friday, 25th this month, at 8 o'clock.

Orchids to Sumner Locke-Elliott, brilliant Geo. Edwards writer, for his new play, "Goodbye to the Music," first performance by Independent Theatre last Friday week. It will run for one month. So far, packed houses at each performance (two weekly). Sumner's in the Army these days, and it was good to see him on opening night of his play. There's no doubt whatever, this clever playwright certainly has what it takes when it's a matter of entertaining the public.

2CH Saturday morning revue last week boasted two artists, culled from the ranks of Goldberg's (Sydney). They were Nancy Morrison and June Tassel (sopranos) who "dueted" very charmingly. Hear that Milton Chick will be guest artist this coming Saturday. Mr. Chick (light baritone) is kept busy nowadays singing at various war charity functions. By day, of course, he's to be found in his office at the Goldberg Agency.

Mary Brady, that popular girl who has graced the 2GB offices for over 11 years and who married recently, resigned last week, in order to join her soldier husband somewhere in Australia.

COMMERCIAL BROADCASTING

Vol. 11, No. 7, Thurs., Sept. 24, 1942
Price: 6d. per copy. Subscriptions 10/- P.A.

MANAGING EDITOR: A. Lippmann
SUBSCRIPTIONS: Miss C. Lewis
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. 'Phone, Cent. 4705.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills

Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.
'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

Reg. Lewis, well known band leader, has a show of his own in the making. Perhaps already built, by the time this appears in print. No details to date, but from what we've heard it's going to be a regular dandy.

Many happies to Artransa's Joy Morgan—birthday last Friday. (Though, as Zamp Pitts is reported to have said: "Why anybody wants to go on living these days, we can't imagine!")

Harry Yates (Radio 2UE) was chosen to do the broadcast of the march of the Fighting 6th for commercial stations. His description of the now famous parade was given from the saluting base.

COMMERCIAL INFORMATION

REGISTERED FIRMS.

Thompson, Fred, 65 York Street, Sydney, newspaper and radio advertising representative. Com. 1/2/42. Propr.: Sydney F. Thompson. Reg. 3/9/42.

Juston, Paddison, Advertising Co., 14 Martin Place, Sydney, and 18a Bolton St., Newcastle, advertising service agents. Com. 27/7/42. Propr.: Charles V. Paddison. Reg. 12/8/42.

RESULT OF RADIO ENGINEERS EXAMINATION

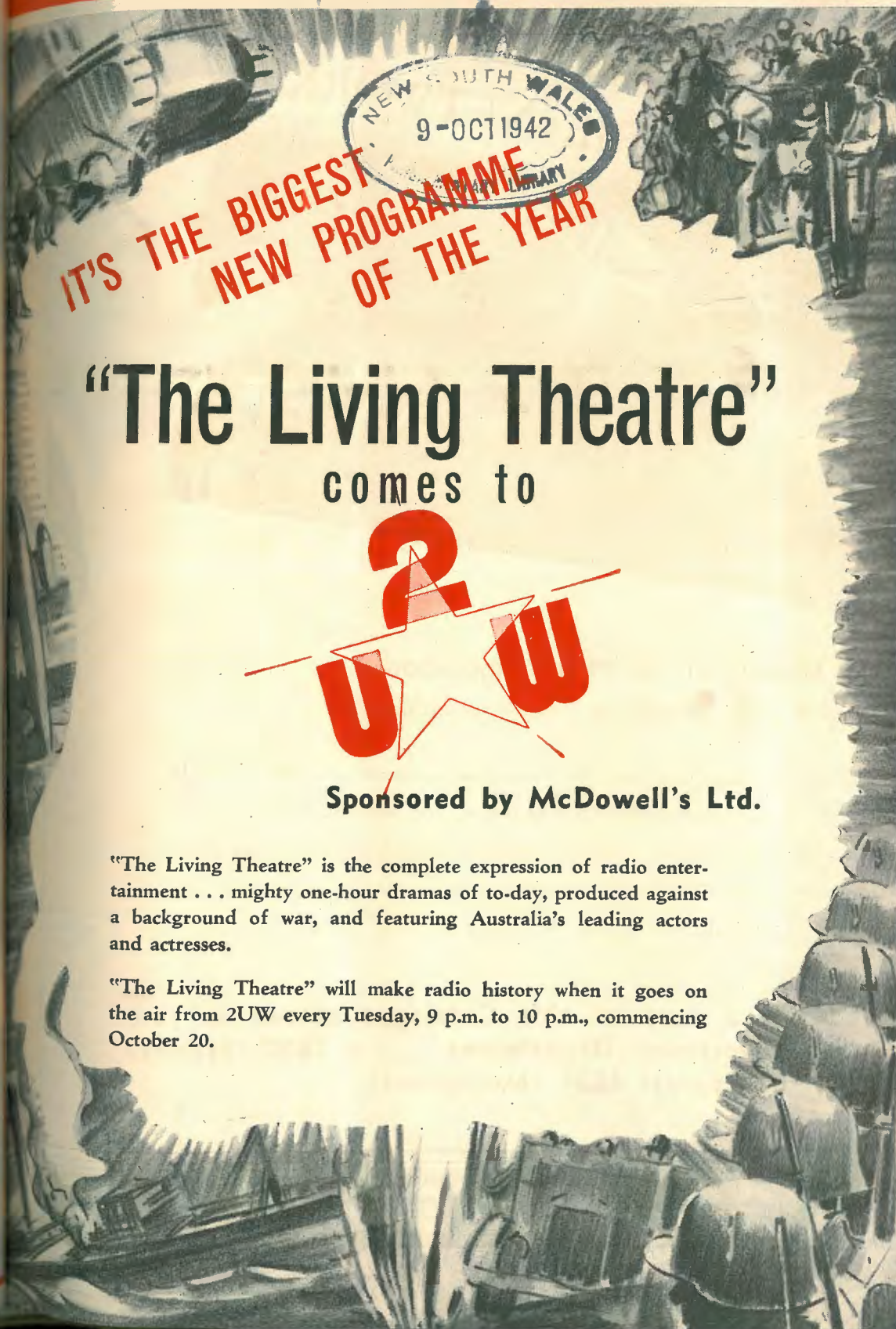
Mr. C. F. Attwood, Sydney, was successful in passing the Graduate Membership examination conducted by The Institution of Radio Engineers (Australia) on August 1, 1942.

Vol. 11, No. 8
33rd Issue)
Thursday
Oct. 8, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



IT'S THE BIGGEST
NEW PROGRAMME
OF THE YEAR

"The Living Theatre"

comes to



Sponsored by McDowell's Ltd.

"The Living Theatre" is the complete expression of radio entertainment . . . mighty one-hour dramas of to-day, produced against a background of war, and featuring Australia's leading actors and actresses.

"The Living Theatre" will make radio history when it goes on the air from 2UW every Tuesday, 9 p.m. to 10 p.m., commencing October 20.

A U D E X - the Super Recording Blank

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

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

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney 167 Queen Street, Melbourne

When planning a national radio campaign you need

THE MACQUARIE NETWORK

CATALOGUE

THE MACQUARIE NETWORK CATALOGUE is a complete manual of information on network advertising.

Whatever allocation, large or small, you may plan to invest in a national radio campaign, and whatever coverage you may desire, you will find the Macquarie Network Catalogue a veritable encyclopaedia, thumb-indexed for quick reference—your best guide to the most simple, efficient method of successful broadcast advertising in Australia.

If you would like a copy of this Catalogue placed in your hands, ring the Advertising Department . . . B 7887 (Sydney) or Central 4634 (Melbourne).

THE MACQUARIE NETWORK

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Sydney: FL 3054

Melb.: Cent. 4705

Vol. II—No. 8

Thursday, October 8, 1942

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

Mr. Fadden Comments on Patent Medicine Investigation

Leader of the Opposition, Mr. Fadden, in Canberra last week expressed the view that plans of the Department of War Organisation of Industry to eliminate "non-essential" patent medicines would encourage black markets and monopolies. Mr. Fadden said that the effect of the Commonwealth Health Department determining what were essential remedies would invest enormous powers in one authority. Distinction was to be drawn between advertised remedies and those prescribed by members of the medical profession.

"Should this plan be proceeded with, it is to be hoped that no arbitrary action will be taken to eliminate any remedies unless there is established an appeal body to which manufacturers might bring evidence and opinion," said Mr. Fadden.

"The trade states that even before the outbreak of war imitations of popular brands of patent medicines were made in Australia and convictions obtained against those responsible. How much greater the risk of black markets growing if many patent medicines were put off the market?"

"Since the Government already has power to control manpower, materials, plant and transport necessary to make and market patent medicines, how can the war effort be assisted by the elimination of certain specific lines?" Mr. Fadden asked.

ADVERTISING IN WAR TIME U.S. RECOGNISES VITAL NEED

Recent advices from America reveal that the U.S. Bureau of Internal Revenue has decided to recognise advertising to keep peace time activities before the public, as a legitimate tax deduction.

American economists realise that advertising is a necessary and legitimate business expense, provided it is not carried on to excess.

The principle has been accepted in America, as it has been in Australia, that it is necessary for firms now engaged in war production to maintain their peace time trade names and brands before the public by means of continued advertising within reasonable limits.

The maintenance of trade names and product brands must be made a vital issue in any plans for post-war reconstruction.

Christmas—New Year Holiday Schedule

It was announced in Canberra last week by the Prime Minister that the forthcoming Christmas and New Year holidays will be confined to four consecutive days, Christmas Day, Friday, December 25; Boxing Day, Saturday, December 26; and Sunday and Monday, December 27 and 28.

New Year's Day will be a working day at ordinary pay rates. Australia Day, 1943, will be a general working day at penalty rates.

Announcing full Cabinet's decision on this matter, Mr. Curtin said that Cabinet had also decided that ordinary annual leave normally taken at Christmas time would be staggered between now and the end of March, 1943, and that in general not more than 15 per cent of an employer's employees were to be sent away at any one time.

National Security Regulations are to be gazetted forthwith so that employers and employees might make necessary arrangements in good time. The holiday on December 28 was in substitution for that on New Year's Day. There would thus be one complete break

of four days. Except where permission was given for these four days to be exceeded for essential repair or maintenance work, leave was not to be granted during the following week.

Mr. Curtin said that staggering of ordinary annual leave mentioned might be modified by permission of the Labour Minister where it could not, for technical reasons, be carried out, or where a departure would be in the general interest if any employer or groups of employers made suitable alternative arrangements with appropriate employees' organisations. The usual provisions as to penalty rates for work on cancelled holidays would continue. If an employee was entitled to leave on New Year's Day he would be given December 28 instead, and would work on New Year's Day at ordinary rates. Where he was entitled to a holiday on December 28 he would be given December 26. Persons who normally worked only half a day or not at all on Saturdays would be entitled to modified penalty rates for working on New Year's Day. Details of this latter proposal would be embodied in the regulations.

Relax and Live Longer

1. Cut down on the intensity of your thinking half an hour before retiring. (Play Chinese checkers, plan an excursion for the week-end, write a letter to a friend, fill with pleasant things you have been doing.)

2. Take plenty of time to get ready for bed (next morning's clothes, leisurely bath, and so on).

3. If you like to read in bed choose nonfiction or a "hard" book. Force your mind to grapple with cumbersome facts, bore it into unconditional surrender to sleep.

4. Transplant your mind from fears or hates to a field which has interest without excitement.

5. Make your mind hop from one idea to another. Just as the mind loses consciousness and sleep comes, thoughts become disjointed and scattered. (Start with some happy episode in childhood, for example.)

6. To quiet the body, get rid of any pressure or pain. (Lighten weight of covers, clothes.)

7. Tepid bath without a rubdown. (Get into bed a little damp and chilly. As the body becomes warmed it becomes more and more comfortable. If during the night one becomes sleepless, throw back covers until body becomes uncom-

fortably chilly. Then when the covers are pulled up again, the body once more sinks into coziness.)

8. Imitate the slow, deep rhythmical breathing of sleep. (Helps regulate the circulation and may ease the mind and emotions; also tensions in the abdomen.)

9. Relax the muscles completely.

10. Get rested before trying to sleep. (Get into bed an hour or more before your regular time for retiring. Do so night after night to build up a reserve of rest and fall asleep without the old struggle.)

CANADIAN BROADCASTING New General Manager of C.B.C.

It was recently revealed in these columns that all was not happy in the Canadian Broadcasting Corporation, and that there was a distinct possibility of the resignation of the general manager, Major Gladstone Murray.

Confirmation of this view has been received in Australia with the news that a Rev. J. S. Thomson, president of the University of Saskatchewan, has been appointed general manager of the Corporation, in succession to Murray.

Nevertheless it is possible that Murray will be re-engaged by the Canadian Government as Director-General of Broadcasting.

3DB Broadcasts Address Banned by A.B.C.

Much newspaper comment has been caused by the recent banning by the A.B.C. of a broadcast address, "This Liquor Tyranny," which was to have been delivered by Professor H. A. Woodruff, of the Melbourne University, at a Pleasant Sunday afternoon service at Wesley Church, Melbourne.

For some time addresses from this Church have been regular Sunday afternoon features, which have been broadcast through the National stations in Melbourne. Reasons given for the A.B.C.'s refusal to broadcast the address are that it was reported to be a "strongly worded anti-liquor talk," and that the subject of the use and Governmental control of the liquor trade was a highly controversial social and political one. On a previous occasion in this series of Sunday afternoon broadcasts an address by Dr. Mackeddie entitled "Alcohol" aroused comment from the United Licensed Victuallers' Association, Melbourne, who protested against facilities being granted by the A.B.C. for "intensive propaganda in opposition to the existence of the licensed trade and for airing sectional views." The text of this protest had been sent to Rev. Irving Benson, of the Wesley Church, prior to the script of Professor Woodruff's being received by the A.B.C.

When the A.B.C. on short notice refused to broadcast Professor Woodruff's address, arrangements were made to have this address broadcast over 3DB.

Since then Mr. D. Worrall, manager of 3DB, has received many congratulatory messages on the action of that station in broadcasting the address.

Cpl. Colin Mingay Engagement Announced

Congratulations are in order to Corporal Colin Mingay, whose engagement has been announced to Miss Una Richardson, only daughter of Mr. and Mrs. R. W. Richardson, of Earlwood. Cpl. Mingay, who is with A.I.F. Signals abroad, is the only son of Capt. and Mrs. O. F. Mingay, and will be remembered by the trade through his associations with this paper prior to joining the Army.

You have one product which is always for sale—your good name—your prestige—the faith and confidence people have in you. That product is always on sale and unless you sell it aggressively and constructively, it ceases to exist.— Extract from speech to the Advertising and Sales Bureau, Vancouver Board of Trade.

Doreen McKay makes her final Broadcast as "Madam"

On Thursday night, September 24, Station 2SM witnessed the final broadcast of Miss Doreen McKay as "Madam," the role she has been enacting for the past 9 years. Mr. Roy Purdy, advertising manager of Moran and Cato's, sponsors of "Grocer and Madam" ever since its inception, was introduced by John Dunne (Grocer), and made the following speech: "Good evening, Doreen. Because this is your last night as "Madam" it was the wish of our directors that I should attend to express our deep regret at the loss of such a wonderful personality from our session. Also I extend our heartiest congratulations to you for your approaching marriage with Captain Kevin Clifford. It was inevitable that such a charming lady should ultimately meet the right man, and I feel that only your fascination for radio work has kept would-be suitors at arm's length for so long. The change of your address will take you out of the territory of your OLD grocer but YOUR grocer, Madam, has excelled himself by handing us one of the most comprehensive orders I have ever seen. It is complete with 'everything a newly married couple require' in the eat line.

Mr. Reg. Purdy, advertising manager, Moran and Cato, grocers, says good-bye to "Madam" (Doreen McKay) at her final broadcast in the role she has enacted for the past nine years.



John Dunne (the Grocer) and Doreen McKay (Madam) make their final broadcast together over Station 2SM on Thursday, September 24. This culminates a nine years' radio partnership of two of radio's most popular characters.

This order will be sent to your new address as a slight token of our appreciation of your wonderful advertising efforts on our behalf. Good luck and all happiness, Doreen, is my final message from Moran and Cato!" Doreen's successor, Miss Netta Squires, was then introduced to listeners, and Mr. Bert Gibb, script writer for "Grocer and Madam," made the welcome official. Netta has been associated with Station 2SM for the past eight years, being a very helpful advisor in matters relating to the famous "Gang," besides choosing musical programs and being a very competent "sound effects man." This paper and its readers join in wishing Doreen all the happiness possible, and long may Netta reign as "Madam."



Skeleton in the Cupboard

Compiling a local news service is not all fun—for instance, it entails the task of ringing the morgue—Central 13, ironically—for identification of people killed in accidents. But 3KZ's radio roundsman takes this sort of thing in his stride. Last Sunday morning Central 13 was engaged for over 25 minutes and as time passed on, the roundsman asked a switchgirl on Central Exchange to test the line. Central said very brightly yes, she would, and then "There you are," and without waiting for the voice on the other end to say "Hello," the news compiler said, "You have two people there who were killed in accidents last night. Have they been identified yet?" There was a startled gasp on the other end of the line, and a female voice said "W—h—a—". Somehow or other the lines had become crossed, and a woman trying to get on to trunk lines had been met by this somewhat gruesome query.

A powerful, modern station.

Topline programs.

Front rank announcers.

Such times as we have available will be quoted with reference to preceding and following features.

N.S.W. Representative:

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

3UZ
MELBOURNE

"The Living Theatre" —Sponsored by McDowell's on 2UW

McDowell's Ltd., Sydney retail house, were announced last week as the sponsors, on 2UW, of the Sydney presentation of "The Living Theatre."

"The Living Theatre," presenting each week one-hour reality dramas of to-day, is produced by 3UZ Melbourne, where it is sponsored on that station by the Mutual Store. When a disc of the first program reached Sydney a week or so ago, 2UW immediately purchased the New South Wales rights of the program, and auditions were arranged for selected clients.

When Trans-Radio Agency heard an audition of the feature, they arranged immediately for a complete audition to an executive committee representing Messrs. McDowell's Ltd., and an immediate sale followed.

The program will be heard from 2UW each Tuesday night from 9 to 10 p.m. commencing on October 20.

Described as the "biggest new program of the year," the "Living Theatre" owns as its chief attraction the fact that while the scripts (they're entirely original), possess all the qualities which made for great entertainment, they are based completely on the happenings of to-day.

The first program, "Escape from Paris," is a story of the romance and the adventure of an American correspondent and an English woman escaping from German-occupied Paris; the

40,000 ENTRIES FOR N.Z. SLOGAN CONTEST

Announced only on the ZB stations and in a single issue of the "N.Z. Listener," a slogan contest for New Zealand made goods netted 40,000 entries! First prize of £100 cash was awarded for the apt slogan, "Well made, New Zealand." Entries were judged by a special committee appointed by the N.Z. Manufacturers' Federation. The campaign was handled by the Goldberg Agency.



Members of the publicity committee of the New Zealand Manufacturers' Federation: From left to right: Mr. R. H. Williamson (Coulls, Somerville, Wilkie Ltd.), Mr. C. S. Loughlin (Aspro Ltd.), Mr. N. W. Thomas (N. W. Thomas and Co. Ltd.), Mr. L. D. Webster (Goldberg Advertising Agency Ltd.), Mr. J. A. Jacques (Colgate-Palmolive Ltd.), Mr. J. H. Simpson (Lever Bros. (N.Z.) Ltd.).

second program, "Nameless Ship," is the dramatic story of a group of people in an Atlantic convoy, while future programs already planned include dramas covering sabotage in occupied Europe, the epic of Wake Island; and the story of the "Flying Tigers" in China.

Some of the finest casts available in broadcasting have been used in the productions, with John McMahon as the narrator. The cast of "Escape from Paris," includes Keith Eden, Catherine Duncan, Robert Burnard, Mayne Lynton, Clifford Cowley, Margaret Reid, Lance Nicholls, and David Reid; while "Nameless Ship" present as the leading players, Frank Bradley, Keith Eden, Joan Moss, Elizabeth Wing, Lance Nicholls, David Reid.

The time channel chosen, 9 to 10 p.m. Tuesday, was suggested by 2UW to provide a spread of outstanding one hour features, and the new arrangements mean that the three big programs on 2UW—"The Lux Radio Theatre," "Australia's Amateur Hour," and "The Living Theatre" will maintain audience interest over the entire week.

It was suggested also that summer-time added new value to the 9 p.m. channel, particularly as it leads on to the B.B.C. transmission time of 10 p.m.

FAN-MAIL FOR 3AW'S "THEATREGOER"

Many interesting personalities have been heard from 3AW since Doug Stark took over the "Theatre-goer" session for that station. Artists heard during the last few weeks include Gladys Moncrieff, Gregory Stroud, Evelyn Gardiner, Marie Burke, Richard Watson, Viola Wilson and Frederick Blackman, who, incidentally, was actively associated with the original creation and production of "The Maid of the Mountains."

Doug's fan-mail for this session has assumed large proportions, and listeners look forward to his free and breezy style which is something unusual in broadcasting.

A CONTRIBUTOR TO 3KZ'S CHILDREN'S SERIAL

"Adventures are to the adventures," says the old adage, and Snowy, Fatty and Bob, three adventurous characters from 3KZ's children's serial, are romping through more and more exciting escapades. Fatty, according to the script has lately been very short of money—very short of money indeed, and so carried away and concerned was the young listener that she saved up her pennies and sent in five shillings for "Fatty." So as not to shatter the illusion in the child's mind the money was sent back, with a little note to say that Fatty has since received his weekly pocket money, and everything was all right.

Voice of the Voyager Changes Time

"The Voice of the Voyager," one of the oldest established and most popular of 3KZ's Sunday night programs, is now heard at 8.30 on that night instead of 7.30 as formerly.

TRANSCRIPTION SALES

Miss Joy Morgan, acting sales manager of Artransa, reports that sales have been particularly good during the month of August and September. Among the most important features which have been sold by that company during these two months, are the following:—

"Spy Exchange," 78 x 15 mins., 2GN, 2LM, 2TM, for Gibb and Beema; "Here's a Queer Thing," 52 x 15 mins., 4GR, 4BU, 4RO, 4CA, 4MK, 4TO, 2BH, for Foster's; "Famous Escapes," 45 x 15 mins., 2LT; "Spy Exchange," 2WL, for Curzons; "Red Streak," 52 x 15 mins., 5DN-RM; "Doctors Courageous," 52 x 15 mins., 2TM; "Behind Those Walls," 52 x 15 mins., 7LA; "Nothing Ever Happens," 52 x 15 mins., 2GB; "20,000 Leagues Under the Sea," 104 x 15 mins., 2QN; "Adventures of Jules Verne," 94 x 15 mins., 2QN; "Gus Gray," 52 x 15 mins., mins., 2QN; "The Citadel," 52 x 15 mins., 2QN; "Sorrell and Son," 52 x 15 mins., 2QN; "Red Streak," 52 x 15 mins., 2QN; "Cappy Ricks," 52 x 15 mins., 2QN; "Radio Stage" (addition 13 x 30), 7HO; "Doc. Seller's True Stories," 130 x 15 mins., 6PR; "Radio Stage" (addition 13 x 30 mins.), 6PR; "The Cover Waggon," 13 x 15 mins., 2GB; "The Citadel," 52 x 15 mins., 2MW; "Lady Courageous," 78 x 15 mins., 2LT; "Fu Manchu," 78 x 15 mins., 2LM (Bebe's); "Sorrell and Son," 52 x 15 mins., 6PR; "The Citadel," 52 x 15 mins., 6PR; "Federal Agent," 26 x 15 mins., 4AY; "Lady of Millions," 52 x 15 mins., 2WG; "Hymns of All Churches" (extension of contract to cover seven days week), 2GB (for McDowell's); "Lucky Break," 70 x 5 mins., 4GR; "Lady Courageous," 78 x 15 mins., 4BH; "Love Tales," 33 x 15 mins., 2KO; "Red Horse Ranch," 65 x 15 mins., 2WG; "Pinto Pete in Arizona," 78 x 15 mins., 2WG; "Count of Monte Cristo," 130 x 15 mins., 2BH; "House of Dreams," 39 x 15 mins., 7LA.

Listener Response to 2CH Fred and Maggie's Appeal

One of the most outstanding examples of public goodwill 2CH has yet experienced was forthcoming last month when a test of listener interest in "Fred and Maggie Everybody," long since regarded as Australia's national radio family, demonstrated its unflagging popularity after almost seven years of continuous broadcasting.

The response was, in fact, so overwhelming that the sponsors, McDowell's Ltd., who have been associated with the feature over a considerable period, decided to extend the broadcast from four to five nights weekly. At the same time they renewed their contract for its presentation over a further long term.

This was actually the first occasion on which a direct indication was sought regarding the appeal of "The Everybodys" since the latter took the place of "Fred and Maggie." This change involved a gap of 14 years, and the "Fred and Maggie" twins, Ric and Margie, now 18, became the centre of interest with Fred and Maggie as their mother and father.

The result of this test, however, revealed that the feature retains the same appeal as previously, for it was merely a repetition of the experience of previous "Fred and Maggie" tests. A request to listeners to indicate whether they wished the story to continue was immediate and sustained for, following the broadcast at 7.45 p.m. all telephone lines were taxed until 10.30 p.m. by listeners who answered "Yes" in one voice.

During the night and the following day over 1,200 telephone calls were received, and the great majority of these expressed the opinion of two, three or more people listening in each home.

Those unable to 'phone wrote or even telegraphed the station and letters received poured in from every part of the metropolitan area, suburbs, and country districts, while listeners also wrote from Victoria, Queensland, South Australia and Tasmania, and in 24 hours more than 3,500 communications were received.

Practically every letter stressed the fact that Fred and Maggie had become part of their family life. A very large number stated that they had listened to Fred and Maggie since its inception nearly seven years ago, and in many

instances they recalled happenings in earlier sessions.

Following are a few extracts from listeners' letters:—

D. (Eastwood): "Carry on! We would be lost without your visit to our home each evening."

P.M. (Ashfield): "I am writing for the whole family. We all agree that we couldn't do without you."

E.R.F. (Concord): "If you only knew how eagerly our family wait for 7.45 p.m. you would realise how we all love every bit of it."

H.M.J. (Cremorne): "One never gets tired of hearing them as they are—so don't take them away."

L.B. (Enfield): "Through the years of your presentation we have come to love you for your human appeal."

The foregoing serve to indicate the appeal which this family drama holds for a large section of listeners.

The roles of Fred and Maggie are played by Edward Howell and Therese Desmond, while Edward Howell also writes and produces the entertainment in the A.W.A. studios.

McDowell's radio advertising account is handled by Trans-Radio.

Shorts from the Talks

Extracts from talks and commentaries in B.B.C.'s overseas short wave transmissions:

Poland Will Rise Again

"Dr. Hans Frank, the Nazi Governor-General for Poland, has repeatedly boasted of it. 'The Poles,' he said, 'the Poles do not need universities or secondary schools; the Polish lands are to be changed into an intellectual desert.' Dr. Frank is wrong. The Polish spirit cannot be destroyed by Nazi brute force. I have seen Poland rise courageously after one disaster. She will rise again, even more courageously with even greater honor, after the present war."

(Professor A. L. Goodhart, in a B.B.C. news reel on "25 Poles.")

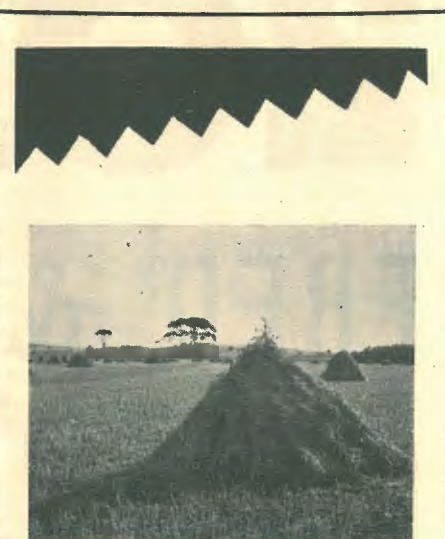
A Floating Kitchen Garden

"The most unusual garden I've seen so far this year is a floating vegetable garden on the Thames. There's a lighter moored alongside London Bridge where some construction work is going on. There's a shed on the lighter for storing tools—and outside this shed is a little garden in which lettuces and radishes and broad beans are flourishing."

(Moore Raymond, in a B.B.C. talk, on "People's Harvest.")

A 500 Watt Station with a 100 Watt Rate Card

J. WALTER SMYTH . . . SYDNEY REPRESENTATIVE . . .



Primary

OF PRIMARY INTEREST TO THE ADVERTISER IS RESULTS.

OF PRIMARY INTEREST TO THE LISTENER IS PROGRAMMES.

YOU GET THE BEST OF BOTH FROM —

Sydney Representative
A. L. FINN, 66 King Street

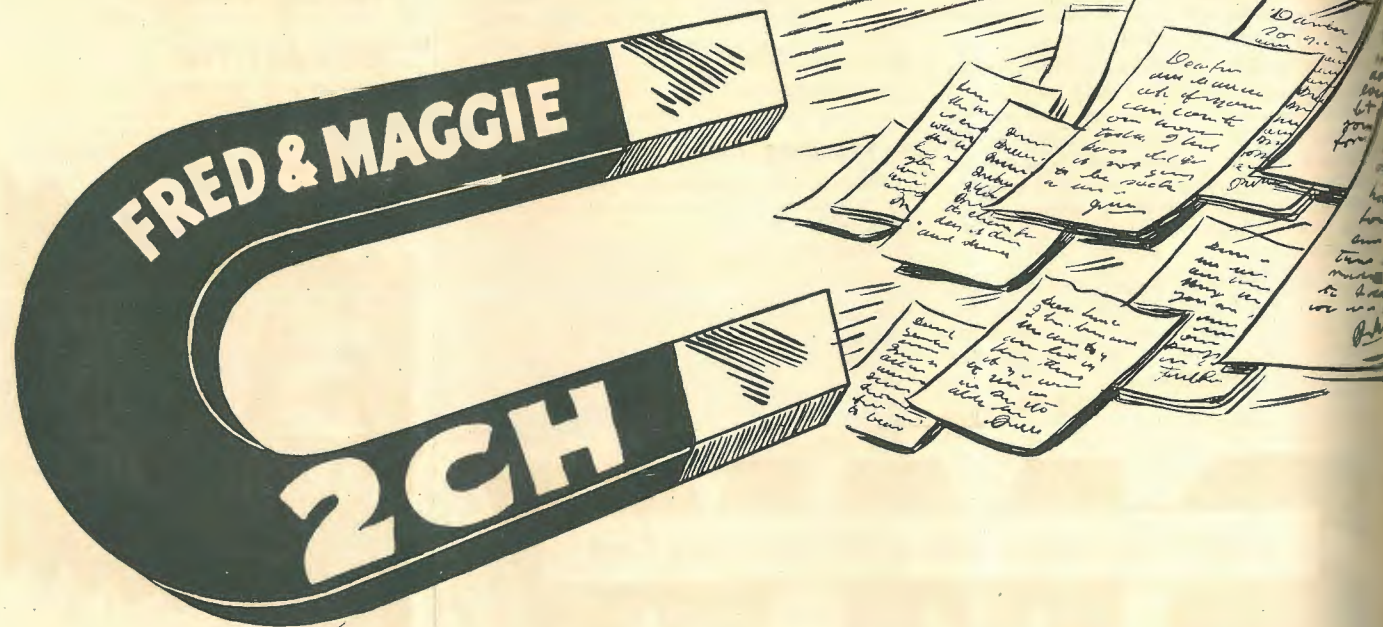
2CH MAINTAIN

FRED & MAGGIE EVERYBODY, Australia's National Radio Family again registers Tops in popularity in latest listener test...

One of 2CH's most outstanding demonstrations of listener-goodwill was forthcoming in a recent test when listeners were asked if they wanted "The Everybods" to continue.

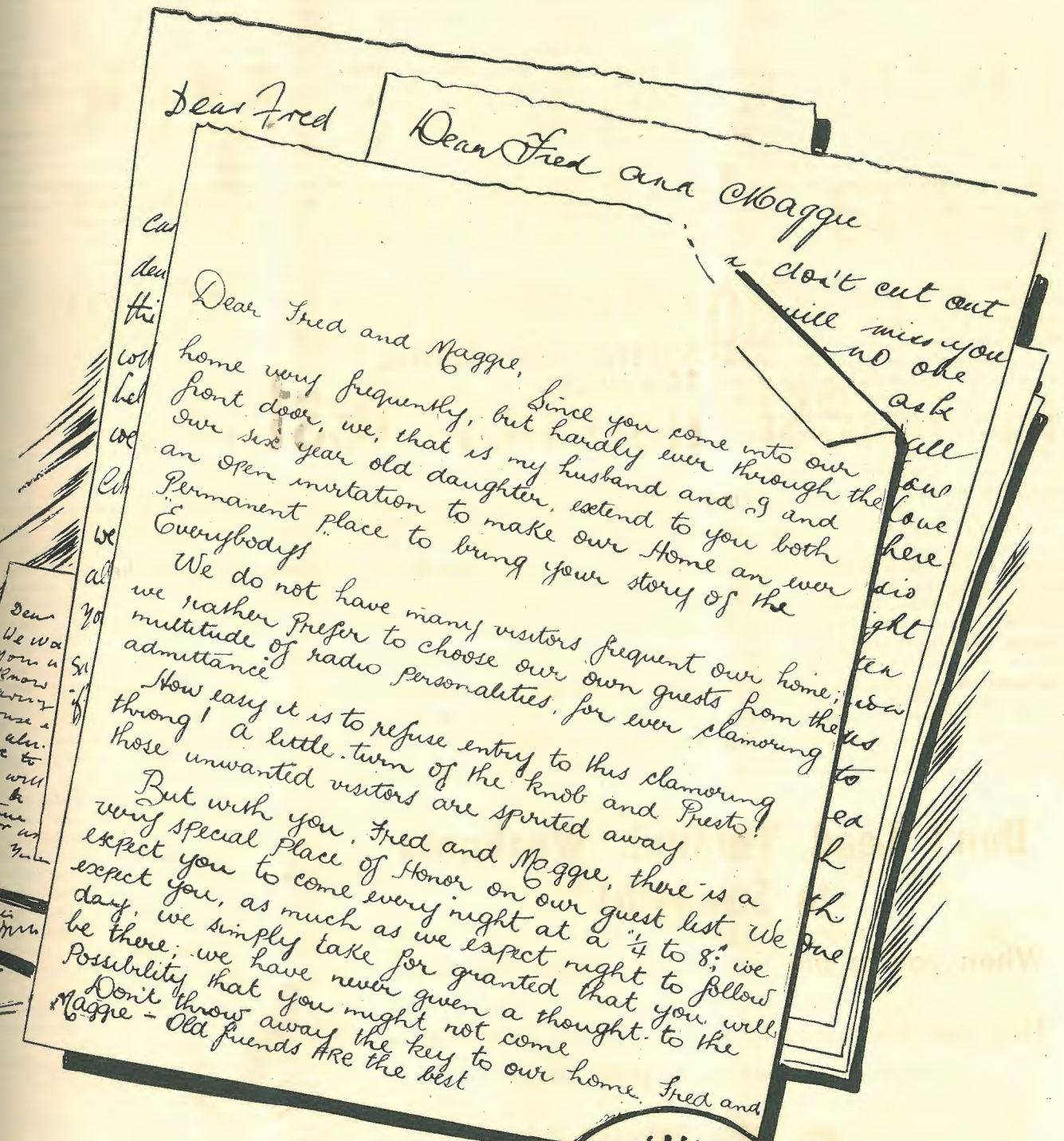
Over 1,200 'phone calls were received in 24 hours, and in the majority of cases these represented the opinions of two, three, or more people listening in each home. Those unable to 'phone wrote or telegraphed, and in the same period over 3,400 communications were received.

Appreciating the desires of listeners McDowell's Ltd., sponsors of the Everybods for the past two years, have now extended the session from four to five nights weekly.



AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

LISTENER-GOODWILL



Dear Fred and Maggie,

I don't cut out will miss you no one ask all love here dis light tea ed the due

Dear Fred and Maggie, Since you come into our home very frequently, but hardly ever through the front door, we, that is my husband and I and our six year old daughter, extend to you both an open invitation to make our Home an ever Permanent place to bring your story of the Everybods.

We do not have many visitors frequent our home; we rather prefer to choose our own guests from the multitude of radio personalities, for ever clamouring admittance.

How easy it is to refuse entry to this clamouring throng! A little turn of the knob and Presto! Those unwanted visitors are spirited away.

But with you, Fred and Maggie, there is a very special place of Honor on our guest list. We expect you to come every night at a "4 to 8;" we expect you, as much as we expect right to follow day, we simply take for granted that you will be there; we have never given a thought to the possibility that you might not come.

Don't throw away the key to our home. Fred and Maggie - Old friends ARE the best.



PHONE:
BW 2222

2GB LUNCH HOUR PROGRAM

The 2GB lunch hour sessions and Sunday afternoon program is now being conducted by Reg. Johnston, one of radio's most versatile young announcers. Reg. first leapt into prominence as the commercial announcer for Colgate's "Youth Show." When Robin Ordell went into the R.A.A.F., Reg. Johnston was appointed compere.

In addition to the "Youth Show," he has conducted a number of important sessions on 2GB, including David Jones' Saturday evening "Swingtime" session, and with Judith Young, he is in charge of the children's session, presenting among other features, "The Children's Theatre of the Air" on Friday night.

The new set-up for both the lunch hour session, and the Sunday afternoon session, is based on the idea of presenting the maximum of music, interspersed with song, comedy and drama, to provide that variety necessary to retain the interest of listeners.

The comedy and drama features will be entirely in the hands of Reg. Johnston, who has already planned a number of novelty programs. They include "Camoos and Classics," which feature short biographies of famous authors with dramatic excerpts from their works; the "Laughing Philosopher," and stories of famous comedians with samples of their humour.

Each feature will be heard two or three times throughout the week, and the Sunday afternoon program will include the most important of the lunch hour features so that listeners who are unable to listen during the week, will have an opportunity of hearing these programs on the Sunday afternoon.

An important feature of the lunch hour session, five days a week, will be the "on the hour" program, Curzon's presentation of Jack Lumsdaine and Hilda Farnilo, in "Songs at the Piano."

BUCKINGHAM'S NEW SPY SERIAL "O.H.M.S." on 2UE

Buckingham's, of Oxford Street, Sydney, have selected the powerful dramatised spy story, "On His Majesty's Service," to replace "Baffles," which has just concluded a very successful run on Radio 2UE.

"On His Majesty's Service" is a gripping story of the activities of the British Secret Service behind the lines in Nazi occupied Europe. It is an extremely topical transcription and comprises 104 quarter-hour episodes.

The cast features many of Australia's best known radio players, while the production is up to the highest Australian standard.

"On His Majesty's Service" will be sponsored by Buckingham's from 2UE every Monday to Thursday at 9.15 p.m. General commercials are announced before and after each episode.

2CH STAFF SHOW REVIVAL ANNOUNCED

Station 2CH is again to present "The Staff Show," featuring talented members of the whole staff of A.W.A. in a lunch-hour program to be broadcast every Tuesday.

This show, which was introduced with great success last year, revealed hitherto unknown talent among various A.W.A. departments, vocalists, instrumentalists and dramatic players being featured week by week.

Max Aronsten will be producer of the show, and in view of the talent already offering there will be plenty of variety in the opening program.

"The Staff Show" commenced on Tuesday, September 15, at 1.15 p.m. with an A.W.A. staff audience, which joined in the community singing portion of the program.

World Series Baseball Broadcast

An elaborately planned overseas relay scheme was successfully carried through last week, when 2UW Sydney, in collaboration with the American Red Cross of the U.S. Army Department of War Information, provided for every American soldier in Australia, a ball-by-ball description of the world series baseball finals.

The world series baseball games in America, are something which every American wants to follow, and arrangements were made in America for a specially condensed 45 minute ball-to-ball description to be short-waved to Australia.

When the subject was mentioned to 2UW, the station gave its enthusiastic co-operation. The Weston Agency heard of the discussion, and promptly arranged with the Lambert Pharmacal Co. (Aust.) Pty. Ltd., manufacturers of Listerine toothpaste, and Listerine antiseptic, to provide station time on a wide network of stations covering both New South Wales and Queensland.

The stations concerned were 2UW, 2GZ, 2KA, 2KO, 4BC, 4SB, 4GR, 4RO, 4VL, 4TO, 4CA, in addition to a separate service provided by 3DB and 3LK.

The arrangement included an announcement of the result of each game immediately it was concluded, and the recording of the 45 minute description for replay at a time when special arrangements were made for American troops throughout the Commonwealth to hear it.

The time ultimately chosen was 5.15 p.m., and a re-broadcast of the first game was made at that time on October 2. Similar arrangements were completed for each of the following games, scheduled for October 3, 5, 6, 7, 9, 10.

There arose also the problem of those camps outside the reach of ordinary radio reception, and indicative of the thoroughness with which the American Army completed its organisation, was the fact that special recordings of the American broadcast, taken off the air by 2UW, were rushed by Army planes direct to the camps concerned for playing over their loudspeaker equipment.

Details of the broadcast were widely circulated to every American centre in Australia, and there remained only the problem of catering for the soldiers on leave from the camps at the time of the broadcast. The position was made easy in Sydney, when 2UW offered to the American Army, the use of its 400 seat theatre, to be available to American troops in the city, and on each afternoon of the broadcasts the theatre was packed with Americans, transported for an hour to their own country.

The complete organisation was a triumph for Australian commercial broadcasting, and for its capacity to provide service in yet another sphere of broadcast activity.

2UE RAISE FUNDS FOR BLIND

On Saturday last, October 3, the first Saturday on which racing has been banned, 2UE devoted their afternoon broadcast to the presentation of a four and half hour's live artist program. During the afternoon appeals were made for funds for the Sydney Industrial Blind Institute, and as a result of these appeals listeners donated the sum of £350.

POPULAR 4LG PROGRAM

"Imperial Leader," now in its 13th week, is the most popular feature appearing in 4LG Longreach programs. This presentation is broadcast thrice weekly on Tuesdays, Thursdays and Fridays at 7.40 p.m., and commands a wide radio audience. Sponsored by leading business firms in Longreach, "Imperial Leader" is but one of the several features presented each week from the 4LG studios, which include "The Rank Outsider," "Singapore," "Dream Melodies," "Houses in Our Street," and the "4LG Radio Dance Nights"—the latter a 30 minute session in which a live audience participate in community song, quiz and competitions.

TRANSCRIPTION SALES

A.W.A. announce the following transcription sales:—"You Ain't Heard Nothin' Yet" (second series), 26 x 30 mins., 4BC-SB Brisbane; "The Sentimental Bloke," 26 x 30 mins., 4GY Gympie; "Fred and Maggie Everybody," 15 min. episodes., 4BU Bundaberg; "Coast Patrol" (second series), 52 x 15 mins., 3BO Bendigo; "For Richer, For Poorer," 104 x 15 mins., 2BH, 4GR, 4MK, 4BU, 4RO, 4CA, and 4TO; "Rapid Fire," 39 x 15 mins., 2BH, 4GR, 4MK, 4BU, 4RO, 4CA and 4TO; "Golden Sanctuary," 52 x 15 mins., 2CH Sydney, South African Broadcasting Corporation, ZJV Suva; "Travellers' Club," 52 x 15 mins., ZJV Suva.

"IN HIS STEPS" CHANGES TIME ON 3AW

Foy's, the sponsors of "In His Steps," hitherto aired from 3AW Monday and Fridays at 10.15 a.m., have decided to transfer this feature to the 6.15 p.m. spot on Sundays, and in future each broadcast will occupy 30 minutes during which a complete story will be heard.

The same sponsors have retained the Monday and Friday morning spaces, and in future they will sponsor a musical program, entitled "Meditation," which will be broadcast Mondays, and at 10.15 a.m. Fridays, Ray Chapman will conduct a "Book Review" on recent releases.

A.S.B. HEARD IN PORT MORESBY

Soldiers at battle stations in New Guinea listened to the A.S.B. descriptions of the final matches in the Sydney Rugby League competition relayed exclusively by Radio 2UE.

This news of extraordinary daytime coverage is revealed in wires received in Sydney and given prominence in the daily press.

The telegrams came from Bruce and Bill Ryan, former members of the Newtown Club, winners of this year's City Cup.

The football broadcasts were sponsored by Associated Newspapers.

DARROD'S THREE HOUR DANCE PROGRAM ON 3KZ

Darrod's, well known as the Style Store in the heart of Bourke Street, and already the sponsors of the four-night-a-week feature, "Girl of the Ballet," have signed up with 3KZ as sponsors of the three-hour dance program, which is conducted by Norman Banks every Saturday night from 10 o'clock onwards. This program is breezily presented and contains the latest dance releases with a mead of old-time numbers.

PALAIS ROYAL SIGNS WITH 3KZ



Mr. Reg. Dennis, manager of Melbourne's Palais Royal signing up with 2KZ's rep. Arthur Banks, for his firm's sixth year on the station. In a letter to Mr. A. J. Murray, sales manager of 3KZ, Mr. Dennis said: "I feel that I must convey to you my appreciation of the great assistance I have received from 3KZ announcers, engineers and yourself in making our session over your stations the success it is."

"I judge advertising value by results, and am happy to say that the first appearance of hundreds of our regular patrons can be directly attributed to their having heard our orchestras play over 3KZ at 11.45 Sunday mornings during the past five years."

3XY Features "Dombey and Son"

Replacing the concluded "Oliver Twist," Hoadley's are sponsoring a George Edwards dramatisation of the Dickens novel, "Dombey and Son," on 3XY each Tuesday, Wednesday, and Thursday at 6 p.m. There are 13 quarter-hour episodes.

Don't Lead Through Weakness to Strength!

When you've got the cards, play trumps—

Place your Advertisements with a partner whose unique experience in radio is at YOUR service.

3AW

IS THE LINK BETWEEN PRODUCER AND CONSUMER

WE'VE DONE IT AGAIN! 4BH Scores Another Trio Of Features

H. H. MILLMAN
OPTOMETRIST

"MASTERS OF MELODY"

15 MINUTES
EVERY

THURSDAY — 8.30 P.M.

NICHOLAS PTY. LTD.
ASPROS

"STARNIGHT"

45 MINUTES
EVERY

SATURDAY — 8.30 P.M.

HUTTON & FOGGITT-
JONES
FOODSTUFFS

"FILM STARS to the FORE"

15 MINUTES EVERY
FRIDAY — 9 P.M.

A CHANDLER

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

4BH

STATION

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

Among the Sponsors

Best and Gee Pty. Ltd., through Unsted, Jackson Haines Pty. Ltd., have contracted with Associated Sport Broadcasts (2UE, 2KY, 2CA, 2GZ, 2HR and 2KA) for preferred spots in the racing session.

Cole's Hygienic Meat Stores are now sponsoring a 15-minute musical program from Radio 2UE every Sunday at 1.15 p.m.

The **Barcroft Cabaret**, King's Cross, announces a new broadcast time for its program from Radio 2UE. The session is now compered by Allan Toohey every Thursday from 9.30 to 10 p.m. The broadcast is carried out direct from the Cabaret.

The proprietors of **Y-Cough** have renewed for a further 12 months over 2MW. Y-Cough features "Yes, What?"

The makers of **Aeroplane Jelly** are back on 2MW with a series of quarter-hour sessions, featuring the popular tenor, Alfred Wilmore.

The **Rural Bank of N.S.W.** has extended its present contract over 2MW, and "The Agricultural Magazine of the Air" is now heard twice per week.

Reflecting the restriction of newspaper advertising, **Theatre Management Ltd.**, one of N.Z.'s biggest theatre shows, has signed an annual contract for "spot" announcements at 6 p.m. Monday through Saturday on the 2B Network.

Cadbury Fry Hudson Ltd. has again renewed its spot band for Bournvita. This early morning New Zealand session is used five days a week.

Sharpe Bros., drapers—contract on 3XY covering 52 weeks' broadcasting of evening scatter announcements.

Manton and Sons Ltd., drapers—contract on 3XY covering 52 half-hour musical features, "Music Lovers Corner," aired at 7.45 p.m. on Sundays.

Mack Furnishing Co.—contract on 3XY covering three quarter-hours weekly for 52 weeks; feature is "Musical Consequences," aired on Tuesday, Wednesday and Thursday at 8.45 p.m.

Queensland Political Rights Association have taken out a 26 week contract with 2MW Murwillumbah, featuring "The Voice of the Countryside."

A 4ZB Dunedin, **Mackintosh Caley Ltd.** are sponsoring a bright half-hour musical

program six nights a week for the benefit of the night shift in war factories. Programmed at 11.15 p.m., it provides a splendid interlude for the supper period.

An annual contract for daily spots in the Breakfast session has been placed by **Nugget Boot Polish and Poliflor Floor Polish.**

Nicholas Pty. Ltd. have booked 45 minutes every Saturday at 8.30 p.m. with 4BH Brisbane, for their new "Aspro" feature "Starnight."

Cadbury Fry Pascall Pty. Ltd. have renewed with 4BH Brisbane for a further 52 weeks for three 12-minute sessions weekly, on Monday, Tuesday and Wednesday nights at 7.48. The feature is titled "Hit Tunes of the Hour."

Best and Gee Pty. Ltd., through Unsted, Jackson Haines Pty. Ltd., has contracted with Radio 2UE for 100 word announcements in the night sessions, Monday to Thursday, for "Five in One Toothpaste."

Harry Landis has signed with Radio 2UE for a 15-minute session merchandising musical instruments, at 3.45 every Sunday afternoon. Title of the session is "Drums and Drummers."

Steele and Co. Pty. Ltd., furnishers—contract on 3XY covering 52 weeks' advertising, comprising two quarter-hours weekly featuring "Empire Varieties," at 8 p.m. Mondays and Wednesdays, and breakfast session announcements.

Samuel Taylor Pty. Ltd.—contract on 3XY covering 52 weeks' advertising; four quarter-hours per week at 7.15 p.m. Monday to Thursday, featuring the transcription, "Yes, What?" and breakfast session announcements four days per week.

Economic Vacuum Cleaners—52 weeks' contract on 3XY for announcements in morning and afternoon sessions.

H. H. Millman, old established Brisbane optometrist, in renewing his contract with 4BH for another 52 weeks, has increased his appropriation to cover one quarter-hour every Thursday night at 8.30 instead of a five minute spot every Monday night at 6.35.

Hutton and Foggitt Jones have placed a new contract with 4BH Brisbane, for another 52 weeks of their popular feature, "Film Stars to the Fore," every Friday night at 9 o'clock.

2UE SESSIONS FOR WAR WORKERS

To give assistance to people in all walks of life engaged in helping the war effort, Radio 2UE is now featuring two half-hour programs daily, Monday to Friday, which are entirely devoted to this question.

Every morning at 11.30 Miss Diana Reeve deals extensively with all the women's organisations engaged on war work and charities. Her subjects cover a very wide field, and already the session has proved what radio can do in this direction.

In the afternoon the half-hour from 2 o'clock is compered by Mrs. Myrtle Harten, and is directed to the factory and munition workers.

Bright music is played for relay throughout the factories, and in between recordings Mrs. Harten conducts brief and interesting talks on many subjects as well as giving factory gossip, with direct appeal to the people the session is striving to entertain.

MAKE IT A PARTY

Formerly known as "Radio Rivals" the Sunday morning broadcast by Beville's Gift Store, now bears the title of "Make It a Party," with 3XY as the permanent originating station, on relay to 2UE Sydney. Beville's are on 3XY for 1½ hours' continuous entertainment each Sunday, commencing at 10 a.m. with "Transatlantic Rhythm," a musical contrast between English and American artists; followed at 10.15 by the popular listener quiz, "Guess Your Lucy Stars" and finally "Make It a Party," a one hour show with a studio audience which participates in community singing and a musical quiz, and enjoys items by a band and guest artists.

2nd ANNIVERSARY

To celebrate the second anniversary of their weekly gardening talk over 2GB by Mr. Albert Evans every Saturday morning at 8.30, the sponsor has decided on a six station hook-up next Saturday. For this special broadcast of the Home Gardener, Anthony Hordern will use in addition to 2GB, Macquarie stations 2CA, 2HR, 2WL, 2GZ and 2KA.

★ For ALL your RECORDING SUPPLIES

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

A CHANCE FOR COMPOSERS

In accordance with its six-year-old policy of furthering local talent, the 2KY-Morley Johnson Wednesday night entertainment is now offering Australian composers the same opportunity of gaining public recognition as was provided local artists during the Radio Trials. It is expected that the outstanding success won by the Radio Trials will be repeated throughout the Australian composers' competition.

In connection with this new feature, composers are asked to submit their work to 2KY. A selection of four pieces will be made each week, competitors being invited to present their own compositions during the Wednesday night "Radio Rockets" at 8.30. A cash prize of one guinea is offered each week for the best work adjudged so by 2KY listeners.

"Mirth Parade" is another new highlight introduced as a seventh year entertainment unit of "Radio Rockets." This is a "rib-tickling" presentation, and follows close on the heels of the popular "Musical Twins," compered by Paul Daly and his charming wife, May Webster.

Cenovis Yeast Health Talks

3XY is now the originating station for a relay to 3SR, 3YB, 3UL, 3HA, 3TR, 3SH, 3BO, 3MA, 3CS, 3GL and 2AY of the Cenovis Yeast Health Talk broadcast weekly by Mr. G. V. Russell. The broadcast is now heard over all stations on Tuesday nights at 9.15.

SATURDAY SPORTS BROADCAST

With the elimination of racing on the first Saturday in each month, 2UW announced last week the completion of plans for a substitute service for the army of listeners who habitually tune to 2UW on Saturday afternoon for sporting results. The session entitled "Cyril Angles' Saturday Afternoon Show," embraces all the available sporting results, and a sporting quiz, plus fast-moving variety entertainment of a type calculated to entertain the widest possible audience.

The feature of last Saturday's presentation was a detailed description of the G.P.S. sports, while the studio presentation was in the hands of Cyril Angles and Ken Johnston, with the assistance of the 2UW "Radio Revellers" company and guest variety artists.

2UE BROADCAST FROM BEAUTY SALON

Live Artist Novelty

The Christy Beauty Salon has signed with Radio 2UE for 52 half-hour programs to be broadcast direct from the salon, which is now situated in the portion of the Strand Arcade, originally occupied by The Ambassadors.

The salon has been converted into one of the most modern in the Commonwealth.

The broadcasts commence on October

3XY MAGAZINE OF THE AIR

Novel Advertising Medium

"Sally," whose originality is equalled only by her enthusiasm, has commenced the "3XY Magazine of the Air," an hour's session aired each Monday, Wednesday, and Friday at 3 p.m. Designed to carry, in a new and interesting guise, all the news of the week, the "Magazine" has an authentic set-up of editorial, correspondence page, scandal column, cookery section and pictorial pages, and the cover, in "colour," will carry the week's most interesting tidbits. Not only is the "Magazine" an excellent medium for drawing attention to program features, but it includes advertising introduced in a chatty and informal fashion, and valuable publicity for patriotic and charitable causes. When conducting a similar session on an interstate station, Sally reports that the "Magazine" was constantly in demand from local newsgents, who just couldn't convince prospective buyers that the periodical wasn't for sale!

20, and will be featured every Tuesday from 3.30 to 4 p.m.

Notable live artists will perform direct from the salon, and the programs will be compered by Sid Everitt and Colina Lynam.

This is an innovation as far as Australian commercial radio is concerned, and the sessions already listed indicate that the half-hour will become one of the brightest spots on afternoon presentations.

SAVE FOR VICTORY!

and be PROUD to do it!

This war is being fought for you... and must be paid for by you! You must decide now to live more simply... to eliminate needless expenditure... to save all the money you can... and to be proud of the sacrifices you make. Fill in this chart... you'll be surprised how much you can save if you set your mind to it. Learn to say "No". Be proud to deny yourself. And lend your savings to Australia for her present needs, and have interest-bearing Bonds for your future benefit.

WAR LOAN FACTS

There are three ways in which you can help Australia with your savings, with advantage to yourself. AUSTERITY LOAN (In Advance) £10 or any multiple of £10. Advance subscriptions accepted by any Bank or Stockbroker. Subscribe NOW. Interest commences from date of lodgment. NATIONAL SAVINGS BONDS. £10, in full or by instalments. From any Bank or Stockbroker. WAR SAVINGS CERTIFICATES. 16/- for each £1 Certificate. From any Bank or Money Order Post Office. Each represents an interest bearing, money saving investment, readily saleable in case of emergency. Invest NOW, for Australia!

Subscribe NOW to the £100,000,000

AUSTERITY LOAN

NATIONAL SAVINGS BONDS AND WAR SAVINGS CERTIFICATES
ADVANCE SUBSCRIPTIONS MAY BE MADE NOW. INTEREST ACCRUES FROM DATE OF SUBSCRIPTION.

CHECK THIS LIST

	AMOUNT WEEKLY EXPENDITURE	POSSIBLE WEEKLY SAVING
Clothing		
Food		
Amusements		
Theatres		
Cosmetics		
Hairdressing		
Racing		
Smokes		
Liquor		
Fares		
Meals in Town		
Entertaining		
Sweets		
Furnishings		
Casual Labor		
Laundering		
TOTAL WEEKLY SAVING		£

"THE HORSELEY'S IN HORSETRALIA"

New Sponsorship on 2CH

The ups and downs of a Cockney family newly arrived in Australia provide the rollicking entertainment of "The Horseleys in Horsetralia," a new comedy feature sponsored four nights weekly on 2CH by the Taylor Chemical Company.

This program will be scheduled at 6.43 p.m., Monday to Thursday, and will be used by the sponsors in their summer campaign for Mortein Insect Spray.

"The Horseleys" will present Cockney comedy at its best, and will feature the family comedy trio Edward Howell, Therese Desmond (Mrs. Edward Howell) and Madeliene Howell in roles of a type calculated to have the greatest appeal to Australian radio audiences.

The story will tell of the battle of wits between Harry Horseley and the Australians he comes up against, and of the Horseley's reactions to many adventures they have on meeting local customers. These, together with their bald Cockney dialogue give the trio ample scope for comedy.

The cast is further strengthened by the inclusion of Les Warton, who, in the role of "Bluey," plays one of his typically Australian characters, while Fred Bluett, veteran Australian comedian, also makes his appearance.

"The Horseleys in Horsetralia" is produced in the studios of Amalgamated Wireless (A/sia) Ltd. by Edward Howell, who, in addition to appearing in the leading role, also writes the scripts.

The account is handled by Hansen-Rubensohn.

NEW 3XY TROOPS' SHOW POPULAR

It looks as though the Melbourne Town Hall will have to acquire a new "House Full" sign—the present one is having strenuous use since "Peters' Ice Cream Salutes the Services" was



The packed house which fills the Melbourne Town Hall each Sunday night for "Peters' Ice Cream Salutes the Services," produced by 3XY and broadcast at 9.30 p.m.

inaugurated three weeks ago. Three thousand servicemen and women are entertained each Sunday night—and as many more are turned away from a show which has everything the forces look for in the way of entertainment. 3XY studio manager, Alwyn Kurts, both produces and comperes the show, which is aired for a half-hour at 9.30 p.m.

3XY INAUGURATES "MY WAR JOB"

Believing that many women are only waiting for a lead to take an active part in the war effort, Nance Martell has commenced a series of half-hour broadcasts from 3XY on Monday, Wednesday, Thursday, and Friday at 2.30 p.m., and on Tuesdays at 2.45 p.m. Titled "My War Job," Nance describes the session

as a kind of clearing house for information on war jobs of all types. For instance, those interested in joining any of the uniformed services—A.W.A.S., W.A.A.A.F., and so on—can apply to her to have initial enquiries made about suitable openings for their individual abilities. Likewise, problems connected with manpower will be sorted out and handed to the proper authorities. In addition, Nance invites listeners to send along their suggestions regarding austerity meals, saving household hints, ways of coping with the clothing problem, and so on; a kind of competition without prizes, because such economic are the home woman's "war job," and through this "exchange" each woman has the opportunity to pass on her brain waves to others. "My War Job" looks like being a very present help to the woman who would "do something if she only knew where to start," and Nance is all enthusiasm over the session's possibilities regarding the war effort.

Broadcast Listeners' Licences in Areas Within 25 and 50 Miles of Principal Cities and Towns
Quarter Ended June 30, 1942

(Note: In each case the 25 miles figures appear above the 50 miles figures)

Locality	Licences	P'tion	% of P'tion	Locality	Licences	P'tion	% of P'tion	Locality	Licences	P'tion	% of P'tion
NEW SOUTH WALES.				VICTORIA.				SOUTH AUSTRALIA.			
Metropolitan	283,306	1,314,572	21.55	Metropolitan	237,845	1,087,366	21.87	Metropolitan	89,315	335,214	26.63
Country	217,145	1,495,929	14.51	Country	133,657	850,979	15.70	Country	47,929	274,172	17.47
State	500,451	2,810,501	17.86	State	371,502	1,938,345	19.17	State	137,244	609,386	22.51
25 & 50 Miles—				25 & 50 Miles—				25 & 50 Miles—			
Sydney	300,950	1,401,335	21.40	Melbourne	250,065	1,169,910	21.39	Adelaide	95,846	372,227	25.75
Albury	4,766	30,588	15.58	Ballarat	272,649	1,293,300	21.08	Crystal Brook	103,194	414,175	24.91
Armidale	9,986	68,808	14.51	Bendigo	11,202	66,845	16.76	Mt. Gambier	5,293	25,349	20.88
Bathurst	2,530	16,138	15.68	Charlton	32,202	161,826	19.89	Murray Bridge (25)	10,897	50,128	21.73
Bega	3,673	31,562	11.63	Colac	9,230	53,605	17.41	(50) Inc. Metro.	2,259	13,147	17.92
Broken Hill	3,954	27,114	14.58	Geelong (25)	18,327	126,454	14.49	Exc. Metro.	4,934	25,103	19.65
Canberra	14,846	93,390	15.89	(50) Inc. Metro.	1,671	15,567	10.73	Pt. Augusta	4,236	18,696	22.65
Cessnock	3,101	20,321	15.26	Exc. Metro.	5,837	45,168	12.93	Pt. Lincoln	101,543	408,124	24.88
Cooma	5,124	27,532	18.61	Hamilton	4,102	21,045	19.49	Renmark	12,245	72,910	16.79
Corowa	5,132	28,257	18.16	Horsham	16,422	99,699	16.47		1,409	6,012	23.43
Cumnock	3,427	15,738	21.67	Geelong (50) Inc. Metro.	12,957	63,596	20.37		3,628	13,778	26.33
Deniliquin	5,887	33,586	17.55	Exc. Metro.	275,825	1,243,530	24.32		932	4,362	21.36
Dubbo	42,831	216,905	19.62	Warragul (25)	37,980	156,164	24.06		1,536	7,196	21.34
Goulburn	49,344	259,535	19.01	(50) Inc. Metro.	2,720	16,464	16.52		2,568	11,159	23.01
Grafton	801	5,290	15.14	Exc. Metro.	9,096	55,555	16.37		3,403	21,501	15.82
Griffith	2,865	15,828	18.10	Lubeck	3,452	16,047	21.51	WESTERN AUSTRALIA.			
Gunnedah	3,581	23,646	15.14	Mildura	7,482	44,380	16.86	Metropolitan	58,190	228,240	25.40
Inverell	11,718	81,131	14.44	Sale	3,801	20,857	18.22	Country	33,755	240,579	14.03
Katoomba (25)	1,102	10,280	10.72	Shepparton	8,344	55,451	15.05	State	91,945	468,819	19.82
(50) Inc. Metro.	10,342	71,758	14.41	Swan Hill	3,966	22,962	17.27	25 & 50 Miles—			
Exc. Metro.	914	6,550	13.95	Warragul (50) Inc. Metro.	4,174	27,560	15.14	Perth	58,192	246,283	23.62
Dubbo	5,078	38,225	13.28	Exc. Metro.	2,643	16,563	15.96	Albany	61,868	258,312	23.95
Goulburn	2,530	16,559	15.30	Warrnambool	8,879	49,869	17.80	Bunbury	1,210	5,539	21.84
Grafton	5,381	31,227	17.23	Shepparton	4,725	33,435	14.13	Collie	1,892	9,416	20.09
Inverell	3,731	23,573	15.81	Swan Hill	11,759	85,566	13.74	Dardanup	2,855	15,086	18.92
Katoomba (50) Inc. Metro.	8,665	61,541	14.08	Warragul (25)	1,810	13,425	13.48	Bunbury	6,776	33,848	20.01
Exc. Metro.	3,622	20,335	17.71	(50) Inc. Metro.	4,236	35,073	12.07	Collie	2,225	11,430	19.46
Grafton	5,971	42,314	14.11	Exc. Metro.	7,299	41,645	17.53	Dardanup	6,818	35,470	19.22
Griffith	1,540	13,364	11.52	Warrnambool	39,804	222,238	17.41	Geraldton	2,225	11,430	19.46
Inverell	4,088	34,831	11.71	Exc. Metro.	24,375	152,760	15.95	Kalgoorlie	6,818	35,470	19.22
Katoomba (25)	1,506	10,190	14.77	Exc. Metro.	4,251	27,505	15.60	Dardanup	4,049	19,904	20.34
(50) Inc. Metro.	6,580	47,214	13.93	Exc. Metro.	9,832	50,119	19.06	Geraldton	6,779	34,777	19.49
Exc. Metro.	1,847	13,383	13.80	QUEENSLAND.				Kalgoorlie	1,116	7,270	15.35
Katoomba (50) Inc. Metro.	5,379	38,502	13.97	Metropolitan	75,147	337,710	22.25	Katanning	1,354	9,984	13.56
Exc. Metro.	8,199	38,761	21.15	Country	97,380	698,828	13.93	Merredin	4,769	2,390	22.29
Kempsey	5,144	40,180	12.71	State	172,527	1,036,538	15.67	Katanning	4,769	3,257	20.50
Lithgow	9,785	59,611	16.41	25 & 50 Miles—				Katanning	1,460	6,010	28.23
Lithgow	14,019	96,492	14.52	Brisbane	83,813	388,025	21.62	Merredin	2,707	14,537	18.00
Lithgow	6,905	34,967	19.74	Atherton	90,987	441,136	20.62	Narrogin	766	5,170	14.81
Lithgow	15,565	100,730	15.45	Ayr	2,114	17,625	11.99	Narrogin	2,192	15,031	14.58
Lithgow	41,579	192,089	21.12	Bundaberg	7,487	52,404	14.28	Northam (25)	1,153	6,016	19.16
Lithgow	47,502	246,782	19.24	Cairns	1,911	12,375	15.44	(50) Inc. Metro.	2,826	15,847	17.83
Lithgow	3,784	22,917	16.51	Charleville	7,740	41,529	18.63	Northam (50) Inc. Metro.	2,338	12,782	18.29
Lithgow	20,461	114,179	17.93	Dalby	4,217	22,518	18.72	Exc. Metro.	2,068	94,164	21.31
Lithgow	1,771	13,473	13.07	Darlington	7,792	46,421	16.78	Wagin	4,601	37,782	12.17
Lithgow	4,461	35,694	12.49	Charleville	3,931	23,745	16.55		686	4,387	15.63
Lithgow	5,995	38,615	15.52	Charleville	7,174	48,850	14.68		3,282	17,767	18.47
Lithgow	16,345	106,250	15.38	Charleville	598	3,742	16.03				
Lithgow	41,000	198,069	20.69	Dalby	687	5,067	13.55				
Lithgow	48,256	246,606	19.56	Dalby	1,536	8,198	18.73				
Lithgow	4,606	30,058	15.32	Dalby	11,513	59,370	19.39				
Lithgow	10,245	79,855	12.82	Dalby	2,958	24,390	12.12				
Lithgow	2,752	17,577	15.65	Dalby	10,067	68,492	14.99				
Lithgow	5,340	43,808	12.19	Dalby	83,844	386,488	22.75				
Lithgow	6,576	52,955	12.43	Dalby	8,697	48,778	13.72				
Lithgow	46,371	242,662	19.11	Dalby	97,615	467,674	20.87				
Lithgow	3,559	21,613	16.43	Dalby	22,468	129,964	17.28				
Lithgow	7,529	50,312	14.96	Dalby	2,753	16,092	17.10				
Lithgow	4,517	27,672	16.32	Dalby	5,016	35,789	14.01				
Lithgow	9,546	73,086	13.06	Dalby	661	4,041	16.35				
Lithgow	13,073	57,415	22.76	Dalby	670	5,062	13.23				
Lithgow	314,436	1,461,645	21.51	Dalby	3,887	22,860	17.00				
Lithgow	31,130	147,073	21.16	Dalby	4,524	29,065	15.56				
Lithgow	2,147	17,039	12.60	Dalby	3,682	20,190	18.23				
Lithgow	7,983	56,728	14.07	Dalby	9,921	53,527	18.53				
				Dalby	8,515	47,928	17.76				
				Dalby	13,884	83,064	16.71				
				Dalby	8,228	41,908	19.63				
				Dalby	8,802	47,944	18.35				
				Dalby	931	5,045	18.45				
				Dalby	1,564	8,492	18.41				
				Dalby	9,503	53,241	17.84				
				Dalby	21,990	123,059	17.85				
				Dalby	5,779	28,533	20.25				
				Dalby	7,158	40,055	17.87				
				Dalby	2,965	21,209	13.50				
				Dalby	14,994	88,339	16.97				

NOTE: The percentage of dwellings equipped with wireless receivers may be estimated by multiplying the figure shown in the fourth column by 4, that being the approximate number of persons per dwelling.

IT'S

12

YEARS OLD

and

"STILL CLICKING"

2KY's

RINGSIDE DESCRIPTION of the WRESTLING MATCH at the LEICHHARDT STADIUM on SATURDAY NIGHTS

presented by the courtesy of the original sponsor

MILLARDS LTD.

2KY ADVERTISING PAYS

3 SR YB UL

LICENCES 61,098

POPULATION . . . 378,110

Argus Broadcasting Network

365 ELIZABETH ST., MELBOURNE F 0411

Sydney: Fred Thompson — B 2085

PERSONALS

On a visit to Sydney this week is Mr. Graham Dowland, manager of 6PR-TZ West Australia. Mr. Dowland is crowding a large round of business calls into the few short days at his disposal.

Stewart Duff and K. W. Kilpatrick, head office executives of the New Zealand Commercial Broadcasting Service, have been appointed to the committee organising the Dominion's Second Liberty Loan of £10,000,000.

Ex-3XY staff members now in the services are adding distinction unto themselves at a rapid rate, both Norman Currey (Signallers) and John Storr (Mobile Entertainments Unit) having acquired two stripes in the past week. Erstwhile assistant manager, Frank Mogg, called in to report that he was heading "somewhere north" with the Navy, while musical director, Kevin Bradley, after having been rejected by both A.I.F. and R.A.A.F. on grounds of ill-health, is jubilant at having been accepted for the Naval Auxiliary Patrol, and is assiduously studying for same between sessions of baton waving.

We extend our heartfelt sympathy to Mr. and Mrs. David Worrall, their only daughter, Joan, aged 12 years, passed away last week. She was fatally injured when thrown from her horse.

COMMERCIAL BROADCASTING

Vol. 11, No. 8, Thurs., Oct. 8, 1942
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. 'Phone, Cent. 4705.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills
Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

A U D E X — the Super Recording Blank

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

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

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

JULY LICENCE FIGURES

	June	June	Adol.
TASMANIA			
New issues	486	545	(188)
Renewals	4,985	5,226	
Cancellations	319	245	
Monthly total	44,883	46,704	(188)
Nett inc. or dec.	+ 167	+ 300	
Population ratio	18.47	19.56	

	1941	1942	tional
COMMONWEALTH			
New issues	17,600	15,812	(5,340)
Renewals	144,029	151,015	
Cancellations	12,097	10,614	
Monthly total	1,298,769	1,325,271	(5,340)
Nett inc. or dec.	+ 5,503	+ 5,198	
Population ratio	18.37	18.66	

	1941	1942	tional
NEW SOUTH WALES			
New issues	7,223	8,163	(2,109)
Renewals	56,667	61,735	
Cancellations	7,203	4,155	
Monthly total	494,904	504,459	(2,109)
Nett inc. or dec.	+ 20	+ 4,008	
Population ratio	17.66	17.94	

	1941	1942	tional
VICTORIA			
New issues	3,885	2,201	(1,477)
Renewals	38,908	40,093	
Cancellations	1,175	2,700	
Monthly total	365,500	370,225	(1,477)
Nett inc. or dec.	+ 2710	- 499	
Population ratio	19.05	19.14	

	1941	1942	tional
QUEENSLAND			
New issues	2,797	1,603	(417)
Renewals	17,729	19,797	
Cancellations	1,727	729	
Monthly total	169,286	173,401	(417)
Nett inc. or dec.	+ 1,070	+ 874	
Population ratio	16.46	16.73	

	1941	1942	tional
SOUTH AUSTRALIA			
New issues	1,875	1,699	(860)
Renewals	14,247	14,380	
Cancellations	792	1,742	
Monthly total	132,375	137,201	(860)
Nett inc. or dec.	+ 1,683	- 43	
Population ratio	21.81	22.51	

	1941	1942	tional
WESTERN AUSTRALIA			
New issues	1,384	1,601	(305)
Renewals	9,493	9,784	
Cancellations	881	1,043	
Monthly total	91,821	92,503	(305)
Nett inc. or dec.	+ 453	+ 558	
Population ratio	19.56	19.73	

Jack Sandbrooke, late of Goldberg's, Sydney, and now in the Army, has written a sentimental number called "Thru' All Eternity," in collaboration with mate Bruce Thompson. This is Jack's first venture into the composing field, and our congrats to him on this excellent number which was broadcast from 3LO last Friday evening at 8 p.m.

In the absence of Mr. Hook, Mr. Mulholland, of A.W.A., last week made a presentation of a handsome clock on behalf of the 2CH staff to Lieut. Keith Howes, in honour of his approaching marriage to an Adelaide lass. Lieut. Howes is back in Australia after active service abroad.

Miss Joy Morgan, acting sales manager of Artransa, and Mr. Maxwell Dunn, well known radio dramatist, were two interested visitors to the King George V Memorial Hospital. By the end of their visit they were fully acquainted with the complete care of mothers and babies. The reason for their curiosity is the fact that they were seeking background for a new Artransa production. It sounds interesting.

Jerry Bride, of O'Brien Publicity, looked very proud last week—reason being a visit from the stork, who presented him with another daughter. Congratulations, Jerry.

Lieut. Lin Corr, of Broadcast Exchange, who is now doing a big job at Victoria Barracks, bade farewell to Capt. Leo. Mooney, recently Leo has at last realised his wartime ambition and has headed north for a month or so.

The Lord Mayor (Cr. Nettlefold), Sir Frank Beaurepaire, and members of the City Council are frequent visitors at the Melbourne Town Hall on Sunday nights where Peters' Ice Cream (Vic. Ltd.) entertain 3,000 troops and their friends.

Arundel Nixon's baby daughter was one year old on Friday last. Party held in her honour at the Australia on Saturday. Cute invitations, telling guests that "she would be one, but before she was only nort!"

Jack Clemenger has been promising himself a day at the links for a long time now, so gathering his clients around him he hied to the Commonwealth last week. He informs us that Les Leyshon is now out of hospital—it will be good to see you around again, Les!

P. and A. Parade judge, Beatrice Touzeau, has acquired a cottage by the sea—she tells us the roof needs painting—any volunteers?

Musical director, Harcourt Garden (2KY) is another personality who has been enjoying a brief respite from radio activities. Claims to have gained a few unwanted lbs. during his week's holiday.

Doug. Melton (2CH announcing staff) is now in the Air Force, having been transferred from the Militia.

Albert Russell (Goldberg's, Sydney) pooh-poohs the idea of petunias and sweet williams, and instead is now growing spinach in his backyard. There's grit for you! Albert, by the way, was responsible for much of the work connected with the big American Red Cross baseball broadcasts, a story of which appears in this issue.

The 'flu germ and Alwyn Kurts, of 3XY, came to grips recently—and it would be hard to say which won! Attacked on Saturday morning, he resolutely covered the races that afternoon, compered "Croft Radio Revels" in the evening, and staggered off to bed—only to rise in defiance of medical advice, and comper "Peters' Ice Cream Salutes the Services" on the Sunday night! After that, his wife reported she locked all the doors and hid the keys!

A visitor to 2KY last week was Comedian Joe Lawman, who called in to say "Hullo" and "Goodbye." He left the same night for Brisbane, where he's now entertaining Tivoli audiences.

Vol. 11, No. 9
234th Issue)
Thursday
Oct. 22, 1942
Price 6d.

★ 1942 Broadcasting Convention Opens in Melbourne

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



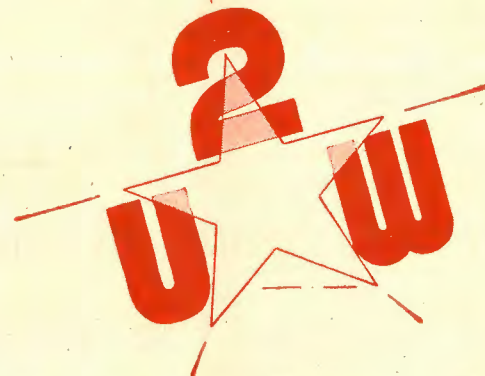
Dr. W. G. Goddard

(QUEENSLAND'S FAMOUS COMMENTATOR)

JOINS

"THE WATCHMAN" & A. M. POOLEY

IN PRESENTING ON



The greatest line-up of news commentaries in the whole history of broadcasting in Australia.

Australia to-day, more than ever before, wants to know what the news means, and what lies behind the news. The appearance on 2UW of the three greatest news analysts in Australia, is the latest expression of listener service which has built and maintained the unchallenged leadership of 2UW.

Dr. Goddard's "Book of Time," sponsored by Maxam Cheese, is now heard from 2UW each Sunday at 6.28 p.m.

MOST PEOPLE LISTEN TO 2UW