Cream (Vic.) Ltd. present their popular new show, "Trojan." For the first time, a few months ago, Mrs. Johnson was seen on television. Now, she is famous comedian Reg. Hart, well known to radio audiences, has just started his new show, "Summer," at a well-known hotel. He is a good comic and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.

Fred Heath, sponsor of "Starlight," takes time off from business to practice the violin. Although he's a keen performer, music is his greatest love. Recently, he has become interested in the violin and is practicing daily.

Lionel Newton, of Majestic, is now spending his winters in America. They tell us that if peace doesn't break out, he will come back to Australia. He was always a favorite with the public.

Arthur Tait, publicity officer of J.A.W., is hard at work fitting the holidays with a special programme. In spite of a broken bone in his ankle and having to practice snare "just at 2UZ, Eric Wood still looks cheerful as ever. Must be something in music.

Niel Patel, of Paton's Advertising, is a very kind and helpful man. We are sure he will wish her every happiness in the future.

Carol Rose, energetic salesman of S.B.E., who is fitting the holidays with a special programme. He is a good salesman and has moved into a very spacious home which makes him come home early at night to work the garden.

Sid. Kemp, of the "Argus," Network, has returned to Melbourne after a very busy week in Sydney following up Convention business. He is always very busy, but his biggest news as vice-president of the A.F.C.B. will make him even busier.

Another radio personality is out of Melbourne this week. This time it is not the call of the big city of Sydney—Dave Warr, has gone for a quiet week's holiday. He is a good personality and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.

One of the best known voices at 2GB over the past 11 years, has been that of Jay Matter. Although never heard in the past, he has been heard recently. In the last two weeks, he has answered the "MicropHONE" and has been heard in his new role on "The Willmott Advertising Agency" radio programme.

B.P. Down is in Melbourne, on behalf of the "B.P." Manager, to contact local advertisers. B.P. is not the only company thinking of starting a new show, but has not enough muscle and money to do so. They will get the best music and have been credited with the first show of the year.

Muse director, Kevin Bradby, of "B.P." is out of town for a few days and has been heard on "The Willmott Advertising Agency" radio programme. He is a great character and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.

Substituting for Alan Kersh, in "TSGN," is the old "Mega" who is a very popular performer. He is a great character and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.

Lionel, A. P. Hosking, who is responsible for "Melody Clues," has just started his new show, "Summer," at a well-known hotel. He is a good character and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.

Kevin McLennan, of station manager, is in charge of the production of "Summer." He is a great character and has a great appeal over the air. Add to this he has been doing a lot of entertaining to listeners between times. His name is only a seasonal advertiser, but we are sure he will give us just as good a season next year.
In Australia to keep U.S. listeners abreast of events in the Southwest Pacific—Columbia Broadcasting System has William J. Dunn, Mutual Broadcasting System has Frank J. Cubell, National Broadcasting Co. has Sydney Albright and George Pinker. Together these correspondents hold their home audiences for 130 minutes a week through use of the three major networks, which, according to investigation, means that war news from the Asian area is taken by 6,000,000 Americans each day, each week.

As part of the world news round up put on the American air for 15 minutes morning and evening, at the peak listening periods (7:30 p.m. and 4:30 a.m. U.S. time), Sydney enters the news spotlight in company with Albuera, Lend, Honolulu, Wellington, Iceland and points in South America. Three times is the usual time allotment to each correspondent. Whether he goes on the air or not depends upon what he has to contribute to knowledge of world events.

The value to Australia of this particular partnership in American radio cannot be assessed. But it is making our contacts across the Pacific mindful of Australia's future. It must inspire business men to invest, and settlers to come here as never before—since the Japs have been crushed.

We can, however, estimate what it would cost Australia in peace time to sponsor 130 minutes a week on the American air. An American network advertising rate is about $10,000 for three minutes. When William Dunn signs off as from Australia (for Frank Cubell signs off as from Australia—that is the finest in the world this division of the holding medium which in peace time presently would be drums or music, or talk.

George Pinker, who partners Sydney Albright for N.R.C., prepared a radio work for his fellow correspondents. The Pinker Department and A.W.A. arranged transmitting and studio facilities in Sydney.

The code letters N.R.C. for America's great network—National Broadcasting Company—gave the impression to anyone not used to American radio that it was correspondent to our own A.B.C. This is not the case. All radio correspondents abroad are privately owned and privately operated. There are no syndicated services, as the A.M. and B.F. class are, here.

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

Sid Albright, National Broadcasting Company correspondent in Australia to keep the press off the sidelines, by a split second entry into, and exist from, this huge American Network.

1. Government regulations, some necessary, some unnecessary, constitute a real attack upon the future of commercial broadcasting in Australia: from time to time the shambles of ill-informed regulation can enable the grasping of broadcasting in its real application to living. From the sidelines are heard the bad tomatoes from the hands of those who have a selfish interest in blocking the broadcasting to prevent us fulfilling our logical destiny in absorption of freedom of thought and speech.

Thus assailed from the front, the rear and sides the broadcasting programry is facing the most dangerous period in its history, the time when the sound engineering, forward and backward, is needed, now.

As example—

"Event to C.B.S. September 27, 1942, 14384."

This acceptance time by San Francisco, being sent in G.M.T. was accepted by our daylight saving time, thus: "Event to C.B.S.—September 2 0012."

Deciphered, it means that Dunn went to the short-wave machine in Sydney for a newscast to San Francisco at one minute twenty seconds after midnight, September 27, and went on the air at three minutes twenty-four seconds on Monday morning in San Francisco. Nothing simple about that system.

Greenwich time is used throughout the world by U.S. stations so as standards when far distant stations are to be opened. Starting to convert GMT to local time for base operation, but as radio waves travel 18,000 miles a second, there is, of course, no allowance for lag. The broadcast operators correctly start their stop clock, which A.W.A. provides with an unoccupied canvas in the bell in the studio wearing headphones through which he hears San Francisco in "go-ahead." When that is heard he starts to stop code and instantly.

Watching this toward the end of the period, he adjusts his speed so that he finishes in time to halt the clock at the second when the stop is made. Since 200 stops and a time tape here or comments from Sydney, there was a marvel of broadcasting secured in its infancy as a novelty, to-day is taken for granted by tens of thousands of Australians listeners. Those listeners must be asked to appreciate and to respect the service which provides them with hours every day of entertainment and instruction, and which brings them up-to-the-minute news from every quarter of the globe, together with commentaries designed to help them understand the news. It is difficult to imagine that such a boon could be taken for granted, but it is.

The future of commercial broadcasting in Australia is in the concern of every man, woman and child—it is the concern of the masses and it is just as much the concern of our political, industrial, commercial and financial leaders. It is one of the most vital forces in our democratic way of life—a pillar of true democracy. It arrived on the human landscape when the press of this country (and indeed of the whole world) was shank from its exhibited state as champion of freedom and democracy into the morass of decadent indifference. As a result, a competitor in the field radio broadcasting had the effect of reviving the press. Together down through the years to come, press and radio should march on together as they can be given advice and directions to the public.

But these two great institutions—the radio and the press—must if they are to function in the democratic manner, exist on advertising revenue. Advertising has come in for a woler of criticism in the past, but direct attack in recent months.

Pseudo-economists and little political puppets have been armed with sabers and in pricks to slice away the proper thought and the substance of advertising.

Some very satisfying comments was made by a correspondent in the Malayan Press, "A.Herald" last week, when he was reviewing the broadcasts through the A.B.C. of talks by an Adelaid economist.

The most important thing to remember is that the economist were directed against press advertising, but the rest of the "Herald" correspondent applies generally to the principle of advertising whether in radio or any other media. Here is an extract from his article:

"Does advertising affect the freedom of the press and the independence of newspaper?—but not in the way economists and other critics imagine. In reality it assures a freedom and independence impossible without the aid which it procures.

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

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

"The advertiser buys space at a price based on the quality and not the quantity of the newspaper's circulation. He buys it for the completely commercial reasons that advertising pays. That association with the newspaper ends there.

"The advertising managers of a newspaper are completely disengaged. They will not be interested in the journalistic tradition, would entertain a suggestion that something could be printed or something omitted because it was the wish of an advertiser. No advertising manager could be prosecuted on account of scandalous rhubbish, would venture the suggestion.

"THE COMMERCIAL BROADCASTING INCORPORATING COMMERCIAL BROADCASTING BUSINESS 10-110 A.M.

COMMERCIAL BROADCASTING

Incorporating

BROADCASTING BUSINESS

COMMERCIAL BROADCASTING

Incorporating

BROADCASTING BUSINESS 10-110 A.M.

Vol. II, No. 12, Thursday, December 3, 1942

Price, 6d. per copy

Broadcasting Services Feeling Heavy Grain of an Economy

From a little room under that tall little walk-up, A.W.A. tower, the correspondents of America's three major networks in the Pacific-Pacific are delivered to the two coasts by A.B.C. service. It is a split second entry from and existence from this huge American Network.

As far as the world news round up put on the American air for 15 minutes morning and evening, at the peak listening periods (7:30 p.m. and 4:30 a.m. U.S. time), Sydney enters the news spotlight in company with Albuera, Lend, Honolulu, Wellington, Iceland and points in South America. Three times is the usual time allotment to each correspondent. Whether he goes on the air or not depends upon what he has to contribute to knowledge of world events.

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Big Increase in Wireless Licences

There has been a very substantial increase in wireless listeners’ licence figures for the month of September. This was revealed by the Postmaster-General, Senator Ashley, in Sydney last night, when he announced that an increase of 7,968 was recorded for September in the number of homes equipped with wireless receivers.

The total of the Commonwealth is now 1,350,960.

Since the new conditions governing the grant of licences were introduced in July, free licences have been granted to 153 schools, and 5,551 at half fee to old age and invalid pensioners living alone.

Licences at half fees have also been obtained by 18,772 listeners in respect of their reception in excess of one, 1,173 of these being in respect of motor car receivers.

Detailed figures appear below—

<table>
<thead>
<tr>
<th>State</th>
<th>New issues</th>
<th>Renewals</th>
<th>Cancellations</th>
<th>Monthly total</th>
<th>Net inc. or dec.</th>
<th>Population ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW SOUTH WALES</td>
<td>2,466</td>
<td>3,440</td>
<td>4,891</td>
<td>499,384</td>
<td>107,642</td>
<td>5,350</td>
</tr>
<tr>
<td>VICTORIA</td>
<td>2,185</td>
<td>3,217</td>
<td>4,501</td>
<td>470,725</td>
<td>101,713</td>
<td>5,532</td>
</tr>
<tr>
<td>QUEENSLAND</td>
<td>1,943</td>
<td>3,042</td>
<td>4,371</td>
<td>459,244</td>
<td>100,232</td>
<td>5,283</td>
</tr>
<tr>
<td>SOUTH AUSTRALIA</td>
<td>1,812</td>
<td>2,845</td>
<td>4,286</td>
<td>445,894</td>
<td>99,153</td>
<td>5,068</td>
</tr>
<tr>
<td>WESTERN AUSTRALIA</td>
<td>1,732</td>
<td>2,852</td>
<td>4,076</td>
<td>438,785</td>
<td>97,042</td>
<td>4,832</td>
</tr>
<tr>
<td>TASMANIA</td>
<td>1,654</td>
<td>2,763</td>
<td>4,068</td>
<td>429,641</td>
<td>95,375</td>
<td>4,701</td>
</tr>
<tr>
<td>COMMONWEALTH</td>
<td>1,577</td>
<td>2,695</td>
<td>4,198</td>
<td>421,438</td>
<td>93,870</td>
<td>4,695</td>
</tr>
</tbody>
</table>

The above totals include free licences to the blind – 1,336 in 1941 and 1,477 in 1942.

Drastic Restrictions Imposed on Sunday Advertising

The Postmaster-General has issued an instruction to all commercial broadcasting stations imposing drastic restrictions on Sunday advertising.

As reported from Sunday January 1, 1943, Sunday advertising must be restricted to advertisements confined to the general character of the advertiser’s activities and products, without any reference to prices, terms or conditions of sales.

The restriction has been issued pursuant of Section 61(3) of the Australian Broadcasting Act. This reads—

“A licence shall not broadcast advertisements on a Sunday except in such manner and in accordance with such conditions as the Director-General determines.”

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

Not more than 100 words of advertising matter shall be permissible in any period of 15 minutes.

Not more than two advertising announcements shall be permissible in any period of 15 minutes.

No liquor advertisements shall be broadcast.

No advertisement relating to medicines shall be broadcast and such advertisements relating to other medicines with a tendency to encourage consumption of such medicines shall be prohibited.

No advertising is permissible which is distasteful or blatant in theme or treatment. For instance, advertisements relating to certain soap, shaving lotions, and deodorants are prohibited.

The Director-General points out that the “generally speaking,” it is desirable that a restrained note should be taken in all commercial announcements on Sundays, in keeping with the spirit and purpose of the day. Further, he suggests that it is desirable that no appreciable fraction of each Sunday should be devoted to programmes of a lewd and uplifting character.

War and Industry

Huge Factory Increase

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

Factories: In operation at the end of August, 796,000, against 542,900 in the last week of September, 1941.

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

Retail Stores: Total employees, 185,850, compared with 124,247 in November, 1941.

Civilian Building: Only 37 permits for dwellings in the six capital cities during September, against 1,188 in September, 1942.

Motor Vehicles: Registered motor cars increased in September, 92,937, against 59,305 in July, 1939; commercial vehicles, 285,328 (260,775); motor cycles, 44,229 (72,914).

The total number of persons employed in industry, rural and domestic pursuits excepted, was 1,962,904 in August, compared with 1,777,009 in July, 1939.

A big new build-up!

6 p.m. to 7 p.m.

“Military Hospital Program.” Seven days a week. The boys in the Words choose the programs – every day a musical thirty minutes carrying a cash prize to the lucky selectors.

“Pinto Pete.” Monday to Friday. Guitars accompany cowboy songs and cowboy philosophy; a sense of humour adds a flavour.


**News Publicity in U.S.**

(Continued from page 3) — be merciless finality in this cutting off, for outcome is unthinkable on this U.S. air.

From A.W.A., studio the voice goes through the control panel where an automatic recorder then registers the data into the transmitter, just as the voice at the correct level. At the same time, he listens to the voice from loudspeaker, to verify and makes further adjustments to bring out the quality.

From A.W.A., a landline takes the program to the nearest receiving station where it is brought to the right level for broadcasting. It is again landlined to the transmitter.

When Sam Franck aims the voice takes to the nearest receiving station on the coast-to-east network. In every other country it is then broadcasted in the volume of the signal, such as the human voice, is imposed. It is broadcasted on these two factors the U.S. network, terminal studio engineers decide the numerical reception scale, which they report, every two hours to A.W.A.

Reception clarity is classified as:
- 1 means no reception
- 2 means bad reception
- 3 means fair reception
- 4 means good reception
- 5 means excellent reception

Clarity is classified better than the clarity it may mean.

Thus, 5 + means between two good and excellent numbers.

For radio-listening conversations, we can say that the better is the speech, the better is the correspondents of the U.S. network, the better is the terminal studio engineers decide the numerical reception scale, which they report, every two hours to A.W.A.

Each American, having been told by our newspaper reporters that Sam Franck is to the rest of the world, will stand by to take his broadcast, applies to the Post Office for corresponding times. When that is agreed to, a studio is reserved for him. Three sets of the script are submitted to the censor. It is returned with a postcard and the correspondents of the U.S. network, the better is the terminal studio engineers decide the numerical reception scale, which they report, every two hours to A.W.A.

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**Utilities Urged to Advertise**

Creation of public utility advertising for the duration of the war, will be a "delirious avalanche" of an investment, built up during normal times. Davis M. Deardoff, vice-president of Stone and Webster Service Corp., declared June 23 at a meeting of the Public Utilities Advertising Association during the A.P.A. convention in New York.

"Any utility company which crowds into its shell and ceases to interpret the public during a period when the war is involving the inevitable serious importance of the public's political and all the other life associated with a policy of silence," Mr. Deardoff declared.

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

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

W. J. Weir, vice-president of Lord and Thomas, speaking at the same session, charged that advertising is not doing its job if it should be doing at present to its own detriment by price of too much of the present and of the future." Mr. Weir urged a continuance of advertising to the public as the best. "Advertising is the best way of maintaining public sentiment. It is the best way of maintaining public confidence in the American consuming public," he concluded.

**Sanitarium Show**

News of a Sanitarium at the downtown and evening sessions.

Anthony Hardy and Sons has reserved with the Sanitarium Theater for the daytime and evening sessions.

**Shorts from the Talks**

Extracts from talks and comments:

<table>
<thead>
<tr>
<th>B.C.'s present short-wave transAtlantic program.</th>
</tr>
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<tbody>
<tr>
<td><strong>Modern Spartans</strong></td>
</tr>
<tr>
<td>&quot;What was not an episode, but a thing which continued, and has come down to this day, was the magnificent spirit of the Greeks. Carrying the same rife their predecessors had carried against the Turks in 1857, and had only by artillery obstructions at the end of a war, they want to give blood to the living, leaving for months in the shape of the mountains, without tests of covering, and lucky in every day, they had each half a loaf of bread and a plate of beans or sprout.&quot;</td>
</tr>
</tbody>
</table>

**Too Late**

"There's a story about a merchant who was packing up and down the dock on the evening before his control. The prison warder appeared and said to the condemned man, 'You can have any thing you like for dinner today and as much as you want.' The prisoner answered, 'No, they only said I can have half a loaf of bread and a plate of beans or sprout.'"

**Sanitarium Show**

Cost of the Kernenannex Kitchen Club, a new program feature that is to be released weekly by the Sanitarium Health Fund Co., over a wide range of metropolitan country stations, including WGBH, Indianapolis, KDKA, Chicago and WABD.

**Radio Advertising**

The exercise has been written and recorded by Mr. C. B. Hartwell.

**COMMONWEALTH BROADCASTING CORPORATION (QLAND) LTD. 6th ANNUAL REPORT**

At the 6th annual general meeting of the shareholders of Commonwealth Broadcasting Corporation (QLAND) Ltd. held in Brisbane on November 25, the chairman of the board of directors, Mr. M. C. Dyer, presented the annual report, which showed a net profit for the year of £14,416/2/3, in which a preference dividend at to the 25,000 preference shares, totalling £1,000, was paid and the ordinary shares by the Australian Broadcasting Co. P.L.D. for £1,541/4/6, which was confirmed by the meeting.

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

The profits of the company are up to the same standards as previous years. The company operates Station 3BC Brisbane, 4BB Rockhampton, 6CR Toowoomba, 4MB Maryborough, and has interests in the relay station, 45B Kingaroy.

**Disintegration**

Do not let your Business Disintegrate because of the times. You may not have good reasons to Sell, but you

**Max Ashton Fund**

Over £311 subscribed for Widow and Children

When the Max Ashton Memorial Fund was closed at the end of October the amount subscribed by friends of the late Mr. Max Ashton, P.L.D., and two baby children, totalled over £1,000. After meeting all expenses in connection with the fund, a cheque for £1,012/1/1 was handed over to the Legacy Club of South Australia in the name of W. B. Ashton, the late Mr. Max Ashton's son, and G. Matthews, his secretary.

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


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

In previous issues of "C.B.L.," lists of the names of contributors to the fund have been published. These are not

**Keep Selling it on**

**MELBOURNE**

Sydney Representative

A. L. Finin, 68 King Street

Commercial Broadcasting, December 5, 1942

To be presented to the shareholders at the 20th ordinary general meeting to be held at 6 Fitzroy Street, Sydney, on Monday, December 7, 1942.

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

From the sum brought forward from last year it was necessary to provide an additional sum of £30,000 for taxation. The dividend of 4 per cent, amounting to £36,204, was paid on December 4, 1942, and together with the ordinary trading activities have been brought into the accounts for taxation purposes to restrict patent medicine advertisements. The full dividend was declared in January, and this was paid in the month of February.

The Regulation governing Patent Medicine advertisements, and which imposes a tax of 14d. per line, has been in force for many years, and the directors believe that it is not equitable to continue this regulation as long as other industries are not similarly treated.

Patent Medicine Regulation Deferred Again

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Mission Broadcasts Banned By A.B.C.

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

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

As this issue goes to press our Melbourne representative reports that 4ZH will in future be broadcasting the "Pleasant Sunday Afternoon" from Wesley Church, each Sunday except December 6, on which date there has already been arranged a Christian Science special broadcast lecture.

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

Letter to the Editor

Dear Sir,-

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

This latest high-handed interference with the liberty of the individual seems to set the suggestion that all essential services and industries are to be nationalised, and that we are already half-way to a compulsory economic plan.

We are now fighting for the right of the individual to choose his own own types of physical pleasure, as well as his own clothes and food. Democracy is supposed to protect and save the "true fellow from being pushed around." This latest Regulation is as bad as some that have preceded it, and it is hoped to prove to be vitally necessary to the war effort, should be discontinued immediately.

Yours,

(Signed) E. HAMILTON

NATIONAL COMMERCIAL BROADCASTING SERVICE
of New Zealand

I Z B  2 Z B  3 Z B  4 Z B

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

COMMERCIAL BROADCASTING, DECEMBER 3, 1942
Radio and the War

When the history of this world war is written it will be revealed that 1000 girls recruited from the store's staff, featured weekly in a program that brings variety, spice with a sponsor and a station is provided by Oxford Stores. The furniture house of Maple's can undoubtedly rest assured that their generosity, sponsorship of such a worthy program, plus the incentive to Australian talent will be appreciated by all those who heard that program.

Many of radio's grandmothers in the field. He was a prominent witness for the prosecution in the关节 Parliamentory Committee hearing into the air war fare. The judges will certainly have a most enlightening task to do at the present time, because all those final results were examined and evaluated throughout the year. The talent was of the top line type, and that was positively indicated by the winners chosen.

Every item was enthusiastically received by the devoted audience. Mr. Bill Morgan, manager of the store, and Mr. D. B. Butler, who have the privilege of examining the final results, will be scrutinized with the most intense interest by the audience, and the judges.

LORD MAYOR'S FUND BENEFITS

Although we do not know the actual figure it is estimated that approximately $4,000 will be given to the Lord Mayor's Fund from the proceeds of the Repton Regatta.

A New Song of the Allied Nations

"This Is Worth Fighting For"

Copyright CHAPPELL & CO. LTD. Full Words and Music Prize each 2/-, all of the Music Sellers or the Publishers

CHAPPELL & CO. LTD.

250 King Street, SYDNEY

London and New York

Remember—Victory's alternative is Defeat. Starlet Savings NOW!
**Academy Award**

Major Net. Signs Vincent's for Half Hours

The Major Network announce that they have arranged through Marsh Pty., Ltd., Sydney, for their Australian service of the Vincent Chemical Co. Pty. Ltd. to sponsor the release over the whole of the Major network in all States of the Commonwealth, a series of 20-minute complete plays of the Academy Award and New York Radio Guild.

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

A special feature is that prominent Hollywood stars are among the featured artists, including the Universal Pictures star, Oma Munson, in the leading role of Dr. Ann Montgomery in “Gone With The Wind,” and also as “Madame Gin Bling” in United Artists “Shanghai Gesture.”

Oma Munson also is known to millions of radio listeners in U.E.A. as “Lorelai.” in the weekly feature “Big Town.”

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

The premiere broadcast is scheduled for December 2, and the title of the opening presentation is “The Castle of San Marta,” followed by “A Double Life” for Marcha, “The Love of Napoleon,” and “Ursula,” in the leading role of Dr. Ann Montgomery in “Gone With The Wind,” and also as “Madame Gin Bling” in United Artists “Shanghai Gesture.”

**Bonds for Xmas**

The commercial stations in New Zealand are right behind the National Savings Movement in connection with the 1943 Xmas Gift Drive. All stations are carrying breakfast, daytime and evening spot announcements, and a special series of historical announcements with a humorous twist. Announcements presenting all BBC news broadcasts will also be used—those based on the “Face with Victory” angle. All women’s sections are being used, as well as the regular: Xmas gift section, and spots are co-operating with special tag lines to close orders, obtaining the women’s sessions, the suggestion will be made that a 5/- National Savings Gift Bond should be included in the children’s Xmas stock. Generally speaking, the main appeal is that this year National Savings Bonds, instead of gifts, should be the Xmas offering.

**DAYTIME GROCERY SHOW**

“Vanity Fair,” one of the most successful of the many outstanding George Edwards’ dramatic programs heard in W.U. Sydney, has been selected to continue in the 5.00-5.20 p.m. dramatic channel broadcast on U.W. 5 D.W.L., Sydney, grocery organization.

“Vanity Fair” follows “The Receding Sun,” and is led by a series of “First and Only” voices of some of Australia’s best-known artists.

“Vanity Fair,” which will be heard before four mornings each week, is in the dramatic vein and is an original series. The series is set in the established W. W. Campbell” time and is known for its sponsorship of U.W. Sydney.

**Campbell’s Take “Passport to Danger”**

A self-conducted up-to-the-minute story of Europe at war is the basis of “Passport to Danger,” a new-George Edwards’ dramatic program selected by W. W. Campbell Ltd., Sydney, furniture house, and is included in their sponsorship of U.W. Sydney.

**GOWING’S “POPULAR PARADE**

Specially written musical continuities, under the title of “Popular Parade,” will be available from Gowing Ltd., Sydney, for public distribution. The programs are scheduled for Thursday, Friday, Saturday and Sunday—in the night session on Thursdays—“Passport to Danger,” and in the broadcast sessions on Fridays and Saturdays.

**Chance for Youth in Debating Field**

Recently introduced on 2UL, the new feature, “Youth Spicks,” was broadcast for a period every Saturday night at 7.30, has created considerable interest.

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

To make sure that, when the program recommences in January, the topics chosen for debate reflect the widest possible knowledge, a special competition is being held. A prize of £10 is being offered for the best list of the ten most interesting or topical subjects for debate, which listeners would like to hear debated by the clever team of presenters who will appear in “Youth Spicks.”

**Another Pat on the Back!**

Station 2MW Murwillumbah is now included in the huge Colgate-Palmolive Hook-up — further proof of the confidence shown by National Advertisers in the original two-State station of the Northern Rivers.

**Calling the Stars**

**Rise and Shine**

**Youth Show**

**Quiz Kids**

**For Dishes**

**Recording Supplies**

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

with

**THREE A**

**THE STATION OF DISTINCTION**

Commercial Broadcasting. December 3, 1942
Among the Sponsors

Queensland Prithvi Rights Association is broadcasting the title "Radio Master" starting at its first N.S.W. station the Queensland Prithvi Rights Association for "The Voice of the Queensland" on Sunday at 4.15.

Cyclax (agency, Successful Advertising, Melbourne) have booked a 11/2-hour session each Sunday during the A.B.B. service. In a letter to A.B.B. Cyclax has booked a 11/2-hour session each Sunday during the A.B.B. service. In a letter to A.B.B. Cyclax has booked a 11/2-hour session each Sunday during the A.B.B. service.

The Thermay Institute has renewed with 2UE to the half-hour mark each week, and has also contracted for five-minute pieces each Saturday during the A.B.B. service. In a letter to A.B.B. Thermay has booked a 11/2-hour session each Sunday during the A.B.B. service.

MacRobertson's (through J. Rist, Melbourne) have again renewed the Thermo-Court presentation on 2XY Coburn, every second Sunday evening on 2XY, Donald, and has secured another 9:30-minute session under the title of "Radio Master." broadcast on 2XY every second Sunday evening.

Cyclax (agency, Successful Advertising, Melbourne) have booked 8.20 to 9.15 p.m. every Sunday, for starting on 2AY Albury.

Moyo are the sponsors of "Mystery of Darrington Kitchen" on 2UE, and have recently taken out an extension of the contract to Monday nights. The program will be heard on 2UE, 2GN, 3XY.

ATMERTY PEPEE APPEAL

Special 2UE Broadcast

Sunday, 29 December, 1942, 4.15-4.45 p.m.

The latest news attraction in the 2UE Weeknight show from the 2UE Theatre—Maggie Foster, Des MacPhearson, Jean Taffe, Kitty Wells and Nancy MacPherson.

Over £1,000 Raised

"Smokes for Sick Soldiers" Appeal

Every Sunday afternoon from 3 to 5 o'clock, 4ERI Brisbane presents an audio report appealing for "Smokes for Sick Soldiers." In the last four weeks more than £1,000 has been obtained by 4ERI listeners, bringing the grand total in the last three weeks to more than £1,110. As the number of sick soldiers in hospitals has increased, so have the donations become greater, and today they are averaging between £200 and £250 per week.

Two 4ERI representatives have a full-time job visiting every sick soldier hospital both in Sydney and about Brisbane, and personally hand delivering these three to piggy banks every week. The car for the purpose is donated free of cost, and is driven by a driver supplied by the Women's Auxiliary Transport Service.

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

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

The concert is compered by Russell Callow and George Hardman is quick to a staff of ladies always ready to keep busy throughout the afternoon taking telephone donations.

Launches EIGHT NEW SHOWS in One Brilliant Week!

- The New "CORONETS OF ENGLAND!"
- "RADIO HOLLYWOOD"
- "WAY TO FAME"
- "ADVENTURE ON THE HIGH SEAS"
- "AN EVENING FOR MODERNS"
- "THE SONS OF SANDY MAC"
- "REMEMBER FAIR"

ATTRACTIVE MEMBERS OF NEW NIGHT SHOW

The New "CORONETS OF ENGLAND!"

The Royale Theatre, 29 December, 1942

The new "CORONETS OF ENGLAND!"

"Adventures on the High Seas"

"Rally of the Night"

"Stalemate!"

"Sons of Sandy Mac"

"Remember Fair"

"This Is Your Chance!"

"Adventures on the High Seas"

"These Are the Days!"

"The New Corinete of England!"

"Adventures on the High Seas"

"Stalemate!"

"Sons of Sandy Mac"

"Remember Fair"

"This Is Your Chance!"

"Adventures on the High Seas"

"Stalemate!"

"Sons of Sandy Mac"

"Remember Fair"

"This Is Your Chance!"
PERSONALS

P.A. in Sydney last week Mr. Ray Kidd, of 9YI Sandfords, enjoyed a few weeks recreation leave. Mr. Kidd met many agency executives while in Sydney, and is particularly keen on the rapid acceptance of 9YI by National advertisers.

Melbourne's most popular programs, has left 3BO for a fishing holiday. He tells us he was successful in catching every imaginable species of fish. Maybe Dick's imagination ran away with him just a little while last in the water.

A new recruit to the A.W.A.S. is Deryl Jackson, whose father (this time has been) a receptionist at 9YI. His mother, Mrs. H. Ams, all the members of the staff gave her a great send-off and wished her all the best. Every member of the staff during their association with 9YI.

The outstanding writer, Frank Rowan, who has recently returned to Melbourne's most popular programs, left Broadcast Exchange in a recent free-lance

Terry Drive, of O'Brien Publicity, has been in Sydney for the past few days, reason being he has been responsible for all the publicity work of the Melbourne's most popular programs, has left Broadcast Exchange. He is in free-lance

Wallace Parrott, of Trove Theatres, was admitted as the first judge for the P. and A. competition, and he is an old friend of Beatrix Youssef, of "Commercial Broadcasting," who has been planning for years, but they have both been a very interesting box.

A new appointment to 1BO Beverages was previously announced from 3BO to E. E. Lindsay of Mr. Richards, management.

Arald James Nixon, known to thousands of listeners as "The King of the Caddy," was fined $5 in the Magistrates Court last week for failing to notify his change of address from Manly to Paddington. It is Nixon's second penalty, and there was no intention of evading military service, but that Nixon, so like most Australian soldiers, is more interested in business matters. The charge is under Section 21 of the "Broadcasting of Radio" Act, which may be similar to the Foreign Radio Act, which is based on the defense of the state.

The executive staff of the ABC, particularly popular with Goorden and disappearing from the staff, are now being used by the Melbourne office of the A.W.A.S. Broadcasting Bureau, in selecting performers for 6BO in Sydney, which Mr. A. S. Leigh, is in temporary charge of. Miss Lea McVeigh, of 3BO, is the receptionist and is always the first to greet the many clients.

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

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THERE march of progress to-day is halted by the menace of evil things... Our nation faces the grave responsibilities of maturity, while our minds are bent toward the greatest thing... the achievement of victory.

Christmas comes to give us pause to... to recall that it is the vital thing we are fighting for... the sweetness of life, friendship, the sanctity of our homes, and the truth of man's inherent good.

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

HAPPY CHRISTMAS

ADX - the Super Recording Blank

More than 25,000 Audex discs were supplied to recording artists during the past year... many were recut more than once.

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

G.P.O.

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Registered at the G.P.O.
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