

## PERSONALS

Mr. Sid Baume's young sons, Peter and Derrick, made their radio debut from 3UZ on Xmas Day in a special Xmas presentation written by Laurel Berryman. Following in father's footsteps all right.

After a grim silence of 11 months news has been received that Lieut. "Teddy" Webster is a prisoner of war in Malaya. Mrs. Webster ("Bobs" Tree of George Patterson Pty. Ltd. Agency) passed the good news around last week following receipt of an official telegram to that effect. The popular ex-broadcasting man had been previously reported missing, believed killed, following the fall of Singapore.

Eric Pearce, now out of the army, has joined 3DB. For the past year he has been welfare and entertainment officer in the R.A.A.F., and after a term at Darwin was discharged for health reasons. Pearce was born at Hampshire, England, educated at Barton, and from there took his first job in a bank. But indoor life did not suit him, so at 17 years of age he went to Canada where he worked his way round Canada and U.S.A. with insurance and law firms. In May, 1940, from 2CH Sydney he came to 3XY as studio manager and chief announcer. He will handle similar work for 3DB, effective from January 4.

Sid Kemp is missing from Melbourne for a couple of days, but will be found in the Harbour City on Federation business.

Melbourne is practically bereft of radio station salesmen (giving sponsors a bit of a rest), Carol Rose of 3KZ is on holidays, all UZ salesmen are away, and 3XY's Bill Berry is missing for a couple of weeks.

Jerry Bride, of O'Briens, is looking very fatigued after a particularly heavy year's work. Bride says he is going into smoke for at least one week to recuperate.

Bill Kelton, of "Adelyn," and sponsor of that increasingly popular program, "Are You An Artist?" dashed off to Sydney last week. He has been having quite a bit of trouble with transport problems, but we notice that nothing ever really gets him down. We don't mind laying an even bet that his first social and (business?) call will be on Alf Mallalieu of Murdoch's. Alf and Bill both claim that radio has done much in building business, both of them are responsible for some very fine radio programs.

Norman Banks has gone for a well deserved three weeks' holiday, can't tell you where as we can't find out. If the Banks' fans found out where he was spending his holiday there would be an onslaught. During his absence the Myer Musical goes on as usual, with Frank Allen writing the script and Ron Atholwood as compere.

Norm Balmer is back from his three weeks' holiday, and is not looking as brown as we expected; in fact, he had an unusual pale look when we saw him, maybe it was because of the inundation of budding composers being thrust upon him. One of these days Balmer will have to get himself a bodyguard.

Mr. Jack Woodbridge, of A.P.R.A., has returned from a much needed few days' holiday, which was spent at Port Macquarie where the fish are fish and their "tales" are long. However, Jack admits that Mrs. Woodbridge carried off all the honours. She caught the biggest whiting of the trip, and one day with four in the boat she hauled in 16 flathead to the other fishermen's score of nil. But Jack did catch a few whopper jewies from the breakwater and a brace of salmon from a beach, so his nose is not altogether out of joint.

Reg. Lane, assistant manager of 2GB and Macquarie, packed his port this week and headed for nobody-knows-where. Pressure of work has necessitated a holiday.

Mr. H. G. Horner, general manager of Macquarie and 2GB, returned from New Zealand by flying boat on January 5. He originally intended returning by the flying boat which crossed on January 8 and met engine trouble over the Tasman. Having escaped that ordeal and having flown to Melbourne on the Southern Cloud the trip prior to that on which she so mysteriously disappeared, H.G.H. says he thinks he has tempted providence enough. In future urgent travelling which requires going about on the company's business might find Assistant Manager Reg Lane "doin' the chores!"

Mr. Bernie Stapleton, sales manager of 2SM, has shaken the city's dust from his heels to find much needed relaxation for a week or so. Judging by the station's successful sales figures, "the big fellah" has had a strenuous 12 months, and his holiday should put him into fighting trim for '43.

From Melbourne to Frankston is a very popular train journey for radio people these days, as many seem to be making it their home for the summer period. Noticed on the early morning train are Jerry Bride, Les Leyshon, Johnny Macmahon, John Dexter. We noticed Stan Clark (Macquarie rep.) making Carrum-Chelsea area his home port over the Xmas holidays. We will be shortly seeing Rupert Fitts who, a little bird has told us, has taken a house down that way for a few weeks. And your reporter manages to just catch the early morning express from Frankston.

His many friends will be glad to hear that Colonel Kemsley has partially recovered from a recent illness and once more is at his job at the Melbourne Barracks.

Bert Snelling, 3XY's popular manager, has gone on well earned holidays. Snelling never lets up. He even works on Sunday nights looking after his big live artist shows. Here's hoping he comes back with more pep than ever (if it's possible).

Amazing what some folk will do to catch a little fish. There was a complete exodus from Melbourne last week when "Age" network's Rupert Fitts, Macquarie rep. Stan Clark, "Argus" network's Sid Kemp, and 5DN's Randal White dashed to Nelson on the Glenelg River to fish for bream. According to expert bream angler, David Syme, there is a lot of patience required for catching bream. We wonder whether the main topic will be fish or radio. This fishing party looks more like a Macquarie Network Convention with a little "Argus" mixed in.

Royston Marcus, for the past three years manager of 2PK Parkes, has been appointed secretary of Parkes Broadcasting Co. Pty. Ltd., the local company which owns 2PK, and he will combine his new duties with those he has carried out since assuming the management of the station in 1939.

Breakfast session on 3XY is now in the hands of Alec McNish, a newcomer to Melbourne radio but by no means a stranger to the microphone, since he has done a large amount of work on country stations, and is a practised public speaker. Joining the station at the peak of the Christmas rush was a fair test of anyone's ability, but McNish weathered the storm nicely, and says rising at 5.30 is no trouble at all—in the summer.

As former dancing champion of Australia, Alan Grant, now announcing on 3XY's night roster, is in his element when conducting the new program, "Shall We Dance?" aired from Mondays to Thursdays inclusive at 10.45 p.m. till 11.30. Grant himself chooses the programs, grouping the numbers so that they're readily available to gatherings in the home when an informal dance is indicated. Alan was a "Tobruk rat" until a couple of wounds led to a discharge from the Army.

## COMMERCIAL BROADCASTING

Vol. 11, No. 15, Thurs., Jan. 14, 1943  
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippman  
SUBSCRIPTIONS: Miss C. Lewis.

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."

Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2933

### Strict Watch Kept on U.S. Advts.

The Federal Trade Commission in the United States keeps a very strict supervision over all forms of advertising copy and in particular the F.T.C. maintains a sharp lookout for any claims which may in some degree or other be false.

One of the latest big American concerns to be challenged by the F.T.C. is Zenith Radio Corp. of Chicago, who have been ordered to stop misrepresenting the qualities and characteristics of its radio receiving sets in the radio broadcasts and the other advertising media it uses. F.T.C. has found that Zenith has falsely represented that its receiving sets are capable of bringing in programs broadcast from radio stations located in Europe, South Africa and the Orient every day and that such programs will be reasonably audible and distinct at all times and under all conditions. Representations made by the company as to the number of tubes in its sets were also found by the Commission to be misleading.

Under the F.T.C. order, Zenith is directed to cease representing that any of its sets will bring in broadcasts from any foreign station "every day," or are capable of providing reasonably audible and distinct reception of foreign broadcasts at all times and under all conditions.

The company is also ordered to stop representing that any set contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to are tubes or other devices which do not perform the recognised and customary function of tubes in the detection, amplification and reception of radio signals.

11, No. 16  
(last issue)  
Thursday  
28, 1943

Price 6d.

# COMMERCIAL B

INCORPORATING BROADCASTING BUSINESS

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

IT'S BIG  
IT'S SENSATIONAL  
"The Living Theatre"

Mighty one-hour dramas of a world at war!  
is now available to YOU

"The Living Theatre" is broadcast by 2UW  
each Tuesday at 9 p.m. on behalf of McDowell's  
Limited, and the first 13 programmes of this  
sensational feature... it's the greatest week-day  
dramatic presentation on the air in Australia...  
have now been made available for local sponsor-  
ship over country stations in New South Wales.

If you would like to have "The Living Theatre"  
on your Station schedule, wire now for audition  
discs and cost details to 2UW.

Most people listen to . . .

SYDNEY:  
49 Market St.,  
M 6636

MELBOURNE:  
18 Queen St.,  
MU 2819



B  
R  
O  
A  
D  
C  
A  
S  
T  
I  
N  
G

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



We have  
the Locals  
and  
the Nationals  
on  
**2GF**

The Golden Sanctuary  
Jezebel's Daughter  
Home Sweet Home  
Stars of Variety  
Tunes of the Times  
First Light Fraser  
March of Time  
Quiz Kids  
The Everybodys  
Calling the Stars  
The Bright Horizon  
Youth Show  
Radiola Harmony  
Rise and Shine  
Australian Cavalcade  
You Ain't Heard  
Nothin' Yet  
Contributed Comedy  
Agricultural Magazine  
The Lost Child  
Academy Award Plays  
Hopalong Cassidy  
Salt Lake  
Tabernacle Choir

The "local" advertiser is a man who is mighty careful about how he spends his advertising shillings. Nothing makes him see red on his balance sheet sooner than the wrong choice of advertising medium. That's why the preferences of Grafton advertisers for 2GF is so significant. 2GF gets the Lion's share of Grafton business and National Advertising for this area because Grafton advertisers know it has the Lion's share of the audience.

**AMALGAMATED WIRELESS**  
**(A/SIA) LTD.**

47 YORK STREET,  
SYDNEY, B 0522      167 QUEEN STREET,  
MELBOURNE, M 4161

## COMMERCIAL BROADCASTING

Incorporating  
**BROADCASTING BUSINESS**

Sydney,  
FL 3054

Subscription,  
10/- p.a.

Vol. 11, No. 16. Thursday, January 28, 1943

Price, 6d. per copy.

### PATENT MEDICINE HAMSTRANDING TAKEN STEP FURTHER

After many months of blowing hot, blowing cold, the Proprietary Medicine regulations have had what is apparently deemed to be the final amendment (for the time being) plastered to them.

Certain valuable recommendations were made to the Government before the final gazetted a fortnight ago, but some of the most important points raised by the representatives of the industry have been overlooked.

There are several obvious anomalies resulting. For example, as the Regulations now stand the statement in adver-

tisement form that "Tea Revives You," may well be interpreted to mean that tea has medicinal properties and therefore comes within the scope of the Regulations.

The Regulations prescribe a limitation of wordage relating to a patent medicine in an advertisement; they also restrict to a narrow groove the subject matter of the permissible amount of wordage in an advertisement. This means that "patent medicine" advertisers may no longer devote part of their space to the Government for promoting the sale of War Saving Certificates, War Bonds, etc.

### Mr. O. F. Mingay Going to U.S.A. Important Post for Ministry of Munitions

It was announced during the week by Col. Jones, Director of the Directorate of Radio and Signal Supplies, Ministry of Munitions, that Mr. Oswald F. Mingay, who for the past seven months has been managing the Radio Equipment Production Division of the Munition Department's Directorate of Radio and Signal Supplies, is leaving shortly on an official mission to Washington.

While in Washington Mr. Mingay will act as the official representative of the Munitions Department, and his duties will include that of presenting to the U.S. authorities the claims of the Department in respect of the requisitions which it from time to time lodges for signal stores, and for materials required for the local program of production of these stores. He will also be required to carry out certain technical and supply investigations on behalf of the Directorate of Radio and Signal Supplies.

It will be gratifying to readers to learn that Mr. Mingay has been chosen for this important mission, as it is evident that in selecting him the Government has paid regard not only to the energetic manner in which he customarily handles his assignments, but also to his complete knowledge of the radio industry in this country, and his appreciation of the fighting services' requirements. A better choice would have been difficult.



Mr. O. F. Mingay  
F. Inst. R.E. (Aust.), M.I.R.E. (U.S.A.),  
M.I.E. (Eng.)

An "unofficial" dinner is being organised in Melbourne for February 2, at which a big gathering of Mr. Mingay's friends in "the trade" will wish him "bon voyage."

### 1943 Radio Introduces Seller to Buyer and Reduces Copy-Writer to Chaos

(By SHIRLEY M. EBBOTT ("Censorship Happy") of 3UZ Melbourne)

The purpose of any commercial, written in 1943, or "for the duration," is to awaken through the ear to the mind of the listening public the urge to save money, definitely not to buy any of the goods they hear advertised on the air. There just aren't any goods to be had anyhow.

Before writing any commercial ask yourself—"Why should those people who listen buy what I describe? (if I'm allowed to). Write all the "because" you can think of down, then produce a commercial that will make them do the other thing.

Every commercial should somehow pay the listener for listening. It will certainly pay him out if he believes what you say and tries to buy the merchandise advertised.

People buy because THEY want to—if they can.

Plan your commercial so it won't be remembered. Remember it's the Memory Value of a Commercial that makes it profitable. You can persuade if you are unafraid. Go to town. Tell them they can't get any, if they could it wouldn't be worth the money. Tell them the program is the same they've been hearing for about four years. If you believe in this you will produce a commercial that will not and cannot engender buying impulses, and so please the boss and the advertiser.

Don't worry about the listeners—nobody else does.

### 1940 U.S. Census Reveals 82.8 Homes are Radioed

A radio census carried out by the Bureau of Census, Washington, in 1940, was recently revealed showing that almost 83 per cent. of all American homes were equipped with radio receivers. A total of 33,890,506 homes were included in the census.

One State, Massachusetts, showed a rating of 96.2 per cent of radio equipped homes.

### NEW REP. APPOINTED FOR AUST. COPYRIGHT CONTROL

Miss Sigrid Quist, who has enjoyed a number of years' association with radio and broadcasting, has been appointed Australasian representative of Australasian Copyright Control Pty. of Brisbane. Miss Quist's office is on the 6th floor, No. 10 Castlereagh Street, Sydney, telephone B 5263. She will also act as assistant secretary of the Radio Retailers' Association.

# National Security (Proprietary Medicines) Regulations

## Incorporating Amendments Dated 12/1/43

1. These Regulations may be cited as the National Security (Proprietary Medicines) Regulations.

2. These Regulations shall be administered by the Minister of State for Health.

3. In these Regulations, unless the contrary intention appears—"medicine" includes any drug or preparation of any description whatsoever to be used, whether externally or internally, for the prevention, cure or relief of any malady, ailment, infirmity or disorder affecting human beings:

"Proprietary medicine" means any medicine or compound of medicines prepared according to any formula, whether secret or not, which is held out by advertisement, label, or otherwise in writing or by broadcast by means of wireless telegraphy, as efficacious for the prevention, cure or relief of any malady, ailment, infirmity or disorder affecting human beings, or for increasing height, increasing or reducing weight or increasing personality or reproductive capacity;

"the Chairman of the Medical Equipment Control Committee" means the Chairman of the Medical Equipment Control Committee constituted under the National Security (Medical Co-ordination and Equipment) Regulations; and

"the Director-General" means the Director-General of Health.

4. (1) On or before the fourteenth day of November, 1942, every person who manufactures a proprietary medicine, and the agent of any person who manufactures any proprietary medicine outside the Commonwealth, shall furnish to the Director-General—

(a) The name of the manufacturer and, if the proprietary medicine is manufactured outside the Commonwealth, the name of the agent in Australia;

(b) a full statement of the formula of the proprietary medicine;

(c) a sample of every container and of every label, package, leaflet, pamphlet or other printed matter (whether packed with the proprietary medicine or not) used in connection with or relating to the proprietary medicine and a copy of the text of every advertisement relating to the proprietary medicine which was published in any newspaper between the fifteenth day of August, 1942, and the first day of September, 1942;

(d) a copy of the text of every statement relating to the proprietary medicine delivered by broadcasting by wireless telegraph between the nineteenth day of August, 1942, and the first day of September, 1942;

(e) the amount or quantity of the proprietary medicine sold during the 12 months ended on the thirteenth day of June, 1942; and

(f) a statutory declaration that the statement of the formula furnished is true and correct in every particular, that the containers, labels, packages, leaflets, pamphlets and other printed matter and copies furnished are accurate and complete as required by this sub-regulation, and that all other statements made in accordance with this sub-regulation are true and correct in every particular.

(2) Every person who, after the thirty-first day of October, 1942, commences to manufacture a proprietary medicine, or becomes the agent of any person who manufactures any proprietary medicine outside the Commonwealth—

(a) shall, within 14 days after he commences to manufacture the proprietary medicine, or becomes such an agent, as the case may be, furnish to the Director-General particulars of the

matters specified in paragraphs (a) and (b) of the last preceding sub-regulation, together with a statutory declaration that the particulars so furnished are true and correct in every particular; and

(b) shall, within 14 days after the first user, or after the publication or delivery, as the case may be, furnish to the Director-General—

(i) a sample of every container and of every label, package, leaflet, pamphlet or other printed matter (whether packed with the proprietary medicine or not) used in connection with or relating to the proprietary medicine;

(ii) a copy of the text of every advertisement relating to the proprietary medicine published in any newspaper; and

(iii) a copy of the text of every statement relating to the proprietary medicine delivered by broadcasting by wireless telegraphy, together with a statutory declaration that the containers, labels, packages, leaflets, pamphlets and other printed matter and copies furnished are accurate and complete as required by this paragraph.

(2A) This regulation shall not apply with respect to any proprietary medicine which is prepared and sold according to the specifications for preparation and the standards of composition prescribed in the British Pharmacopoeia or the British Pharmaceutical Codex and is sold under the name which it is described in the British Pharmacopoeia or the British Pharmaceutical Codex.

(3) The formulation referred to in paragraph (b) of sub-regulation (1) of this regulation shall include an exact statement of the name and quantity of each substance included in the proprietary medicine and an exact statement of the percentage of the whole weight or volume of each substance in the proprietary medicine. In the case of a proprietary medicine containing bacteria or bacterial products, the formula shall contain the names of all bacteria which are used in its preparation and the number of each of the bacteria contained in any stated volume.

(4) For the purposes of the last preceding sub-regulation—

(a) The name of any substance shall be either its botanical name or the name used in the British Pharmacopoeia published under the direction of the general council of Medical Education and registration of the United Kingdom or the British Pharmaceutical Codex published by direction of the Council of the Pharmaceutical Society any substance is not a botanical name or is not included in the British Pharmacopoeia or in the Pharmaceutical Codex, the name of the substance shall be the name under which it is commonly known;

(b) the quantity of any substance shall be expressed in the Imperial System of Apothecaries Measure or in the Metric System; and

(c) percentages shall be expressed as specified in the British Pharmacopoeia.

5. Any officer or employee engaged upon any duties connected with the administration of these Regulations shall not disclose any information furnished in pursuance of the last preceding regulation except, in the course of his duties, to the Director-General, and the Director-General shall not disclose any information furnished in pursuance of the last preceding regulation except to the Chairman of the Medical Equipment Control Committee or in accordance with written directions of the Minister.

6. The Minister may, by order, prohibit the manufacture or the sale of any proprietary medicine if he is satisfied that it has not the effects which are claimed for it or does not satisfy the purpose for which it is sold, or that it is of a dangerous nature or is liable to produce any or miscarriage.

7. A manufacturer or distributor of proprietary medicine, or any person employed or authorised by a manufacturer or distributor of any proprietary medicine shall not—

(a) canvass or solicit;

(b) employ any person to canvass, solicit, any person for the purpose of inducing that person to purchase, obtain, or use any proprietary medicine;

8. (1) A person shall not, in order to promote the sale of any proprietary medicine, publish, or cause to be published, any advertisement of any kind which contains any matter other than—

(a) The trade name of the proprietary medicine;

(b) the claims made by the manufacturer, proprietor of, or the agent for, the proprietary medicine in respect of the hygienic or therapeutic action of the proprietary medicine, expressed in not more than 30 words;

(c) an illustration which is a representation of the proprietary medicine or of its container or label;

(d) directions for the use of the proprietary medicine which do not contain any direct or indirect reference to the hygienic or therapeutic action of the proprietary medicine;

(e) any words or statements which are required by law of the Commonwealth or any State;

(f) the retail price of the proprietary medicine; and

(g) the name of the manufacturer, or proprietor, or distributor of the proprietary medicine and the address of his place of business.

(1A) A person shall not, by way of advertisement or otherwise, in order to promote the sale of any proprietary medicine, publish any statement which is false or likely to mislead in any material respect as to the nature or composition of the proprietary medicine or as to its efficacy for the prevention, cure or relief of any malady, ailment, infirmity or disorder affecting human beings, or for increasing height, increasing or reducing weight or increasing personality or reproductive capacity, as the case may be.

(2) Any person who—

(a) affixes or inscribes any advertisement on any thing whatsoever so as to be visible to persons being in or passing along any street, road, highway, pathway, public place or public conveyance;

(b) delivers, offers or exhibits any advertisement to any person being in or passing along any street, road, highway, pathway, public place or public conveyance, or into the area, yard, garden or enclosure of any house;

(c) throws any advertisement into or upon any street, road, highway, pathway, public place or public conveyance, or into the area, yard, garden or enclosure of any house;

(d) exhibits any advertisement to public view in any house, shop or place;

(e) prints or publishes any advertisement in any newspaper;

(f) sells, offers for sale, shows or sends by post any advertisement to any person;

(g) otherwise than in the course of post, delivers to any person, or places in upon any premises, any advertisement; or

(Continued page 6, Col. 1)



\*Lloyd Lamble



\*Ronald Morse



\*Ron Randall



\*Lyndall Barbour

## CHRISTIE'S

# THURSDAY NIGHT PLAYERS

*Presenting*

"Crossroads"

"Fascinating Lady"

"Not Guilty"

"Accent on the French"

"Crime Subconscious"

"Winds of Madness"

"Design for Divorce"

"Guest of the Unspeakable"

"Kiss and Make Up"

"Scent of Mignonette"

... and 42 more complete  
half-hour dramas, comedies,  
mysteries or romances.

The actors are Australia's best, including Peter Bathurst,

Ron Randall, Thelma Scott, Hilda Scurr, Harvey Adams,

Sidney Wheeler, Arundel Nixon, Lyndall Barbour, Muriel

Steinbeck, Max Osbiston, Lloyd Lamble, Frank Bradley,

Lou Vernon

This program at 8 p.m. adds the finishing touch to a superb Thursday night's entertainment which includes "Chins Up"; the 9.15 p.m. half-hour Variety Show, produced at 3UZ and relayed to 2UW.

**3UZ**  
MELBOURNE

## Patent Medicine Regulations

(Continued from page 4.)

(h) broadcasts by means of wireless telegraphy any advertisement, shall be deemed to have published that advertisement.

(3) Nothing in this regulation shall prevent the display of any such advertisement upon any sign, hoarding or building where that advertisement was so displayed immediately prior to the commencement of these Regulations.

(3A) A person shall not manufacture any poster for the purpose of promoting the sale of any proprietary medicine;

(4) For the purposes of this regulation—  
(a) The word "advertisement" includes—  
(i) any words, illustrations or symbols which are—

(1) applied to the proprietary medicines themselves;

(2) applied to any container, covering, label or thing used in connection with the proprietary medicines; or

(3) used in any manner likely to lead to the belief that they describe or designate the proprietary medicines; and

(ii) any document, book or paper containing any advertisement; and

(b) a document consisting solely of a list of prices of commodities shall not be deemed to be an advertisement if it is distributed only to persons engaged in wholesale or retail trade in those commodities.

(5) It shall be a defence to a prosecution under this regulation if the defendant proves that the advertising was published in good faith for the advancement of medical, surgical, dental or veterinary science, or was sent only to medical practitioners, dentists, veterinary surgeons or registered pharmacists for the purposes of their business.

9 (1) The Minister may, after consultation with the Chairman of the Medical Equipment Control Committee, give directions in writing to any person—

(a) Limiting the amount of any proprietary medicine which may be manufactured by that person;

(b) limiting the amount of any ingredient which may be included in any proprietary medicine manufactured by that person; or

(c) prohibiting the use of any ingredient in any proprietary medicine manufactured by that person.

(2) Any person to whom any such direction is given shall comply therewith.

## ASHLEY'S TAKE OVER "AUSTRALIA'S CHOICE"

Ashley's Ltd., of the Imperial Arcade (through Goldberg Advertising) are now sponsoring the half-half musical, "Australia's Choice," from 2UE every Wednesday at 8 p.m.

"Australia's Choice" features the eight best selling musical numbers of each week and cash prizes, double theatre tickets and lottery tickets are awarded to 25 competitors whose forecasts are nearest to the official popularity list.

Judging is based on the nation-wide music sales, and these are made available by Columbia Recording Co.

For more than 18 months this program, which is compered by Allan Toohey, has attracted an average weekly mail of 900 entries.

To give added interest the sponsors double the prize money if any successful entry is accompanied by an Ashley's sales docket.

## GEORGE EDWARDS DRAMATISES STORIES FROM THE BIBLE

To achieve dramatic effect and entertainment value without loss of religious significance would seem to ask the impossible of anyone setting out to dramatise stories from the Bible for radio presentation.

But Mr. George Edwards set himself the task, and from the Columbia recording studios have come the "Stories from the Great Book," which should soon be released on the air.

Thirteen one hour shows have been produced on disc. They begin with the story of the Garden and the Wilderness.

Versatile producer George Edwards certainly features a new departure from the accepted field of dramatisation in these 13 one-hour plays.

As the name suggests, the stories are adapted from the Bible and the Apocrypha. Included amongst the interpretations are: "The Garden and the Wilderness" (the story of Adam and Eve), "The Prodigal Son," "Jacob," "The Woman of Magdala," "Salome," "Ruth and Naomi."

This series is particularly noteworthy in view of the increased interest being shown to-day in Biblical history and its

comparison with modern civilisation. Human nature changes little, as "Stories from the Great Book" will show, and audiences should appreciate the opportunity of hearing something far removed from the usual trend of radio entertainment.

Without hearing the shows one would imagine that it would require a great deal of courage to launch upon such a project. However, the finished product reveals no half hesitancy or fear of listener reaction to the work of the artist. It is known that Mr. George Edwards had for years in mind a production of this nature. And no doubt years of work and experience have gone into the consummation of that idea.

Both the scripting, and the production have been handled with delicacy and discretion without loss of dramatic and religious meaning. Characters, vague in their original Biblical setting, are made to live and thus possibly will create a better understanding of their significance by those all too many people who profess to finding Biblical stories boring because of their lack of reality and materialism.

## THIRTY STATIONS CARRYING SCHUMANN'S SHOW

in a quarter-hour session, and featured singing three of his or her finest numbers.

As on the majority of Macquarie stations, "Star Barometer" follows the "Quiz Kids," and precedes the 8 o'clock dramatic presentation, which promises to make an ideal quarter-hour of music, providing a welcome break between two features, both of which are mainly dialogue.

The title of the session is "Star Barometer," and as the name suggests the session will seek to gauge the popularity of the singing stars of the moment. To this purpose a prize of £10 is offered every two months. Listeners are invited to send in a list of their ten most popular stars in the order of their preference. All lists forwarded will be checked through, and the list which comes closest to the final point score will be awarded a prize of £10.

The artists to be presented in the session will be those selected by the public as being the most popular of the moment. By conducting a competition every two months, listeners will be kept informed of the fluctuations in public taste, and as the session continues there will be growing interest in seeing how various artists retain their position, and how other artists fade out of popularity.

## BROADCASTING CENSORSHIP AUTHORITIES.

The following have been appointed to be Broadcasting Censorship Authorities:—  
Gavin Casey, Una Mary Evans-Jones, and George Lynch.

## IN PASSING

(BY THE ARMCHAIR CRITIC)

The "Patent Medicine Regulations" prohibit the manufacture of posters for advertising proprietary medicines. Posters are also prohibited under liquor advertising regulations and under clothes advertising regulations. Rather stupid when you start working out figures. Take a 24-sheet poster approximate size 20 feet by 10 feet—the biggest posters made: area in square inches 28,000. Now take a one inch single column advertisement in, say, the "Sydney Morning Herald." One inch s/c equals a little over two square inches and the "S.M.H." paid circulation is 212,000 copies daily. One insertion of a one inch s/c advertisement therefore represents 424,000 square inches of paper. Even allowing for the lighter weight of the newsprint compared with the poster paper, the balance of weight of paper is still weighed down by the one inch s/c in the newspaper.

"How can it be claimed that restrictions on the advertising of reputable proprietary medicines will aid the war effort?" asked the leader of the Federal opposition, Mr. Fadden, last week, during a crossing of verbal swords with the Attorney-General, Dr. Evatt, on the question of the building up of a bureaucracy under wartime regulations. It was significant that in his published replies to Mr. Fadden's criticisms of the flood of regulations issued under the headings and powers of National Security, there was no comment from Dr. Evatt on the patent medicine regulations.

Mr. Curtin has promised (admittedly in vague terms) that the bureaucrats who infest the multitude of departments which have been created by Australia's war machine, may have to look for short shift at some later date. We may draw some comfort from this statement by the Prime Minister, but let it not lull us into a sense of security.

Minister for the Interior, Senator Collings, is planning expansion of Canberra, involving many millions of pounds as "an urgent post-war task" it was reported in the daily press last week. Part of the bright idea is bound up with providing accommodation for all the additional staff which is to be used in administering post-war reconstruction. That's a laugh. We will have won the war without a new Canberra; and nobody but a fool will deny that every available penny of public money will be required for reproductive reconstruction immediately and for a long time after the war. Where then is the "urgency" of material expansion of Canberra. True, some day we all hope to have a "Washington on the Hill," but we also hope that we shall not be carried away with grandiose ideas of spending money on non-essentials while every spare penny for a generation should be earmarked for road construction, water conservation and irrigation, public health facilities and scientific research.

## NEW SATURDAY SHOW

Increased listener-interest is being provided in the 2CH Saturday morning schedule with a three-hour program presented by Madge Thomas.

Formerly of 3XY Melbourne, Madge Thomas has built up a big following through her morning session broadcast from 9 to 10.30 a.m., Monday to Friday, and her new program extending from 9 a.m. to noon on Saturday with a wide variety of musical cameos and featurettes should ensure a good audience.

## BOOKS FOR THE BATTLEFIELD

There has been splendid response to an appeal launched by the women's sessions of 4BH. It was for "Books for the Battlefields"—and in the one month that elapsed, there have been 5,849 novels and magazines to hand. These were promptly handed to the A.C.F. for immediate despatch to the troops. To achieve this fine result only one session per week was used—and this was mainly acknowledgments. The only other appeal was by way of direct announcements—in the women's sessions.

*It is fitting that...*  
**2CA**

**The National Capital Station should present the Nation's Finest Sponsored Programmes**

"QUIZ KIDS" . . . . .	(Cashmere Bouquet)
"AUSTRALIA SINGS" . . . . .	(Johnson & Johnson)
"CALLING THE STARS" . . . . .	(Palmolive)
"LEST WE FORGET" . . . . .	(A.C.I.)
"LYRICAL LIMERICKS" . . . . .	(Beecham's)
"HIT TUNES OF THE HOUR" . . . . .	(Cadbury's)
"REFLECTIONS IN A WINEGLASS" . . . . .	(Seppelt's)
"RISE AND SHINE" . . . . .	(Protex)
"KOMMONSENSE KITCHEN KLUB" . . . . .	(Sanitarium)
"YOUTH SPEAKS" . . . . .	(Nyal's)
"BRIGHT HORIZON" . . . . .	(McWilliam's Wines)
"STAR BAROMETER" . . . . .	(Schumann's)
"FIRST LIGHT FRASER" . . . . .	(Colgate's)
"MARTIN'S CORNER" . . . . .	(Kellogg's)
"THE YOUTH SHOW" . . . . .	(Colgate's Dental Cream)
MACQUARIE RADIO THEATRE . . . . .	(Murdoch's)
"OVER HERE" . . . . .	(Peters)
"THAT'S HOW IT STARTED" . . . . .	(Beecham's)

To-day, more than ever before, Canberra is the national capital of Australia, and 2CA, the one station that must be included in any truly national campaign

**2CA 2,000 watts**  
**A MACQUARIE FEATURE STATION**

# Press and Broadcasting Censorship Order

## New National Security (General) Regulation Repeals Former Censorship Orders

Notified in the "Commonwealth Government Gazette" of January 18, a new Press and Broadcasting Censorship Order issued by the Prime Minister repeals censorship orders issued in October, 1939, and March, 1940.

In the same Gazette the appointment of Mr. E. G. Bonney as Chief Publicity Censor for the purposes of the Press and Censorship Order is announced.

Full text of the new Order is as follows:—

### NATIONAL SECURITY (GENERAL) REGULATIONS

**Press and Broadcasting Censorship Order**  
Whereas by regulation 16 of the National Security (General) Regulations it is provided inter alia that, if it appears to a Minister to be necessary or expedient so to do in the interest of the public safety, the defence of the Commonwealth or the efficient prosecution of the war, or for maintaining supplies and services essential to the life of the community, he may by order provide for the censorship of newspapers and other publications and of broadcasting by wireless transmitting apparatus:

And whereas it appears to me, John Curtin, the Minister of State for Defence, to be necessary in the interest of the defence of the Commonwealth and the efficient prosecution of the war to provide for the censorship of newspapers and other publications and of broadcasting by wireless transmitting apparatus:

Now therefore I do hereby order as follows:—

#### Part I—Preliminary.

##### Citation

1. This Order may be cited as the Press and Broadcasting Censorship Order.

##### Repeal

2. The Press Censorship Order made on the fourth day of October, 1939, and published in the "Gazette" dated the sixth day of October, 1939, and the Broadcasting Censorship Order dated the first day of March, 1940, and published in the "Gazette" dated the sixth day of March, 1940, are repealed.

## TIRED??

No! Although they listen throughout the night, they're on the job.

There's a Big Market for you through

# 3AK

AUSTRALIA'S ONLY ALL-NIGHT SERVICE

#### Parts

3. This Order is divided into Parts, as follows:—

Part I.—Preliminary.

Part II.—Press Censorship.

Part III.—Broadcasting Censorship.

#### Definitions.

4. In this Order unless the contrary intention appears—

"Chief Publicity Censor" means the Chief Publicity Censor appointed by the Minister in pursuance of this Order;

"Publicity Censor" means any Publicity Censor appointed by the Minister in pursuance of this Order, and includes the Chief Publicity Censor, any Press Censorship Authority and any Broadcasting Censorship Authority appointed under the repealed Orders and holding office at the commencement of this Order;

"the Minister" means the Minister of State for Defence;

"the repealed Orders" means the Press Censorship Order made on the fourth day of October, 1939, and published in the "Gazette" dated the sixth day of October, 1939, and the Broadcasting Censorship Order made on the first day of March, 1940, and published in the "Gazette" dated the sixth day of March, 1940.

#### Existing Press and Broadcasting Censorship Authorities.

5. Any Press Censorship Authority and any Broadcasting Censorship Authority appointed under or by virtue of the repealed Orders and holding office at the commencement of this Order shall remain in office as if this Order had been in force at the time they were appointed, and they had been appointed thereunder, and this Order shall apply to each such Press Censorship Authority and Broadcasting Censorship Authority accordingly.

#### Appointment of Publicity Censors.

6.—(1) The Minister may appoint a Chief Publicity Censor and such Publicity Censors as he considers necessary for the purposes of this Order.

(2) The Chief Publicity Censor and each Publicity Censor shall be deemed to be Press Censorship Authorities for the purposes of regulation 16 of the National Security (General) Regulations.

#### Power to Issue Directions.

7. The Chief Publicity Censor or any Publicity Censor authorised by him may issue such directions, in such form as he deems fit, for the purpose of providing for the censorship of newspapers and other publications, and of broadcasting by wireless trans-

sion has been made by, or under the direction of, a Publicity Censor; or  
(e) any statement to the effect that publication of any matter has been forbidden by a Publicity Censor.

#### Nature of Newspapers, etc., Issued in Contravention of this Order.

12. Where any newspaper, periodical or publication has been printed or published in contravention of this Order or of direction issued by a Publicity Censor, the Publicity Censor has reason to believe that any person is about to publish a newspaper, periodical or other publication in contravention of this Order or of any such direction, the Publicity Censor may, by writing under his hand, authorise the seizure of all copies of the newspaper, periodical or other publication, and thereupon any Commonwealth officer or constable may seize such copies, and for that purpose may enter and search any premises, necessary by force.

#### Matter to be Re-submitted if not Broadcast within One Month.

15. When any matter passed for broadcasting by a Publicity Censor is not broadcast within one month after being so passed by that Censor, a person shall not broadcast that matter unless it has been re-submitted to and again passed by a Publicity Censor.

#### Persons to Comply with Directions of Publicity Censors.

16. The owner or person in charge of a wireless transmitting apparatus shall not broadcast or authorise or permit the broadcasting of any matter specified in paragraph 11 of this Order.

Dated this fourteenth day of January, 1943.

JOHN CURTIN,  
Minister of State for Defence.

## "From an Acorn Grew . . . "

## Big Retail Store Using Nine Hours Weekly

The development over the past ten years of one of Melbourne's leading retail stores is closely associated with a vigorous advertising policy in which broadcast advertising especially has played a big role in the past two or three years.

Ten years ago Darrod's, of Bourke Street, opened their doors as a little millinery salon. In 1938 the little millinery shop became, almost overnight, a big and busy store. Expansion has continued since then, and to-day, governed by managing director, Mr. Goulstone, Darrod's face a future which looks particularly healthy.

Always consistent newspaper advertisers, Darrod's entered the broadcast field about two and a half years ago. They launched out first with the sponsorship of the George Edwards show, "Silas Marner," programmed on 3UZ Sunday nights in half-hour episodes.

In September, 1941, they decided to go further into broadcast advertising and bought four more quarter-hours over the same station. Realising that radio was doing a 100 per cent job of selling, Darrod's increased their broadcast time at intervals and extended to most Melbourne stations. To-day Darrod's advertising agents, Leyshon Publicity, are handling a total of nine hours weekly of broadcast time.

Included in this total are some excellent entertainment programs. Currently on 3UZ "Out of the Darkness," is playing in the early evenings once a week, while "the Shadow of Fu Manchu" is scheduled four evenings weekly. "Uncle Tom's Cabin" is presented under

proposed to broadcast, which contains any information or statement with respect to any of the matters specified in paragraph 8 of this Order.

#### Power of Publicity Censor to Forbid Broadcasting.

14. A Publicity Censor may forbid the broadcasting of the whole or any portion of any manner submitted to him in compliance with any direction given under paragraph 7 or in accordance with paragraph 13 of this Order, or may give directions as to the alterations to be made to any such matter before broadcasting.

#### Matter to be Re-submitted if not Broadcast within One Month.

15. When any matter passed for broadcasting by a Publicity Censor is not broadcast within one month after being so passed by that Censor, a person shall not broadcast that matter unless it has been re-submitted to and again passed by a Publicity Censor.

#### Persons to Comply with Directions of Publicity Censors.

16. The owner or person in charge of a wireless transmitting apparatus shall not broadcast or authorise or permit the broadcasting of any matter specified in paragraph 11 of this Order.

Dated this fourteenth day of January, 1943.

JOHN CURTIN,  
Minister of State for Defence.



*Graveyard*

During World War Number One, a famous manufacturer found Government contracts so lucrative that he didn't bother to advertise. Now you'll find his epitaph in the graveyard of forgotten names. UNDERSTAND?



Sydney Representative

A. L. FINN. 66 King Street

## PETERS SALUTE TO THE SERVICES RESUMES

After a temporary absence of a few weeks during the holiday period, "Peters Ice Cream Salutes the Services," resumed its entertainment of servicemen and women at the Melbourne Town Hall last Sunday, January 24. A capacity house greeted its return with an enthusiasm which left no doubt as to whether the show had been missed. Produced by 3XY, and with Alwyn Kurts for compere, it's a full night's entertainment, with free admission to those in uniform

## 3AK DONATE HALF HOUR TO AIRCRAFT FACTORY

Between 3 and 3.30 a.m. is the workers' recess period in a big aircraft factory. A special program selected by a special workers' committee is picked up and broadcast in canteen during their "lunch." Birthday greetings are a feature of this session, and a personal touch is given by announcers who give hints on relaxation for night workers when off duty.

and to members of the Merchant Navy. The concluding half-hour, from 9.30 to 10 p.m., is aired from 3XY.

**2HR**  
on relay from  
**2GB**  
at night-time  
and presenting its own individual  
programme throughout day-time

That's the unique combination of national and local listener interest that makes **2HR** the dominating Station in a three-fold coverage area, embracing the miners of Maitland, Cessnock, etc., the farmers of the rich Hunter Valley, and the industrial workers of Newcastle.

**2HR**

The Hunter River Station

A MACQUARIE UNIT

## Fine Gesture in "Aussies and Yanks"

"Aussies and Yanks," the sparkling services quiz broadcast from the "Dug Out" each Friday at 8.30 p.m., by 3KZ, brings to light many unusual happenings and some really good artists. On one occasion recently an excited Digger rushed up to Norman Banks, who compères the broadcast, to ask him if he could say where a sailor was, who had been heard in the previous week's program. The sailor and the Digger had been childhood friends and hadn't seen one another for seven years, and it was while listening to the broadcast that the Digger recognised his friend's name and address. Norman was able to bring the two together after a little bit of investigation. Since Mr. Banks has been on holidays, Norman Balmer has been conducting "Aussies and Yanks" and, incidentally, making a very fine job of it. Last Friday night there occurred one of those "human" incidents which occasionally crop up in programs of this type. Seated in the front row of the audience was a returned soldier with his eyes bandaged. With him, by special permission, were his wife and daughter. On the final jackpot question being missed, Norman Balmer said that he thought it would meet with general approval if he gave the money to the little girl to buy sweets or a toy. The suggestion definitely met with approval, but later, after the program had finished, an even more generous gesture was made by the winning team of Yanks. Sergeant Jack Kelshall, of Colorado, approached Mr. Balmer with the total winning of the team—£5/5/- plus a substantial additional amount contributed by the American team, with the request that the envelope should also be handed to the Digger. So overcome was the soldier's wife that she was unable to speak for a few minutes, and when she finally regained her composure and went to find the Americans, they were nowhere to be seen.

### CRISPIE'S LAUNCH JUVENILE TALENT QUEST

Commencing on Friday last (January 22) the Crispie Kids Juvenile Talent Quest is now in progress from 3XY. Entrants, who must be over 5 and under 13 years of age, sing, recite, or play a musical instrument, but only solo items are allowed. On Mondays to Thursday inclusive, at 5.30 p.m., four competitors are on the air, and each day's winner competes in a heat on Fridays. Every winner receives a £1 War Savings Certificate, and Friday winners become semi-finalists with a chance to win the three main prizes of £20, £10 and £5 War Bonds.

Judges are Messrs. E. J. Graves, G. Carroll, H. A. Snelling, S. Thomas, A. Kurts, and "Connie," while the finalists will be judged on the postal votes of listeners.

## Among the Sponsors

E. C. Blackwood Pty. Ltd., paper merchants, have signed with 3XY for 26 10-minute sessions on Thursdays at 8.30 a.m., featuring "Music of the Allies."

Hailey Bros., shipping providers, have commenced a contract with 3XY covering weeks, and using a quarter-hour each Thursday at 1 p.m., titled "Concert Cameos."

Metallic Bellows Co., of 457 Victoria Street, Abbotsford, are using a quarter-hour on 3XY each Saturday at 7.30 a.m., titled "Saturday Spotlight." Contract is for 52 weeks.

Ernest B. May, butcher, now sponsors "Songs of the People" on 3XY each Tuesday at 8.30 a.m. Contract is for 52 weeks.

George White and Co. Pty. Ltd., metal merchants, have signed a contract with 3XY for 52 quarter-hour sessions at 12.15 p.m. on Tuesdays, featuring "Keyboard and Console."

J. H. Ralph, wholesale butcher, is the sponsor on 3XY for "Singers and their songs," heard each Tuesday at 1 p.m. Contract is for 52 quarter-hours.

Hugh Lennon, agricultural implement manufacturer, is sponsoring "Music in the from 3XY each Monday morning at 7.30.

H. Larcher and Son (Fitzroy) Pty. Ltd., is using three 5-minute sessions per week on 3XY at 8.05 a.m. Mondays, Wednesdays and Fridays. Contract is for 12 weeks.

W. G. Goetz and Sons Ltd., engineers, present "Twelve o'Clock Parade," a half-hour session at noon each Friday, from 3XY. Contract is for 13 weeks.

"Good News and Good Music" is the title of a quarter-hour musical program from Radio 2UE every Tuesday at 9 p.m. The broadcast is sponsored by the Campbell Eye Treatment, through Fergus Canny.

Tompkins Enfield Nurseries have renewed with 2UE for a special quarter-hour gardening talk at 9.15 p.m. every Sunday.

Goodwood's (furniture) have signed with Associated Sports Broadcasts (2UE, 2KY, 2OA, 2GZ, 2KA and 2HR) for the cross-to-the-course position for all Sydney races.

Truth and Sportsman Ltd., has renewed its contract with A.S.B. for commercials when the barrier is lowered for all local races. This is the original A.S.B. contract, being signed the day A.S.B. was formed in 1939. It has been renewed every 12 months.

Colgate-Palmolive (through George Patterson) has renewed with 2UE for a further months spots.

McNiven Bros. Ltd. (through Hartford Advertising) are using spot announcements on 2UE.

British Medical Laboratories (through Goldberg's) has again signed a 12 months' contract with 2UE for spot advertising. Cambridge Cars have contracted for four announcements every Saturday afternoon on A.S.B. for the merchandising of Harrow Gas Producers.

The Mutual Store has contracted with 2AW for a series of "Do You Want to be an Actor?" program which commenced last Wednesday at 6.30 p.m. Devised, directed and compèred by Rod Gainford, ace announcer for that station, this first broadcast gave a foretaste of other programs to follow.

A chance to win a £10 prize is offered in Schumann's new program, "Star Bayometer," featured from 3AW on Sunday nights at 7.45.

## "The Living Theatre" Goes to Country via Disc

Dramatic highlights of the stories behind the war news in the four corners of the globe have been featured in recent productions by "The Living Theatre" (2UW Sydney, 3UZ Melbourne).

The "Living Theatre" is a series of one-hour dramatic presentations based on factual stories, and among recent programs have been presentations written around the fall of Singapore, the war in Russia, the struggle in China, and the revolt of Fighting France. Other programs have included the story of an English woman married to a German, who, in a series of pro-Nazi broadcasts to Britain maintains contact with the British Secret Service through means of an ingenious code introduced into her speech. Another program was the dramatised story of Pastor Neimoller, the German ex-U boat commander, who entered the Church, and subsequently defied Hitler in his famous phrase, "Not you Herr Hitler, but the Lord—He is my Fuehrer."

The success of this feature—it has attracted a maximum audience interest in both Melbourne and Sydney—has led to a decision to make the program available for local sponsorship outside of the two capital cities, and negotiations are now in train with individual stations to that end.

## NEW LABOUR PAPER

The New South Wales branch of the A.L.P. will commence publication of an official weekly newspaper early in February.

The new paper will be called "The Standard," and will compete with Mr. J. T. Lang's Labor paper "Century."

**A 3XY Show**

**— TYE'S Radio REVUE —**

**RAISES**

**£10,000**

**FOR PATRIOTIC AND OTHER APPEALS!**

The Sunday night audiences have contributed this splendid sum to be distributed among over 50 causes! £10,000 — visible proof of 3XY's popularity!

**Another Triumph for Your QUALITY Station!**



## GOODLAND'S BOOST

Mr. W. Cavill, Managing Director of Goodlands Pty. Ltd., with Joan Read, compere of the 2CH Talent Quest, in Goodland's Pitt Street, Sydney, store.

The undoubted entertainment value of the program, coupled with extensive publicity provided in the press and through other mediums is ensuring a big audience for Joan Read's Talent Quest sponsored on 2CH by Goodland's Pty. Ltd.

Introduced towards the close of last year with the object of appealing to the women in the home, this program resumed on January 15 under Goodland's

sponsorship.

The maximum listener interest has been ensured by an extensive publicity campaign launched in the press and elsewhere for the sponsors by Goldberg Advertising who are handling the account, and by 2CH in radio journals.

The Talent Quest is presented entirely by Joan Read, and is presented from 8.15 to 9.15 every Friday.

## Limelight on Advertising

### U.S. Agency Man's Plea for Better Understanding

At the present time when the problem of teaching the public the facts about commercial broadcasting in Australia is exercising the minds of the industry's leaders, it is interesting to learn of at least one leading executive in America stepping out strongly in a similar direction in an endeavour to remove the blurred impression held by people concerning advertising.

In a recent address before the American Association of Advertising Agencies, Mr. Chester La Roche, president of the Young and Rubicam Advertising Agency, said that most of what the public knows of advertising comes from popular novels, films—possibly from consumer publications—and what these descriptions lack in accuracy they make up for in fascination.

La Roche pointed out that a vocal minority feels that advertising is nothing but a combination of clever stunts, exaggerated arguments, and uncontrolled enthusiasm; and that advertising men are a group of slogan writers whose only capacity is to make people think they need something they don't need. That which was definitely inadequately advertised to the public are the real and dimensional facts of advertising.

Explaining these facts La Roche declared:

"This industry includes the media of the nation—of more than 20,000 magazine and newspaper publishers, of 1,500 outdoor plant owners, of more than 200 radio chain and station owners, all of them employing a vast amount of 15 billion dollars."

"It includes 350 national advertisers. They have 1,500 plants employing 500,000 salesmen, and 10 million workmen; and they sell through hundreds of thousands of re-

tailers, and have an investment of 25,000,000,000 dollars.

"It includes thousands of local advertisers.

"These are keyed together by the great advertising business—the 1,200 advertising agencies, with basic working staffs totaling more than 13,000, with an annual payroll for these staffs, and the thousands of collateral workers in merchandising and surveying groups, etc., of 42,000,000 dollars.

"In all, a total of 11,547,000 people are directly or indirectly concerned with advertising. Forty billion dollars worth of plant equipment is in some measure dependent on advertising."

Dealing with advertising in the service of the nation during the war and with the socially useful aspects of advertising by mass communication, La Roche went on to describe the effects of psychological warfare.

"Psychological warfare half destroyed France before a single shot was fired," he stated. "Psychological warfare, conducted in this country by Germany, has made too many Americans mistrust England. Psychological warfare has interested too many Americans in appeasement. It has confused the issue so that many people are not even sure what we are fighting for."

"We must fight fire with fire. We, too, must wage psychological warfare. And we must wage it on two fronts. Abroad, we must bring unity to the United Nations; disunity to Germany, Japan and Italy."

"At home, we must develop a will to win; we must develop spirit, which Napoleon said is: 'Three times more important than the materials of war.'

"We must create a civilian mass army—an army that man for man and woman for woman will beat Germany and Japan at their own game."

## RADIOTRON DESIGNERS' HANDBOOK

### New Cloth Bound Edition

The continued popularity of the Radiotron Designers' Handbook has called for the printing of a further impression of 5,000 copies which will bring the total printed and distributed in Great Britain, U.S.A. and Australia to 47,000 copies. Advantage has been taken in this new Australian impression to adopt a cloth binding for the whole quantity in place of a limited quantity rexine bound and the greater quantity stapled and paper covered. This procedure has enabled a considerable reduction to be made in the price of the cloth bound copy, the new price being 5/- per copy as against the previous price of 7/6. The trade discounts will be the same as in the case of the earlier paper bound copies.

This new cloth bound Handbook will not only give a better appearance and longer life than the earlier paper bound copies, but will have the immense advantage of opening flat on the table so as to enable tables and charts to be referred to without difficulty. The specially reduced price should bring the cloth bound edition within the reach of all.

The Radiotron Designers' Handbook has already been accepted throughout Australia as well as in England and U.S.A. as the standard reference book on radio design. Although it does not claim to be written as a text book, it has nevertheless frequently been used for that purpose, as its style is sufficiently simple to enable anyone with a fair foundation in radio theory to extend that knowledge as far as the reader is prepared to go. However, its principal use is as a Handbook which may be kept for immediate reference when problems arise, calling for information of a special character. The tables and charts will be found particularly helpful to all, even those with insufficient knowledge to use the chapters on theory.

No one having any contact with the theoretical side of radio should be without a copy.

### LARGE FIRMS TAKE PART IN PATRIOTIC PROGRAMS

Many large firms have signed up with 3AK to take part in patriotic programs which help the war effort (Loans, War Saving Certificates, Red Cross, Comfort Funds, etc.). A few of these firms who are doing their best to help the war effort are: W. G. Goetz and Sons Ltd., A. Flavell Pty. Ltd., Gartside Bros., and Port Phillip Mills Pty. Ltd.

Arrangements have been made for the continuation of the Advent Radio Church over 2GB for a further period of 52 weeks. This program is presented by the South New South Wales Conference of the Seventh Day Adventists from 5.30 to 6 p.m. every Sunday, and takes the form of a church service. Without one break it has been continually presented over 2GB for a number of years, and there is evidence that it is widely listened to, particularly in country districts where people far from church look upon it as their own church service.

## Australia's Only All Night Station

With industry at top speed these days 3AK Melbourne all-nighter, is responsible for giving great enjoyment to people at work as well as those who tune in later in the evening.

Mr. Harry Earl, manager of 3AK, states that the number of letters received from outlandish places is amazing.

Music is the main feature of this station, and every kind of music lover is catered for.

On Saturday afternoon, from 1.15 until 1.30, a very beautiful session of classical gems is presented, and on Sunday nights between 11.30 and midnight listeners are given a similar presentation.

One of the outstanding features of this station is their swing programs, aired at 12.45 on Sunday afternoons and Thursday night at 11.45.

The station is on the air from 11.30 p.m. until 7 a.m. every night, and also on Saturday from 1 p.m. until 2 p.m., and Sundays from 12.30 p.m. until 2.30 p.m.

## Tye's Total From "Radio Revue" Reaches £10,000!

A gala performance of Tye's Radio Revue on Sunday last (January 24) celebrated the attainment of a total of £10,000 collected from the Princess Theatre audiences since the show's inception about two and a half years ago. More than 50 patriotic and other appeals have shared in the distribution of this money. 3XY produces the show, and broadcasts an hour of it from 8.15 p.m. each Sunday. The patriotic cause to receive the benefits of the gala performance was the Australian Red Cross.

## "Women in Uniform"



Lieut. Benderoff (L), chief nurse at the American Base Hospital, with Kay (3KZ), compere of "Women in Uniform," and 2nd Lieut. E. Jordan, who was interviewed at the broadcast of this program on Sunday night, January 9, at 9.30.

## DISCS THROUGH U.S. FORCES

Recording's never previously broadcast in Australia are frequently heard in Mark Foy's "Melody and Rhythm Hour," compere by Allan Toohey from Radio 2UE every Friday at 8 p.m.

These exclusive discs have mainly been made available by members of the United States forces who are keen listeners to the program.

U.S.A. fighting men stationed in Sydney have been able to secure the recordings through speedy channels from America, and several have immediately offered them to "Melody and Rhythm" so as to enable service men everywhere to enjoy the latest American hit tunes.

Among the recordings played recently were the much discussed "Praise the Lord and Pass the Ammunition," "Devotion," "White Christmas," "The Kalamazoo Girl" and "Holiday Inn," none of which were available for purchase in this country.

Mark Foy's have renewed "Melody and Rhythm" for a further season of 13 weeks.

## NEW QUIZ COMPERE

Desmond Day, formerly chief announcer at 6KY Perth, has joined the 2CH announcing staff, and among other programs is appearing as grand inquisitor in the 2CH quiz program, "Take it or Leave It—Double or Quits."

He has taken the place in this show of Leon Becker, who is now on leave, and who will shortly enter the R.A.A.F.

Prior to joining 6KY Desmond Day was on the staff of the W.A. stations, 6AM-PM, and he had previously done stage and screen work in England.

In "Take It or Leave It," sponsored on 2CH by Schumann's, he reveals a pleasant personality well suited to this class of show.

**10**  
YEARS OLD  
and  
**"STILL CLICKING"**  
**2KY'S**

**"HAPPY HOUR" UNITS**  
**5-5.30 P.M. and 7.10-7.30 P.M.**  
**SUNDAYS**

*presented by the courtesy of the original sponsor*  
**SAM LANDS**

**Further Renewal Signed This Month**

# Thirteen Points in Prolonging Transmitter Tube Life

The engineering division of Heintz and Kaufman Ltd., of San Francisco, recently issued a booklet giving thirteen suggestions for helping to prolong the life of radio tubes.

They are as follows:

(1) The life of a tube in normal service depends upon the number of watts it is required to dissipate on the plate. If the plate loss in watts is reduced, the life goes up proportionately. In other words, tube life may be expressed as "watt-hours of plate dissipation," and any reduction in watts results in a gain in hours. Therefore, it is advisable to adjust every circuit so that the highest efficiency is obtained.

(2) Keep circuits properly tuned. A small amount of detuning in the plate circuit causes a rapid increase in the plate dissipation of the tube. Circuits often detune as the transmitter heats up, and readjustment is then necessary.

(3) In Class B audio amplifiers, the "no-signal" plate current can often be reduced without resulting in harmful distortion. This reduction saves precious "watt-hours."

(4) Minimise stray circuit losses in Class C r.f. stages, and make sure that the loading on the tube is useful loading. To test for this, disconnect the useful load and check the unloaded plate current.

Because the grid current will rise under the unloaded condition, it is advisable to lower the excitation to get normal or less-than-normal grid current during this test. The unloaded plate current should fall to such a point that the remaining D.C. plate input power is only enough to supply the tank circuit losses, as well as the small incidental plate dissipation at the time of the test.

(5) If unloaded plate current seems unreasonably high, it is advisable to vary the physical arrangement of the coil, shielding, L/C ratio, design of choke coils, amount of tube bias, etc., until the unloaded plate current is brought to a reasonable value. In many cases this value can be made to approach one-tenth the loaded plate current.

★ For  
ALL your

**PRESTO**

RECORDING SUPPLIES

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

split connector or aluminium or plate brass, with the two halves held together by a silver or similarly plated external spring, which will remain good at 200 to 300 degrees C., will prove most satisfactory.

(12) The efficiency of a Class C r.f. amplifier is largely dependent upon the conditions in the grid circuit. The D.C. bias voltage is the total of the voltage developed in the grid-leak resistor, the cathode resistor and the voltage supplied by the fixed bias source.

The grid bias voltage should be considerably greater than that required for cut-off. The exact value of total bias voltage is not critical so long as it is ample. A good value to approximate is that listed on the data sheets for the particular type of tube and type of service.

In ordinary Class C amplifier service a very desirable arrangement of D.C. grid bias voltage is one consisting of enough fixed bias to prevent the flow of plate current when all r.f. excitation voltage is removed—with the balance of the bias supplied by the IR drop in the resistor.

Such an arrangement provides adequate protection, and at the same time gives the highly desirable automatic action of a grid-leak resistor.

(13) The electrical instability or r.f. circuits increases the probability of damage and overload to a tube. Parasitic oscillations can also cause damaging overloads, as well as inconveniences. Nearly any parasitic oscillation can be prevented. A good way to isolate and cure parasitics in an amplifier is to:

(a) Remove the normal excitation.

(b) Remove all fixed bias.

(c) Lower the plate voltage until the plate loss due to the static plate current flowing does not exceed the rated tube dissipation.

(9) Avoid excessive grid drive. Excess grid drive (grid current) wastes driving power, and shortens the life of the driver tube by making it do extra work. Excess grid current also overheats the grid of the tube, and shortens its life either by damaging the grid permanently, or by increasing the number of watts the tube must dissipate.

(10) It is essential that the rated filament voltage be maintained at the tube. This voltage should be measured at the socket, and should not deviate more than plus or minus 5% from the rated value.

The life of a thoriated tungsten filament will be reduced to two-thirds of normal if the filament voltage is permitted to run 10% above its rated value. At 10% below rated value, the emission from the filament may fall off due to failure to diffuse enough thorium to the surface of the filament to maintain emission. A drop in emission may cause severe overheating of the plate, with a consequent reduction in the life of the tube, or even complete failure.

(11) Make good electrical connections to the tube. At ordinary frequencies, the standard connector clips are satisfactory. At ultra-high frequencies the charging currents into the inter-electrode capacities become large enough so that special care must be taken. A

## Among the Sponsors

**Cambridge Cars Ltd.** has signed with Associated Sports Broadcasts for four announcements each week for the merchandising of the Hargrave Gas Producer.

**The Rural Bank** (through Gotham's) has renewed with 2UE for the presentation during 1943 of the "Heroic Past" series, broadcast every Sunday at 6.45 p.m., and based on the dramatisation of famous Australian institutions and places. Comprising complete episodes, each of 15 minutes, the production is one of outstanding national interest, and stars most of Australia's best known radio players.

**Oxford Theatres Pty. Ltd.** have signed contract with 3XY for 156 evening and day announcements for 52 weeks.

"Songs of the Sea" is the breezy title of new breakfast session on 3XY each Saturday at 8.15 p.m. Sponsor is the established firm of Wm. H. McBean and Co., chandlers, and the appropriate programme in this quarter-hour features sea battles and nautical music of all kinds. Contract is for 52 weeks.

"Midday Music," a half-hour feature on 2AY at noon each Monday is under sponsorship of T. N. Chuck Wire Fence and Co. Light classics and well-known ballads are used. Contract is for 52 weeks.

That very popular 3DB program "Yells of Poppin'" is finishing, but sponsors Paterson's are keeping the team of "Paddy and Daddy" together, and are programming them twice weekly, commencing next Monday, January 25, and Wednesday, January 27, and each subsequent Monday and Tuesday.

New 2AY business includes spot announcements for Jantzen (Aust.) Ltd., spot announcements for N.R.M.A. Insurance Department, 15-minute sessions for Sanitarium Health Foods in women's session, and 30-minute sessions for Vincent Chemical Co. Ltd.

**Purina Grain Foods Pty. Ltd.** (Paton's) have scheduled a special spot campaign on 2GN Goulburn, using breakfast and women's sessions.

**Legal Rights Committee** have contracted, for 10-minute sessions on 2GN Goulburn, 2GF Grafton, 4CA Cairns and 2AD Townsville.

"Paul Clifford" is the new 15-minute feature presented four evenings weekly on 3BO Albury by Matthews Bros.—each Monday, Tuesday, Wednesday and Thursday at 7.45 p.m.

The N.R.M.A. Insurance Department (Patton Agency) have contracted for a spot campaign on 2AY, 2GN, 2GF and 2AD.

Several orders were received by A.W.A. Fassett and Johnson Ltd. for spot announcements for Carter's Little Liver Pills 2AY, 2GN, 2GF, 3BO, 4CA, 4TO, 4WK, 4UL and 4BU—also ZJV Suva, using women's daytime session positions.

The 30-minute feature, "Lest We Forget," has now been released on 4TO Townsville on behalf of the local branch of the Cross Society and will no doubt prove valuable to this society. The program is broadcast each Sunday at 2 p.m.

**Frederick Stearns Pty. Ltd.** (Hansen Bensohn) have contracted for spot announcements on 2AY Albury and 3BO Bendigo, and for 30-minute sessions of "Youth Breaks" on 4CA Cairns, 4MK Mackay, and Bundaberg.

The A.W.A. pantomimes, "Aladdin," "Cinderella," "Ali Baba and the Forty Thieves," and Dickens' "Scrooge" were all released over 4TO Townsville this Yuletide by local sponsors—Richardson, and Timmins, Stacey and Stacey, Londy's and S.T.C. Radio, presenting each full hour program.

## NEWS TRANSMISSION WILL BE IMPROVED

At the close of the Empire Communications Conference references by several speakers indicated that not only had much ground been covered, but that there was reason to hope for a very early improvement in the transmission of news between the Empire countries.

Sir Campbell Stuart, Chairman of the Imperial Communications Advisory Committee, stated that he will implement certain recommendations immediately on his return to London.

Mr. A. C. Paddison, vice-president of the Australian Federation of Commercial Broadcasting Stations, who attended the Conference, said that the newspapers had adopted a broad and progressive attitude towards broadcasting of news. They had ensured a supply of news to the broadcasters on reasonable terms.

Mr. Paddison said that radio and newspapers alike had a duty to perform in providing news to the public as quickly as possible, and fast and cheap facilities for doing it should be guaranteed.

## FAMOUS PADS FOR RADIO AUCTION

A pair of boxing gloves used by the famous "Griffo" when he defeated the world's featherweight champion, "Torpedo" Murphy in Sydney 52 years ago, will be one of the many lots auctioned on February 6, when 2UE and A.S.B. stations will conduct a special appeal to help Boys' Town raise £5,000 for the erection of its own hospital. The gloves have great sentimental and traditional sporting value, and are expected to raise a large sum. The appeal will be carried out on behalf of the stations concerned by Clif Cary, Allan Toohey and Arthur Carr.

## NOVEMBER LICENCE FIGURES

November 1941 November 1942 Additional

NEW SOUTH WALES.		
New issues .. .	3,971	4,863 (1,386)
Renewals .. .	31,732	33,601
Cancellations .. .	4,161	2,102
Monthly total .. .	499,614	510,603 (8,772)
Nett inc. or dec. .. .	— 190	2,761
Population ratio .. .	17.77	18.16

VICTORIA.

New issues .. .	2,450	2,111 (1,279)
Renewals .. .	24,007	24,992
Cancellations .. .	3,078	1,465
Monthly total .. .	366,842	373,062 (7,297)
Nett inc. or dec. .. .	— 628	646
Population ratio .. .	18.92	19.24

QUEENSLAND.

New issues .. .	1,532	1,228 (201)
Renewals .. .	11,085	11,662
Cancellations .. .	1,381	955
Monthly total .. .	172,900	171,893 (1,459)
Nett inc. or dec. .. .	— 151	273
Population ratio .. .	16.68	16.58

SOUTH AUSTRALIA.

New issues .. .	1,235	1,076 (569)
Renewals .. .	7,780	8,125
Cancellations .. .	966	890
Monthly total .. .	135,311	139,477 (3,953)
Nett inc. or dec. .. .	— 269	186
Population ratio .. .	22.20	22.88

WESTERN AUSTRALIA.

New issues .. .	823	999 (254)
Renewals .. .	5,703	6,030
Cancellations .. .	833	496
Monthly total .. .	92,210	93,123 (1,309)
Nett inc. or dec. .. .	— 10	503
Population ratio .. .	19.66	19.89

TASMANIA.

New issues .. .	328	254 (101)
Renewals .. .	2,640	2,722
Cancellations .. .	562	246
Monthly total .. .	45,017	47,178 (770)
Nett inc. or dec. .. .	— 234	8
Population ratio .. .	18.80	19.76

COMMONWEALTH.

New issues .. .	10,339	10,531 (3,790)
Renewals .. .	82,947	87,132
Cancellations .. .	10,981	6,154
Monthly total .. .	1,311,894	1,335,336 (23,560)
Nett inc. or dec. .. .	— 642	4,377
Population ratio .. .	18.43	18.80

The above totals include free licences to the blind—2,572 (1941) and 2,459 (1942).

**Programmes! Service!! Coverage!!!**

**Three Characteristics Essential to Efficiency**

**We possess THEM—**

**Do  
YOU Possess US  
?**

## PERSONALS

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

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

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

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

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

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

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

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

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

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

## AUDEX—the Super Recording Blank

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

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

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD.**

47 YORK STREET, SYDNEY.

167 QUEEN STREET, BRISBANE

## COMMERCIAL BROADCASTING

Vol. 11, No. 16, Thurs., Jan. 28, 1943  
Price: 6d. per copy. Subscription  
10/- P.A.

MANAGING EDITOR: A. Lippmann  
SUBSCRIPTIONS: Miss C. Lewis

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."

Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2932

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

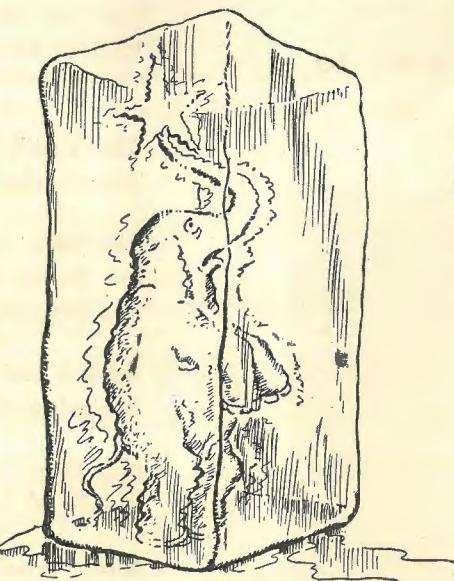
Joy Morgan, acting sales manager of Artransa, must have a way with her babies. Returning from a recent trip to Melbourne, she was called upon to help pacify a crying baby. Before long the baby was sitting up in her lap beaming all over its face. A little while later on returning from a trip to Canberra,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

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

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

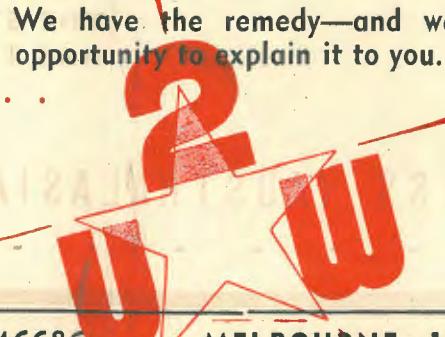


## DON'T LET YOUR NAME-BRAND FREEZE ON THE ICE

YOUR raw materials may be frozen . . . your civilian distribution may be on the ice . . . and your plant may be all out on war production, which doesn't carry your name.

That name, in peace time, won for you thousands of friends; but even the best of friends grow cold if they don't hear from you . . . don't let YOUR brand name freeze!

We have the remedy—and we'd welcome the opportunity to explain it to you.



Sydney: 49 Market St., M6686 - Melbourne: 18 Queen St., MU2819