

PERSONALS

Busy Federation secretary, Mr. Ray Dooley, paid another visit to Sydney from Melbourne last week, and for a day or so was snowed under with Federation matters, not the least of which was A.P.R.A. arrangements.

Mr. E. L. Cottrell, secretary of 3UZ, was a Melbourne visitor to Sydney last week. He struck Sydney's heat wave, but we know of at least one evening when he was able to "cool off"—that was when Mr. Frank Marden introduced him to the Nielson Park pool late one night and some time about dawn the next day.

One of the most sensibly dressed men among broadcasting executives in Sydney's recent hot spell was Mr. H. G. Horner, 2GB and Macquarie chief. His lightweight tropical suitings brought an envious glint to many a heat weary eye in the city.

Mr. Frank Marden, 2UW general manager, "let the cat out of the bag" at the Sydney trade bon voyage party given to Mr. O. F. Mingay last week. He said the real reason Mr. Mingay was going overseas was because some of "the boys" had said to the powers that be, "You give us back Barney Allen and you can have Ossie Mingay!" The gag particularly appreciated by R.I.F. Club members.

With the departure of Mr. O. F. Mingay for Washington, Mr. Allan Fairhall, who recently joined the Directorate of Radio and Signal Supplies, Ministry of Munitions, is temporarily relieving Mr. Mingay in Melbourne and getting the head office atmosphere, becoming acquainted with the needs of all the services, etc., before returning to the Sydney office of the Directorate.

The many friends of Mr. C. C. ("Clarrie") Faulkner will be interested to hear that Mr. Oswald Anderson received a letter from him the other day "out of the blue." Faulkner was writing from the "S.S. Aquitania" somewhere at sea in October last, and said he had covered many thousands of miles on the old ship. He had been to London and met several men who knew "O.A." and others in radio and broadcasting in Australia. He gave a talk on the B.B.C. about Australia and also some insights into his present job of feeding Americans on a British troop ship. The B.B.C. pays a guinea a minute for such talks.

Mr. D. M. J. Marshall has been appointed acting manager of 2GN Goulburn as Mr. R. A. Kidd is now with R.A.A.F. Mr. Marshall has been a member of the 2GN staff for several years and formerly on the staff of 2CH Sydney.

Bruce Muir, of the A.W.A. Melbourne broadcasting department, now a Sergeant-Pilot of the R.A.A.F., was in Scotland last October, and according to letters, it was cold—so cold that a transfer to the Middle East would have been extra welcome.

Another well known radio man—Sgt. Observer Charles Stanley, R.A.A.F.—the early morning man of 2CH until last year, was also seen around.

Flying-Officer Stan Wallens, R.A.A.F., formerly of the Major Network office, Sydney, was also around town this week having arrived from the "north." Stan looked extra well, even though 10 or perhaps 30 lbs. lighter than normal. He was heading for Tumut to see his family and the 18 months' old heir of the Wallens family.

Seen in town this week A/C. A. W. (Brick) Bradford, of 2GF Goulburn, now at an R.A.A.F. Training Depot—also Ray Kidd, ex-manager of 2GN Goulburn, who was reporting to R.A.A.F. to commence training.

16 Commercial Broadcasting, February 11, 1943

The many friends of Miss Una Pritchard, of the O. P. Sellers organisation, will regret to learn that she is away on sick leave. After a couple of weeks abed she has gone to Wentworth Falls to recuperate and hopes to be back on deck in a few weeks' time.

While on leave in Sydney from a northern camp Captain Harley Goodsall has been a frequent visitor to see old colleagues at 2UE.

During the absence on holidays of Harry Yates, the 2UE early morning and breakfast sessions, are being handled by John Ryan.

News received at 2UE is that former service manager, and well known advertising figure, W. R. (Bill) Delany, has been in hospital in the Middle East. He has now recovered. Bill is with the A.I.F.

Quite a gathering of radio identities at the "Florentino" on Wednesday evening, February 3. At one table were Vernon Lyle and his lovely wife, Martin Stevenson and Iris Moore (Mrs. Stevenson), and Mr. and Mrs. Ward Leopold. Each of the gentlemen in question sported the King's uniform and khaki was also worn by Mrs. Lyle. Main cause for comment was the luxuriant guardsman's moustache adorning Vernon's countenance. Valerie Chick, who was at the next table with husband, Milton Chick, caused much merriment by insisting that the "face fungus" was a "prop." Vernon's emphatic protests seemed to indicate that it was a necessary piece of commando camouflage. A noble effort, whichever way you look at it, Vernon.

Albert Russell goes from strength to strength. He was a most amusing and entertaining comper at a big show on February 3 to aid the Buckingham's Comforts Fund (ambulance section). Apart from compering, Russell also contributed excellent comedy numbers and proved an adept foil to popular Luila Fanning. Milton Chick's baritone was also a feature of this program. Just another example of the famous Goldberg service.

Mr. Lance Quirk, 2SM general manager, has taken his annual leave, but due to petrol and travel restrictions and his sympathetic outlook towards "austerity living," he won't be going far afield. It is to be hoped nevertheless that in despite his popularity and that so many friends in the trade know his home address, he may still get a few days real rest.

Stewart Hunt, of Goldberg's, Melbourne, is looking fitter and sparking more than ever after his holiday in the hills at Belgrave.

Mr. W. Wing, Australasian sales manager of A.W.A., had the unique experience of attending three farewell parties gives to "Ossie" Mingay. He attended the cocktail party given in Sydney, on the Monday prior to taking the train for Melbourne. He arrived in Melbourne to be in time for the dinner at the Australia given by the trade, and was also included in the party given on the Wednesday at the Directorate of Radio and Signal Supplies.

Lorraine Russell, who has been in radio for a number of years, recently was appointed publicity officer at 3UZ.

Eric Wood, of 3UZ, has gone away on a fortnight's holiday.

Another quiet holiday maker from 3UZ will be the inimitable Stephanie Bini, of "Battle of the Sexes" fame. She is making a great deal of preparation but refuses to give her destination.

It is not surprising that occasional Americanisms creep into the announcing from 3AK. The two announcerettes there, Patsy and Judy, are generally subject to a terrific telephone barrage in the dull hours. Said barrage emanates from numerous U.S. gentlemen stationed in Melbourne. If it is not a request for a swing number, it's a cry from a lonely heart or maybe a request for information regarding the announcerettes taste in candy.

DECEMBER LICENCE FIGURES

NEW SOUTH WALES.			
	Dec. 1941	Dec. 1942	Additional
New issues	3,335	4,554	(1,219)
Renewals	28,190	30,150	
Cancellations ..	1,696	1,375	
Monthly total ..	501,253	513,782	(10,129)
Net inc. or dec.	1,639	3,179	
Population ratio ..	17.83	18.21	

VICTORIA.			
New issues	3,082	2,126	(1,121)
Renewals	22,272	23,233	
Cancellations ..	—	2,121	
Monthly total ..	369,933	373,067	(8,428)
Net inc. or dec.	3,091	5	
Population ratio ..	19.08	19.24	

QUEENSLAND.			
New issues	1,463	840	(323)
Renewals	9,670	10,419	
Cancellations ..	655	714	
Monthly total ..	173,708	172,019	(1,782)
Net inc. or dec.	808	126	
Population ratio ..	16.75	16.59	

SOUTH AUSTRALIA.			
New issues	1,306	1,028	(629)
Renewals	8,652	9,080	
Cancellations ..	160	378	
Monthly total ..	136,457	139,627	(4,582)
Net inc. or dec.	1,046	150	
Population ratio ..	22.39	22.91	

WESTERN AUSTRALIA.			
New issues	677	858	(192)
Renewals	4,947	5,280	
Cancellations ..	473	364	
Monthly total ..	92,414	93,617	(1,501)
Net inc. or dec.	204	494	
Population ratio ..	19.71	19.90	

TASMANIA.			
New issues	384	242	(154)
Renewals	2,624	2,737	
Cancellations ..	237	271	
Monthly total ..	45,164	47,149	(924)
Net inc. or dec.	147	-29	
Population ratio ..	18.91	19.75	

COMMONWEALTH.			
New issues	10,247	9,648	(3,795)
Renewals	76,355	80,879	
Cancellations ..	3,221	5,723	
Monthly total ..	1,318,929	1,339,261	(27,356)
Net inc. or dec.	7,035	3,925	
Population ratio ..	18.56	18.85	

The above totals include free licences to the blind—2,567 (1941) and 2,485 (1942).

3AK's chief announcer, John Eden, is said to be distantly related to the famous Anthony of that ilk. John's diplomacy on the air when an assistant announcer becomes flustered in the intricacies of ad libbing certainly upholds the famous Eden tradition.

Bert Snelling is always going somewhere or doing something. 3XY will be managerless for a few days, as he is trekking up to the Harbour city for a wee spell!

3KZ salesman, Carol Rose, has lost a lot of weight lately. He says he no longer goes lunchless, neither does he still do those physical jerks. Says he has a system.

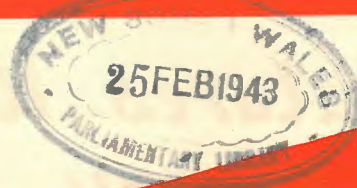
During the absence on annual leave of 2KY's general manager, Mr. H. E. Beavers, the managerial chair is being occupied by the Hon. R. A. King, M.L.C., secretary of 2KY. As "H.E." took his golf clubs with him, we can guess that most of his brief respite will be spent on the links.

Max Green, Macquarie script writer, who has been associated with "Over Here" and other prominent Macquarie broadcasts, has joined the R.A.A.F.

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Thursday
25, 1943
Price 6d.

COMMERCIAL BROADCASTING

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



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SOUTHERN RIVERINA AND THE
MURRAY VALLEY.

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Subscription,
10/- p.a.

Vol. 11, No. 18. Thursday, February 25, 1943 Price, 6d. per copy.

Out of Their Own Mouths

No more glaring example of the danger of bureaucratic Government can be found than in the very words of the Minister for Health and Social Services, Mr. Holloway, when replying to criticism of the "Patent Medicine Regulations" in the House of Representatives last week.

After a quite lame defence of the regulations Mr. Holloway concluded by asserting that if it was found that "after a fair trial" the regulations failed in their stated purpose of conserving manpower and materials, he would himself recommend to the Government that they be rescinded.

What is the principle involved there? It is this. "Mr. Brown, for reasons known only to myself I think you would better serve the country if your head was cut off. Of course, if after a time I find that I am wrong, I will put your head back on the butt of your neck and you can trust to God that the flesh will knit!"

If the Proprietary Medicine Regulations could possibly divert men and materials that would be better otherwise employed in the Nation's interest commensurate with the sacrifices imposed, the industry itself would probably be the most ardent supporters of the regulations. But the patent medicine industry has consistently opposed the endeavours made in the Regulations to ruthlessly curtail their normal business practices, pointing out that little if any useful purpose can be achieved by the impositions laid down.

**Yes, We have No
Restrictions!**

Cryptic reflection upon the tendency towards restrictive regulations is shown in press advertising copy these days. A notable example last week in Sydney were the 8in. doubles of Cowell's furniture warehouse which captioned its copy with "No restrictions on good sleeping!" Ad. featured bedding mattresses.

**LORD AND THOMAS NO
MORE**

Lord and Thomas Advertising Agency, in the U.S.A., one of the oldest and biggest ad. agencies in the world, ceased operating under the old name at the beginning of this year.

Albert D. Lasker, principal owner of the agency, has retired, but his associates are carrying on the agency now under the name of Foote, Cone and Belding.

**"C.B.'s" MELBOURNE
PHONE NUMBER**

The Victorian trade is asked to make a note of the new telephone number of Miss B. Touzeau, Melbourne representative of this paper: MU2932. Although Miss Touzeau can still be contacted at the number which has been used in the past (MU3858), some inconvenience can be saved telephone calls facilitated if the new number MU2932 is used. Thanks.

**Orpheus and Mars go Hand
in Hand**

Surprising result of a private survey taken by Melbourne's all night service, 3AK, showed that the average night shift worker prefers light and heavy classics to hot swing and crooners. Before the war a similar census taken among essential service workers polled swing the tops closely followed by crooners, and classics with light and heavy a bad last.

**U.S. Action to Maintain
Civilian Radio Lesson
to Australia**

Latest American trade magazines have had quite a lot to say about the maintenance of civilian radio. They quote the Official Government viewpoint as announced by the Chief of the Radio Bureau, Office of War Information who says: "Maintenance of radio is an essential industry, so classified by the Manpower Commission, is of utmost importance to the prosecution of the war. This office has a direct and vital concern with the maintenance of the radio coverage of this country. It is one of the most important media for the conveyance of war information in general to the people, and may become of still greater importance when there is occasion for an emergency message from the national leadership."

This statement leaves no room for doubt for the serious view taken in the U.S. of the civilian radio position. Already they have made provision in that country to retain service manpower by listing radio servicemen in the essential occupations issued by Selective Service in Occupational Bulletin No. 27.

The other major question—that of providing sufficient quantities of replacement valves and parts has also received much space in the American trade press. Under the direction of the W.P.B. (War Production Board) the U.S. replacement scheme is being formulated. Valve manufacture for replacement purposes has been reduced to 118 types instead of the 300 odd pre-war varieties, but a deadline was set for December 14 last when inventories and recommendations had to be completed. The valve manufacturing and distributing scheme was to be put into effect in January. Other replacement parts, under the heading of Victory Model replacements and including condensers, transformers, resistors, etc., have also been subject to simplification and plans for manufacture and controlled distribution of these parts has been thoroughly dealt with. It is expected that the plans made for the Victory replacements will be put into effect by February.

Here again America has shown the way in action on replacement parts. The Australian trade has done its part by providing the Government with detailed lists of a simplified quantity of parts that would do the wartime service job for Australian receivers and has also submitted various schemes to provide for the equitable control of the distribution of these parts. All this was done months ago, but there is, as yet, no indication of action on the part of the Government.

Patent Medicine Regulations Challenged in Parliament

"Abuse of Bureaucratic Power" Declares Mr. Spender

The validity of the Proprietary Medicines (National Security) Regulations was challenged in Federal Parliament last week when Mr. Spender (U.A.P., N.S.W.) moved for the disallowance of the regulations on the grounds that they did not concern the war effort. The debate was adjourned, but at press time this week indications were that the motion would succeed.

Mr. Spender had substantial support in the House for his motion from such speakers as Mr. Spooner and Mr. W. M. Hughes, who condemned not only the regulations themselves but also the manner in which they had been imposed upon the industry.

In an effort to justify the regulations, the Minister for Health, Mr. Holloway, lamely lamented that he had received deputations from all sections of the industry, and that they were so disorganised that he had to help them to organise themselves.

Presumably the regulations were the result! But in another passage of his speech the Minister stated that the regulations were evolved by the production executive, the chairman of which

Plethora of Brands

Further defending the Patent Medicine Regulations the Minister for Health, Mr. Holloway, in a statement at Canberra, said that there were about 3,200 patent medicines on the Australian market. These included 235 ointments, 200 cough mixtures, 250 laxatives, and 350 types of pills. He asserted that all these preparations contained similar drugs.

is the Minister for War Organisation of Industry (Mr. Dedman).—"Ah's!" from the Opposition!

In his attack upon the Regulations, Mr. Spender said that they were so clearly invalid as to be an abuse of the power of the Executive. Even assuming they could be justified in law they had not received the approval of Parliament. The regulations, he declared, were a result of a long standing desire by the Commonwealth Health Department to assume comprehensive powers. It was another example of the growth of bureaucracy. Use had been made of the war situation to introduce in the guise of the

war effort power over matters that had no relation to the war effort. There were altogether too many examples of the Executive claiming powers that they in Parliament would not claim.

Mr. Brennan (Lab., Victoria) interposed a vigorous "Hear, hear."

Mr. Spender asked if there could be anything more farcical than a Government seeking to justify, on account of the war effort, the power to control such things as cereal foods, cosmetics, toilet articles, and superfluous hair removers.

He went on to ridicule some of the specific restrictive clauses of the Regulations, and brought all round laughter when he revealed to the House that the Regulations even went so far as to deal with goods relating to increasing "personality" (whatever that meant).

The Minister for Social Services, Mr. Holloway, said he would deny that the Director-General of Health, the British Medical Association, or himself were responsible for evolving the proposal. The purpose of the regulations was mainly to save man-power and materials. The regulations dealt with this industry the same as any other calling. The trade had been consulted. Representatives had seen him in Melbourne, Sydney and Canberra. They were also met by the Director-General of Health.

"I have received deputations from all sections of this industry," Mr. Holloway went on. "They were so disorganised that I helped them to organise themselves. I am not concerned about the question of morality, but I believe 70 per cent of the people would welcome an inquiry into the industry."

Mr. Holloway said that if after a short period the regulations did not save labour, materials, and chemicals in reasonable numbers or quantities they would be rescinded. He was perfectly certain, however, that labour and materials would be saved.

Mr. Holloway brought into his argument in support of the regulations the fact of what he described as "an almost tragic shortage of some chemicals of which both Britain and America had said they could not supply us, and that we had to stand on our own feet." But he failed to reveal how the pettifoggery regulations would effect any savings in such chemicals. The weakness of Mr. Holloway's point lies in the fact that all such chemicals and or drugs are already

controlled under other regulations which prevent any unnecessary wastage of such vital materials.

The Attorney-General, Dr. Evatt, said that the test was whether the regulations did conduce to the improvement of the war effort, or assist in the prosecution of the war. If it could be shown—and his colleague the Minister said it could be—that the regulations did save manpower and materials and had achieved the result aimed at, he would imagine that the regulations would be a purpose within the war power vested in the Commonwealth. However, he would not give an opinion in advance of something which only the Courts could determine, and a challenge of the regulations in the Courts was probable.

The proprietary medicines regulations are due for further Parliamentary attack in the Senate. Last week Senator Spicer (U.A.P., Vic.) gave notice that he would move that the regulations be disallowed.

Activities that Helped Charities

Conducted by Betty Raymond, the Friendship Club at 3SR has performed excellent work for charities. Around the vicinity of Shepparton are many other towns which have their own branch of this club. During the year all kinds of social functions are held and the moneys made are all sent into 3SR head branch.

The following were the amounts collected during the year 1942 for patriotic, charitable and national funds:—

3SR, £638/11/- (general contribution), Shepparton (£272/16/-), Violet Town (£155/11/3), Benalla (£146/4/7), Kyabram (£133/16/-), Alexandria (£123/9/-), Owen's Valley (£115/5/4), Wangaratta (£107/12/6), Merrigum (£96/1/-), Tocumwal (£72/4/4), Euroa (£61/13/6), Lancaster (£54/5/5), Berri (£47/19/6), Finley (£30/3/-), El Dorado (£26/10/-), Chiltern (£25/19/2), Rutherglen (£15/2/4), Melbourne (£15), Tongala (£11/19/-), Gapstead (£6/3/6), Stanhope (£), total £2,160/7/2.

The Radio Displaces the Press as Source of News

The American Government has found that, in this war, radio has displaced the newspaper as the public's primary source of news. This is the finding of the Bureau of Intelligence, Office of Facts and Figures, and is contained in the study, "American Attitudes Toward War News," prepared and circulated last June; the summary of the survey states:—

A majority of Americans have come to rely on the radio, rather than upon newspapers, as the primary source of their news about the war; they prefer broadcast news because it is swifter, more condensed, more accurate, and gives a greater personal contact with personalities and events.

A survey made by the Bureau of Intelligence, of a national sample, asked the question: "Do you have more confidence in the war news on the radio, or the war news in the newspapers?" Radio was chosen by 46 per cent and newspapers by 18 per cent. Unaccounted for was 36 per cent of the public, which gave answers not subject to classification in either category.

In the present war radio has challenged both the prestige and the power of the press. Nevertheless the results of the enquiry should not be interpreted as indicating that those who say they rely primarily on radio derive no news from the press. Radio was said to possess several advantages over news such as that it reports news more rapidly, and almost without cost; it can be heard with a minimum of mental effort; and it affords a sense of intimate participation in certain events through sound effects and through the voices of personalities which it transmits. Another factor is the freedom from headlines which, in newspapers, often magnify and distort the significance of the events described. Radio also has the advantage of securing correspondents for the oral transmissions of news from

the war front, and these reporters, who are merely bylines to newspaper readers, become living human personalities to radio listeners.

A Job Well Done

Another example of the appeal of broadcast news angles as compared with a diffident press is quoted from Boston, U.S., recently, when Joe Dinneen, Boston Globe columnist, compiled an account of fire hazards existing in local night clubs. This was following the Coconut Grove disaster a few months ago. But Dinneen's newspaper thought it was too hot to print. Dinneen gave it over the air in the course of his daily newscast on WORL.

Threats of legal action by night club operators flew thick and fast, but were soon silenced when building inspectors closed them all pending necessary alterations to ensure safety.

SCREEN-STAR COMEDIAN AND ACCOMPLISHED LINGUIST

Edward G. Robinson, famous U.S. star of gangster films, is made to "stick 'em up" by Tommy Handley, British radio comedian.

During Robinson's flying visit to England to entertain the forces, he took part in a special edition of "Tommy Handley's Half Hour" in the British Broadcasting Corporation overseas service. Comedy material (sketches, songs and burlesques) was specially written for the screen star's appearance with Tommy Handley and the regular company. He was loudly cheered by a large audience of members of the forces in the underground studio of a London theatre, where the B.B.C. Overseas Light Entertainments Unit has its headquarters. Gerardo's orchestra supported the artists, with a program of American

Philips Change Company Name

An announcement has been made by Philips Lamps (Australasia) Pty. Limited to the effect that that company has changed its name to PHILIPS ELECTRICAL INDUSTRIES OF AUSTRALIA PTY. LTD. The change is effective as from February 1, 1943.

While the name under which that company has operated in Australia since 1926 was appropriate to the company's activities during the first years of its life, since its entry into the field of radio manufacture and its further expansion into other avenues of electrical industry, the name no longer adequately describes the scope of operations of the Philips organisation.

It has also been announced that as a sequence to the change of name the activities of Philips manufacturing subsidiaries, Philips Radio Works (Aust.) Pty. Ltd. and Acorn Pressed Metal Pty. Ltd. have now been amalgamated with Philips Electrical Industries of Australia Pty. Ltd.

It has been pointed out that this a change of name only. The company remains under the same direction and management and without alteration in the company's trading policy.

music in honour of the occasion.

Robinson made another broadcast of quite a different character, and greatly surprised everyone by his linguistic talents. In the B.B.C.'s European service he gave a stirring message in English to the oppressed peoples. He then made recordings in French, German, Italian, Spanish and Rumanian, and astonished experts in those languages by his faultless intonation. He was asked to do a further recording in Norwegian, a language he confessed he does not speak. However, he scanned the script attentively, and under the guidance of the B.B.C.'s Norwegian news editor, he noted down corrections of his first reading. He then read it out again, and it was straightway recorded. Norwegian experts pronounced it excellent, and were much astonished by the feat.

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.

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Experiment

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THE DAYS OF
EXPERIMENT.

FROM THE
TEST TUBE OF
LONG EXPERIENCE
HAVE COME THE
PRESENTATIONS
WHICH MAKE MOST
LISTENERS TURN
TO —

3KZ
MELBOURNE

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Representative
A. L. FINN. 66 King Street

Modern New Studios Planned Aftermath of 2UE Fire

Work of planning the reconstruction of 2UE's studios and control rooms following the extensive fire on February 9 is already under way.

In an interview with "Commercial Broadcasting," Mr. A. Campbell Jones, general manager of 2UE, said that if the necessary permission could be obtained the studios would be built in keeping with the very latest in studio and control and presentation room architecture. Preliminary work, with that end in view, has already been commenced.

In speaking of the fire, Mr. Campbell Jones paid a tribute to the generosity of Sydney commercial stations.

"As soon as details of the fire became known, managers of the various stations immediately offered us every facility to carry on. These offers included studios, offices and anything else we may have required.

"It was through this splendid spirit that 2UE did not lose one minute's broadcasting time, and was thus able to keep faith with our listeners and advertisers.

"We conducted our early morning session from our transmitter at Concord, then at 9 o'clock carried on from a studio placed at our disposal at 2CH, who did everything possible to assist us. Our sincere thanks is directed to the executive, the staff and engineers at 2CH.

"I would also like to pay a tribute to the 2UE engineering staff under the direction of Mr. M. Stevenson. They worked 27 hours without a break to convert two of our general offices into a control room and studio to enable us to conduct the A.S.B. racing service on the Saturday following the fire.

"That this service went on the air on time and was completed without hitch speaks well of their ability and devotion to duty," added Mr. Campbell Jones.

From the end of last week 2UE has been carrying on from these hastily converted rooms which have since been constructed into first-class temporary studios.

Sir John Butters, chairman of directors of Radio 2UE, forwarded a letter to each member of the station's staff expressing appreciation of the manner in which they had carried on their various tasks.

A.S.C.A.P.'s Fat Year

Although badly beaten at the bar during a nine months' fight with the American broadcasting interests in 1941, the American Society of Composers, Authors and Publishers (A.S.C.A.P.) completed the year 1942 with a healthy balance for distribution to its members. By the close of last year A.S.C.A.P. were due to have completed distribution of about 4,450,000 dollars. This amount was little less than the five million dollars distribution credited to the peak year 1940. A recent issue of "Variety" commented:—

"What makes the recovery especially significant is the fact that radio during 1942 has been paying a commercial fee that is from 2½ per cent to 3½ per cent under that which prevailed for 1940. The margin of sustaining payments from radio will figure around 500,000 dollars less than it was for 1940.

"Despite the sharp reduction in its contractual rates with radio, A.S.C.A.P. might have been able to meet that 1940 distribution level if it hadn't during the past 11 months made certain heavy operating expenditures, such as replacing its system of lawyer district representation with its own operated offices. The budget now being set up for 1943 indicates that the economy wave started within the organisation in early 1941 will be carried to the point where the Society will be able to operate on appreciably less than 20 per cent on the collected dollar, which is current ratio."

BOOKSTALL CO. ON THE AIR

The N.S.W. Bookstall Co. Ltd. have arranged to sponsor over 2UW Sydney, a quarter-hour session at 5.45 p.m. each Sunday, featuring Miss Berenice Montgomery.

Miss Montgomery has been described as one of the most promising pianists in Australia. She has appeared on both the A.B.C. and B.B.C., and her 2UW appearance on behalf of the N.S.W. Bookstall Co. will feature her in selected items from her repertoire.

BROADCASTING CENSORSHIP AUTHORITY

It is announced in the "Government Gazette" that Charles Michael Lynch has been appointed a Broadcasting, Press and Films, Censorship Authority.

2MW

Sydney Rep.:
WALTER J. SMYTH
Carrington Street

MURWILLUMBAH 500 WATTS

Melbourne's Radio Women

Club Active Again in Good Cause

Friday, February 19, was a great occasion for the "Radio Women's Club" when they entertained Edwin Styles at a cocktail party at the Windsor Hotel.

This club is now back to its old footing of days of yore when their activities were many and strong.

With the outbreak of war these things seem to dwindle away, but the club has recently taken a new lease of life. It has recently taken over the responsibility of a full night's entertainment once a month at the "Blue Triangle" (a club for the Allied Forces).

With the grand work they are doing in giving this evening's entertainment the Radio Women's Club has once more grown in number, and it seems that all the women who mean anything in radio, and their are many of them these days, have rallied round to do their bit.

Sixty guests, including members and their friend, arrived to say, How do you do to Mr. Styles. Arrangements were in the capable hands of Pat Sibbin.

President of the club is Gwen Varley, secretary Nance Martell, treasurer Stephanie Bini.

Homecrafts Sponsor Radio Program

Homecrafts Pty. Ltd. commenced sponsorship of a presentation of three-quarters of an hour of uninterrupted music through Station 3UZ on Wednesday last, February 7, at 8 p.m. The session is called "The Homecrafts Radio Music Lovers' Programme."

Mr. Gibson, managing director of Homecrafts, said that the musical presentation will be of the type that has already proved popular with listeners, and that the programme has been arranged so that listeners can be assured that no matter how difficult are the times their radio receivers will somehow or other be kept in order. The programme designed along these lines should have a good effect in building up public confidence in radio, and in what the radio service trade is doing in their "keep 'em listening" campaign.

A.S.B. RAISES £560 FOR BOYS' TOWN

On the February raceless Saturday 2UE and the A.S.B. raised over £560 as the result of a special appeal for funds to build a memorial hospital at Boys' Town.

On behalf of the stations concerned the appeal was conducted by Cliff Cary, Arthur Carr and Len Maurice, and was supported by a four hours' live artist program. Four such appeals have now realised more than £1,200 for deserving charities.

DRAMA REPLACES CENOVIS YEAST HEALTH TALKS

Cenovis Yeast Pty. Ltd. through Stevenson Advertising Service, have commenced a series of new features to take the place of the Health Talks, restricted owing to the new regulations. On 3UZ, "Famous Australians" is being aired every Monday, Wednesday, Friday, country stations also program this feature every Tuesday night. Over 3DB every Thursday "Dramas of Life" is featured, and on 3XY "Coronets of England" every Monday and Wednesday.

SWEDEN HAS GREATEST RADIO LICENCE DENSITY

Sweden still holds the first place for the radio density of the world, according to figures given by Radiotjänst. A special program was broadcast for two hours and half in September, to celebrate the attainment of the 1,600,000 licence. The holder thereof was a carpenter from the North of Sweden; he was invited to Stockholm where he was generously entertained and played his own accordion at the microphone.

**SOW
TO-DAY
FOR
TO-MORROW'S
HARVEST**

Up in the rich Northern Sector of New South Wales farmers sow wheat for to-morrow's harvest, and feed stock for to-morrow's market.

And there's a deal of sowing to be done for To-morrow's harvest of sales, when the war is over and our men and women return to the normal way of life —

**ADVERTISE TO-DAY FOR
TO-MORROW'S RETURNS**

COMMERCIAL CENTRE **2TM**
NORTHERN NEW SOUTH WALES

SYDNEY, BW 7375

AUSSIES ADOPT A BRITISH LION

Every week two members of the Australian forces, accompanied by a B.B.C. recording van, visit some famous London landmark, and so are able to give listeners in their own country an idea of what it feels like to be, say, sitting in the Speaker's chair in the House of Commons, or on Queen Victoria's bed in Kensington Palace.

These recordings are included in the weekly broadcasts from the "Boomerang Club." During one of them—this time at the London Zoo—Lieut. Harry Higgs, of the Royal Australian Naval Volunteer

Reserve, christened a lioness cub after his baby daughter Rhona back home in Scarborough Beach, Western Australia. Rhona—the lioness, not the little girl—has since been adopted by the Boomerang Club program. So listeners to these radio parties can expect to hear news of her from time to time. Whether she will make a personal appearance at a broadcast is a moot point. Tommy Trinder, Ruth Naylor, and Billy Mayerl, who "star" with the two Australians, looked a trifle worried when questioned on the subject.

FIRST QUARTER FINAL

"Are You An Artist"

On Sunday, 14th March

SPONSORED by Adelyn Frocks and Coats, "Are You An Artist" is now tops in radio entertainment, with interest increasing each week, as the first quarter final of 1943 comes nearer for decision.

"Are You An Artist" is the people's programme. Popular vote by listeners controls both the programme and the prizes. Each artist is properly presented with an orchestra, under the leadership of Harry Jacobs. Apart from the special £100 prizes during 1943, full professional fees are paid for appearance, and a special award prize of 2 guineas, is given by Adelyn.

Don't Miss "Are You an Artist"
Every Sunday Night. Tune in to

3UZ at 8.38 p.m.

A Leyshon Production for Adelyn Frocks

Shorts from the B.B.C. Talks

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

"Ubiquitous "Hurricane"

"The Hurricane has fought on seventeen different fronts—it's shot down literally thousands of enemy aircraft from the snows of Norway and Russia to the sands of Egypt and the torrid heat of India. It's an aeroplane with a personality—flown by Britons, Canadian Fighting French, Poles, Czechs—in fact all the United Nations."

(Peter Masefield, speaking on "Hurricane's Birthday" in a B.B.C. Radio Newsreel).

Nineteenth Hole Sabotage

"By the way these golf courses have proved to grow marvellous crops. There seems to be a great fertilising power in lost golf balls. Plough 'em under, and they really grow stuff. You should try it some time at home there—you just knock the walls out of the club house and use it for a barn."

("Bringing in the Sheaves," by Stanley Macted, an Off-the-Record talk).

U.S.A.'s Love of France

"I've lived most of my life in North America. Anyone who has done that knows that when President Roosevelt spoke to the French people as 'old friends,' he expressed an emotion that is definitely felt by all Americans. It's not just a polite esteem that exists between nations with no reason to quarrel; it's a special, personal kind of affection which I honestly think the Americans give to no other country except their own. The roots of that feeling lie deep in history. France and America inspired one another at the time of the revolutions that struck at their modern history. Liberty, Equality, Fraternity, is a motto Americans can accept as their own; but there's more to it than that. The French design for living, French realism, French wit, the bold and experimental spirit of the French when they're free to be themselves—these things long ago captivated Americans. I know that because I've lived there."

(J. B. McGeachy, a Canadian, in a B.B.C. Radio Newsreel discussion on the ancient friendship between France and America).

Reichstag Casualties

"In the last war, out of more than 2,000,000 killed only two were members of the Reichstag. The National Socialist Reichstag, however, I think has already lost thirty-nine in the field—out of the number of nearly three hundred and fifty thousand killed altogether."

(Extract from a speech by Hitler translated and read by A. G. Weidenfeld in a B.B.C. "R.N.R." talk).

Cliff Mackay Celebrates 20th Anniversary with Paton's

On February 12, 1923, J. C. Mackay joined Paton Advertising Service Pty. Ltd. in Melbourne.

Well known and popular with the radio and advertising trade both in Sydney and Melbourne, Cliff in his very assuming way has certainly done a grand job. In 1931 he added to his experience by taking a trip abroad. He joined the Fleet Street Agency in England, and remained with that organisa-



tion for 3½ years where he gained a fund of experience, as this firm handled such accounts as the General Electric Co. and the Electrical Developments Association.

Cliff was asked what was one of the most outstanding things that happened to him whilst in London. He quite promptly replied that the most important event was his marriage. He met and married a Melbourne girl and brought her back to Australia.

On his return he was associated with Paton's in Melbourne for 18 months and then went to Sydney as Sydney manager for six years.

Due to so many executives being called into the services, Mr. Mackay was brought back to Melbourne and was appointed Victorian manager, though he still keeps a very good eye on the Sydney business carried on in conjunction with Fergus Canny agency.

Paton's have developed quite a large number of important radio accounts.

"Rats of Tobruk" for Radio

Chauvel Film Script to be Adapted for the Air

Sir Charles Chauvel's original script for the big Australian film production of "The Rats of Tobruk," is being adapted for radio and will shortly go into production.

This was announced last week by Mr. Ellis Price, who is working in collaboration with Sir Charles on the radio adaptation and production. Show will be

cut in 52 quarter-hour episodes.

The film version of "The Rats of Tobruk" is expected to eclipse by far such other big Australian films as "Forty Thousand Horsemen" (also produced by Chauvel), and with the experienced collaboration of Mr. Ellis Price on the radio side, the broadcast show should be one well worth while.

We Don't Claim Miracles!

BUT WE DO CLAIM WE HAVE THE TWOFOLD SECRET TO A THREEFOLD COVERAGE

THE SECRET . . .

1. IN THE DAYTIME . . . PERSONALITIES

They are men and women in close touch with the life of their district, who know the importance of the job they are doing and do that job a little better for that reason. They provide a service that the local sponsor and listener both appreciate.

2. IN THE NIGHTTIME . . . PROGRAMMES

From 6.30 p.m. onwards Sundays to Thursdays and 7.30 p.m. Fridays and Saturdays 2HR is on permanent relay from 2GB, and that means that the programmes are unexcelled in Australia. The national sponsors who use 2HR see to it that their programmes are such as to command the widest possible audience.

THE COVERAGE . . .

1. The rich Hunter River Valley.
2. The Coal Mining towns of Cessnock, Maitland, etc.
3. The thriving Industrial City of Newcastle.

2HR

THE HUNTER RIVER STATION

A Unit of the Macquarie Network



Maples 1943 "P. and A." Parade

Mr. Sid Morgan, managing director of 3KZ, Mr. D. Lamond, a director of Maples, the sponsors, and Eddie Balmer, compere and organiser of the P. and A. Parade discussing final details of the 1943 edition.

Proceeds to Australian Comforts Fund

Maples 1943 "P. and A. Parade" to commence on Sunday evening, February 28, at 9.30 p.m. over the usual network (3MA, 3BA, 3TR, 3SR, 3YB, 3HA, 3BO, 3GL, 2WG, 2AY, 7LA, 7BU, 7HO) will this year be notable for several new innovations.

The Parade each Sunday evening this year will emanate from the stage of the King's Theatre, Melbourne. The balance of the program earlier from 8 to 9.30, will include other concert items, assuring a splendid evening of approximately 2½ hours' live audience entertainment. All proceeds will be devoted to the Australian Comforts Fund. This means that every artist appearing in this year's Parade will be performing right through the year in front of an audience of 1,600 people.

Greater Opportunities for Melbourne Talent

Because the Parade this year will become a "theatre" show each night, it will not be possible to allow Sydney or country competitors the opportunity of broadcasting from their own cities. The program will emanate from Melbourne each night, and as a result of this, there will be a much greater opportunity for Melbourne artists than has been the case in recent years when 50 per cent of the artists came from Sydney under the alternate intercity broadcast set-up. There will be no objection to country artists appearing in the Melbourne show

★ For **PRESTO**
ALL your
RECORDING SUPPLIES
A.M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3408

provided they can attend auditions, etc.

Comments have frequently been received in the past that previous winners of the "P. and A. Parade" are rarely heard subsequently in this program, although they go on to greater heights in many others. Listeners have stated that it would be of great interest to hear of the developments of these winners subsequently. As a result, during the 1943 series, three guest acts will appear each night. These guests will include the cream of Victorian radio talent, and many previous "P. and A. Parade" winners will be amongst them.

Australian Compositions

It has been decided that at the rate of one per night, a new Australian composition will be included and sung by one of the aforementioned guest stars. Australian composers, particularly the lesser known ones, will have an opportunity, all too rare in the past, of having their numbers performed by an outstanding artist over a large network.

Manuscript may be submitted to 3KZ in this connection (marked "P. and A. Parade") with a stamped and addressed envelope for the return of same if required. As some hundreds of songs were submitted to 3KZ during 1942, it is anticipated with this definite opportunity (not possible in the past) that the entries in this connection will be large.

During the first four weeks of the program, a knotty and interesting problem has been set for listeners, and a weekly prize of half a guinea will be awarded for the best 50 word letter submitted in answer to this question: "If Bing Crosby and Beniamino Gigli were to meet one evening in the 'P. and A. Parade,' and both were at the top of their respective forms, to whom should the judges award the prize?"

Sections

In order to considerably simplify the presentation for this year, both for theatre audience and listeners, it has been decided to reduce the sections to two only—adults and juveniles (juvenile refers to entrants under 16 years as on February 28, 1943). Competition in each section will consequently be more varied, and will be judged on the interest as radio items only.

Two juvenile competitors, five adult competitors, and three guest artists will appear each Sunday night during the first 32 weeks

(total of ten acts nightly). The adult winner and juvenile winner of each of these 32 nights (in all, 64 performers) will go straight to the grand final. The elimination series has thus itself been eliminated.

Fees and Prizes

All artists, whether guest stars or competitors, will receive fees. The adult winner will take away £200, second prize £50 and £5 each will be awarded to each of the other six adult competitors. The juvenile winner will take £50, second prize £20 and the six other juvenile competitors will take £2 each. These prizes and fees total an amount well in excess of a £1,000.

"Women in Uniform"

The "Women in Uniform" program currently occupying the time at which the "P. and A. Parade" is usually heard (9.30 p.m. Sundays) will be transferred, as from February, to 8.15 p.m. on Sunday evenings from 3KZ.

Browning Mummery Appointed Adjudicator

The famous Australian tenor, Browning Mummery, will be one of the three adjudicators for Maples' 1943 P. and A. Parade. Mr. Mummery's international reputation and experience, and his considerable radio work of recent years, will be of great value to the P. and A. Parade, where good musicianship and radio entertainment values are equally important.

The services of Mr. Frank Tracy have again been retained. For some years he has been Victorian manager of the Columbia Graphophone Co., controlling all Columbia, His Master's Voice, Parlophone and Regal Zonophone recordings, and has had lengthy opportunities of studying the public musical tastes in this regard. At present he is on loan to the Department of War Organisation of Industry.

An innovation is the third adjudicator who each week, will be a different member of the listening public. It will be possible for this third judge to adjudicate for one Sunday only.

Among the Sponsors

The Riverina Steam Laundry have been many years, and they have again renewed their yearly contract. The current feature "West of Cornwall," presented each Sunday evening on 2AY.

Bon Marche will be presenting "The Diary of Jimmie Mattern" in their "Saturday Afternoon at Home" 2CH session in place of "The Lone Ranger" in the 4.30 to 5 p.m. slot. This three hour show is now in its third year.

Starting on March 2 and continuing every Tuesday from 9 to 9.30 p.m., Murdoch's Ltd. will present over 2CH "Coronets of England"—one of the finest series of historical programs made in Australia. This session, together with a half-hour program of Scottish music entitled "A Scottish Reverie" (C.B.), 11/2/43) on Thursdays at 9 to 9.30 p.m. will replace "The Buccaneers."

New national clients on 4MK include Dr. Williams Medicine Co. (agency, Reuter's) and Berlei Ltd. (agency, Catts-Patterson), Maxam Cheese Products Pty. Ltd. (agency, Noble-Bartlett, Brisbane), and renewal orders have also been received for Kellogg's Aust. Pty. Ltd. (agency, J. Walter Thompson) and through the Lintas Agency for Lever Bros. and J. E. Kitchen and Sons. ...

F. H. Brunning Pty. Ltd. have renewed their contracts in the Farm and Home session over the "Argus" station. Agency is Stevenson Adtg.

Viogen (A/sia) Ltd. are using announcements daily over 3XY, 3UZ, 3AW, placed by Stevenson Advtg. Service.

Renewal contracts have been sent out by Stevenson Advtg. for Cassells on 3UZ and 1AW.

New national business recently booked on 4WK Warwick includes Berlei Ltd. (agency Catts-Patterson) 100 word evening spot announcements, Maxam Cheese Products Pty. Ltd. (agency, Noble-Bartlett, Brisbane) day and evening spot announcements and the Dr. Williams Medicine Co. Pty. Ltd. (agency, Reuter's) spot announcements in Women's session.

The Federated Ironworkers' Association of Australia (Victorian branch) have signed with 3XY for 26 quarter-hour sessions, aired on Thursday evenings at 7.30, during which their own speakers will discuss various aspects of the war effort, the problems of absenteeism, etc.

Commencing on March 3, the Eureka Youth League will conduct a series of five-minute talks from 3XY each Wednesday evening at 5.55. Contract is for 52 weeks.

3XY's long connection with the Housewives' Association extends for another year with the signing of a renewal contract dating from March 1, for 52 weeks' advertising.

The contract covers 416 quarter-hour sessions, eight per week, aired on Monday, Tuesday, Thursday, and Friday at 10 a.m., on Wednesdays at 11 a.m., and on Tuesday, Wednesday, and Thursday afternoons at 4 p.m. Miss Rachel Robinson, secretary of the association, gives a weekly talk each Thursday, and the remaining sessions are conducted by "Sally."

Ajax Furs, Russell Street, Melbourne, have renewed their contract with 3XY for 52 weeks' advertising in Nance Martell's shoppers' session, morning and afternoon, Monday to Friday inclusive.

Berlei Ltd. has included 3MW in its hook-up, using 100-word scatter announcements during the evening sessions.

Dr. Williams' Pink Pills and Pinkettes are now introduced to Northern River listeners per medium of the popular "Two State Station," 2MW. Contract is for 52 weeks immediately following "Big Sister."

J. Kitchen and Son have extended their popular feature "Bob Dyer" to 2MW. This station also presents Kitchen's other two popular features, "Big Sister" and "All Set and Saddled."

As a publicity medium for the dancing classes conducted by Mr. H. J. Lawler, well known Sydney dancing teacher, a half-hour presentation of "Melody Lane" will be presented over 2UW Sydney each Sunday at 11 a.m. by Vic. Bailey's dance orchestra.

Hoyt's Suburban Theatres have taken a 30-minute midday spot at 3AW as and from Friday, February 19. The sessions will be broadcast seven days a week, and programs will include musical excerpts from current film releases, together with comments pertaining to these shows, and films which are listed for future presentation. Session is styled "Hoyt's Talkie Topics."

British General Electric Pty. Ltd. (through O'Brien Publicity) have signed for five minute sessions in the 2UE women's session.

Anthony Hordern and Sons has renewed for announcements in the tallwaggers and dog sessions conducted by Mr. Bill Honeyfield from 2UE every Friday and Sunday.

New program releases on 4CA Cairns and 4TO Townsville include Johnson and Johnson (Tek)—agency, Willmotts—30-minute feature "Australia Sings."

Public Interest in "Youth Speaks"

Just prior to the commencement of Frederick Stearn's national sponsorship of "Youth Speaks," 2GB offered listeners a prize of £10 for a list of ten topics for debate. The prize was to be awarded to the person who submitted a list which the management of 2GB considered to be of the widest public interest.

Recently it was announced that the winner of the prize was Mr. H. Matthews, of Woy Woy.

All the subjects for debate will be used in coming broadcasts, together with other suggestions made by listeners who entered the contest.

Another interesting development in "Youth Speaks," which is broadcast every Friday night at 8 o'clock, as well as other Macquarie stations throughout Australia, is the appointment of John Dease as chairman of the broadcasts. No choice could be more suitable, for his wide general knowledge, his keen sense of the trend of current affairs, and his deep sympathy with the aspirations of youth, make John Dease the ideal chairman.

At present a team of ten brilliant and eager young debaters has been selected, and these will be drawn upon alternately to appear in the debates which are presented before a large audience at the Macquarie Auditorium.

The Most Effective Method of
Obtaining Satisfactory Results is
to Advertise Thru'

THREE AW

whose impressive list of dignified
sponsors is indicative of the high
esteem in which

The Feature Station

is held

Gibb & Beeman's Big Country Station Buy

Probably a record time buy for a single sponsor on any country station is 3½ hours weekly for presenting five different feature programs.

With the release of "The Living Theatre" each Thursday evening on 2AY Albury at 9 p.m., immediately following "The Australian Amateur Hour" relay, Gibb and Beeman, the well known optometrists of Pitt Street, Sydney, and Dean Street, Albury, have now five different features aired each week from 2AY, covering all seven days of each week.

The complete list is: "The Living Theatre," Thursday evening, 1 hour; "Spy Exchange," Monday, Wednesday and Friday evenings, 15 minutes; "The Mystery of Darrington Hall," Tuesday and Saturday evenings, 15 minutes; "The Listeners' Club," Tuesday, Wednesday and Thursday, women's session, 15 minutes; "The Golden Sanctuary," Sundays, 1 p.m., 15 minutes.

An imposing array calculated to afford entertainment in every home and to appeal to every section of the radio audience.

Mr. Beeman, senr., is one of radio's keenest supporters and has many sponsored periods on other stations in N.S.W.

Joan Read on Music Cover

A special feature of Goodland's "Talent Quest" session on March 12 will be the premiere of a new song, "Kia-ora Katoa," meaning "Good luck to all," by Ernest McKinley, which will be sung, in national costume, by comper Joan Read. Palings Ltd. donated 150 copies of this song, which features on the cover a colour portrait, in full Maori costume, of Joan Read. The proceeds which amounted to £20, will be handed over at the "Talent Quest" session on March 12 to the president of the Legacy Club. Goldberg Advertising are handling Goodland's "Talent Quest" account.

TWO GREAT HOURS!

3AK's Sunday Dinner Programme

MELODIES IN RHYTHM!

SUPER SWING SHOW!

JADASA THE ASTROLOGER!

THE MOVIE ROUNDSMAN!

MOMENTS OF INSPIRATION!

12.30 to 2.30 SUNDAY AFTERNOON

ANZAC BUFFET CONCERTS

Thursday, February 25, will see the third birthday of 2KY's Variety Concert at the Anzac Buffet with "Perko" (Frank Perkins) at the helm.

Inaugurated in 1940 for the purpose of providing entertainment for patrons of the Anzac Buffet, this show won immediate popularity with the lads in uniform and listeners alike.

It is due to the generosity of the latter that "smokes" are so lavishly distributed amongst patrons every Thursday night, and that many other gifts find their way into the pockets of the lads in uniform.

According to comper "Perko," the record number of smokes given away at the second birthday party (there were over 3,000) promised to be eclipsed on the occasion of its third birthday. Perko has been "flat out" to make it a regular party, with lucky prizes for the boys. He engaged a full band for the after-concert dance, with several special treats for the non-dancers. As usual, all the artists gave their services gratis.

It is not generally known that Perko wields a facile pen, and that, through the sale of his own efforts in verse, he has helped to swell the funds which have played such a big part in making Thursday night's red-letter occasions for members of the fighting forces in attendance at the Anzac Buffet.

"Customer Speaks" Rolls into Fourth Year With Record Crowd

A record in store attendance for the session was set when 1,500 people turned out to help celebrate the third birthday of Murdoch's "Customer Speaks" session broadcast from Station 2SM on January 19 last.

"The Customer Speaks" is broadcast from Murdoch's store every morning, Monday to Friday at 11.30, compered by John Sherwood and Elsie Waine, two of the station's brightest personalities.

To give the occasion an extra "lift," 2SM's advertising manager, Mr. Bernie

3AW Women Form Red Cross Company

On Friday, February 19, the 3AW Women's Association held a meeting in the club room, in the basement of the Royal Arcade, with the object of forming a Red Cross Company to work in Red Cross Convalescent Hospitals.

It was learned that already there are over 200 tentative enrolments, so in all probability more than one company will be formed. It was indicated that to be eligible for this work, members must have a First Aid or Home Nursing Certificate.

A 3AW Home Nursing Class is to come into existence next week, and all members who desired to receive instruction were requested to get in touch with Miss Virginia Uren at 3AW.

In the last Home Nursing Class every member passed with not less than 75 per cent in the examinations, one member topping the list with 100 per cent.

Card parties, tennis tournaments, dances and a street raffle are included in the plans to raise funds within the next month, with the possible objective of a portable shower for the boys up north.

Dark Horror

"I was in a German concentration camp for 13 months. I'm really quite young you know—31—my grey hair de-
lives. That's one of my souvenirs. It's useful too. Every time I look in a mirror I remember—that's what I want to do. That boy at my camp—Josef was his name. He was 21 when I met him at the camp. He had been there ever since Hitler came to power. They took him when he was 15½. The Storm Troopers had paralysed his right arm, and he was suffering from consumption and undernourished. They had broken him—I mean mentally and spiritually. There was nothing left; no fear, that's true, but no will to live either. . . . That journalist who survived the most brutal tortures and became hard. That is, he was quite mild to talk to, but when you were in trouble he seemed to have an unlimited resource of strength and vitality. In all those 13 months I'd never known him despair one moment. I must leave it to you to imagine how these people got broken or stilled as they were; it's too obscene to be told. . . . There are millions willing to die in German Europe, but the very idea of a concentration camp holds many of the bravest in unspeakable terror. Concentration camp—where men pray for the hour of their death, and are not allowed to die."

(An escaped prisoner speaking in a B.B.C. Radio Newsreel feature on a German concentration camp).

RICHMOND BREWING CO. SPONSOR "MERCHANT NAVY"

Commencing Thursday, February 25, at 9.45 p.m. over 3UZ, the "Merchant Navy" will be presented as a tribute to the men of the "Allies Fourth Service," by Richmond Brewing Co. In this program John Dexter will interview merchant seaman to extract the excitement and danger of the men who man the convoys and how they have to face with wonderful heroism Hitler's U-boat packs.

"Stars of Tomorrow" Presented by Parsons Bros.

Latest time-buy on Station 2SM is the hour live-artist show to be broadcast every Saturday afternoon, 2.30-3.30, under the sponsoring banner of Parsons Bros., manufacturers of several grocery lines.

Mr. Savage, New South Wales representative of the firm, has been plugging his company's wares with several five-minute and spot announcements, so this new venture is quite a big departure for his firm, showing the faith Parsons Bros. have in radio's ability to put a sales story over.

"Stars of To-morrow," featuring amateur talent, is an hour show produced by Miss Dorothy Dash, well known for such activities in Queensland where her radio shows scored such a hit. Vocalists, instrumentalists, and choirs are given a chance to break into radio.

SALUTES BETWEEN "SAVAGES"

B.B.C. Link with Melbourne Club

It was on a morning following one of the worst of the blitzes on London that members of the famous Savage Club assembled (as previously arranged with Cecil Madden of the B.B.C.) for the first broadcast ever made from the club itself. Membership is much coveted by those who aspire to great achievement in art, literature, drama, music or science, so there was pretty well an "all star" cast. The program was a salute to brother "Savages" in Australia—the affiliated Club in Melbourne. It went out from the B.B.C. so that its arrival at the reception end would coincide with a special dinner being held.

Like many of London's buildings, the windows were out; the streets were strewn with glass—there were many diversionary routes for traffic. But the "Savage" spirit was no whit subdued. The members sang their songs with gusto, and these reached across the oceans and were clearly heard. So clearly that the Melbourne Club sent back to London a set of records made of the broadcast in Australia.

Madden added to his collection of program "signature cards" by getting all those who took part to write their names on an outside pasteboard (these included personalities as diverse as "That Man" Tommy Handley and the First Lord of the Admiralty, Mr. A. V. Alexander) which was to be sent to the Melbourne Savage Club as a permanent memento of the event. Robert McCall, director of the B.B.C.'s Pacific Service, whose year of secondment from the Australian Broadcasting Commission, was almost completed, offered to take the card back with him and deliver it personally.

sonally. An offer that was to give him something of a headache, however, because the card was both precious and large.

Despite all the difficulties of wartime travel, it reached its destination. A letter from McCall which recently reached Madden says:—

" . . . I lugged that Savage card all over the world; it braved the blizzards of Canada; intrigued intelligence officers in nearly all the big centres; was peeped at, I'm sure, by enemy agents; and finally made a safe crossing of the Pacific—and a long one—accompanied, thank goodness, by me. In due course I was entertained by the Savage Club in Melbourne, handed it over amid great acclamation, and it is now nicely framed and hangs in a prominent position in the State Club."

MARRIED BY RADIO TELEPHONE

London News Item.—Sgt. Thomas Conlan, of the U.S. forces yesterday married Elizabeth Izat by radio-telephone.

Conlan was in a west of England town beside a chaplain who read the service, and Miss Izat was in Washington.

The couple followed the service by a two-way radio hook-up, in which the B.B.C. co-operated.

This is believed to be the first radio wedding between a U.S. soldier and his bride in America.

New program releases over 2AY, 2GN, 2GF include "Out of the Silence"—26 30-minute sessions broadcast thrice weekly.

3XY

TRIUMPHS YET AGAIN!

By Special Arrangement with the U.S. War Department — 3XY will shortly release

ACE

AMERICAN

PROGRAMMES!

STARRING FILM FAVORITES, BROADWAY SUCCESSES!
A FEATURE UNIQUE IN AUSTRALIAN LISTENING!

SCIENTIFIC SELLING IS MAJOR NEED OF BROADCASTING INDUSTRY

[In connection with the department store broadcast advertising survey undertaken by the National Association of Broadcasters in the United States of America, Mr. John M. Outler, commercial manager of Station WSB and executive chairman of the N.A.B. Sales Managers' Division, has been delivering some straight-from-the-shoulder talks to N.A.B. members. He has at least been telling them "where they get on."—Ed. "C.B."]

For the last decade, we have been skimming the cream off the pail and we have grown fat in spite of many mistakes and errors—simply because radio advertising was bigger and better and more productive and more economical than any of us realised. And I mean that. The time is here when we might just as well face a few facts squarely and do a little bit of personal inventory. Because—with each passing day—the buying of time on your station and mine is becoming more and more scientific—more and more the product of analysis and knowledge and salesmanship.

Intelligent salesmanship—knowledge of what you have to offer and what it's worth and what it will produce for each dollar of the advertiser's money, is requisite to-day, and will be more so tomorrow.

Most of the developments in commercial radio in the past ten years, which means more money for you and me, have been brought about by the advertiser, the advertising agency, or the networks—not by the stations, the station salesmen, or the radio industry.

Who sold the food industry on radio advertising? Or the tobacco people? Or the folks who sell soap? I can't tell you who did, but I know that we didn't. We got the business and we prospered from it and howled our heads off when it didn't come our way—but did we do anything to develop it—other than provide an outlet? You tell me!

I have heard station managers gripe to the networks about the low aesthetic quality of present-day soap operas—and I have heard a prominent Procter and Gamble official say, in plain words, that when anyone presented or developed a better vehicle than a serial drama for selling soap, P. and G. was a definite customer. Yet, that job of finding the better vehicle is dumped in the laps of the networks or the advertising agencies.

Now, I'm not a network man and I'm not waving the flag for any of them. But I do contend that most network affiliates get just about what they deserve in their network relations. And somehow or other, the wail that the networks made too damn much money has a hypocritical ring to it. What have we

(By John M. Outler, Jr., Executive Committee Chairman, N.A.B. Sales Manager's Division.)

done—either as individual stations or as collective group—to develop a new field of advertising or exploit an old one?

Up until about 1937—nothing. Between 1937 and 1940—mighty little. In 1940 the Department of Advertising of the N.A.B. really began to function, and in 1941 all of us shared in the good fortune when Frank Pellegrin began to do his stuff at N.A.B. and Gene Carr took over the chairmanship of the sales manager's committee.

So this pair began to do something about it. Nosing around for a good objective, they focussed both eyes on department store advertising expenditures. Here was a classification spending upwards of 250,000,000 dollars a year, with less than 3 per cent. going into radio. They gathered the sales manager's committee together and we started a little offensive on our own hook. And I'm frank to admit that our first few brushes with the quarry were far from encouraging.

But they showed us that there was blood on the moon. We got ourselves invited to sit as a panel of experts at a meeting of the NRDGA in New York. Those department store men were really interested, and critical. They fired the questions and we gave the answers.

We didn't sell anybody anything, and, to be honest, we came off second best in the skirmish. But as a result of this meeting, the interest of these advertisers in radio as a medium, and a little work in the promotion department of the NRDGA, they sent out a questionnaire to their members asking for information on the varied and various use of the medium and how it was regarded. We learned quite a lot from a digest of those answers.

Then came Cleveland. Several charming and capable gentlemen from the retail field spit in our eye and gave us a challenge. The situation was summed up by some of them when he said, in plain words, that the reason why more radio was not used by retailers was due to the fact that the department stores were too damn dumb to

buy it and the radio stations were too damn dumb to sell it.

Some of our boys were entirely willing to admit the first part of the premise, but they took umbrage at being called dumb. In my book, there still remains something to the indictment as long as we let publications walk away with a 97 per cent. split of 250,000,000 dollars—and I don't care what the reason is.

First Study

The upshot of all that stew was program. The sales manager's committee went before the N.A.B. board with a tentative plan. The board granted permission to explore the plan and appointed a committee, headed by Paul Morency, a member of the board, to explore the plan, develop it and report back. That has been done, and the work has been the most pleasant I've engaged in—because there was definite promise at the end of the rainbow.

We explored the possibility of working with and through one of several trade associations in the retail world, and discarded the idea on the simple basis that here was something radio could and should do for itself, and on its own hook. We studied the NRDGA questionnaires and got a pretty fair slant on the other fellow's thinking. And we were more convinced than before that we had an opportunity. So we called in an expert in advertising and retailing, and we think we got the best in America. He is Sheldon R. Coons, general business counsel, of New York, who serves several of the country's leading advertisers in that capacity.

We are ready to proceed with the development of a package presentation, which will include all the mechanical material needed to stage the presentation in any city in the United States which wasn't to sponsor the effort. We estimate that the presentation of this clinic will require about four hours, to be handled at a luncheon under the sponsorship of a local committee of broadcasters and merchants, presided over by a local master of ceremonies, followed by a clinical discussion of the material that has been shown.

It is anticipated that every retailer or merchant present will be there as the guest of some broadcaster; and we anticipate great difficulty in achieving this. Our investigations show that the average retailer in the United States is just as anxious to obtain information which will enable him to shop the future of his business as you are to get a slice of his advertising appropriation. And if you are inclined to disagree with that statement, go back home and interview the toughest prospect in your town and see what he says.

As I said, this will be a package presentation, involving a sound and slide film discussion of the position of the retailer—particularly the department store—in the present emergency, and how radio can be used to meet some of its problems. This is to be complemented with charts and a planned pictorial development of the retailer's problems.

Now, the answer to every single retailer's radio question is of vital interest to the

retailer advertiser with money to spend—and they should be equally informative to the radio time salesman or station manager who can use the extra revenue the retailer has to spend. I think the whole presentation idea is best summed up in the opening preface suggested for use as the plan is opened. It is naturally, addressed to the retailer who is to be present as the guest of the broadcaster:

Only in Facts

"We are going to tell you something about radio and the retailer. In doing this we do not want to bore you by telling you things you already know about your own business, nor will we try to sweep you on your feet with glowing statistics of the power and success of radio in other fields. What we shall give you are facts; facts about the retail business against the background of a changing world, and the forces which here and in other countries are having a vital and often a fatal influence on current retail practices.

"We shall also give you facts about radio—some of which you may have heard before—others entirely new, derived from a nation-wide survey made among your own group to discover how retailers are now using radio most successfully.

"We will also analyse the way in which men, not in your business, have successfully used radio, to see what there is in the manner of this use that might be significant to the retailer and particularly to the department store.

"We shall tell you how radio time should be bought, how you should measure your radio audience, how to ensure your investment in radio, and we shall try to show you something about how good radio advertising of the future may be written.

"In presenting this story to you we have tried throughout to stay entirely within the realm of verifiable fact. When we give you opinions they will be backed by the highest authorities, or be made significant by the unquestionable power of the forces they represent.

"It is our hope that with this presentation we may show you how radio can be used successfully to meet the urgent problems of to-day, and of days soon to come. If we do not convince you, we hope at least to throw genuine light on the role which we feel radio is destined to play in the world of retail distribution and consumption . . ."

NIXON RETURNS TO 2GB

It is announced by Mr. H. G. Horner, general manager of 2GB and Macquarie, that Arundel Nixon, King of the Cads, will return to 2GB to conduct the mid-day and Sunday afternoon sessions as from March 1. Although it is some time since Arundel Nixon has been heard on 2GB conducting these sessions, it was with this station that he was first associated when he came to New South Wales from Melbourne, where he had gained a big reputation as "Jack, the King of the Cads."

Recently Mr. Nixon when he left 2UE, announced that he was suffering from "microphobia," and wished to return to the stage, but he has since decided that he will once again present many of his favourite sessions over 2GB, as well as introduce a number of new features.

CADBURY-FRY-PASCAL

Under the title of "Stars of Song," Cadbury-Fry-Pascal Pty. Ltd. will present a special recorded quarter-hour over 2UW Sydney, each Monday and Wednesday at 9 p.m.

The contract was placed through George Patterson Pty. Ltd., Melbourne office.

DECEMBER LICENCE FIGURES

NEW SOUTH WALES.				COMMONWEALTH.			
	Dec. 1941	Dec. 1942	Addi-tional				
New issues	3,335	4,554	(1,866)	New issues	10,247	9,648	(3,795)
Renewals	28,190	30,150		Renewals	76,355	80,879	
Cancellations	1,696	1,375		Cancellations	3,221	5,723	
Monthly total	501,253	513,782	(10,138)	Monthly total	1,318,929	1,339,261	(27,355)
Net inc. or dec.	1,639	3,179		Net inc. or dec.	7,035	3,925	
Population ratio	17.83	18.21		Population ratio	18.56	18.85	
The above totals include free licences to the blind—2,567 (1941) and 2,485 (1942).							
VICTORIA.				QUEENSLAND.			
New issues	3,082	2,126	(1,131)	New issues	1,463	840	(323)
Renewals	22,272	23,233		Renewals	9,670	10,419	
Cancellations	655	2,121		Cancellations	655	714	
Monthly total	369,933	373,067	(8,428)	Monthly total	173,708	172,019	(1,782)
Net inc. or dec.	3,091	5		Net inc. or dec.	808	126	
Population ratio	19.08	19.24		Population ratio	16.75	16.59	
SOUTH AUSTRALIA.				WESTERN AUSTRALIA.			
New issues	1,306	1,028	(629)	New issues	677	858	(192)
Renewals	8,652	9,080		Renewals	4,947	5,260	
Cancellations	160	878		Cancellations	473	364	
Monthly total	136,457	139,627	(4,582)	Monthly total	92,414	93,617	(1,501)
Net inc. or dec.	1,046	150		Net inc. or dec.	204	494	
Population ratio	22.39	22.91		Population ratio	19.71	19.90	
TASMANIA.							
New issues	384	242	(154)				
Renewals	2,624	2,737					
Cancellations	237	271					
Monthly total	45,164	47,149	(924)				
Net inc. or dec.	147	29					
Population ratio	18.91	19.75					

"MAY WE COME IN?" IS NEW MUSICAL

Beare and Ley Ltd. are sponsoring the new 2UE musical, "May We Come In?" which is broadcast every Wednesday and Saturday 7.30 p.m.

The program opens with a knock on a door and cheery request to enter the home and provide 15 minutes of entertainment.

The show is compered by Len Maurice and the same four artists are heard in each broadcast. They are the Andrew Sisters, the Mills Bros., Kate Smith and the Milt Hirth trio. Each artist is introduced to the listener, and the intimate tie-up, even with commercials, is continued throughout the session.

The novelty and informality of the program has had splendid listener reaction.

B.G.E. SESSIONS

The British General Electric Co. Pty. Ltd. has arranged for a series of broadcasts over 2GB. These broadcasts will consist of five-minute sessions every Monday, Wednesday and Friday morning at 9.15. The introduction to the broadcast is Peter Dawson's singing of "Waltzing Matilda," followed by an announcement, and concluding with a special B.G.E. recording.



IT'S

12

YEARS OLD

and

"STILL CLICKING"

2KY's

"HUMOUR FOR THE MENFOLK"

SUNDAYS — 10 — 10.15 A.M.

presented by the courtesy of the original sponsor

MAX PATMOY



PERSONALS

Mr. A. P. Findlay, of the Tasmanian Broadcasting Network directorate, and famed philanthropic worker in the Island State, was the recipient of an OBE in the New Year's Honours List. Mr. Findlay has supervised and conducted appeals for the collection of funds for such causes as the Red Cross, the Society for the Care of Crippled Children, bush fire relief, Comforts Fund, and other movements. He undertook a campaign for the collection of clothing for distressed victims of air raids over England, as the result of which a consignment of clothing valued at £2,000 was sent from Tasmania.

A recent christening ceremony bestowed on the son and heir recently born to 3XY musical director, Kevin Bradley, the imposing title of William Norman Kevin. Kevin, senior, says the function was postponed while he and his wife argued about the name, and so many versions were devised and rejected that proud papa still has to think twice when asked the baby's name!

Officers of Colonel Kemsley's directorate at Victoria Barracks, attended a smoke night as a gesture to their chief on his return from hospital. No officer is held in higher regard than Colonel Kemsley, and his staff will agree no officer works harder. Major-General Stantke attended.

Recent staff changes made in the broadcasting department of A.W.A. include the transfer of Mr. H. B. Wilson from 3EO Bendigo to the recording department at head office, Sydney, and Mr. E. C. Haynes of the Melbourne office to Bendigo as acting manager of 3EO. Service to agents and clients at Melbourne for A.W.A. stations will be maintained by Miss Chambers of the broadcasting department.

Orchids to Molly Grouse (secretary to 2GB's Reg Lane), who last week appeared with Melbourne's popular baritone, Ormonde Douglass, in Peter's "Over Here" program. Molly, whose soprano voice is as lovely as herself, is rapidly gaining a reputation as a singer of no mean order. She studies with Harold Williams.

It won't be long now before blonde Mary Sinclair (one of the well known swing singers trio, "The Starlighters") lohengrins down the aisle. She's sporting a thrilling solitaire, and—yes, he's an American!

If pumpkins weighed a pound Mr. J. B. Percival's tomatoes would look like pie melons! It was only last week that many of this popular agency chief's Sydney friends learned that he was a tomato grower of no mean order. His Pymble orchard—or is it the front garden?—this season has yielded some O.S. tommies. Bernie Stapleton, of 2SM, had a fair sample in his pocket which turned the scale at just over a pound weight. There was some argument as to whether it was a tomato or something which had grown on Gracie Field's "Biggest Aspidestra in the Wor-ald."

There's one sure way of keeping that man Jack Davey quiet—or is there? Anyway, his tonsils came out one day last week, and the doctor swears that there wasn't a murmur out of the "Hi, ho!" man during the operation. The popular radio star should be able to come back in better voice than ever.

Max Green, Macquarie scripter, reported in last issue of "C.B." to be in the R.A.A.F. appears to be out again and back at Macquarie headquarters wielding his florid pen again.

Cliff Paray, of 3CV Charlton, paid Melbourne a flying visit recently, he reports good business and is very pleased with his Sunday night's programs, as he is now featuring such shows as "Are You An Artist?" and "Fifty and Over."

16 Commercial Broadcasting, February 25, 1943

A talk of outstanding topical interest was a recent presentation over 2GB, 2CA and 2WL for an additional recording in the "I Saw It Happen" series. The broadcast consisted of a talk by Mr. Fred. Daniell on Vice Admiral Sir Conrad Helfrich, one of the leaders of our Dutch Allies.

Mr. Sid Morgan, managing director of 3KZ, has gone on his annual holidays "somewhere in Australia."

Back at work after a refreshing holiday is Macquarie's assistant manager, Mr. Reg. Lane.

Rupert Fitts, of Victorian Broadcasting Network, is having a well earned rest at one of the bayside resorts.

Judy Storm, all night announcerette at 3AK, is going on leave which coincides with that of her soldier husband, who has been absent from the Storm home for many months.

Jadasa, 3AK's astrologer, has just celebrated his sixth anniversary of his session which is aired on Sunday afternoon at 1 o'clock. The same sponsors, D. K. Ross Furnishings of North Fitzroy, have been pulling in business from the program throughout that period.

Frank Allen, continuity and publicity manager of 3KZ, who has been rejected by the A.I.F., R.A.N.V.R., R.A.F., and R.A.A.F. has gone on leave on a trip to the Murray for a fishing holiday to find consolation, and will catch yabbies if the trout, cod or perch seasons are closed.

Jack O'Hagan was a welcome personality in Sydney last week when he was on A.P.R.A. business bent.

3KZ salesman, Arthur Banks, may certainly look pleased these days as he has developed a band at the famous Dug Out, which is one of the best heard. No doubt about Arthur when he decides to get something he gets it!

Sid Baume, sales manager of 3UZ, is holidaying at the sunny isle of Cowes.

Noticed 3XY's sales manager, Stan Thomas, lurching with one of that station's best sponsors—anything new concocting, Stan? or was it just a friendly get-together.

Alan Dell, news commentators on 3DB, will be missing from that stations for a couple of weeks as he is going on leave.

Eric Pearce, of 3DB, starts a new quiz show called the College of Musical Knowledge.

Is it a rush of contracts that makes a certain well known popular rep, in Melbourne so absentminded that he forgot to attend a small function arranged by himself!

Harry Yates has resumed duty at 2UE after two weeks' vacation. During his absence the breakfast session was handled by John Ryan.

Norman Stevenson, of the 2UE sales executive, has also concluded his annual leave.

Recent visitors to 2UE were Ron Morse and Stuart Edwards, who are both stationed at the same country R.A.A.F. flying school.

Well known 2UE identity Arthur Carr is now embracing selling among his various duties. He is one of 2UE's "oldest members," having been associated with the station for 12 years.

Peter Ellis, popular announcer at 3AW, who recently arrived in the southern city from Brisbane has taken over the breakfast session from Doug Stark. It will be recalled that Doug, got his big chance to exhibit his stage ability when cast for the part of "Nisch" in the Gladys Moncrieff—"Merry Widow" season now drawing capacity business in His Majesty's Theatre. So great was Stark's success that he has secured a good contract from J. C. Williamson Ltd., and will go with the company to Sydney at the conclusion of the Melbourne run. Doug is still conducting the "Theatregoer" sessions at 3AW and, since his inclusion in the cast of "The Widow,"

CLASSIFIED ADVERTISING

POSITION WANTED

Lady Announcer—extensive experience, organiser, writer, programme presentation, adaptations, compere, dramatic ability, sales—excellent voice—highest credentials. Apply "Apex" Women's National Service Office, 32 Martin Place, Sydney.

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Box Replies: If replies are to be sent to the publisher's office, the Box Number is counted as 9 words and charged accordingly.

his fan mail has assumed such proportions that he's had to get a special typist to deal with it. Well! that's what fame does for some men, doesn't it? or wouldn't it?

John Dunne, studio manager at 2SM goes away for a well earned annual vacation on March 6. "Not going very far," says John. "In fact, it will be Bellevue Hill—the old 'bus hasn't a drop of juice in her—so my swimming will be done at Bondi!"

We regret to announce that Miss Netta Squires, one of 2SM's latest additions to the announcing staff, is ill in hospital. In the meantime Miss Elsie Waine is deputising for Miss Squires in Moran and Cato's "Grocer and Madam," and carrying on with the Sunday afternoon programs.

Back into harness comes Lance Quirk, 2SM's general manager, after a couple of weeks' break from radio.

We have been asked through this column to inform all those of the radio and electrical trade in Melbourne who subscribe to the dinner given to Ossie Mingay that the budget actually overbalanced and there was a surplus of £2/0/6. The organisers of this function thought it best to donate the excess to charity. The Sydney function given to Mr. Mingay also succeeded in making a profit and likewise the organisers donated the balance to charity through the Sydney R.I.F. Club.

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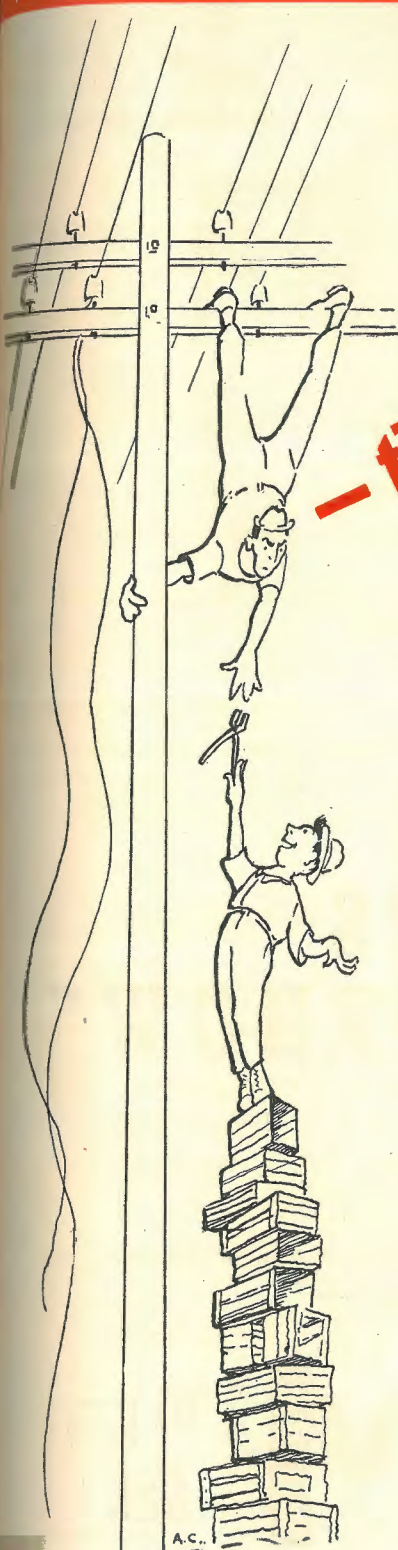
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We don't claim to know all about it, but we do know that our clients seem more than satisfied with what we have done for them . . . Might we have an opportunity of suggesting how we could do the job efficiently and economically for you?

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