

# PERSONALS

Sgt. M. A. Williams, reported missing in the Hospital Ship "Centaur," torpedoed off Brisbane, was the youngest brother of J. H. Williams, manager of 4KM Mackay. Sgt. Williams leaves a wife, two sons and one daughter, the elder son being with the Navy. He served for over 25 years with the Mackay Ambulance Centre, was superintendant at Hughenden and deputy superintendant at Innisfail Centre.

A Red Cross officer these days who is closely allied to broadcasting is Mr. Frank Cayley. Former journalist and broadcaster, who at the outbreak of war was with the radio division of Goldberg Advertising Agency, Cayley entered the Red Cross service as publicity director for New South Wales. He retired from that position after 12 months to join the Red Cross Field Force attached to the A.I.F. He was subsequently appointed senior representative on a well known Australian hospital ship. He has already travelled nearly 100,000 miles in various war zones.

"Argus" Network superintending manager, Sid Kemp, was one of the Melbourne visitors to Sydney last week. Between Federation meetings on American programs and Air Training Corps affairs, and the rain and the lack of taxis and so many Sydney friends wanting to say "good day," he didn't seem too sure whether he was coming going or already gone. Kemp, now looking after publicity for the A.T.C. in Victoria is an enthusiastic ambassador for that worthy auxiliary of our R.A.A.F. He found time to visit "C.B.'s" printing house to see proofs of the new "Air Cadet" monthly magazine which should be off the presses this week.

Mr. David Worrall, manager of the "Herald" stations 3DB-LK was also in the wet city last week on Federation business.

Juan Cortez, of the 2GB copy department, who recently suffered severe damage to his ribs as a result of an accident, is out of St. Vincent's Hospital, and is convalescing. Though well on the way to recovery, it promises to be a fairly slow process, so Cortez is filling in his time doing some writing at home.

Readers will be pleased to know that Jack Lumsdaine, recently in hospital with a bout of pneumonia, is now out of hospital—thanks to the use of famous "M. and B." Jack was treated at Vassillia, Randwick, and is now well on the mend.

Gordon Bell, former studio manager of 3SR Shepparton, who went away to the Middle East as a sergeant with the famous Ninth, was recently given an important post. With the rank of Captain he is now Public Relations Officer for the British Army in Palestine, and is in charge of all broadcasts to the troops over the Palestine radio.

Our sympathy goes to Colonel A. N. Kemsley, whose son, Sergeant Ross Newcombe Kemsley, aged 21, of the R.A.A.F., was killed in a flying accident in England recently. Colonel Kemsley, who is now business adviser to the Army Minister, earned the greatest esteem of the radio industry during his long association as manager of 3UZ.

Rupert Fitts, of the Victorian Broadcasting Network, must have a yen for travelling. Not satisfied with visiting the "harbour city" recently, he finds that business also takes him Gippsland way and went on a few days' trip to Sale.

Nancy Stewart, one of Australia's leading actresses and wife of producer Mayne Linton, underwent a major operation at the Jessie McPherson Hospital recently, but we are happy to be able to announce that she is making excellent progress.

Hector Harris, the popular acting general manager of 3AW, has a large happy smile. Reason is—3AW scooped the Myer Radio Theatre contract, and in so doing added many listeners to the thousands now tun-

ing in nightly to this feature station. Mr. Harris has been with 3AW since its inception in 1932, and with the departure of John Taylor, now a Major in the Australian Army, became acting general manager.

Ex-Sergeant Colin Prosser, of the "Fighting Ninth," is the first man to be repatriated to radio by the Army Educational Service. The former Tobruk Rat after being invalided out of the Army was placed in a position at the Shepparton station 3SR as an announcer. Colin has been mentioned in despatches and was a member of Mr. Churchill's guard of honour during the Prime Minister's visit to the Middle East.

We have received news of Flying Officer R. Haig-Muir, who in pre-war days was a popular announcer at 2WG. In 1940 he secured leave for the duration from Station 2WG and joined the R.A.A.F. as a W/T operator. For two years he served at stations throughout the Eastern States. Early in 1942 he was commissioned and was made Flying Officer. He is engaged on Signals duties, and during the last 11 months has been on active service up North. He is keenly interested in "Commercial Broadcasting," receives every copy, which keeps him abreast with what is doing in radio.

Influenza is still taking its toll of radio's important executives. Last week 3UZ's Sid Baume must have caught a very nasty 'flu wog, though he seemed to carry on in the usual energetic Baume way.

Wednesday, May 26, marked the birthday of 3KZ salesman, Carol Rose. Many of his friends gathered round on that day to wish him all the best in the most convivial way. Unfortunately a meeting was called for that afternoon by 3KZ executives, which lasted all the afternoon. However, expectant well-wishers did manage to do the best thing by Carol, even if it was a bit lateish.

Mr. Ray Dooley has been appointed temporarily to look after the interests of the Electrical and Radio Federation in Victoria on a part-time basis. Mr. Dooley, who is well known in electrical and radio circles, expects to assume his new responsibilities on Monday, June 7, 1943. We are happy to congratulate Mr. Dooley on his new appointment.

A letter was received by Mr. Dooley, of the Federation of Commercial Broadcasting Stations, from Mr. C. E. Arney, Junr., of the National Association of Broadcasters. Mr. Arney says that he has already met Mr. O. F. Mingay, and assures us that they will do everything in their power to cooperate and make Mr. Mingay's stay in America enjoyable and interesting. A letter by the same American mail from Mr. Mingay to the editor of "C.B." also reports the meeting. Mr. Arney is conference manager of the big N.A.B. Radio War Conference, which was held at Chicago at the end of April.

A recent visitor to Sydney was Fred Pearce, of the A.W.A. broadcasting department—now a Corporal of the A.I.F.—he was on his return to his station in the northern area.

Also seen in Sydney for a brief few hours was Major Roy Russell, of 3DB Melbourne. Major Russell contacted a few Sydney friends for a moment and then entrained southward. Major Russell was looking fit and well in his tropical kit straight from New Guinea.

Other recent Sydney visitors included Mr. Arthur Towner of 7BU Burnie and Mr. H. Pickover of 2KO Newcastle.

On sick leave for an extended period is Miss Doreen Deane of 3BO Bendigo. Miss Deane is president of the 3BO Women's Club, and the popular lady announcer of that Central Victorian station. Miss Isabel Poulton is her ab'e assistant and is now carrying on at the microphone.

Congratulations are being handed to Mr. J. K. Lowe, manager of 2GF Grafton, and to Mrs. Lowe, for the stork has brought a large parcel in the shape of a baby boy.

Good wishes and good luck were also extended to Miss Betty Charleston, of 2GF Grafton, who left the station last week to report to the A.A.M.W.S. Miss Charleston

# CLASSIFIED ADVERTISING

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

## POSITION VACANT

Radio Engineer wanted for Country Broadcasting Station. Holder of B Class Ticket suitable. Good salary and conditions. Apply in writing to No. 549 National Service Office, 53 Martin Place, Sydney.

enlisted in the service early this year. She has been with 2GF for some years, and was a very popular member of the Clarence River staff.

Ex-Weston Co. advertising copywriter, Corporal Eric Seale, was back in Sydney for a few days' leave this week, looking fit and brown after many moons sojourned at a battle station in the north.

The very many friends of popular 2KA-KM Sydney representative and sales manager, Bill Ogilvy, will regret to learn that he has been laid low with a bout of pneumonia and pleurisy. He's been in the War Memorial Hospitals for over a week, but is now reported to be sitting up taking some nourishment—particularly oysters!

Mr. Ray Dooley, secretary of the Australian Federation of Commercial Broadcasting Stations announced this week that the Federal executive meeting of the Federation has been abandoned for economy reasons, on the understanding that the meeting can be called at short notice if it is deemed necessary.

## HOME COMMUNITY HOUR

Every Friday in the 2CH studios Desmond Day and George Brown collaborate in the presentation of the Home Community Hour, an hour's program commencing at 1 p.m.

Each week a large audience is in attendance, and the program, compered by Desmond Day, goes over in excellent style, with brackets of community songs interspersed by items by guest artists.

George Brown, at the piano, also contributes to the vocal side of the program.

# COMMERCIAL BROADCASTING

Vol. 11, No. 25, Thurs., June 3, 1943

Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:  
A. Lippmann.

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: MU 2932

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

Vol. 11, No. 26  
(351st Issue)  
Thursday  
June 17, 1943

Price 6d.

All Set and Saddled	Are You an Artist?	Artists of Fame	Australia's
Amateur Hour	Best of Them All	Big Sister	Bright Horizon
Calling All Cobblers	Chins Up	Community Singing	Dad and Dave
"Dad's" News Commentary	Dr. Goddard's Book of Time	Bob Dyer	
Down Every Street	Down Memory Lane	Film Quiz	Finish the
Sentence	Foods, Facts and Fun	Garden Beautiful	Golden Treasury
of Music	Guess Your Lucky Stars	Here Comes the Band	In Danc-
ing Mood	Inns of England	Jack Davey's Casting Bureau	Katy and
John	Kommonsense Kitchen Klub	Lest We Forget	Living Theatre
Lux Radio Theatre	Mr. Thunder	March Ahead of Time	March of
Time	Martin's Corner	Melodies of Yesterday	Melody Rendezvous
Men With Wings	Morning Devotions	Music of the Masters	Musical
Anagrams	Musical Moneybox	Musical Silhouette	On Parade
Pearl of Pezores	Perfect Song	A. M. Pooley's War Digest	Popular
Parade	Roll Luck	Racing and All Sport	Radio Quiz
and Rhythm	Romance in Music	Rhythm Cocktails	Salute to Victory
Search for the Golden Boomerang	Stars of Song	Stories from the Great	
Book	Swinging at the Baltimore	Their Finest Hour	Three
Generations	True or False	Twisted Tunes	Vitaton
Voice of Romance	Wake up Australia	Waltzes Old and New	
War of the Sexes	The Watchman	Way to Fame	West of
Cornwall	We Believe	Whiz Quiz	Why Worry

SYDNEY: 49 Market St. (M.6686)

MELBOURNE: 18 Queen St. (MU 2819)

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

LEADERSHIP

## PROOF OF COVERAGE

The continuous use of 2CH by countless advertisers offers convincing proof of this station's extensive coverage.

Constant advertisers, many of them extending back years before the war, provide a constant guide in the planning of every advertising campaign, and justify this station's claim as Radio's strongest selling force in Australia's largest market.

For blanket coverage place your advertising among the constant users of 2CH:

### SPONSORED SESSIONS.

TAYLOR CHEMICAL COY.  
BON MARCHE LTD.  
SCHUMANN'S SALTS.  
SUTTONS PTY. LTD.  
VINCENT CHEMICAL COY.  
FISK RADIOLA.  
J. R. LOVE & CO. PTY. LTD.  
GRACE BROS. PTY. LTD.  
RADIOTRON VALVES.  
ROSELLA PRES. CO. LTD.  
BEARE & LEY PTY. LTD.  
BUCKINGHAMS LTD.  
KIWI POLISH CO.  
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FOLEY BROS. PTY. LTD.  
FISHER'S PHOSPHERINE.  
W. D. & H. O. WILLS (AUST.) LTD.  
THE HUB LTD.  
FOSTARS SHOES PTY. LTD.  
TAYLOR CHEMICAL CO.  
VINCENT CHEMICAL CO.  
MAXAM PRODUCTS LTD.

### DIRECT ANNOUNCEMENTS— (Cont.)

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CLEMENTS TONIC.  
AUST. COSMETICS PTY. LTD.  
LUNA PARK.  
R. H. ARMSTRONG & CO.  
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AEROPLANE JELLIES.  
SYDNEY COUNTY COUNCIL.  
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NESTLE & ANGLO-SWISS MILK PTY. LTD.  
METROPOLITAN BUSINESS COLLEGE.  
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DIGESTIF RENNIES.  
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(AUSTRALASIA) LIMITED

# 2CH

THE A.W.A. STATION

# Only Advertisers Survive

## Agency Head Predicts War Casualties in Australian Business

Nowadays every business man thinks of advertising as a beneficent power; but it is the converse of this proposition, namely, that Not-advertising is an actively maleficent power to which attention needs to be directed under the conditions ruling to-day. Because they do not realise this, many managements are going to have a rude awakening when the war is over and business returns to some sort of normality. I could name firms whose products were, as the saying is, "household words" when, in 1914, the Great War broke out; who, like everyone else, are selling all they can make at the present time; but who, when peace returns, will have to start all over again on that long, hard climb to the top of the market. Some of them, indeed, will go out of business.

Do you think this is stretching things a little too far? Do you think that, if a firm is really big enough, it needs no advertising to weather the storm and will be able to start from where it left off? Well, one or two of my readers may be able to cast their minds back to the days when there was a world-famous breakfast food called "Force," which boasted a trade figure, incidentally, as familiar as Johnnie Walker. is to-day. "Force" stopped advertising and disappeared as if by magic from the breakfast tables of Australia.

### "Out of Sight is Out of Mind"

The feature common to many fine quality products is that they were made by advertising, and unmade by Not-advertising. Incidentally, they provide excellent demonstrations of the principle that "the bigger they are, the harder they fall." Those managements living in the past glories of 1938, 1939 or 1940, and the illusory certainties of present selling, please note.

Another curious fact is that attempts have been made to stage a comeback. These attempts met with pathetic failure—they were as the last splutter of a dying fire.

These firms, like some at the present day, reasoned that, sales having reached saturation point, further advertising was merely an extravagance. If immediate sales were the only function of advertising, then they would have been quite right. But what they overlooked was the first maxim of business, that "Out of

sight out of mind." Stop your advertising and, within a matter of months, nine out of every ten people will be unaware that you ever existed. An advertised product is to all intents and purposes a public figure, like a screen star or an

(By W. O. Richards, Managing Director, The Weston Co. Pty. Ltd.)

idol of the playing fields. When the old favourite passes the new one is acclaimed, and the change scarcely stirs a ripple on the surface of the ocean of Time. The King is dead, long live the King!

### The Human Mind a Sieve

How could it be otherwise? The public mind is like a sieve through which an endless stream of ideas is being poured. The name of your product represents a particle which rests for a moment in the frame of the sieve and is then forced through the mesh by the weight of new particles being poured on top of it. The price of success in busi-

Of the 252 pages that comprise a recent issue of America's most quoted and influential magazine, "Fortune," 152 pages were devoted to advertising.

Most of these advertisers had little or no consumer goods to sell, because nearly all were engaged in war production.

These long-visioned manufacturers advertise with one aim in view; to protect their valuable assets—their goodwill and their markets for postwar trading.

ness is to see that a supply of particles bearing your name is constantly fed to the sieve.

The various trading, manpower and other restrictions which operate to-day, do, it is true, present difficulties new to the general experience of advertisers. Many do not know just what, how, and where to advertise for the best. Newsprint rationing, for instance, together with the prohibition on the use of showcards, posters, catalogues, etc., has given a still greater emphasis to the radio medium, and there are some who feel that, while their business does not justify the sponsoring of a major program, the alternatives do not fill the bill as far as they are concerned. This is a type of sales resistance familiar to all of us in the advertising business and is, of course, based on prejudice rather than honest reasoning. At the same time, we cannot afford to stand still. The times are a challenge to all of us to redouble our efforts to find news and better techniques in radio advertising.

Advertising technique, however, is another story altogether. It is better to advertise imperfectly than not to advertise at all. The point is that, broadly speaking, it will be proved true of this war, as of the last war, and the depression, and every other abnormal period, that business has passed through—only advertisers survive.

### BUTTER SUBSTITUTES

A clause in Rationing Order No. 27—Clothing, of the National Security (Rationing) Regulations issued on June 7:—

"A person shall not publish, orally or in writing, any matter which is calculated to induce, or which has or may have the effect of inducing, any person to obtain or use unrationed goods containing butter instead of, or as a substitute for, butter."

## Corporal Mingay Marries

The marriage of Corporal Colin Mingay to Una Richardson, daughter of Mr. and Mrs. R. W. Richardson, of Earlwood, was celebrated at St. Andrew's Church, of England, Summer Hill, on Saturday, June 12, last.

Corporal Mingay is the only son of Mr. O. F. Mingay, chairman of directors of Australian Radio Publications Pty. Ltd., and of Mrs. Mingay, of Lindfield.

Following in his father's footsteps of the 1914-18 war, Colin joined the A.I.F. in this war in a signal unit. He has been many months in service at Milne



Corpl. Colin Mingay and his bride leaving the church.

Bay and other parts of New Guinea. When Colin arrived home for three weeks' leave, the happy couple decided to fulfil their engagement, which was announced several months ago.

Before the war Colin was employed in his father's publishing and printing organisation, and was well known in both the broadcasting and radio trades. Mr. O. F. Mingay who is in America for the Radio and Signals Directorate of the Ministry of Munitions, cabled from Washington his good wishes and congratulations to his son and daughter-in-law.

After the wedding a reception was held at "Amory," Ashfield, where Mr. and Mrs. Richardson welcomed some 40 guests.

## Processed Milk Products

### Advertising Restrictions Lifted

An agreement has been reached between the A.A.N.A. and the Minister for Commerce, the Hon. W. J. Scully, whereby National advertising of Processed Milk Products undertaken during the period in which whole milk is in short supply will not be planned to foster the sales of such products.

The A.A.N.A. points out that this is the first time that a Government department has agreed to allow advertising to be designed to co-operate in the carrying out of Governmental policy without the use of restrictive regulations, and has asked its members to give a very broad interpretation to the department's requirements.

The elimination of selling copy will still allow advertisers plenty of scope in which to advertise:—

- Brand names, and illustrations of products and packages;
- Names and addresses of manufacturers and distributors;
- Patriotic appeals;
- Reasons why the goods are in short supply;
- Contribution by the manufacturer or distributor concerned to the war effort;
- Goodwill;
- Description of products.

## COMMUNIST COUP MISFIRES

### 2KY Administration Vindicated

A determined attempt by a minority section of the N.S.W. Trades and Labour Council to gain control of 2KY radio station misfired last week when the Official Labour candidates were re-elected to the wireless committee of the Council which controls the station.

A short time before the election of the wireless committee was due to take place, an investigation committee was formed to look into the administration of the station. Most of this committee were said to be members of the Communist Party, and it adversely criticised the administration.

But at last week's wireless committee election, which was by secret ballot, Messrs. T. E. Bell (Amalgamated Printing Trades), H. Burge (Redfern Boiler-makers) and E. Wright (Municipal Employees' Union) were all three re-elected, while the fourth member elected in the place of Lloyd Ross, who is abroad, was L. Austin (A.R.U.). Defeated candidates were Messrs. W. Gollan (Teachers' Federation), J. Hughes (Federated Clerks' Union) and K. Miller (Amal. Engineering Union).

## 4BC Listeners Subscribe Money for 21 Fighter Planes

On Sunday afternoon, May 30, Station 4BC and Dr. Goddard were hosts to Mr. Lawson, Federal Minister for Transportation, and a further cheque for another plane for the Royal Australian Air Force Training Squadron was handed over.

This cheque covered the cost of the twenty-first trainer plane to be subscribed for by listeners to 4BC Brisbane.

The Minister for Transport, Mr. Lawson, was supported by the Repatriation Minister, Mr. Frost, and in his remarks, Mr. Lawson paid due credit to Dr. Goddard and 4BC for their work in this appeal, and classed it as the greatest individual effort of its kind in Australia, the 21st plane meaning that a total of £31,500 had been handed over to the Federal Government for this purpose as a result of the appeal.

The Prime Minister, Mr. John Curtin, sent the following telegram, which was read during the ceremony: "On behalf of the Commonwealth Government I extend warmest thanks to all concerned in this magnificent effort in support of the national cause. I congratulate Dr. Goddard on the fine work he has done."

Additionally a telegram was received from the Minister for Air, Mr. Drakeford, regretting his inability to be present, Mr. Drakeford has personally accepted trainer plane appeal cheques on more than one occasion in the past, and has a very warm corner in his heart for the effort.

Mr. Drakeford's telegram read as follows:—"On behalf of Government and Royal Australian Air Force I extend sincere thanks to Station 4BC and the Round Table Plane Appeal Club and organiser, Dr. Goddard, for presentation of 21st Tiger Moth. Aircraft will be used for training our pilots of future. Congratulations also to all associated with presentation on their magnificent and long sustained effort. Such patriotic gesture greatly appreciated by Government, which believes that generosity and spirit, self-sacrifice will be inspiration to whole Commonwealth and to our gallant airmen."

It is interesting to briefly survey the history of this magnificent effort which set out to provide a single trainer plane as a token, the subscriptions came so fast that in the initial presentation the cost of three trainer planes was procured; the response challenged both the station and Dr. Goddard to further efforts and with the twenty-first plane now handed over, the appeal continues and the present objective is three more planes to round off two full squadrons.

## RADIO PRINTING PRESS

for your printing

PHONE FOR SERVICE—FL 3054

## Fire Completely Destroys W.A. Broadcasting Station

Kalgoorlie's commercial station 6KG was completely destroyed by fire last Saturday week.

Complete details of the disaster had not been received up to the time of going to press, but it is understood some curtains caught alight, and within a few minutes the whole premises housing the studios and offices and much valuable equipment were blazing furiously. Nothing at all was saved from the fire.

The station manager, Mr. Arthur Taylor, made immediate arrangements with the local national station for studio accommodation, which was readily granted as a temporary housing to enable 6KG to continue operations. From Perth the management of 6KY rushed a pair of amplifiers by car to Kalgoorlie to help out.

Station 6KG is one of the group of Western Australian stations owned and controlled by the Whitford Network, of which Mr. Frank Whitford is managing director, and Mr. Archer Whitford, of Sydney, chairman of directors. The other units are 6AM Northam, 6PM Perth, and 6GE Geraldton.

Mr. Archer Whitford said in Sydney this week that plans were going ahead for reconstruction of the station. As the station was performing such a very useful function in the Kalgoorlie area in W.A., it is anticipated that every effort will be made to secure the necessary equipment to re-establish the station.

The station manager, Mr. Taylor, was the instigator of the Flying Doctor broadcast service in Western Australia, and operated that service through 6KG for about three years.

## Valves Speed War Production

In the United States, electronic apparatus and technique are being developed with great rapidity to solve the problems of industry and war. At the larger end of the scale there is, for example, a machine using 400 kw of R.F. power for heating and bonding plywood sheets—the plywood becomes in effect the dielectric of an electrical condenser—while, in the direction of complexity, there is a machine for recording the performance of an aeroplane while on its test flight. The instrument automatically records 144 different readings every three or four minutes.

A test instrument of a different type is a chamber providing accurately controlled and maintained temperatures. In this refrigerator-heater cabinet, manufacturers can test their products between minus 55° C. and plus 70° C. Another recent product is a portable voltmeter for measuring impulse voltages up to 30,000 volts.

A new protective use of electronics is seen in a unit which forms an automatic feed control for grinding and pulverising. The grindability of materials may vary considerably, placing dangerous loads on the motor. The new device can be set to any determined motor load. When this is exceeded, the machine is stopped, whereas if the plant is being under-worked, the operator is notified by a signal lamp.

Another "robot" measures the creepage of metals under stress and heating. A laboratory instrument, this releases expert metallurgists from the job of watching metal samples under test.

Surface roughness is measured by another machine. This embodies a

## Laconia Blankets New Quiz

Commencing on Tuesday, June 15, the manufacturers of Laconia Blankets are on the air from 3XY with a half-hour each Tuesday night at 9, introducing something new in Melbourne studio participation quizzes.

Titled "What Would You Have Done?" and compered by Alwyn Kurts, the session will feature a series of four or five-minute dramatised "strips" acted by a live cast of well known radio players, each strip concluding in such a manner that the central character is left undecided as to what his best move should be. At this stage the comper turns to the competitors and asks, "What Would You Have Done?" A cash prize is awarded for the most feasible solution to each episode, which will vary from adventure to comedy and domestic interludes. Since competitors will have to call upon their own imagination and individual viewpoint to supply the answers, this session promises plenty of entertaining listening.

piezo-electric crystal which is made to bend as a stylus slides over the material under test. The crystal generates an electric potential which, when amplified and recorded, provides a hill and dale picture of the surface. Irregularities can be measured in two-millionths of an inch.

For the analysis of machinery noise there is apparatus for recording the sound "in the field." When played back, the output is analysed and recorded on motion film by means of an oscilloscope and camera.



Character

Over the years we have built character and personality into our programmes. To-day, while we claim no improbable percentage of the listening public we **DO** claim a consistent following of listeners and advertisers.

**3KZ**  
MELBOURNE

Sydney Representative  
A. L. FINN, 66 King Street

# Harnessing Radio to the War Effort

## Better Use of Sponsored Programs Urged in U.S.

"Need for a system whereby the vast audiences of radio's top commercial programs can be tapped for war purposes, increasing the effectiveness of radio's contribution to the war effort but taking less time than the present Government-prepared sustaining programs, was stressed by Chester J. La Roche, chairman of Young and Rubicam and chairman of the Advertising Council during a forum discussion of 'New York's wartime Advertising' broadcast, March 5, on WMCA, New York, as part of a weekly series on that station under the auspices of the Commerce and Industry Association of New York.

In response to a question concerning radio's part in the war, Mr. La Roche stated: "Radio is certainly contributing much in time and money to help the Government get its points across. In some quarters in Washington it would appear that people believe radio can do the whole job of convincing the American public, but I do not necessarily agree with this. I believe its contribution can be tremendous—much greater than it is to-day, in total effect, and I think it can make this improvement by using less time rather than more time.

"The Government has prepared and is running many sustaining radio programs and puts many officials on the air to make speeches," Mr. La Roche continued. "But there is a problem, in that relatively few listen to a radio talk unless the President makes it. And the unfortunate part about sustaining programs is that they run in competition to Charlie McCarthy, Fred Allen and Eddie Cantor, and such commercial shows which have the bulk of the audiences. What we need to do is work out some system by means of which the vast radio followings of the leading commercial shows can be tapped for war purposes.

"Much progress has been made in this direction. Radio writers and radio performers are preparing their scripts in such a way that they do a wartime job on rationing and conservation or bond selling. Or performers will take a few minutes off during the show and step out of character long enough to appeal to their listeners to co-operate in one way or another with the war effort. All this is good, but still more progress can be made in the direction of utilising the already established radio audience."

Mr. Brooks explained that advertising should continue in an all-out war effort:

In view of an editorial in "Commercial Broadcasting," May 6 last, under the heading "Advertising is Hitched But not Yet Harnessed to the War Effort," this report from the U.S. radio trade magazine, "Broadcasting," of a talk by a forum speaker in a New York broadcast, seems particularly apposite. Chester J. La Roche, chairman of the Young and Rubicam advertising agency points out that in spite of radio's already great contribution to the war effort, vast resources of endeavour remain unexplored in the broadcast advertising field.

"Because Americans want to know what manufacturers are doing with the plants that formerly made civilian products, or are now making them for the Army and Navy.

"Because manufacturers need to keep alive a public desire for their products so that their employees and their capital will not be out of jobs after the war.

"Because America wants to know what new processes and products industry is developing for the war, which, if given a chance after the war, will again lead the way to better standards of living, not only for America, but for the world.

### Advertisers Can Help

"Because manufacturers want to tell America what they are contributing to the war, for this permits the public to determine for itself who deserves patronage and friendship after the war.

"Because the public wants to know what profits are being made from war contracts, and businessmen have the need to tell what those profits are, in the simple and understandable language of the average man and woman.

"Because of rationing, personnel shortages, and war necessities, our great retail stores will be forced to institute many innovation services—and the buying public want to know of them quickly."

Explaining that New York's wartime advertising has helped to interpret to the public regulations of the war agencies as they affect merchandise, Mr. Howard said: "Very early in this war, when it became apparent that certain articles of merchandise were going to disappear from the retailers' shelves,

stores voluntarily and wisely began urging their customers to take care of the things they bought. In New York last year more than 30 of the larger department stores banded together in a voluntary drive designed to teach the public how to conserve merchandise. The slogan used was "Buy Only What You Need—Take Care of What You Buy."—Similarly, advertising has helped to explain the uses and the limitations of substitute materials so that the public could buy with more assurance and at the same time know how to take proper care of these new materials."

Urging local advertisers not to wait for Government requests or commands to step in and help, but to take initiative as the national advertisers have, Mr. La Roche reviewed the way in which, even before Pearl Harbour, "the advertising industry took the initiative in helping the Government get its vital defence and war messages across to the public. National advertisers, newspapers, producers of billboards, and the radio industry all co-operated to set up the Advertising Council, which is now a semi-official group.

### Contributions Heavy

"Through the efforts of the Council, many wartime campaigns have been planned and placed in newspapers, magazines, billboards, and on the air. Some of our largest industries have contributed substantial amounts of money to finance these Government campaigns, and magazines, newspapers and radio have contributed much space and time.

"I think I can safely say that as the war wears on, more and more national advertisers will turn their advertising appropriations—or at least substantial parts of those appropriation—into advertising to help organise the home front," he stated.

"But that is not enough. The local advertiser, and the local newspaper, and the local radio station are close to local people and local problems. They can translate the war in terms that carry a real and special meaning to the people who are accustomed to reading or listening to these local organs of communication.

"There is one thing certain," Mr. La Roche concluded: "If we don't win the war we will have no department stores, newspapers, magazines, or radio worth having; and if we don't win it in a reasonable length of time our entire economic system will be so badly out of whack that it may take years and years for us to get back our normal standard of living."

# New Macquarie Production for Aspro

## Family Serial from Pen of Max Afford

"Digger Hale's Daughters," a new Macquarie production, has been selected by Nicholas (Aspro) Pty. Ltd., to succeed "The General Died at Dawn" on 2GB. It will also be broadcast on other Macquarie stations not already carrying Aspro sponsored programs. Commencing date will be Monday, June 28.

The author of "Digger Hale's Daughters" is Max Afford, one of the most accomplished radio dramatists in Australia to-day. Max Afford has published four novels in London, three of which have been republished in New York. Of his three-act plays, one "Colonel Light," won the £100 South Australia Centenary Play Contest. The world rights of "Lady in Danger" have been purchased by J. C. Williamson Ltd., and "Sleep No More" is soon to be produced by the Sydney Independent Theatre.

As a radio dramatist Mr. Afford achieved the distinction of having one of his plays translated into Polish, whilst the B.B.C., the South African Broadcasting Commission, Cairo, Canada and New Zealand are all well acquainted with his work. For five years he was under contract to the A.B.C. Those who know his work regard "Digger Hale's Daughters," as one of his finest achievements.

Production is by E. Mason Wood, who has to his credit many outstanding successes in every field of radio entertainment.

"Digger Hale's Daughters," whilst telling of the day to day happenings in the life of a typical Australian family stresses the contemporary angle, and provides a most convincing picture of today as compared to the yesterdays we all knew prior to the war.

Long hours of planning went to the creation of the four daughters—so that each would be a distinctive personality and yet each a typical Hale. These four coveted roles were finally allotted to Sheila Sewell (Elizabeth), Lesley Pope (Monica), Celestine Connors (Peggy), and Madeleine Howell (Joan).

The story opens with the introduction to the home of the Hales, of a young American soldier, Chester Skinner, working at American Army Headquarters. It is Elizabeth who introduces him, but soon Monica tries to cut her less dashing sister out. Elizabeth, neither beautiful nor plain, with little clothes sense, and somewhat shy, is the direct antithesis to her sister. Peggy is the freckled-faced tomboy of the family, whilst Joan is still at school. She is the lanky schoolgirl with an unmistakable talent for art, and a "pash" on her art teacher.

Other important roles are as follows:—"Digger" Hale (Marshall Crosby), Emily Hale (Madge Thomas), Allan Hale (Walter Pym), Bill Hale (John Gray), Grandfather



Mr. Max Afford



"Digger Hale's" four "daughters." L. to R.: Celestine Connors (Peggy), Lesley Pope (Monica), Madeleine Howell (Joan), and Sheila Sewell (Elizabeth).

Hale (Alfred Bristowe), Aunt Rose Parry (Madeleine Orr), and Chester Skinner (John Sherwood).

"Digger Hale's Daughters" will be broadcast at 6.43 p.m. Mondays to Thursdays on 2GB-HR, 2CA, 3AW, 3SH and 3HO, at 6.43, Thursdays to Sundays on 7LA; at 6.13 Thursdays to Sunday, on 2GZ, 2NZ and 2WL, and at 6.43 Tuesdays to Fridays on 6PR-TZ.

The contract was placed by Leyshon Publicity, Melbourne, who co-operated closely in the planning of the serial. The campaign will be supported by considerable visual publicity, in order to make the public familiar with the various characters of the play, whom it is felt will soon be among radio's well-loved personalities, and known throughout Australia wherever radio is listened to.

### HEAVY RENEWAL BOOKINGS

During the last six weeks 3AW Melbourne have certainly established a good record with 90 to 95 per cent renewals.

Following is a list of renewals and new contracts made in that period:—Night: Myers, 52 hours; Mutual, 52 hours; Cattanach's, 104 ½ hours; De Witt's, 156 ½ hours; Aspro, 208 ¼ hours; Dominex, 52 ¼ hours; Beecham's, 52 ¼ hours; Cadbury's, 208 ¼ hours; Mack's Furnishing, 312 ¼ hours. Day: T. B. Guest, 256 ½ hours; Mack's Furnishing, 312 ¼ hours; Homecrafts, 312 10 minutes; Bruce Small, 208 100 words; Rosella, 52 ¼ hours.

**The Answer to Your Problem**

Your Product + Our Time = Highest Dividends from Your Sales

if you sell through **3AW**

# New R.C.A. Laboratories House Shock Troops of Electronic Science

## A U.S. Utopia for Scientific Researchers

Possibly the world's most modern and greatest electronic research centre was recently opened in America. It is the Radio Corporation of America's new laboratories "somewhere in the United States."

Here are some major points concerning the new laboratory together with some dramatic pictorial glimpses of the interior of the great radio and electronic centre of scientific research and development.

By a happy coincidence only a few weeks ago cabled reports appeared in the Australian press concerning one phase of research in R.C.A.'s new laboratory when it was revealed that Dr. H. Olsen, head of R.C.A.'s acoustics research department had reported the development of a new stethoscope so sensitive that it introduces many sounds which doctors

hitherto had not been able to hear. A picture of the amazing room where this instrument was probably developed appears with this article it will be of particular interest to recording studio engineers.

The new R.C.A. Laboratories in America form the centre of all phases of scientific research undertaken by the immense R.C.A. organisation. In the development of radio and electronic research it is amazing how frequently investigations cut across and add to the world's knowledge of medical science.

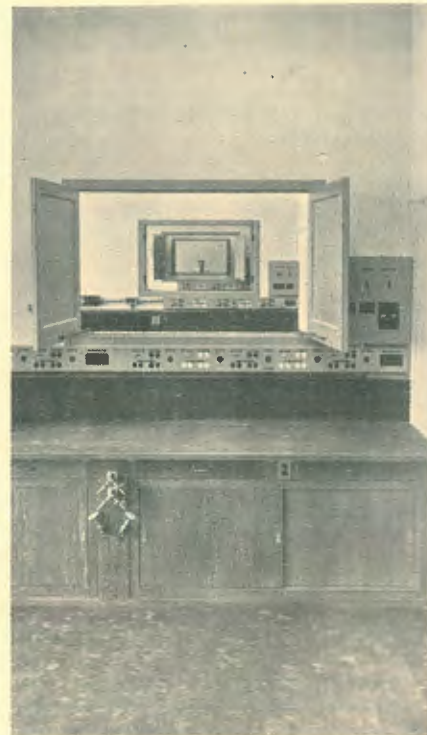
The electronic microscope, for example, is one clear demonstration of the important part which "mechanical" science has played in the march of progress of medical as well as industrial practice.

Speeded by the demands of war upon science, R.C.A. has built the new R.C.A. Laboratories, the most modern centre of radio and electronic research. The building stands as a monument to a new age in science. It is dedicated to serve the United Nations and their fighting forces in war; and to help humanity in peace through ideas born and developed by scientific research.

On farmland that saw history made in the Revolutionary War, ground was broken for the laboratories on August 5, 1941, and on November 15 the cornerstone was laid, dedicating the project to

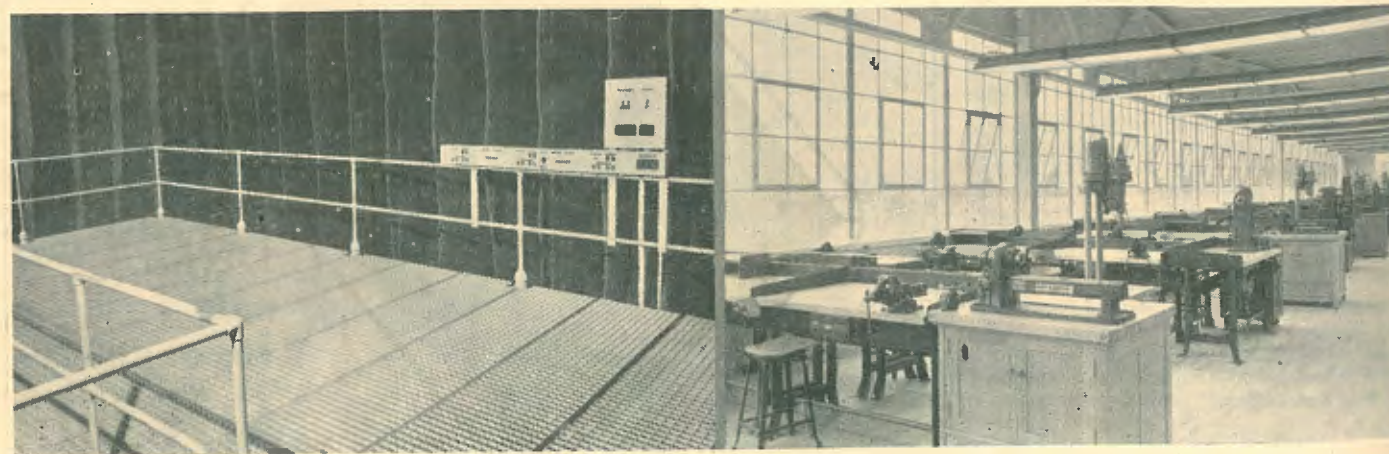
increase the usefulness of radio and electronics to the American nation, to the public, and to industry. In September, 1942, the construction workers left the scene and research scientists and engineers moved in, to kindle what poets call the divine fire of the imagination.

Normally there would have been a great celebration when the gates of the imposing structure swung open. But the nation was at war, so, quietly and without fanfare, the scientists entered the laboratories. New tools, machinery,



The Optic Laboratory bays are ingeniously connected by door-like windows in the walls, making possible long focuses through the rooms. Note the convenient electric service outlets on the panels atop the work benches, and the spigots for air, gas, water, hydrogen and oxygen supply, on the front of the bench.

work benches, and all the vital implements and instruments necessary to push forward the frontiers of science, were ready for them—equipment that



At left: An illustration of the special acoustics research room. At right: A corner of the model shop. Note the panorama of fields through the glass walls.

may be used to test any new idea, improve existing services and products, and create new ones. When victory has been achieved, these tools will be applied to the post-war pursuits of communication, industry and science.

Inspired by the words of David Sarnoff, President of the Radio Corporation of America, that "the only happiness which art, science and industry can provide is the happiness of free men and women," the research men marched in as the shock troops of science. They took their places in the new laboratories pledged to devote their efforts to the national welfare and to the security of the United Americas. At no time in the history of radio had every phase of the industry been geared to such a gigantic task. Mindful that it was their duty to help find the keys to victory, the men of science went to work, guards were posted and R.C.A. Laboratories became one of America's great arsenals of science in the fight for civilisation and freedom.

Visitors would be fascinated by what they might see and hear in this domain of research and engineering. But under existing conditions much must remain hidden and mysterious until after the war, for science is enlisted in war as never before.

### Construction to Defeat Destruction

To the scientists of R.C.A. the Laboratories, built on 260 acres, are the Utopia of which they have dreamt. Amidst war and destruction, man has here revealed his constructive handiwork, in an all-out effort to enable construction to defeat destruction. He has built an Electron House. In this magnificently equipped building, ideas will be born that can be cultivated to mature and useful growth. This is a realm of science in which man may discover new knowledge of Nature, of electrons, of radio and of optics.

This centre of research has been erected in an atmosphere stimulating and conducive of scientific discovery and creative work. From it will radiate scientific, industrial and social progress. The research staff brought the ideas from which would spring new creations of science. Out of electrons and electronic phenomena, they may well fashion the future of radio and a world run by electronics.

Among those scientists were those who invented the iconoscope and kinescope, the "eyes" that made television practical; the men who built the R.C.A. electron microscope, the electron multiplier tube, radio and electronic tubes for the home, for aircraft, for battle fleets, and the merchant marine. In these laboratories with facilities for research unsurpassed anywhere in the world, they will aim to outdo even the miracles of the past.

A tour of R.C.A. Laboratories reveals their size, magnificence, efficiency and promise—laboratories which reveal that modern radio is a science spreading into many fields—electronics, sound-acoustics, chemistry, physics, mechanics, optics,



A novel electronic clock is installed in the new R.C.A. Laboratories. This ultra modern timepiece equipped with more than 170 electronic tubes counts the 60 cycle pulsations of electric current, and indicates that count in terms of the seconds, minutes and hours by means of lights. It has no moving parts, no motors, wheels, main spring or hands. Scientists say it may form the basis of the household clock of the future. Blinking lights "tick off" the minutes on the line shown from 1 to 60, while other lights denote the seconds and hours. Pictured here with the clock, which shows the time to be 5:55, is Dr. V. K. Zworykin, Association Director of Laboratories, who with his staff developed it.

from which grow many by-products and branches—cathode ray tubes, fluorescent materials, lenses and photography.

### "Copy of Nothing"

The building is of three stories with long corridors into which open 150 bays. The basement is the nerve centre. Alongside huge water tanks and air-conditioning apparatus are transformers and vault-enclosed power regulators. Compressed air and steam are supplied from the heating plant. From two 300-foot wells, 600 gallons of water are pumped in a minute. All the services of electricity, water and gas flow in conduits on the basement ceiling under the main corridor. 104 vertical service shafts rise from basement to penthouse with outlets on each floor. From these, wires and pipes carry the vital services to 420 work benches, each 6 feet long. These unique service shafts are an original contribution to laboratory construction, and in the words of a scientist they are "a copy of nothing."

At the point where the "T" of the laboratories structure is crossed, on each of the three floors one looks to the right and left down the 244-foot corridors. The total length of a corridor is 488 feet. Doors on both sides open to the laboratory bays, and to administrative research offices and workshops. In these laboratories nothing has been overlooked, big or small. For instance, a shower bath head protrudes from the side wall in the corridors. It is there in case a research worker's clothes catch fire, or if he is spattered with acid, he can run into the corridor, pull the cord, and be drenched instantly.

### Television Research

The Television Laboratory adjoins a control room and two-story studio, 36 by 48 feet, designed for normal sound characteristics, described by a scientist as "the last word in facilities for television research."

This is not all in television. There is a laboratory for optics, with an optical darkroom for making measurements using light. The several optic laboratory bays are ingeniously connected by a series of door-like windows in the walls that open to make possible long focuses across and through these rooms (See picture.)

The Chemical Laboratory, closely identified with television, is designed with completely dustproof rooms for experiments with fluorescent or "glow" materials, so necessary to sharpen television's eyesight. Here exhaustive studies of the art of luminescence will be made in search for methods to amplify light as efficiently as electronic tubes amplify sound. Chemical purity of the luminescent material being absolutely essential, this section of the laboratory looks like a hospital operating room. The dust-filtered air is kept so pure that a burning flame is invisible; there are no impurities, such as dust, to burn!

### Acoustical Laboratory is Unique

Sound being the "voice" of radio—its stock in trade—the Acoustical Laboratory is extremely important. Acoustics is part and parcel of radio reproduction, whether world-wide communication, broadcasting or television, also in public address systems, in theatre-sound and

(Continued page 12.)

# Severe Strain Upon Materials Puts Radio Sets "On Ice"

The maintenance of civilian radio listening under wartime conditions which have created drastic shortages of materials vital to the manufacture and maintenance of radio receivers has presented a serious problem for both the set manufacturing and the radio broadcasting industry.

The trade associations connected with the radio set and valve manufacturing industries have long been co-operating with the Government in endeavours to devise means of keeping Australian homes radio-equipped and more latterly the Australian Federation of Commercial Broadcasting Stations also has made some contribution to the general effort along these lines.

Evidence of just how serious the position has become is shown in the following letter which the Radio Retailers' Association of N.S.W. recently forwarded to the Minister for Munitions (Mr. Makin), whose department is in control of all radio manufacture.

Dear Sir,  
Re MAINTENANCE OF CIVILIAN RADIO

"In view of the interest that has been displayed by the Government in the question of the maintenance of civilian radio receivers during the past 12 months and in view of the preparations that have been made by the Ministry of Munitions and the Department of War Organisation of Industry, to institute a scheme of Government control of the radio service industry, with the release and control of distribution of replacement parts for civilian radios, we feel sure that you will be interested in the evidence that has been collated from a survey made through a cross section of the members of this Association.

"The enclosed questionnaire was sent to a representative section of the members of this Association, and it was found from returns submitted by 89 metropolitan, suburban and country establishments, that there were 599 receivers in these shops awaiting repair, and a further 1,145 receivers out of operation in private homes in the areas serviced by these shops. All these receivers are inoperable because of the servicemen's inability to obtain replacement parts.

"This shows a total of 1,744 idle receivers in areas serviced by 89 service establishments—an average of approximately 20 irreparable receivers to each radio service workshop, representing many thousands of idle receivers throughout the Commonwealth.

"This indicates the appalling state to which the listening efficiency of the Australian radio audience has so far fallen, and constitutes a serious break in radio communication between the Government and the people of Australia.

"Stability was given to the broadcasting end of the radio communication chain when broadcasting stations were recently declared "Protected Undertakings," but we would point out that the value of broadcasting is governed by the number of receiving sets in operation, and we appeal for some action in the gazettal of the Order which has been prepared, dealing with the servicing of radio receivers.

"We would also like to point out that the English Government have taken a very serious view of the maintenance of civilian radio receivers—so much so that a No. 1A priority (equal to that of Service requirements) has been given in England to the manufacture of radio replacement parts.

"In the House on April 1 last, you said that you expected that the necessary action to bring the Order dealing with radio servicing into effect, would be taken within the next few days."

"In the two months since that date, the radio service facilities have continued to become more and more inadequate to meet the needs of the public.

"We therefore make this appeal that the plans made by the Government to provide for the continuance of the radio service industry, be brought into effect as soon as possible.

"Yours faithfully,

"RADIO RETAILERS' ASSOCIATION OF N.S.W."

# Mynor Behind "Wake Up Australia" in N.S.W. and Q'ld.

The recently launched "Wake Up Australia" program devised and produced by Leslie Ross for broadcast over 3UZ Melbourne, under Amcal's sponsorship banner, made an immediate hit, and the same program idea now being produced in Sydney by the George Patterson Pty. Ltd., agency under arrangement with the Melbourne originators, has been launched over 17 stations in N.S.W. and Queensland for Mynor Pty. Ltd.

The quarter-hour sessions for Mynor are on a split time channel, once a week, with the first broadcast airing from 2UW last Friday night.

Mr. Lionel Shave, of George Patterson Pty. Ltd., is producer of the Sydney made shows which are scripted by Olive Snowden. General idea is to select an Australian singer or instrumentalist and compare his or her performance with that of an appropriately selected overseas star. Thus the first show listed Molly Grouse, Sydney lass, well known in musical circles whose number was played for comparison with a number by Grace Moore; 18 years old Claire Simpson (violiniste) was compared with a recording of Guila Bustabo, who was 18 when she visited Australia; Marion Anderson, the famous negro contralto, was compared with Phyllis Raisedeck, the Maitland singer; Myre Parker, 16 years old songbird, was compared with a recording of a Deanna Durbin number made when the latter was 16.

The show will prove just what outstanding talent there is in Australia if it were only given the same great opportunities as enjoyed by overseas artists.

There will be an interchange of the Sydney produced, and the Melbourne produced programs as time goes on.

Stations carrying the Mynor show are as follows:—2UW, 2KO, 2GZ, 2KA, 2NZ, 2LM, 2KM, 2CA, 2WL, 2WG, 2GN, 4BC, 4GR, 4RO, 4MB, 4TO, 4CA.

## SHOE CO.'s DANCE SESSION

Manon Shoes Pty. Ltd., for a long time consistent advertisers on 3XY, and sponsors of the 9 a.m. Sunday news service, have now signed a contract for 26 hour and a quarter sessions at 10.15 p.m. on Saturdays.

Their program is "Cabaret of the Stars," a lively presentation with John Craig as M.C., and a very acceptable Saturday night offering. Each week a "name" orchestra is featured in dance numbers, and interspersed are "cabaret" items, realistically presented with sound effects for convincing atmosphere, introducing well known radio, stage and screen artists.

# War Workers' Service

Arrangements have been made by 2CH for the presentation of a session entitled "The Voluntary War Workers' Service" through which all voluntary war organisations will be able to publicise their activities.

The session will be conducted by Meg. McSpeerin, organiser of the 2CH Women's League, and it is her intention to secure the attendance at regular intervals of well known members of various organisations who will speak on the objectives of those bodies and will tell of their latest plans to help the war effort.

On Tuesday, July 6, Violet Manning, publicity officer for the Red Cross, will speak. This is the day on which the announcements of the results of the baby competition held throughout the State will be made and Miss Manning will speak on the results of this contest, together with other Red Cross activities.

The session, will, however, embrace all voluntary war organisations, large and small, and everyone doing anything for the war effort will be entitled to publicity during the broadcast.

The Voluntary War Workers' Service will be scheduled every Tuesday and Thursday at 3 p.m., and it is expected that it will fill a real need among women's organisations.

Meg. McSpeerin is now conducting the 2CH morning session extending from 9 a.m. to 10.30 a.m., Monday to Friday, and from 9 a.m. to 12 noon on Saturdays, thus ensuring as listeners the big membership of the 2CH Women's League.

## Sunday Morning Draw

A rather striking proof of the extent of the Sunday morning audience, which commercial broadcasting enjoys, comes from 2UW Sydney.

Some time ago there was formed in Sydney the Second Australian ex-Servicemen's Association, with a constitution wide enough to embrace all discharged service personnel.

To publicise the objectives of the Association and to enrol new membership, the Association arranged to take a quarter-hour session on 2UW at 11.45 a.m. Sundays under the title of "Calling All Cobbers." The presentation consists of appropriate musical numbers, a couple of service stories, a statement on the aim and objects of the Association and an invitation to all eligible listeners to enrol.

The first session produced 33 new members and the second week saw 36 more. Expressed in terms of hard £ s. d., apart altogether from the wide aspect of the session, the Association spent just over £8. for the two sessions, for a return of £33 on new membership fees.

Arrangements have now been made for the session to continue indefinitely.

# Clamoring to have Their Voices Heard



Norman Banks conducting "Chicola's" "Voice of the People" from the lobby of a Melbourne theatre.

# "Youth Speaks" Session Shot for Movies

When a radio session is turned into a news short, it can certainly be said to have achieved something. That is what has happened to "Youth Speaks" broadcast from 2GB and Macquarie stations, Friday evening at 7.30, on behalf of Frederick Stearn Pty. Ltd., for Nyal Family Medicine.

Recently Fox Movietone expressed their interest in "Youth Speaks," and invited Macquarie to co-operate in the presentation of a talkie short for inclusion in a Fox Movietone Newsreel. The result is a particularly interesting picturisation of this now famous broadcast.

The cast includes two boys and two

girls, with John Dease as chairman. The two boys chosen are David Wolfers and Nevil Wran, whilst the two girls are Dorothy Dwyer and Elaine Whiteman. The scenes were shot at Fox Movietone Studios, and the result should be an even bigger radio audience for a feature, which, quite apart from its entertainment value is proving a true forum of youth, in which all sorts of problems of to-day—political, social and international—are discussed, by these keen-brained and well-informed young people recruited from the debating societies of the various schools and colleges.

The Frederick Stearn's account is handled by Hansen Rubensohn.

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stands the great  
Industrial Movement  
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# New Wonder Laboratory of Electronic Science

(Continued from page 9)

wherever loudspeakers are used. To cover this wide field of research the most modern facilities are provided. In a unique double-walled, double-door isolation room an experimenter may conduct sound tests to his heart's content. To obtain dustproof conditions another chamber is under higher air pressure than the rest of the laboratory in which magnetic structures of loudspeakers and microphones are assembled. In another section of this laboratory is a large tank in which underwater sound and sound-frequency power tests for industrial purposes are conducted.

In the acoustical section is one of the most novel rooms—the free field sound room. A huge wooden door, heavily padded on the inner side, leads into a seemingly "dead" room, the floor of which is a lattice steel-grated platform, resting on heavy rubber pads. No echoes, no reflections, on extraneous sounds of any kind are heard—only the sound exactly as produced. The room, three stories high, is lined with heavy baffles, or curtains of ozite. The purpose of this laboratory is to reach acoustical conditions as perfect as obtainable outdoors under ideal, normal conditions. It is echo proof—no resonance, no reflection. Sound bounces back and forth in the heavy ozite flange-like wings that line each wall, and is absorbed or dissipated. With uncaunty magic this room does for sound what a darkroom does for light, and measurements made in it to-day can be made exactly the same a year from now.

As a unit of the Acoustics Laboratory, there is a "living room" designed to be the acoustical equal of the ideal living room in which sound instruments such as radios and phonographs, may be developed and tested for normal home use.

For experimentation with tubes, a special Electronic Tube-making Laboratory is equipped with hydrogen furnaces and exhausting pumps manned by expert glass-blowers. Ducts near the ceiling prevent accumulations of the light hydrogen gas which might cause explosions. Adjoining this bay is a special room for research work on Iconoscopes and the Orthicon camera of television.

Research work on receiving tubes is done in a laboratory comprising two rooms with double walls of copper to ensure "electrical quiet."

In the Cathode Ray Laboratory, highly specialised tubes are made and their results measured.

Extra provision is made in the laboratory for transmitter tubes for high voltages. This bay may be identified by a safety cage which protects the experimenter when dealing with tubes that call for high power.

The Radio Facsimile Laboratory consists of several bays, including a room for chemical work necessary for the study and development of dyes and inks used in facsimile printing.

A special laboratory is provided for centimeter-wave transmission, reception and navigation.

On the roof, a comparatively small laboratory is designed for high-frequency radio transmitter and antenna research. The Field Laboratory is a special building at a distance from the main laboratories. It is designed for taking outdoor sound measurements and



The corridors on each floor of the three-story laboratories building are 488 feet long. Into them open 150 laboratory bays.

for antenna development. It is supplemented by a pool, 15 feet deep, in which underwater sound experiments are conducted.

Always working with things—metal, water gas, electricity, ceramics and glass, research workers require a lot of shop work. Therefore, the model shop is one of the important divisions of the laboratories. Practically everything in research is first made from sketches and conversation, seldom from blueprints. After the engineer is satisfied, then comes the blueprint. Mindful of these factors, the model shop of R.C.A. Laboratories has been designed and built by experts of long experience in the radio, electrical and mechanical fields as the most modern model shop of any laboratory in the world. Its operations range from huge punch presses measured in tons, to gauges accurate to 5 millionths of an inch.

## "Snug Fit to a Hair"

When working with an optical system such as television and theatre sound, as a mechanical engineer describes it, "everything must be on the button"—from pin-like drills that look like needles and will operate at high speeds and give whirl through a thick block of steel, and the lathes run the gamut from a jeweller's lathe up through others to several which might well be called monsters.

The latest types in other equipment are here also, including one of the largest resistance spot welders in the country. This will weld aluminum and has an electronic power supply, which from appearance a layman might judge to be a radio transmitter. Gas-fired muffle furnaces, salt baths for heat treatment of metals, case hardening of steel parts and dip brazing, direct current arc welding equipment, oxyacetylene gas welding, atomic hydrogen welders with tungsten electrodes, are all installed.

Fluorescent lights add to the daylight effect of the model shop. Air, power and current for lighting are fed to convenient plugs all along the "fence."

The lacquer room has spray booths and infra-red lights in the ovens speed drying. In the plastics room laminated sections are put together in a jiffy. The equipment includes hydraulic bench vises and hydraulic presses, from 300 tons to 20 tons, for compression moulding of thermo-setting and thermo-plastic materials.

The electroplating room is equipped with all apparatus necessary to do any kind of electroplating.

## Cabinet Shop Important

The cabinet shop is an important division that helps to give form to the dreams of the research worker. Expert model makers are employed, and complete staff in the shop is 70 men. To meet any requirement in woodwork, as well as metal spinning, all necessary plant is available manned by expert craftsmen. In the cabinet shop "mock-ups" are made—they are dummies for shape—and may be an airplane radio transmitter or a pocket radio receiver. They are scale samples.

The tool crib of the model shop contains everything from a soldering iron to instruments. Ten thousandths of an inch is likely to be the precise measurement specified by the experimenter. The stock room carries 20,000 different parts—everything that goes to make up an electronic device. There is also a raw material stockroom which dispenses such items as ferrous, non-ferrous and insulating materials.

# Radio Gives Furniture House Growing Pains

Backing up their newspaper advertising with substantial radio advertising support is the successful principle that executives of Malcolm Reid and Co. Ltd., furnishing emporium of Melbourne, have put into operation over the past three years. In the previous four years since the firm's establishment, newspaper advertising was used exclusively.

During Malcolm Reid and Co. Ltd's seven years short history, they have twice rebuilt and extended their activities, and even now post-war rebuilding and extensions are again in hand. This is evidence of a progressive policy and vigorous ability to carry it out, although general manager, Mr. R. E. Frusher, admits that when they first ventured timidly into the radio advertising field three years ago, he did not anticipate it would prove such a "draw card." He felt that radio selling in their type of business was more a matter of goodwill selling. Nevertheless a specialised line of their own "Furniture Reviver" had amazing results

when plugged through Penelope's session on 3UZ.

Since adopting their air advertising policy, Malcolm Reid's have sponsored quarter-hour sessions on 3DB and 3KZ, in addition to 100 word announcement spots on all Melbourne stations.

Our Empire Day the firm made special arrangements with 3UZ for the sponsorship of a "Cavalcade of Empire" broadcast which, broadcast in the morning, was devised, written and compered by the station's women session personality "Penelope."

During the session "Penelope" introduced Mr. L. J. Hartnett, managing director of General Motors, who gave a very interesting talk. Colonel A. N. Kemsley gave "Penelope" a message to give listeners, and Lieut.-Commander Gill spoke. Other items of interest included interviews with women from various branches of defence and munition factories. These interviews and talks were interspersed with poems and anecdotes told by "Penelope" with appropriate music in the background.



Malcolm Reid and Co. Ltd.'s Store

## FILM HIGHLIGHTS IN CRACKER JACK

A highlight in "Cracker Jack" program on June 19 will be an excerpt from 20th Century Fox film, "This Above All," played by Neva Carr Glyn and John Tate. In a previous program a scene from Noel Coward's "In Which We Serve" was featured, and this was so successful it has been decided to continue the idea from time to time.

Newcomers to the show are comedian Charles Norman and Barbara James, both on the Tivoli.

## LONGREACH HAS A LONG PURSE

Publicity given in "Commercial Broadcasting" recently to the great effort of 4MB Maryborough in their Third Liberty Loan Rally aroused the friendly rivalry of the staff of 4LG Longreach who set themselves out on April 19 to harvest a bumper crop of L.S.D.

This loan rally, which raised £6,490, was the first of its nature in Longreach during the war, and was organised by the war loans and war savings certificates sub-committee of the Longreach and Ilfracombe Districts Patriotic Fund committee, in collaboration with station 4LG. The relay of the proceedings was made possible through the courtesy of Longreach business houses, who by their sponsorship, made the broadcast possible.

The rally brought the total subscription for the two shires to £27,100 from 341 subscribers.

A subsequent rally for the Red Cross netted £100. Station 4LG serves a vast area of Central and North-western Queensland, and it has been the policy of the management since the beginning of the war to build morale and public spirit with entertaining and patriotic presentations. The Longreach branches of the Red Cross and Australian Comforts Fund present talks each week on Monday and Wednesday evenings, and this time is granted by courtesy of the management, the Red Cross session lasting 30 minutes.

## COMMERCIAL INFORMATION CHANGE IN CONSTITUTION.

Berry, Hugh Co., The (Hugh G. Berry), 75-77 Pitt Street, Sydney, advertising service agents. On 30/4/43 William C. Currie became a member. Reg. 4/6/43.

Peek Frean (Aust.) Pty. Ltd. Present

**"PRISONER at the BAR"**

More **3XY** Triumphs!

**"WHAT WOULD YOU HAVE DONE?"**

SATURDAYS  
9.15 p.m.

Presented by Laconia Blankets — Tuesdays 9 p.m.

## Among the Sponsors

Recent local renewals on Station 4BC include the following: **Communist Party**, booking 52 x quarter-hour evening sessions on 4BC Brisbane-4SB Kingaroy, through Noble-Bartlett Advertising, Brisbane; **Queensland Cereal and Chemical Co.** recently signed for 156 daytime announcements on 4BC; **G. E. Adams Pty. Ltd.** have renewed their advertising, through Campbell Advertising, for 52 x Sunday morning quarter-hour sessions; **J. Josephson and Son**, through Noble-Bartlett Advtg., Brisbane, have booked 52 x half-hour evening sessions on 4BC-4SB, sponsoring "Passport to Danger"; **Rothwell's Outfitting** have again signed for 104 x 8 minute breakfast sessions through Noble-Bartlett; **A. P. Greenfield**, also through Noble-Bartlett Advtg., has renewed for a further 12 months, using one hour midday session each Sunday; **Fraser Edmiston** (Noble-Bartlett) has signed for another 52 weeks, utilising one quarter-hour session each Sunday morning; **Hutton and Foggitt Jones** renewed 4BC-4SB for 12 months, 52 x quarter-hour evening sessions (Johnston Jones Agency); **Allan and Stark Ltd.** (Johnston Jones Advtg.) again signed with 4BC-4SB, sponsoring Dr. Goddard's "Daily Barometer," six nights weekly Monday to Saturday; **E. Sachs and Co. Ltd.** (Noble-Bartlett Advertising) has placed a contract with 4BC-4SB for 23 x half-hour sessions, to be used each Wednesday night; **Rockman's Showrooms**, utilising 1 x 15 minute session on Sunday morning, 4 x 50 word evening session announcements and 1 x 100 word evening announcement weekly, this client has again renewed service for a further 26 weeks.

**Mynor Pty. Ltd.** (agency, George Patterson) have booked 15 minute positions on 2GN Goulburn, 4CA Cairns, and 4TO Townsville for a once weekly musical presentation titled "Wake Up, Australia."

Another new client to 4CA Cairns and 4TO Townsville is Sutall, who now sponsor "Information Please," originating at 4BK Brisbane, 8.30 to 9 p.m. Tuesdays, on long term contracts.

**Genovis Yeast Pty. Ltd.** have renewed their contract with 3XY for a further 52 weeks' advertising, which takes the form of a quarter-hour talk given each Friday night at 8 by Mr. G. V. Russell.

**Henderson's Federal Springs Works**, North Melbourne, have renewed their contract with 3XY for 52 weeks, covering spots in the night sessions.

**Automatic Heating Appliances Pty. Ltd.** have renewed their "Popular Swing" Wednesday night contract and taken an extra 30 minutes in 3AK's sporting hour on Saturday afternoon.

**W. R. King Smallgoods Pty. Ltd.** are new sponsors on 3AK. The presentation on their behalf takes the form of a bright supper dance at 11.30 a.m. in A.K.'s party night program every Saturday. Besides a good selection of recordings W. R. King offers 300 ways to cook a sausage!

**The New World Reconstruction Movement** which is creating general interest all over Australia has signed up with 3AK for a further 12 months of 45 minute sessions on Sunday night.

**Norman L. Thompson**, wholesale butchers of Newmarket, Victoria, are now taking the first 15 minutes of 3AK's Sunday night program, the popular "Sunday Star" presentation.

Commencing on June 14 at 3KZ at 8 p.m. four nights per week, **Darrod's** are featuring a new serial, "The Rajah's Racer," a George Edwards production. The account is handled by Leyshon Publicity.

**Black Lance Ltd.**, through Paton Advertising Service, Melbourne, announcements in the 2UE women's session.

**Mensa Manufacturing Co.**, through O'Brien Publicity Co., five minute sessions in the 2UE women's session.

**Goldman and Co.**, renewed with 2UE announcements in the breakfast session.

**W. E. Woods Ltd.**, through Gotham (A/sia) Pty. Ltd., have renewed for spots in 2UE breakfast and women's sessions.

**I.C.I.A. and N.Z. Ltd.**, through O'Brien Publicity Co., Melbourne, renewed for four 7½ minutes sessions per week in the 2UE women's session.

**Malt Cup Manufacturing Co.** (O'Brien Publicity Co., Sydney) renewed for spot announcements in the evening on 2UE.

**Paradance Dance Circuit** have contracted for spots in 2UE breakfast and early evening sessions.

### O.T. AGAIN SPONSOR "CHILDREN'S NEWSPAPER OF THE AIR"

"The Children's Newspaper of the Air," the well known feature conducted by John Dease every Monday to Friday at 6 p.m. is once more being sponsored by O.T. Ltd. Some years ago these people had a most successful period of sponsorship by using "The Children's Newspaper" over 2GB, and their return to the sponsorship of the session will be particularly welcomed by the many thousands of radio reporters associated with the session.

## Stage Door Canteen Launched in Sydney

A "Stage Door Canteen" charity organisation, moulded on similar lines to the big American Stage Door Canteen, promoted by the U.S. acting profession, was launched in Sydney a fortnight ago when several hundred well known Australian actors and actresses, musicians, radio and theatrical executives attended an inaugural meeting at the Theatre Royal.

Objects of the charity shall be to raise money for the establishment and maintenance of a canteen and club rooms for the use of members of the fighting forces and merchant navies of the Allied nations.

The following office bearers were elected:—

Patroness, Miss Gladys Moncrieff; president, Mr. Harold Bowden; vice-presidents, Lloyd Lamble and John Dease; assistant secretary, Clifford Arnold; treasurer, Miss Marie Burke; organisers, Rita Pauncefort, Lyn Foster, Maiva Drummond, Bebe Scott, and Bunny Campbell-Gray; committee of 20, Laurence Cecil (A.B.C.), H. G. Horner (2GB), John Dunne (2SM), Paul Daly (2KY), John Barnes (2UW), Mrs. Howell (2CH), Paul Jacklin (2UE), Dick Fair, Neil Maver, George Blackshaw, Patricia Minchin, Thelma Scott, Elsa Stenning, Marion Johns, Myra Norton, Nell Stirling, Enid Lorimer, Jack Davey and Marshall Crosby.

An appeal for initial funds brought a response of over £600 from those attending the meeting.

## TRANSCRIPTION SALES

Recent transcription sales announced by A.W.A. Recording Department include:—

"The Golden Sanctuary," 2LM Lismore, 52 x 15 minutes, once weekly, Sundays.

"The Horsleys in Horsetalia," 208 x 15 minutes to 4ZR Roma.

"The Listeners' Club," 104 x 15 minutes 2KO Newcastle, are run on this feature.

"Fred and Maggie Everybody," 445 x 15 minutes, to 4BK-AK Brisbane.

"The Coast Patrol," 52 x 15 minutes, second series to 4BK-AK Brisbane.

"The Cavalcade of Drama," 78 x 30 minutes on a once weekly schedule to 2AD Armidale.

"Personal Column," 60 x 15 minutes to 2RG Griffith.

"The Inlaws," 130 x 15 minutes to 2CH Sydney, on schedule four times weekly.

"When Dreams Come True," 26 x 15 minutes, 4SB Kingaroy, broadcast once weekly.

## MAXAM COMPETITION

Maxam Products Pty. are running a competition on Radio 2UE at 10.30 a.m. Tuesday. Conducted by Colina Lynam, the session is entitled "Maxam Mysteries," and listeners have to name the recordings played. Cash prizes are doubled if accompanied by a Maxam Bakeo Mixture packet top, and there are consolation prizes of the product. The account is handled by March Pty. Ltd.

## TRANSCRIPTION ACTIVITY

The A.W.A. Transcription and Recording Departments are particularly busy at the present moment—musical shows in production include the New Radiola Harmony presentation, "Ye Olde Time Music Hall," which is on release on an Australian-wide schedule.

The new "Bright Horizon," featuring "Songs from the Shows," is also under way, and indications are that this will be an outstanding program of 1943, and it will be released throughout N.S.W. and Queensland by McWilliams Wines Pty. Ltd. agency, (Weston Co.).

Another musical show also being recorded is "Melody Mosaic," featuring Mischa Debrinsky and Beryl Alexander in a brilliant series of programs.

Bob Dyer and Hill Billies are also recorded each week at the A.W.A. studios.

Dramatic productions being recorded include "The Bishop and the Gargoyle" on current release in Melbourne, Sydney and Brisbane by the Listerine Pharmaceutical Co. (agency, Weston Co.).

"The Night Porter," of 52 x 15 minutes is nearing completion—each a complete program of tales of the night porter and the telephonist of the Ritz Plaza Hotel—drama and comedy.

Immediately "The Night Porter" is completed, production commences on "Emma"—a 52 episode drama of exceptional interest.

Other features ready for production include "When Cobb and Co. Were King"—a stirring dramatisation of the old coaching days of Australia—when the mails and transit depended upon the coach and eight horses.

Another Australian story of bygone days listed for early production is "In Ben Boyd's Day"—the Boyd of whaling fame and the settlement at Eden on the South Coast of N.S.W.

A Will Lawson novel, "The Lady of the Heather," is also scheduled for early production in 13 x 30 minutes of drama.

A.W.A. produced programs which are on current release, include the National sponsorship of "Forever Young" by the Kraft Cheese Co. (agency, J. Walter Thompson) and "The Golden Sanctuary," 52 x 15 minutes of sacred and semi-sacred music on release throughout Australia by many different sponsors.

Also "The Cavalcade of Comedy," of 104 x 15 minutes, featuring four of Joan Butler's famous novels—this program is being sponsored by many different clients on stations in all States.

## "YOUTH SHOWS" THREE YEARS

The Colgate-Palmolive "Youth Show" will celebrate its third birthday on June 21, and to mark the occasion the directors of Colgate-Palmolive have invited past and present artists and those who have been connected with the show to afternoon tea at the Pickwick Club, Sydney, on that afternoon.

## Western Australian News David Syme Joins 3AW

A Division for the Children's War Savings Army: Consequent upon the announcement, in this State, of the establishment of the Children's War Savings Army of Australia, 6IX-WB-MD has undertaken to raise "a division."

The principal Aunty of the children's session has become the recruiting officer for what is known in Western Australia as "The Major Network Division of the W.S.A.A."

Aunty Gwen, as chief recruiting officer, is being inundated with letters from kiddies at the rate of over 100 per week. As each child's initial enlistment takes place a regimental number is issued identifying each recruit with this State and the key station of the 6IX-WB-MD group in the following manner—WIX 11123. A good deal of time has been taken up in the nightly children's session from 6IX-WB-MD, 5.15-5.45 p.m., in acknowledging enlistments and promotions.

So far the 6IX-WB-MD Major Network Division is the first strong appeal to have been made to the children of this State in connection with the W.S.A.A.

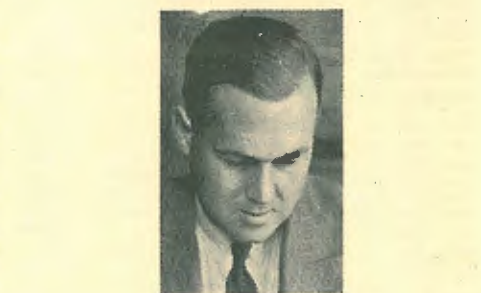
**New Business:** New business from national advertisers received during April and May includes:—Clinton Williams Pty. (52 x ¼ hrs., day; 26 x 1 hrs., evening); Clifford Love Pty. (156 x ¼ hrs., day); Kraft Walker Cheese Co. (156 x ¼ hrs., evening); Beckers Ltd. (208 x 7½ mins., evening); Black and White Cigarettes (52 x 25 mins., evening); Australian Red Cross Society (52 x 1 mins., evening); Kruschen Salts (312 x 1 mins., breakfast); Nicholas (Aspro) Pty. (52 x ½ hrs., evening).

## "THAT REMINDS ME"

A new session presented by Colina Lynam and Sid Everett at 10.50 a.m. Tuesday and Thursday on 2UE is called "That Reminds Me."

Listeners send in incidents in their lives associated with a particular musi-

cal number, and this is dramatised by the players. A lot of good stories have been received, and a broadcasting fee of half a guinea is given to the sender of each one used.



3HA Hamilton. Mr. Syme then bought 3TR Gippsland in 1935, and in the same year leased 3SH.

In 1937 he formed the Victorian Broadcasting Network. In that year he spent 4½ months in the United States studying broadcasting, and through the courtesy of Mr. Frank Mason, senior vice-president of the N.B.C., spent most of his time with that organisation. He also spent some time studying B.B.C. methods whilst in England.

Mr. Syme will concentrate chiefly on production and feature programs. He will continue to retain full interest in the Victorian Broadcasting Network.

**3** FROM EAST TO WEST!  
**A** FROM NORTH TO SOUTH!  
**K** AUSTRALIA'S ALL-NIGHT SERVICE  
 ENTERTAINS THE TROOPS AND  
 ESSENTIAL SERVICE WORKERS.  
 IT'S BRIGHT THRU THE NIGHT



## PERSONALS

The many friends in the broadcasting world of Capt. E. M. L. Dahl will regret to learn that he has been officially listed as missing, believed prisoner of war. He was in an ordnance unit. Before the war Dahl was general manager of 4AY Ayr, which station was founded by his late father.

Mr. Bernie B. Stapleton, 2SM sales manager, is one of the latest Sydney radio men to succumb to 'flu. He spent most of last week in bed but was staggering around the city again this week.

Mr. Reg Lane, assistant manager of 2GB-Macquarie, last week found proof of the adage "where there's smoke there's fire." Son Peter awakened him one morning and complained of smelling smoke. Reg sat up in bed and took some notice. There was no doubt about the smoke, and when he rushed into the lounge room there was no doubt about the fire. A settee was ablaze and the flames were licking within inches of some heavy curtains. It was touch and go, but in a few minutes the danger was overcome.

The Macquarie executives certainly seem to be burning up about something. Two days after Mr. Lane's fire, chief sales executive, Roy Heath, had his share of "heat" when an excited employee of a Phillip Street garage rushed into the Macquarie Building to announce that Heath's gas producer had set fire to the rear of his V-8 which was standing in the street. Chemical extinguishers soon had the blaze under control.

Major B. Munnings, A.I.F., who was attached to the technical staff of 2UE before enlisting, has finished a course at a training school, and called into the 2UE office before returning north to his unit.

Cliff Cary, sporting editor of 2UE and A.S.B. stations, has left hospital after his recent operation and hopes to return to conduct the Saturday afternoon racing sessions at the end of this month.

Another recent visitor to 2UE was Flying Officer John Appleton, who was a script-writer on that station before joining the R.A.A.F., and called in on his way from a northern station to take up duties in the south.

With the death last week of Mr. C. N. Baertz there has passed one of Australia's most outstanding men of letters. The late Mr. Baertz was for many years a guiding light in all things literature. He retired a couple of years ago after following a short association with broadcasting in Sydney. His death occurred at Rylstone, N.S.W.

Sergeant Wally Pym spent a week-end in Melbourne recently, and had time to do a few recordings and a spot of broadcasting.

Russell Scott has resigned his post as producer of light entertainment for the Melbourne studios of the A.B.C. to accept a contract with the Colgate-Palmolive Radio Productions Unit in Sydney. Scott was with 2GB for some time prior to taking over the Melbourne A.B.C. job.

Mr. H. G. Horner, general manager of 2GB and Macquarie, is back again after a holiday break. Next time he hopes for better holiday weather, rain and cold doing their best to spoil that holiday feeling.

Macquarie salesman, Norm. Andrews, had a new call on his time the other day, when a ring from the J. Malone Advertising Agency invited him, it he had a few minutes to spare, to come and be a witness at a wedding. Bride and bridegroom has just arrived from another State. This does not usually come within the scope of a radio salesman, but Norm. Andrews had no hesitation in helping them over the difficulty.

After his quick recovery from pneumonia, Jack Lumsdaine is back at 2GB, and the long-promised session, "Learn a Tune," is now on the air every Monday to Thursday at 5.45. If the number of requests already received from listeners, asking for Jack to teach them various tunes over the air is a guide, "Learn a Tune" is already proving a big success. Jack Lumsdaine is capably assisted in the presentation by two of Australia's most promising young popular singers, Miss Joan Blake and Norma Beattie.

Leon Becker, formerly one of 2CH's announcers and now in the R.A.A.F., was one of those chosen for a recent "Australia Speaks" program relayed to all commercial stations throughout Australia. Presented to give people at home an authentic picture of a bombing squadron in action, the broadcast, in which all the players were Air Force personnel, was an outstanding success. Leon Becker had the role of pilot in charge of the operation. Before entering the R.A.A.F. he compered such programs as Schumann's "Take It or Leave It" and "Saturday Afternoon at Home."

Broadcasting circles were well represented at a luncheon at the Oriental, Melbourne, June 11, when Major John Taylor was warmly welcomed while in Melbourne on leave from New Guinea. Those who gathered together were O. J. Nilsen, Randall White, Roy Russell (who is now out of the army and back in civvies), Fred Daniel (who is a war correspondent), R. Fitts, David Syme, Lieut. Stan Clarke (formerly of 3DB, now on leave), H. Snelling, H. Harris, Dave Worrall, Sid Morgan, A. N. Kemsley, and Sid Kemp. During the luncheon Sid Kemp welcomed Major Taylor on behalf of all his friends, and said how glad they were to see him back again. He congratulated him on his debonair appearance, and said he quite understood why Anthony Eden was not invited to Australia. Major Taylor left within a day or so to rejoin the Commandos up North.

Friends of genial Horace Sampford, accountant and national advertising salesman for the "Argus" Network, will be glad to know that promotion has come his way and he is now a fully fledged Lieut. in the R.A.N.V.R. Sampford is up North and is still interested in all the doings of the broadcasting world.

Melbourne's all-nighter is shortly to lose one of its all-night juniors, Noel Myers, who has been accepted for service in the R.A.N. Good luck, Noel!

John Maynes is an important cog in the machinery of 3AW, and is an executive who helps the other wheels run smoothly. John left 3AW in 1941 to join the A.I.F., but was

## COMMERCIAL BROADCASTING

Vol. 11, No. 26, Thurs., June 17, 1943

Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:  
A. Lippmann.

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

discharged, medically unfit. He then joined the Garrison Battalions, and within two months was promoted to Sergeant. He was then sent to a prisoner of war and internment camp, but unluckily met with an accident and is now back again as accountant at 3AW. He is proud of the family war service, having a brother in the A.I.F., who has been on active service twice in this war; another brother who is an officer in the R.A.N., and the youngest brother (18) also a member of the R.A.N.

Probably one of the most human of incidents to occur during a football match was that which happened to Norm. Banks, at a football match at Hawthorn recently. A committeeman brought a Flying Officer and his wife to the box and asked Norm if he minded them sitting there. The airman was blind, he sat beside Banks and Jack Green throughout the match, and judging by his suppressed cheers, etc., it was evident that he enjoyed every bit of the game. This incident convinced Banks that Radio so far as sport is concerned must be an inestimable boon to those in a similar plight.

Harry Fuller, popular engineer-manager of 3YB Warrnambool, has spent three weeks hard earned leave in Melbourne. He couldn't keep away from radio however and was seen round Melbourne quite a bit with his "chief," Sid Kemp.

Radiolites were mighty glad to see their old friend, Fred Tupper, in Melbourne last week. Lieut. Tupper when not on leave is to be found way up North, where he is in Amenities and looks after a cracker concert party, most of whom are well known radio identities.

# A U D I E X

Have you placed your order for discs  
for the elections and forthcoming events?