

## PERSONALS

Mr. O. F. Mingay who has been stationed in Washington since the early part of this year for the Australian Ministry of Munitions Radio and Signals Supply Directorate, is expected to return to Australia shortly. In a recent letter he refers to having lunched in New York with Mr. Sam Dobbs, of J. Walter Thompson Agency, who was in charge of the agency in Australia for several years. Mr. Dobbs asked that his very kind regards be extended to his many Australian friends through this column of "C.B."

Frank Marden (2UW general manager), Frank Whitford and brother Archer Whitford breakfasted together one morning at the Hotel Australia during Convention week. They got their heads together and compared a lot of notes. Believe it or not, the subject under discussion was pigs! In New South Wales Frank Marden and Archer Whitford both have farms, while Frank Whitford in Western Australia is an enthusiastic grower of vegetables in one of the acres of his back garden.

Mr. Dave Worrall, 3DB manager, was responsible for one of the best wisecracks of the Convention in Melbourne last week, when Cr. O. J. Nilsen was elected president. "He is one of the fathers of the industry," Mr. Worrall declared. "I don't know who the mothers are, but if you look around this table you'll see some hefty progeny!"

Mr. Cliff Paray (3CV) was in Melbourne for a couple of days last week, but did not attend Convention. One reason for this was a fractured ankle which he carried around with the aid of a stick, and another his anxiety to get back to Maryborough (Vic.) to which centre 3CV has just been moved.

During his State committee report to Convention, Mr. Randal White (5DN) took the opportunity of welcoming to the Federation two new member stations, 5KA and 5AU, which are to be re-opened shortly. The stations were represented at Convention by their Melbourne representative, Mr. Noel Dickson.

Back on the job at 2GB-Macquarie last week came George Anderson, after being invalided out of the Army through ill-health. Mr. Anderson went through the greater part of the last war—from 1915 to 1919. In 1930 he joined the militia and at the outbreak of the present war, was Staff Captain on the Artillery Headquarters of a Division. May 1940, saw him promoted to Lieut.-Colonel in command of the Field Artillery Regiment. Toward the end of 1941, Mr. Anderson returned to civil life and 2GB, but when Japan entered the war he resumed military service as a staff officer attached to A.I.F. Corps headquarters. Whilst on duty in Sydney in July last he became ill, and, after spending seven weeks in hospital was invalided out of the Army.

Both Hector Harris and David Syme were called before the microphone by Jack Davey at 3AW last Saturday night. Davey was paying a surprise visit to the Southern city and volunteered his services for the 3AW Lord Mayor's Hospital Appeal. He just naturally got to rhyming people's names, and these two gentlemen were a couple of those called upon by the master rhymester. He was too fast for us to get any details written down, but believe us he wasn't "Harrised" at "Tyme."

Diana Phillips, recently with 6ML Perth and for some months continuity writing for 3XY, is now permanently rostered as Sunday afternoon announcer on that station.

Randal White, Rupert Fitts and Russ Yeldon were all guests of Bill Sangster at his lovely shack at Mount Eliza, for the week-end before Convention. As the gathering comprised some of the greatest

fishermen, we naturally thought they would have brought in a nice haul, but no . . . they put up doors, papered walls, dug holes, and did everything they could to put the shack in shape until next Convention.

Alan Fairhall, who during the past year, did such a good job as president of the Federation as well as his work at Radio and Signal Supplies, looked almost relaxed the morning following the Convention. He is now looking forward to taking a bit of a spell for a week or two.

£600 for less than 50 minutes sales talk isn't bad going . . . but that was the amount coaxed from the pockets of passers-by through the eloquence of 3XY's Keith Stewart and Terry Hill when they undertook to broadcast Liberty Loan appeals from outside the Melbourne Town Hall one recent Saturday morning. Not content to be heard and not seen, Keith and Terry dragged a mike right out into Swanston Street—so perhaps it was the personal touch that did it.

The new voice at 3AW belongs to a young man who for the past 12 months has been at 3UL Warragul. He is Peter Clarke, now heard on the afternoon and evening sessions at 3AW.

Dorothy Duncan has rejoined the 3AW continuity staff after an absence of 12 months. She has been serving with the A.W.A.S. while away from the station, and needless to say received a very hearty welcome from all her old pals.

Noticed at the Caulfield races at Convention time was Les Stelling, Major net rep., Reg Orr of Claude Mooney Adv'tg., L. Jeffrey 2UW rep., and Jerry Bride of O'Brien Publicity, all apparently backing favourites. Also noticed Mr. Sid Morgan who looked in fine fettle, and whatever luck he was having, gave the impression that he was having a very good day.

What actually did happen to Mr. A. D. Towner at Convention last week? He was missing from the official dinner and no one could find him, yet he arrived at Convention next morning looking as bright as he could be. Stella Morgan, of the Federal secretariat, who might well be called the little "mother" of them all, was the most worried. She deserves a real pat on the back. She spent many weeks arranging that everyone arrived in Melbourne on time, had a place to put their weary head, and at the same time saw that every facility food old Melbourne town had to offer was at their disposal.

Penelope of 3UZ Melbourne can certainly get things done. Early in the year she set out to raise £1,000 for the men of the great unheralded Merchant Navy. To date more than £1,700 has been received, and it is certain that before the year is out the £2,000 mark will have been reached.

Oscar Mason, well known 2GB-Macquarie announcer, called in to have a look at his old stamping ground, on his way through Sydney the other day. He looked particularly smart and well in his uniform of blue—the more so now that the lapel of same is triumphantly decorated with a wing and a big "A.G."

On leave in Sydney after a long stay north is Flight-Lieut. Jack Pettit, former member of the 2UE technical staff. He was a member of the famous Australian Kittyhawk squadron which kept the Japs from Moresby in the early months of the Pacific war.

Miss Joan Orchard, formerly of Station 2GZ, has joined the staff of Radio 2UE. She is assistant in the record department to Abe Romain.

Miss Gwen Plumb, 2UE script and continuity writer, is on annual vacation. She is spending her holiday in the interests of the war effort—cherry picking.

## SEPTEMBER LICENCE FIGURES

### NEW SOUTH WALES

	1942	1943	Add. tion
New issues ..	4,451	4,998	(64)
Renewals ..	41,812	45,059	(1,61)
Cancellations ..	5,147	1,204	(12)
Monthly total ..	503,563	534,838	(19,35)
Nett increase ..	—698	x3,794	(x49)
Population ratio ..	17.91	18.93	

### VICTORIA

	1942	1943	Add. tion
New issues ..	2,283	2,373	(1)
Renewals ..	31,225	31,340	(1,35)
Cancellations ..	3,078	2,168	(91)
Monthly total ..	370,217	381,517	(15,85)
Nett increase ..	—795	x205	(—52)
Population ratio ..	19.09	19.54	

### QUEENSLAND

	1942	1943	Add. tion
New issues ..	1,250	1,666	(76)
Renewals ..	15,618	15,898	(25)
Cancellations ..	1,860	970	(86)
Monthly total ..	171,747	174,365	(3,18)
Nett increase ..	—610	x696	(x61)
Population ratio ..	16.56	16.81	

### SOUTH AUSTRALIA

	1942	1943	Add. tion
New issues ..	1,293	1,066	(286)
Renewals ..	10,868	10,883	(61)
Cancellations ..	71	1,279	(144)
Monthly total ..	138,582	142,973	(9,11)
Nett increase ..	x1,222	—213	(x19)
Population ratio ..	22.74	23,60	

### WESTERN AUSTRALIA

	1942	1943	Add. tion
New issues ..	1,211	570	(100)
Renewals ..	6,959	7,924	(215)
Cancellations ..	1,319	246	(17)
Monthly total ..	91,867	95,643	(3,77)
Nett increase ..	—108	x324	(x81)
Population ratio ..	19.59	20.47	

### TASMANIA

	1942	1943	Add. tion
New issues ..	478	261	(96)
Renewals ..	3,816	4,018	(133)
Cancellations ..	320	276	(44)
Monthly total ..	47,015	47,665	(2,610)
Nett increase ..	x157	—15	(x82)
Population ratio ..	19.68	19.76	

### COMMONWEALTH

	1942	1943	Add. tion
New issues ..	10,966	10,934	(1,126)
Renewals ..	110,298	115,121	(4,273)
Cancellations ..	11,796	6,143	(231)
Monthly total ..	1,322,991	1,377,001	(52,770)
Nett increase ..	—830	x4,791	(x895)
Population ratio ..	18.62	19.31	

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# Something about MORALE

## We talk about Freedom

We of Australia to-day did not make our free institutions. We got them from men of the past and we hold them in trust for the future. Should we put ease and selfishness above them, that trust will fail and we shall lose all, not a portion or a degree of liberty, but all that has been built for us and all that we hope to build. Real peace will not be won with one Victory . . . it can only be won by long determination, firm resolve and a wish to share and work with other men.

### RADIO IS FREEDOM . . .

Thousands of people every year elect to visit 2SM studios to witness the making of great broadcast features . . . that's Freedom . . . and that stimulates morale.

Tens of thousands more people regularly select 2SM for entertainment and to be uplifted. They choose of their own free will . . . again that's Freedom . . . and again, that contributes to the morale of our community.

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steadfast to their steadfast audience through years of war and trouble.

"FIFTY AND OVER" . . . every Monday night at 9 o'clock, sponsored by Gartrell White Ltd. . . . now in its fourth year!

"ONE MAN'S FAMILY" . . . every Wednesday night at 8 o'clock, sponsored by Tucker and Co. . . . brought back to the air by popular demand!

"GROCER AND MADAM" . . . every night, Monday to Friday at 8.30 . . . sponsored by Moran and Cato . . . now in its 11th year!

*And that's the kind of thing we're talking about*

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Vol. 12, No. 11.

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## U.S. Businessman Fears for Future Liberties

Fears that America's system of free radio was endangered by over-regulation and that the American broadcasters along with the American press would have to face up to a fight for the retention of their liberties of free expression, were voiced by Mr. James W. Irwin, assistant to the president of the Monsanto Chemical Co. of St. Louis, U.S.A., during an address on Public Relations in the Radio Industry given before several groups of the National Association of Broadcasters in June last.

N.A.B. issued copies of the speech to all members in a special information bulletin. So much of Mr. Irwin's comment might so aptly apply to Australian broadcasting conditions that extracts of his speech given here by courtesy of N.A.B. will prove of interest to readers.

Said Mr. Irwin: "I don't disagree with the policy that the air should be available at any time to give top officials the opportunity to disseminate to the public facts about the war, which the people are paying for. Still it appears to me that we are getting entirely too near the Goebells Nazi technique when we have an ordained Minister of Propaganda who takes every station in the country once a week and shooes every other program off the air; saying, in effect, 'You listen to me or else.'

"A broadcast station or network in my humble opinion, should insist upon the same freedom as newspapers to interpret the news to the public. The Minister and the O.W.I. and other departments should be placed in the position of giving a memorandum to the press and radio on a particular subject that they want to put across and leave the treatment or interpretation of such memoranda to the experienced editors and commentators who are on the private payrolls and not on the Government payrolls."

Mr. Irwin went on to quote "The Spirit of Enterprise," a book by Charles Scribner's Sons on July 12. Edgar M. Queeny, who is chairman of the Board of the Monsanto Company.

"We Americans pay for radio broadcasting by hearing how little tubules secreted under our arm pits may frustrate an otherwise promising combination for winning friends and influencing people, or by listening to advise about our kidneys, our hair or our diet. Advertising pays for our broadcasts.

"As each advertiser wants his message to reach the largest number of people, his program of entertainment is designed to please. Elaborate systems of sampling of audiences gauge popularity. Programs with wide audiences remain on the air—others do not pay and are dropped. Hence public acceptance is the only criterion. The American public now gets the kind of broadcasting it wants, good or bad.

"Without advertising revenue, broadcasting stations would fall into the lap of the State. Competition between chains and stations would cease. A bureaucrat would provide the music he thought the people ought to hear and place before the microphone personalities whose views he thought would be good for the people, which, incidentally, would also serve his own vested interest. The American mind would lose its freedom of determining its own music and entertainment, and of choosing its political, economic and spiritual thought. We would lose one of our organs of freedom of speech.

"We would also cease to be the best-informed nation of the world. The cost of producing our magazines and newspapers is met in most part by advertising revenue. With advertising eliminated, much higher prices would have to be charged to maintain present standards. This would force drop in circulation; again prices would have to be increased, which would be followed by another drop in circulation. The descending spiral would finally end in a new balance between a lower standard, a lower circulation and a higher price.

"I don't think, however, that your cause is entirely lost, although I think you've got a pretty tough battle ahead."

## 5KA-5AU to open on December 6

It was announced this week that the new South Australian stations, 5KA Adelaide and 5AU Port Augusta, would commence transmission on Monday, December 6.

Local support for these stations has been very gratifying to the operators, and some particularly outstanding programs highlight the stations' schedules.

The transmission equipment of both stations is of the latest design, and reports on its transmission have proved more than satisfactory.

The opening program on Monday evening, December 6, will feature a program to appear regularly each Monday evening under the title "Music is Yours." This will be about the biggest live-artist presentation ever attempted by a South Australian commercial station, and will feature the 5KA Choral Society, orchestra, and outstanding South Australian artists. It will be of one hour's duration.

The station also announces that it has secured the rights to broadcast each Saturday from 9 p.m. to 11 p.m. South Australia's leading dance band, Harry Boake Smith and his Palais Royale Orchestra.

## AUSTRALIAN BROADCASTING WILL SOON BE ADULT!

### 21st Birthday will be Celebrated in February Next

Reference in the cables to the celebration of the British Broadcasting Corporation's 21st birthday swings the spotlight upon Australia's own 21st anniversary of public broadcasting.

Mr. Oswald Anderson who was very closely associated with the foundation of broadcasting in Australia 21 years ago, is anxious to contact all artists and other folk who were also connected with those early experimental broadcasts. Mr. Anderson will be found at the Colgate-Palmolive Radio Productions Unit at 29 Bligh Street, Sydney. Phone B3430.

## War Job for Davey Mooted

Mr. Jack Davey, of Colgate-Palmolive broadcasting fame, has returned to Sydney after a rather dramatic trip to Adelaide. He went to South Australia at the request of the War Loan Committee to compere the last night Loan Rally in Adelaide at which £138,000 was raised for the Loan.

Rumours began in Adelaide that Davey would shortly retire from commercial broadcasting, but these are unfounded. It is a fact, however, that Davey is to be co-opted by one of the services in connection with its Amenities Branch.

# Radio to the Rescue

Will Create Demand for New Products

(By "Observer")

A neighbour gave me a lift into the city one day last week. On the way we got around to talking about the end of the war and post-war reconstruction. I said: The Government will have to do some mighty big works such as road building, bridges, railways, water conservation works, to keep the people employed.

He said: The problem will not be solved by that alone. We'll have to give 'em goods to spend their wages on, and we'll have to make goods to sell to 'em to keep up their spending power.

I agreed. If people have leisure and no spending power they're in for trouble and a cracked morale.

"We'll have to create new demands for new goods and services," neighbour said. "That was the trouble after the last war. We produced new goods and old goods in abundance, but we let production outstrip demand."

I said: That was in the days before radio broadcasting.

He said: What's that got to do with it?

"Plenty!" I said, and took from my sachel a copy of a speech given by Paul Hollister, vice-president of the Columbia Broadcasting System, a couple of months ago to the St. Louis Advertising Club. And as we bowled along towards the city I read Neighbour these two extracts from the speech:

"Remember that public-serving radio, serving most of the people most of the time, is only about 20 years old. In that short span some 31,000,000 American families have come to depend enormously upon the 900 free radio stations and upon the American "fair-bargain" method of advertising goods and services over those stations so profitably as to furnish a fabulous daily total of entertainment, instruction and culture without 'admission fee' to all who care to listen in our nation. In 20 years American free enterprise has built a radio system which cannot be degraded to the position of mouthpiece for any administration, any pressure group. During those same 20 years there broke upon our people the greatest of all wars in the history of our self-preservation, and for the first time there was ready for instant use a means of communication to all the people."

"Less than 24 hours after the Japanese attack on Pearl Harbour, President Roosevelt spoke not only to the assembled Houses and the press and the representatives of the foreign nations, but to some 63,000,000 rank-and-file American listeners. He was heard

abroad, too. He was heard in Berlin and Rome and Tokio. The next evening he spoke again from the White House and some 70 million Americans listened. Thus within a couple of days of actual war, the people of our nation got their marching orders from the heard voice of their commander-in-chief. And from that voice the people of the world knew exactly where the United States of America stood.

## Radio Creates Demand

"It is pretty generally agreed that if we are to adopt a national policy of low-priced productive abundance after the war . . . and there is no other policy conceivable if this country is to go on a free democracy . . . it will base on full employment, at a wage which will buy the low-priced abundance that can be produced only by full employment. This implies a volume distribution of goods and services which makes the pre-war consumption look palid by comparison.

But before there can be consumption (even granted money in the pocket) there must be demand. Radio has already proven its power in creating demand. It can create new demand for Kishlar's food and Irwin's plastic and Bowes' glass and Dunn's railroads as well as for Miller and Proeser's ideas.

"The price level of radio itself to the distributor must not exclude the small distributor of goods and services. Radio, from the start, has been challenged to produce programs which would certainly follow, preferably the veering tastes of the public; the challenge is greater today, and will be greater to-morrow. After all, nothing in the world causes the average radio-owning family to spend an average of four or five hours a day listening except that the average programming is wanted."

"Radio broadcasting as a producing industry is itself deeply interested in turning out a product demanded, because it is "better for less," by most people; the radio industry is wholly selfish in intending not only to serve as a medium for sustained employment in the other productive plants and systems of our economy, but in its own plant as well. For two years past C.B.S. has been studying post-war; C.B.S. has no 'package plan' to solve the world's ailments. But when the whistles blow, this network of ours, and every other network, and every station that is of no network but that is somewhere serving its community with its best possible product . . . they'll all be there doing their best to adjust to the new order as they adjusted that Sunday afternoon December 7, 1941."

## Sir Ernest Fisk Addresses Radio Industries Club in England

Sir Ernest Fisk, chairman of directors of Amalgamated Wireless (Aust.) Ltd., spoke at a luncheon of the Radio Industries Club in London recently, at which he was the guest of honour.

In his address Sir Ernest made the point that Australia is one of the most advanced countries in radio matters and was one of the pioneers of long-distance high-speed telegraph by the beam method.

He traced the development of commercial radio in Australia up to the present day and told the history of beam radio between Australia and Great Britain, and Australia and Canada. He emphasised, however, that the U.S.A. had 50 or 60 high-speed services to all parts of the world, and this was a lesson we ought not to forget. The British Empire, he said, needed communications of all kinds for its existence and development, far more so than any other nation.

Turning to Australian broadcasting, Sir Ernest said that two systems were in use side by side. One, the National Service, was based on the B.B.C. system, and employed national and regional stations financed by receiving licence fees. The other, the Commercial Service, was operated by private enterprise and paid for by advertisement revenue. He claimed that Australia made use of the best features of the British and American systems.

Australia had 140 broadcasting stations, mainly commercial, which gave an effective coverage, with comparatively low powers, over the populated parts of Australia. There were 1½ million licence holders, each paying £1 per annum.

Speaking of the Australian radio industry, Sir Ernest said that it was an energetic one, and that broadcasting had made it effective. With a certain amount of protection—(Laughter)—the industry had grown up, and was concerned not only with broadcast receivers, but with commercial sets and equipment.

To-day the Australian radio industry was playing an important part in the Allied cause in the S.W. Pacific—it was supplying her own forces, besides sending certain items to the U.S.A., India and even the home country.

A vote of thanks to Sir Ernest was proposed by Sir Noel Ashbridge, president of the R.I.C., who gently chided Sir Ernest for his modesty in not mentioning the pioneer engineering work that he (Sir Ernest) had carried out, both as assistant to Marconi and in later years.

3UZ Presents

# "Starnight of 1944"

"STARNIGHT" has always been a true to name feature, bringing the acknowledged stars of radio to the listening public.

And now, under the sponsorship of "ASPRO," "STAR-NIGHT OF 1944," with all the old favourites and a host of new ones, takes the air—bigger, brighter and better than ever. "STARNIGHT OF 1944" is a Leyshon Production heard from 3UZ every Monday night at 9.15.

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The Station that features Star Programs

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## **Mr. Chifley Comments on Post-War Obligations**

### **Secondary Industries Commission**

As part of the post-war reconstruction plans, the Government proposes to establish a Secondary Industries Commission, whose function it will be to examine in detail the whole question of industrial expansion in Australia and submit a scheme that will ensure sound and progressive development.

Mr. J. B. Chifley, Commonwealth Treasurer and Minister for Post-War Reconstruction, makes reference to this in a special article in the "Australasian Manufacturers' Annual." The publication features also an interesting foreword by the Prime Minister (Mr. Curtin) expressing the Government's appreciation of the remarkable part played by Australian industry in the war effort.

"The ordered development of secondary industry in Australia in the post-war years will be no easy task," writes Mr. Chifley. "We are committed to the Mutual Aid Agreement, which most of the United Nations have signed with the United States of America, and the signature of this agreement may suggest that Australia will not be entirely free to develop her secondary industries without regard to the special interests of other countries. But if Australia has obligations to the rest of the world, her first obligation must be to herself, and the Mutual Aid Agreement certainly does not envisage a restoration of the status quo as it existed before the war. It provides for positive action by all countries, designed to bring about a general raising of living standards throughout the world."

This can only be achieved if all nations so order their capacity for producing both consumption and equipment goods that they make a maximum contribution towards improving living standards, not only within their own boundaries, but elsewhere. Australia must energetically participate in this positive action. For example, the development of our secondary industries with an eye to serving the Asiatic markets from the products of our steel and engineering industries may well prove of mutual benefit.

The peace-time readjustment of our secondary production will be a task of the greatest difficulty. We shall have a highly developed productive mechanism stimulated by the special conditions of the war. To it, we must bring the tests of relative costs and competitive markets, as well as fitting it into the world pattern that must be built upon Article 7 of the Mutual Aid Agreement. In order to achieve the desired results, the peace-time development of Australian industry will have to be an orderly and co-ordinated process which will require the maximum continuance of co-operation and ingenuity from all those who by similar means have helped to make Australia's manufacturing industries so effective in wartime.

The Government hopes that it will be possible to plan secondary industry on a sufficiently large scale to enable it effectively and economically to contribute to Australia's post-war development. The problems to be considered include methods of finance and the appropriate and efficient training of technicians. A new vita of Australia's destiny has been opened to us by the war. Only by tireless energy on the part of us all will we be able to achieve the goal that lies before us of a self-reliant Australia making a maximum contribution to the security and progress of a peaceful world. This will be the prize at the end of a long and strenuous road upon which Australia must set foot when the war ends in victory for the United Nations."

### **A "Battery" of Turntables**



A rehearsal in a B.B.C. production cubicle. Laurence Gilliam, in charge of features programs, with Burgess Meredyth film star (now a Lieutenant of the Air Transport Command, U.S. Army) making his first radio appearance in Britain. D. H. Munro, of the B.B.C. Productions Department, and Miss Fay Sanford, one of the Junior program engineers, who are taking the places of men during the war. Gramophone "effects" are being tried over

### **FRIDAY NIGHT DRAMAS**

A new series of dramatic shows, each a half-hour, will shortly commence from 2SM to strengthen Friday night listening in Sydney.

Sponsors are Reynolds Bros., sewing machine specialists.

Scheduled for 8 p.m. the half-hour shows will be produced by John Sherwood, and are likely to bring to light some good and unusual radio fare.

## **Quintrell Musical Director for Sydney Station**

### **Important New Productions Under Way**

One of the most interesting announcements in Sydney broadcasting last week was one to the effect that Mr. Fred Quintrell had been appointed musical director of 2UW.

There are few more widely experienced musicians in Australia than Mr. Quintrell, and his new association with 2UW is likely to have a far-reaching impression on the musical side of 2UW's presentation.

"Broadcasting," he said the other day, is to me tremendously attractive in its potential influence. Of course, one misses the immediate warm re-action of the theatre audience, but that may be offset by the knowledge that the music reaches an immeasurably larger number of people. Radio has accomplished much in the musical education of the people—far more, perhaps, than the theatre ever achieved, because the very best in music is now part and parcel of the everyday life of tens of thousands of people who previously had little opportunity of hearing any music other than, perhaps, church hymns and the efforts of the local singers and instrumentalists. That, perhaps, is one of the most important phases of broadcasting in Australia to-day, and therein, for me, is the attraction of the air.

"I don't mean for a minute, of course, to suggest that radio should go high-brow. There are degrees of value in music as in everything else, but there are corresponding degrees of appreciation. Thousands of people find pleasure in Bach, and in Beethoven symphonies; but there are tens of thousands of people, too, who find just as much—and perhaps more—sheer musical enjoyment in Crosby and "Begin the Beguine." Music, properly presented, must develop. The important thing, I think, is that all music, properly presented, must develop a gradual appreciation of melody—and I think that all melody is music.

"We need music to-day—and only through radio can that music be brought into the intimate family circle which geographically is far removed from the theatre and the concert hall."

A summary of Mr. Quintrell's musical career is, in many respects, a catalogue of the great orchestras and great theatres of the world. Born in Adelaide, he studied the violin and cello at Adelaide Conservatorium, and subsequently joined J. C. Williamson as orchestral conductor for musical comedy and pantomime. Ten years later went to New York to take over the direction of William Fox's New York Theatre Orchestra. He built the orchestra symphonic standard, and stayed there eight years. While in New York he directed the orchestral presentation of portions for the late Victor Herbert; frequently accompanied Sir Harry Lauder on a world tour. He returned to Australia to direct the musical production of "The Student Prince" after having filled a similar post on Chicago and other American cities. After another brief visit to America, he returned to Australia to conduct symphony concerts in the Sydney Town Hall, and frequently re-joined J. C. Williamson as musical director in a number of stage presentations.



**Mr. Fred Quintrell**

Following his new appointment with 2UW, Mr. Quintrell has assembled a band to provide the musical presentation in the existing shows from the 2UW Theatre. Plans for future musical productions are now under discussion.

### **TRANSCRIPTION SALES**

Miss Joy Morgan, sales manager of Artransa, reports the following transcription sales for September and October:

"Donald Novis in the Romance of Music" (26 episodes), 4AY Ayr; "My Prayer was Answered" (26), 2MW Murwillumbah; "Thirty Minute Theatre" (13), Noble-Bartlett for 4BH Brisbane; "Five Minute Mysteries" (10), 4GY Gympie; "Hymns of all Churches" (365), Trans-Radio for 2GB Sydney; "Gus Gray" (52), 4BC Brisbane; "The Witch's Tale" (26), 2DU Dubbo; "Sacrifice" (52), 6PR Perth; "Cappy Ricks" (52), 4SB Kingaroy; "Thirty Minute Theatre" (13), 4BH Brisbane; "Gus Gray" (52), 4RO Rockhampton; "Gus Gray" (52), 4TO Townsville; "Fu Manchu" (78), 2CK Cessnock; "Senate Murder Mystery" (13), 2GB Sydney; "Stratosphere Murder Mystery" (13), 2GB Sydney; "Adventures of Jules Verne" (94), 2GB Sydney; "Twenty Thousand Leagues under the Sea" (104), 2GB Sydney; "Spy Exchange" (35), 2PK Parkes; "Doc Sellers' True Stories" (124), Hansen-Rubensohn Co. for 2GB Sydney; "Famous Australians" (45), 4BC Brisbane; "Lady of Millions" (103), 2DU Dubbo; "Lady Courageous" (78), 2SM Sydney; "McCoy Mendel Agency" (26), 2SM Sydney; "Melody Meeting" (26), 2SM Sydney; "One Girl in a Million" (78), 2SM Sydney; "Fu Manchu," 1st series (78), 2SM Sydney; "Fu Manchu," 2nd series (78), 2SM Sydney; "Behind Those Walls" (52), 2SM Sydney; "Cappy Ricks" (52), 2SM Sydney; "The Citadel" (52), 2SM Sydney; "Famous Australians" (45), 2SM Sydney; "Here's a Queer Thing" (52), 2SM Sydney; "Houses In Our Street" (52), 2SM Sydney; "Gus Gray" (52), 2SM Sydney; "I Want a Divorce" (45), 2SM Sydney; "Old Time Theatre" (26), 2SM Sydney; "Proverbially Speaking" (26), 2SM Sydney; "Red Streak" (52), 2SM Sydney; "Radio Stage" (52), 2SM Sydney; "Sacrifice" (52), 2SM Sydney; "Sorrell and Son" (52), 2SM Sydney; "Three Minute Mysteries" (52), 2SM Sydney; "Hopalong Cassidy" (156), 2SM Sydney; "Thirty Minute Theatre" (13), 7HO Hobart; "Gus Gray" (52), 2TM Tamworth; "First Light Fraser" (104), New Zealand.

**You may  
not have  
been on  
Dark Felt  
but you'll  
strike a  
certain  
winner if  
you're on—**

**3KZ  
MELBOURNE**

**Sydney  
Representative  
A. L. FINN, 66 King Street**

## Four "Victory Roads"

### Marsh Returns to Navy Work

Following the conclusion of the "Victory Road" broadcasts on behalf of the Fourth Liberty Loan, Lieut. Commander Gordon Marsh returned to Naval duty on Tuesday, November 9.

In an interview with "Commercial Broadcasting," Gordon Marsh said that his temporary return to the Macquarie organisation for the purpose of directing "The Victory Road," had been one of the most pleasureable periods of his radio career.

He expressed admiration for the way in which Gladys Moncrieff co-operated with the rest of the cast in making it a "happy ship." He paid glowing tributes to the ability of Mr. Mel. G. Lawton, the producer of "Victory Road," and stated that there was no doubt that Mr. Lawton had shown a refreshing technique in the blending of stage and radio personnel into the production of one of the smoothest shows yet presented.

At an informal farewell function, Mr. H. G. Horner said that the network had greatly appreciated the strenuous efforts put forward by Mr. Marsh on behalf of the "Victory Road." The program, he said, had been an undoubted success; in fact, rarely had any commercial program ever won such universal praise from the radio press and in broadcasting and advertising circles. He felt sure that "Victory Road" had fulfilled its purpose by playing an invaluable role in assisting to the success of the Fourth Liberty Loan.

It was to be hoped, should the occa-



Lieut. Commander  
Gordon Marsh

### "One Man's Family" starts December 8 in Melbourne

#### Gouge Pty. Ltd., Original Sponsors, Again Backers

Scheduled to start on Wednesday December 8, "One Man's Family," will be broadcast weekly from 3XY under the sponsorship of Gouge Pty. Ltd., the original sponsors who presented the feature for 3½ years from that station when the scripts were formerly available.

Recorded and processed in Melbourne by 3XY, for release throughout Australia, except Sydney, "One Man's Family" produced by Mayne Lynton, has the following talented cast:-

Henry Barbour (the father of the family William Tainsh, very well known on Australian radio; Fanny Barbour, his wife Ruby May; Hazel—Nancye Stewart; Paul—David Reid; Claudia—Joan Moss; Clifford—Reg Goldsworthy; Jack—Terry Hill, of the 3XY announcing staff; Teddy (Paul's adopted daughter)—Margaret Watkinson; Nick (Cliff's husband)—Phillip Clarke; Ann (Cliff's fiance)—Diana Goller. The producer is Mayne Lynton.

Regular listeners will vividly call to mind the original presentation of the "Family" for the three years concluding on February, 1938, when it was discontinued due to the cessation of script from America. Such well known members of the 3XY dramatic staff as John Storr, Madge Thomas, Catherine Neill, Tom Millar, and Norman Wister became so well known in their various roles that it was not uncommon for them to be hailed by passers-by in the street by their "Barbour" names. The new cast promises equal talent, and will carry on the story from the point where it was broken off in 1938.

For the benefit of new listeners, and to refresh the minds of erstwhile followers, an introduction has been written to preface the opening chapter of the new volume, by the author, Carlton E. Morse.

### "PACIFIC PARADE" WILL TEACH PACIFIC HISTORY

Pacific Chenille-craft Co., through the Hansen Rubenohn Agency, have taken the 9.30-10 p.m. Saturday night channel on 2UW for the presentation of "Pacific Parade."

The program, designed and produced by 2UW, is spread over a canvass of the history and the music of the Pacific and into it is blended little known sidelights on the people who make up the Pacific nations. There is in it, too, a strong thread of war interest, and the first broadcast (November 13) featured some outstanding verse by John Barnes (2UW production manager) entitled "Cobber in New Guinea."

Dramatised highlights of the war in the Island will be a feature of future broadcasts of "Pacific Parade."

# 3XY

announces the return — on December 8th of

## "ONE MAN'S FAMILY"

To be Presented each Wednesday Night by courtesy of

GOUGE PTY. LTD.

Produced in Melbourne by 3XY, and released throughout Australia, this series continues the fascinating story of the Barbour family from the point where it left off 5 years ago! It's a Mayne Lynton production!

ALL AUSTRALIA WILL BE LISTENING TO IT SOON!

### Operating On 2,000 Watts—

### From the Centre of the Dial—

### A "Blanket-Cover" in an Unlimited Market!



Proof of Coverage—towns shown on this map include local advertisers operating on regular advertising contracts with 2CA.

**2CA INDISPUTABLY OVER-RIDES ANY OTHER SIGNAL FROM EDEN TO TARALGA . . . FROM BOMBALA TO GRENFELL . . . FROM BATEMAN'S BAY TO COOTAMUNDRA. ITS PROGRAMMES ARE A LISTENING HABIT!**

### CANBERRA BROADCASTERS LTD.

P.O. BOX 163, CANBERRA. PHONES: CANBERRA 678 and 679

Representatives:  
**MACQUARIE BROADCASTING SERVICES PTY. LTD.**

Sydney: 136 Phillip Street, Phone: B 7887.

Melbourne: 239 Collins Street. Phone, Cent. 4634.

**2CA**  
**CANBERRA**

DOMINATES THE SOUTH-EAST CORNER OF N.S.W. — 172,500 PEOPLE WITHIN AN IMMEDIATE 100-MILE RADIUS OF THE TRANSMITTER . . . AND ITS SIGNAL EXTENDS FAR BEYOND!

These leading National Advertisers have continuously used 2CA as an integral part of their Advertising Campaigns:

Colgate-Palmolive	Lever Bros., and Associate Co.'s.
Nicholas Aspro	Traders Ltd.
Bonnington's	Bayer Pharma
Cadbury's	Frederick Stearn's
MacRobertson's	Schumann's
Clinton-Williams	Dunlop Rubber Company
McWilliam's Wines	Mauri Bros. & Thompson
Johnson & Johnson	Mynor Fruit Cup
Nestle's	—and many others.

## For the Glamour of the Films

Competitions shaped to produce local talent comparable with popular film stars generally yield excellent results, and some out-of-the-ordinary figures were recorded by 4MB Maryborough Queensland, when the local Winter-garden Theatre sponsored a Deanna Durbin quest to publicise a new Durbin film.



No fewer than thirty competitors were nominated from the surrounding district, and the contest, broadcast in four half-hour heats and a final, produced more than 10,000 votes. The voting was by popular choice to select the four finalists, but the final adjudication

## MAYBE WORLD'S YOUNGEST BROADCASTER!

A feature of 3KZ's Saturday afternoon juvenile program "On the Studio Stage," is the special message from the youngsters in the studio to those in the 3KZ ward of the Austin Hospital. About a fortnight ago, one of the young artists brought his mother and new baby sister to witness the broadcast. It happened that Kay was nursing the baby when the time came to hail the Austin gang, so Kay sat the baby on the table beside the mike. Before she could open her mouth, the infant, with true professional aplomb, was gurgling and laughing, and actually hogged the mike for a full minute.

The Austin ward contains two babies of about the same age as this one, so Kay explained to a rather bewildered

was made by a committee from the stage of the theatre in the concluding broadcast. The judges, incidentally, said that the winning girl, if given an opportunity, should reach the very top flight of Australian singers.

## 14 YEARS OF COMMUNITY

Community singing from the Prahran (Vic.) City Hall celebrated its 15th anniversary last week. It was also the 14th anniversary of its regular broadcasting by 3UZ. Winifred Thwaites, assistant secretary of the station, represented the management of 3UZ, and John McMahon, well known all over the Australian ether, went along to sing a couple of songs.

listening audience that the young lady in the studio was sending out her message of cheer to the other babies.

The end of the story came this week, when Kay received a substantial cheque for 3KZ Christmas Day appeal for the Austin, the A.C.F. and the Red Cross, with a little note reading, "From the baby who talked."

When you want a  
GOOD TIME ◆ get  
yourself some 2KY time —  
the TIME that PAYS!

PHONE, M 6291.

428 GEORGE ST., SYDNEY

## VOICES COME OUT OF THE PAST

### Half Century Old Recordings of Famous People

A discovery of infinite value and as thrilling as history itself, was recently made at the late Thomas A. Edison laboratory at Menlo Park. Carefully guarded in an old dusty case were the actual living voices of such famous men and women as Theodore Roosevelt, Disraeli, Conan Doyle, Will Rogers, Florence Nightingale, W. E. Gladstone and Edison himself—some recorded as long as 50 years ago on old-style cylinder records.

These voices have been placed on modern flat discs for broadcasting purposes, and New Zealand radio listeners are hearing them with life-like clarity in the new ZB network program "Voices of Yesterday." Each program is built around certain incidents and anecdotes of these famous personages now deceased, and the climax of each program is the actual voice of the particular celebrity. The original recordings were the work of Robert Vincent, now 39 years of age, who as a boy learned to record by doing odd jobs around the Edison studios. The most thrilling record is that of Kenneth Landfrey, a trumpeter for the Light Brigade, sounding again in 1890 the terrific charge at Balaclava in 1854. The most moving is the recording of words of Florence Nightingale at 70, shrill, wavering, full of emotion: "When I am no longer a memory—just a name—I hope my voice brings to history the great work of my life."

This unusual program is creating tremendous interest, and has a large listening audience, for these old recordings recapture moments calculated to stir the memories of the old folk and to give the youngsters voices from beyond the grave.

It was in 1878 that Edison on receiving the first patent for his phonograph said: "It will henceforth be possible to preserve for posterity, the voices as well as the words of our Washingtons, our Lincolns and our Gladstones, and for them to be heard by generations yet unborn." This prophecy is most definitely fulfilled in "Voices of Yesterday," which is a notable addition to commercial radio programs in New Zealand.

### RADIO ENGINEERS' EXAMINATION

The Institution of Radio Engineers Australia, will be holding its half-yearly examination for admission to the Associate Member and Graduate grades and the Radio Service Technicians' examination for the Service Division of the Institution on Saturday, February 5, 1944.

Intending candidates are invited to apply to the head office, The Institution of Radio Engineers, Australia, Box 3120, G.P.O., Sydney, N.S.W.

## "ASPRO" PRESENTS "STARNIGHT OF 1944"

### Big Sponsorship is Switched

"Starnight," 3UZ show, which until recently has been sponsored in Melbourne by Fred Hesse, is now changing sponsorship. This is due to war-time conditions.

Owing to shortage of stocks, Fred Hesse has relinquished the program, and it is being taken over by Aspro, who already sponsor it in other States. It will be a bigger "Starnight."

Bob Gibson and Music for Moderns has already gained the reputation of being one of the best modern bands outside America. Bob has a very real conception for modern music. The band which will be "featured" will consist of Bob Gibson, leader and arranger and clarinet act; bass, Fred Thomas, Jack Crotty, Lester Young; lead trombone, Keith McDonald, Jack McGlade, Charlie Thompson; saxophones lead alto Bob Storey, alto Sid French; tenor soloists, Bob Tough and Don Rankin; drums, Keith Cerche; bass, Alf Gardener; piano, Alf Warne; vocalists, Pam Corrigan and Doris Turner.

The program will consist of "Australia Laughs," "The Band that Bob Built," "Time Marches Back" and "News in a Different Way." There will be excellent artists in the program, including the Parker Sisters, William Laird, Doris Turner and Elsa Stenning, and that excellent comedy team Izzy and Ozzy. The whole show will be compered by Johnny McMahon.

Nicholas Pty. Ltd. are making arrangements to co-operate with various charities in connection with holding benefit performances.

Production will be in the capable hands of Jack Clemenger, of Leyshon Publicity, who handle the "Aspro" account.

### 2UE AUDIENCES ENDOW COT

Audiences of the 2UE Thursday afternoon "Listeners Get Together," have endowed a cot at the Rachel Forster Hospital at the cost of £52 a year, and hope to double or treble their endowment shortly.

To this end a collection is made from those who attend the "Get Together," while listeners also send donations.

First broadcast three years ago "The Get Together" is held at the Sydney Radio Theatre and under the sponsorship of "Woman" is on the air from 3 to 4 o'clock, compered by Sid Everitt and Colina Lynam, with Flo Paton at the piano.

Velvet Soap (Lintas Pty. Ltd.) have signed a contract with 3XY for a series of day and evening announcements.

Wirth Bros. Pty. Ltd. (Wirth's Circus) have signed a contract with 3XY for scatter announcements in the children's and early evening sessions, covering 13 weeks.

### TWO CURZON HALF-HOURS RENEWED

Renewal for Curzon's "Thirty Minute Theatre" and "Please Johnny Wade" on 2GB-HR for a further 52 weeks is announced.

"Thirty Minute Theatre" is broadcast every Thursday from 8.30 to 9 p.m. It is the title under which character plays are presented, covering the field of drama, comedy, romance and mystery.

Plots are brilliantly written and each presentation is powerfully acted by players of known capability, such as John Tate, Lloyd Berrell, Al Thomas, Lloyd Lamble, Neva Carr-Glynn, Madge Thomas, Kitty Bluet, Bettie Dickson, and others.

"Please Johnny Wade" is Curzon's second weekly feature from 2GB-HR.

Broadcast every Saturday night from 9.30 to 10 o'clock, the central figure is popular Johnny Wade with his guitar, and he sings request numbers in a typical, appealing fashion which has built for him a very wide audience. Talented Glen Marks accompanies Johnny at the piano.

J. R. Love and Co. Pty. Ltd. (Hansen-Rubensohn Pty. Ltd.) renewed for slogans in the 2UE women's session conducted by Colina Lynam.

Clifford Love and Co. Ltd. (R. S. Maynard Advertising) is using the 2UE women's session for announcements for Cerelean.

The Thermo-Ray Institute has renewed for five minute health talks in the A.S.B. (stations 2UE, 2KY, 2GZ, 2CA, 2HR and 2KA).

## COMEDY AND DRAMA JOINED FOR TWO-STATE SPONSOR

### Daytime Gains More Spotlight

"Thursday at 3" is the title of a new streamlined presentation scheduled to go on the air at 3 p.m. Thursday, November 25, from the 2UW theatre on behalf of Rockman's Showrooms, well known Melbourne and Sydney fashion house.

The presentation—a 2UW production—is interesting because it combines two sharply conflicting themes, bridged by music into a complete whole. The first portion of the program is sheer comedy, while the latter half possesses a deep emotional appeal.

Opening with music, the presentation steps quickly into comedy with "Playtime," an audience participation quiz carrying £5 in cash prizes each week. The session is conducted by Reggie Quartly and Cecil Scott, and the quiz questions are designed for laughs. They do not follow conventional quiz lines, but are made up of crazy conundrums and comedy material generally.

At the conclusion of "Playtime," there is a further musical program leading into "Mail Time," which presents a deeply sincere reading of the letters of a young wife and her soldier husband. "Mail Time" calls for involved stage production, because the spotlight picks out first the picture of the wife writing in her room, and then switches to a fox-hole in the New Guinea jungle where the husband is writing home.

"Thursday at 3" follows immediately after "Your Home, Your Family, and You," the Sydney County Council's big program, and the dual presentation promises to attract a maximum audience to 2UW's 400-seat theatre on Thursday afternoons.

## RESULTS bring RENEWALS

### SEPPLETS

### "REFLECTIONS IN A WINE GLASS"

### HAS BEEN RENEWED

### WITH

**-3AW-**

382 Latrobe St.,  
Melbourne

For a further twelve months, and have been with us for eleven years.

**THANK YOU SEPPLETS from 3AW**

# Department Store Takes Another Half-Hour

In addition to Winn's Big Friendly Stores presenting a 45-minute "Radio Matinee" every Thursday afternoon, at 3.30 and their popular serial "Soldiers of Fortune," every Tuesday and Wednesday at 3.45 p.m., these radio-minded advertisers have now completed arrangements with 2GB for a half-hour presentation on Tuesday nights at 9 o'clock. Principal attraction will be Winn's "Gleesingers," a group of 12 young ladies from Winn's stores who volunteered about three years ago to be trained as gleesingers under the guidance of Miss Violet Rogers.

These talented young girls are now enjoying great popularity in "Radio Matinee," and, in making their debut in Winn's new Tuesday night show, "Serenade," will have further opportunity to enlarge their wide circle of listener friends. They are truly the voices of Winn's Friendly Stores.

The first Tuesday night "Serenade" was introduced by Miss Grace Saville and broadcast on November 9, with popular Harry Nott as compere. A strong cast of personalities in "The Travellers in Song" (Harry Grundin and Leslie Pearce), Minnie Love and Adele Kay (comedy routine), and vocalists James Wilson and 16-year-old Joyce Hoodless, assisted the "Gleesingers" to provide listeners with a musical treat which will be repeated, with variations as to artists.

## COLOURFUL MUSIC FOR TINTEX

Tintex Ltd. have commenced the sponsorship of a session entitled "Colourful Music" on 2CH, scheduled at 11.30 a.m. every Thursday.

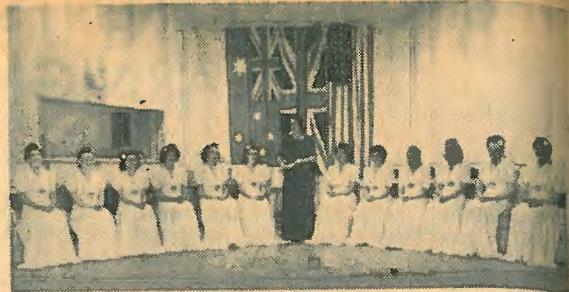
As the title indicates, the session will feature tuneful music which will lend itself to commercials in which listeners will be offered advice in the use of Tintex dyes.

"Colourful Music" is incorporated as a feature of Joan Read's "Home Harmony" session.

**SOUTH-EASTERN NEW SOUTH WALES**  
**2BE BEGA** 200 WATTS  
 J. A. KERR  
 Sydney Rep.: L. S. DECENT, Liegar House, Carrington St., Sydney. 'Phone: BW2081

**2XL COOMA** 200 WATTS  
 COOMA BROADCASTERS PTY. LTD.  
 A.M. CLUBB & CO. PTY. LTD.  
 76 CLARENCE ST. SYDNEY  
 TELEPHONE B3908

**PRESTO** FOR ALL YOUR RECORDING SUPPLIES



Winn's Gleesingers Highlight

Winn's twelve popular "Gleesingers" trained by Miss Violet Rogers (in centre) are featured in both "Radio Matinee" and "Serenade," broadcast from 2GB.

## A.A.N.A. Melbourne Luncheon

So that the Victorian members may meet each other and become acquainted with the members of their Melbourne Council, the Australian Association of National Advertisers held a luncheon recently at Menzie's Hotel. Members of the Association met Mr. Basil Orr, president, and Mr. C. Roy Stanley, the National secretary, who were in Melbourne from Sydney.

The guests of the Association included Mr. J. J. Simons, of the West Australian "Sunday Times"; Mr. J. C. Blair, deputy chairman of directors of the Vacuum Oil Co.; Mr. R. Dooley, secretary of the Australian Federation of Broadcasting Stations; Mr. W. Tunbridge, advertising manager of the "Age"; Mr. F. Rashleigh, advertising manager "Argus"; and Mr. A. Otto, representing the advertising manager of the "Sun" and "Herald"; also Mr. J. Clemenger of Leyshon Publicity Services, and Mr. P. O. Spicer of the Imperial Chemical Industries.

Mr. E. H. Stennett, managing director of Nicholas Pty. Ltd., who is vice-president and Melbourne chairman of the Association, introduced Mr. Orr, Mr. Stanley, and Melbourne Council and Mr. Orr gave an address on the aims, objects and post-war plans of the Association. Mr. Stanley spoke briefly on the recent activities of the Association.

The members of the Melbourne Council are: Messrs. E. H. Stennett, Nicholas Pty. Ltd. (chairman); B. Bellamy, Vacuum Oil Co. Pty. Ltd.

Pty. Ltd.; W. J. Cudlipp, General Motors; M. Bleechmore, Shell Co.; A. Caughey, Kraft Walker Cheese Pty. Ltd.; M. Patten, J. C. Eno Pty. Ltd.; R. Simkin, Dunlop Rubber Aust. Ltd.

Those present included: Messrs. Williams, Alba Petroleum Co. of Aust. Pty. Ltd.; G. Barry, A. W. Allen Ltd.; A. Smith, Beecham's Pills Ltd.; R. Walker, Block Bros. Pty. Ltd.; H. Brockhoff, Brockhoff Biscuits Pty. Ltd.; H. Fader, W. J. Bush and Co. Ltd.; A. C. Jennings, Commonwealth Oil Refineries Ltd.; W. Sangster, E. C. De Witt and Co. (Aust.) Pty. Ltd.; R. Simkin, Dunlop Rubber Australia Ltd.; Mr. Patten, J. C. Eno Pty. Ltd.; W. J. Cudlipp, General Motors-Holdens Ltd.; E. N. Marks, Julius Kayser (Aust.) Pty. Ltd.; H. Ramsay, Kiwi Polish Co. Pty. Ltd.; A. R. Caughey, Kraft Walker Cheese Co. Pty. Ltd.; C. Raisbeck, La Mode Corsets Pty. Ltd.; E. H. Stennett, Nicholas Pty. Ltd.; J. K. Pearson, Pelaco Ltd.; A. N. Turnbull, Pepsodent Co. (Aust.) Pty. Ltd.; G. Folett, Prestige Ltd.; R. McDonald, Pyrox Pty. Ltd.; W. J. Saunders, W. Saunders and Son Pty. Ltd.; M. Bleechmore, Shell Co. of Australia Ltd.; Boreham, Swallow and Ariell Ltd.; L. S. Reed, The United Distillers Pty. Ltd.; B. Bellamy, Vacuum Oil Co. Pty. Ltd.

Standard Newspapers Pty. Ltd. have contracted for a five minutes session on 3UZ every morning during the breakfast program conducted by the station's "Good Morning Man," popular "Tiny" Snell. Included will be items of news from Frankston and surrounding districts.

Alex Hale Pty. Ltd., eye specialists, have contracted for one minute announcements on 2GB, over a period of 52 weeks. Commencing date was October 19.

King Gee Clothing Co. (through Arthur Smyth and Sons) have signed for announcements in the 2UE breakfast session and the A.S.B.

George T. Miller has contracted for announcements in the 2UE breakfast session.

Presto Sapphire Cutting Stylii  
 Presto Steel Cutting Needles  
 Presto Red Transcription Needles  
 Presto 78 and 33 Turntables  
 Presto Recording Machines

## Among the Sponsors

Greater Union Theatres Pty. Ltd. are using spot announcements during the daytime on 2GB.

J. A. Greig Pty. Ltd. have renewed for further 52 weeks in 2GB breakfast sessions. Contract calls for 2 x 5-minute spots weekly, on Tuesdays and Fridays.

New schedules for day and evening announcements have been issued by Lever Bros. Pty. Ltd., through Lintas. Stations concerned are 2GB, 2HR, 2CA, 2WL, 3AW, 3BA, 3SH, 3TR, 5DN-RM, 6PR-TZ, 7HO and 7LA.

Foster Clark (Aust.) Ltd., through Geo. Patterson Pty. Ltd., have contracted for preferred one minute announcements on 2GB and 2HR, on Friday and Saturday nights.

Lanes Pty. Ltd. have arranged a 52-weeks contract with 2GB for publicising their product "Dacrydol." One minute announcements will be used in the breakfast and women's session. Contract came through Hepworth Advertising Agency.

The Commonwealth General Assurance Corp. Ltd. are sponsoring an extensive series of five minute sessions on 2GB to popularise and sell their C.G.A. household comprehensive policy. Using an introductory theme of "I've Got Sixpence," these sessions are broadcast at varying times during each day from Monday to Saturday inclusive. Commencing date was November 15.

Through Lintas, Lever Bros. have contracted for a further series of direct announcements for Siren Soap.

R. H. Armstrong and Co. (Leonard Advertising Agency) are using 2CH for direct announcements for Steele and other products.

Clifford Love agency, Maynard and Arthur Smythe has renewed on 2CH for announcements for Cerelean and Uncle Tom's Rolled Oats.

John Ford, masure, has contracted for continuance of his direct announcements in the 2CH "Home Harmony" session.

Best and Gee Pty. Ltd. (agency Unsted, Jackson and Haines) are using 2CH for direct announcements for 5 in 1 Dental Cream and other products.

3UZ's breakfast session, which is conducted by popular "Tiny" Snell, is getting well booked-up these days. Two recent additions are European Laboratories (Schumann's Salts) and Hutuwi, who have both contracted for five minute spots.

Griffiths Sweets recently put on a new feature at 3UZ, "Mr. Meredith Walks Out," which tells all about a millionaire who got fed up with just being rich and walked out of it all and got into some varied adventures.

An ideal close to an evening's listening in the aim of "Immortals of Music," which now heard from 3UZ every Wednesday at 10.30. It is a half-hour of music taken from the works of the great masters. Sponsored by Allan's Music Warehouse.

Nestle's Chocolates have taken out a series of night time announcements with 3AW, which comprise 50 and 100 word announcements.

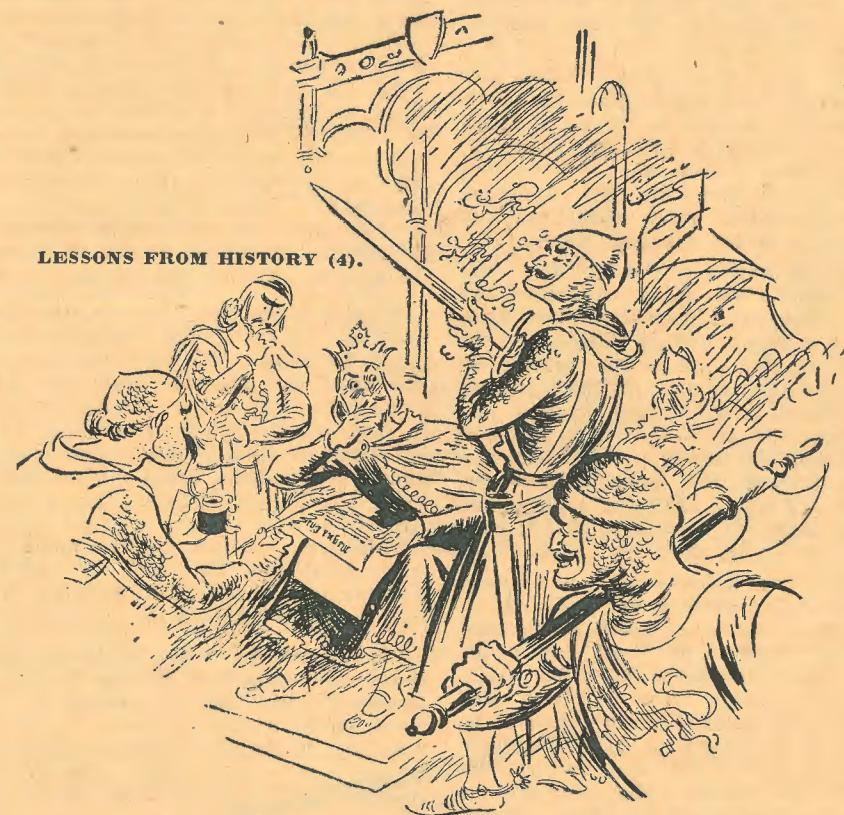
A series of five minute breakfast sessions have been taken by Cassells, "The Tailors," with 3AW. These sessions feature a specially selected recording and are thrice weekly.

Wirth's Circus, who are back in Melbourne, have taken out a series of scatter announcements in the 3AW Chatterbox Corner. These announcements are dramatised by the participants of the children's session.

Norman's Corner Stores, a leading Melbourne drapery store, have taken 260 quarter hours in the "Choice of the People" programs on 3AW, which are compere by John Masters. These sessions feature specially selected music designed particularly for factory and war workers.

These sessions, which will be relayed to Wagga and Tamworth, feature "Current Topics," with Mr. Williams Wood, B.A., at the microphone on Mondays at 7.45 p.m.; Mr. Dixon on Tuesday nights at the same time; and the New Theatre League players in "Incidents in Australian History" on Thursday nights at 9.5. Contract covers 12 months.

Amongst the radio advertisers who are now giving up portion of their sponsored time for the broadcast of Fourth Liberty Loan appeals is Miss Tralee Russell, sponsor of 2KY's daily 10-10.30 a.m. "To You, Ladies!" publicising Raydon Stocking Institute. Miss Russell donates 15 minutes of her 30 every morning to the appeal which is handled by the compere, John Harper.



## Signing Contracts is a Serious Business

The barons at Runnymede were very effective salesmen. They only had to touch their swords and King John saw the point of their arguments. His pen made a bee-line for the dotted line... and Magna Charta was signed.

2KO has a good proposition, too. But they rely on the power of their broadcasts, not broadswords. And such is their popularity in the Newcastle district that no advertiser can reach the vast majority of the listeners in this territory without using 2KO. Ask the local representative to bring you the facts... and a dotted line.

the premier station

>> 2KO <<  
 NEWCASTLE

# International Aspects of Post-War Broadcasting

## Significant Prophesy by F.C.C. Chairman

With discussions on Australia's part (or possible lack of a part) in post-war world radio, at the recent Convention of Australian Broadcasters in Melbourne, still ringing our ears, it is of more than passing interest to record here some observations made by the F.C.C. Chairman Fly over the N.B.C. network in U.S.A. in July this year.

Mr. Fly was talking in the series "For This We Fight," and our excerpts are taken from the "Reports" of the National Association of Broadcasters, U.S.A. He said:

"The war has given radio new stature! It has made clear its potentialities as a weapon of offense. And—what is infinitely more important for the post-war era—it has for the first time brought home to the American people the role which radio can and must play in international affairs.

"The realisation of the four freedoms, 'For Which We Fight,' depends, perhaps more than anything else, upon mutual understanding among the peoples of the world. For understanding, knowledge is the first pre-requisite; the strange must become familiar, the way must be clear for the peoples of all nations to become thoroughly acquainted with the music, literature, games and living habits of their world-neighbours.

"We in the Western Hemisphere, particularly, have already come to a closer understanding through our exchange of short-wave programs, which rebroadcast by local stations on both continents, reach many thousands of radio listeners. Broadcasts from Central and South America have given many of us our first sustained draught from the deep well of Pan-American culture. Its singers, its dance orchestras, are becoming known in all America. In the same manner, people of the United Nations have come to know more of each other's way of life.

"Radio can broaden the horizons of international understanding in the post-war world. Radio waves know no na-

tional boundaries. Encircling the globe as they do in a fraction of a second, they link together instantaneously sender and listener in the most distant parts of the world. Furthermore, radio, like the movie "talkie," is a peculiarly democratic medium; it speaks to those who cannot even read. Technical innovations after the war will further improve the quality of radio transmission. A few years of peace, for example, will make possible the use over the wide areas of frequency modulation broadcasting with its freedom from static. More important, to the aural will be added the visual in the post-war period. Wide exploitation of television—at first in black and white and eventually in full colour—will make us eye-witnesses as well as auditors of events throughout the world. Televised programs will be filmed, say, in Hollywood, shipped abroad, and broadcast locally in Buenos Aires, Warsaw and Chungking.

"The potentialities of television for fostering international understanding are tremendous. What the eye can see, the mind can absorb. Television and comparable media can materially help in removing the frictions and misunderstandings between peoples, which ignorance and suspicion based on half-knowledge have traditionally engendered. After the war, television and radio broadcasting together can do much toward developing the sort of mutual understanding between neighbours that will keep the bombers on the ground.

"The power of radio, of course, like the forces unleashed by the Industrial Revolution, can be as productive of harm as of good. Without intelligent direction, it can be a serious detriment rather than a good asset. It is our responsibility to provide this intelligent direction. The nations of the world must begin now to plan for a sound, workable system of world radio. Through this one development alone, we will go a long way towards realising our ideal of lasting peace, based upon common understanding and mutual respect."

A discussion group participated in the broadcast, with Mr. Ben Grauer as chairman.

Mr. Grauer: "In post-war discussions the thought of an international bill of rights comes up. Wouldn't the right to listen in foreign broadcasts be as essential part of such a bill?"

Mr. Fly: I think, Mr. Grauer, that the freedom to listen is one of the things for which we fight. Freedom to listen must be universal if freedom in general is to prevail. Free speech is futile where people may not listen freely. Now that we finally have in radio a great practical mechanism of free speech, I think it must be obvious that the interest of the millions of listeners is of much greater significance than the right of the single speaker at the transmitter. We must assume that all of us will remain completely free to listen.

Mr. Grauer: While we are talking about radio, Mr. Fly, one of the essential things, of course, in listening is to have a set, and there are many nations which do not have as high a per capita listener average as others. Isn't one of the problems of this post-war world, in which international radio will be used more widely, to get radios to vast numbers of people who just can't afford to buy them?

Mr. Fly: Yes, that is one of our very serious problems. I am not sure that I know the answer. At least I know part of the answer, however. We expect to have more efficient and economical machines after the war. We must rely heavily upon our modern mechanism for mass production and distribution, and the Governments themselves may need to take an interest in this very serious problem.

Mr. Grauer: Mr. Fly, I have a question for you. Since the line between education and propaganda is extremely thin sometimes, do you think it might be necessary to set up an international board to control broadcasts? Do you envision something remotely like that being necessary?"

Mr. Fly: No, I hardly think so. It seems that in the main, we must rely heavily upon the basic principles of free speech, and, as I indicated a while ago, the freedom to listen. I do think that whoever has the continuing control of transmitters has an awfully significant

job. It is a continuing affair. There are many delicate problems and they must be watched from moment to moment. But I should say it was very unfortunate if there were anything resembling a scheme of censorship set up to control the international broadcasting in time of peace.

Mr. Grauer: That brings up a question. They will be hand-maidens, won't they, Mr. Harmon, television and motion pictures, in this expanding world we envision?

Mr. Harmon: Right. May I supplement what Mr. Fly said a moment ago? I am reminded of the comment the President made in his letter to Toscanini on the latter's birthday: Art can flourish only where men are free. And because these two great media have enjoyed freedom, we must accept the responsibilities that go with that freedom.

## New Sunday Night Hour Shows

The Mutual Store has recently signed a large sized contract with 3AW for Sunday nights. They are sponsoring at 8 every Sunday night a one hour Macquarie presentation, and the title applied to the program is "The Mutual Store Radio Theatre."

It has been suggested by some people that selecting a time which already features similar presentations from other stations, does not give the listeners a fair opportunity of hearing all the shows, but AW and the sponsors point out that the greatest medium of obtaining the best product, is the creation of competition, and they claim that these Macquarie productions are of such a high standard that they deserve public hearing at the most suitable time that the public can listen.

## STEP UP TO HALF-HOUR

After 12 months' sponsorship of "Whiz Quiz" in the 2UW Friday night show from the 2UW Theatre, Traders' Pty. Ltd. have arranged to extend their time from 15 to 30 minutes. "Whiz Quiz" will remain as a 15-minute presentation, but the preceding quarter-hour will be occupied by the presentation of "All Stars"—a musical revue program by the 2UW Radio Revellers.

"Whiz Quiz," which will go on the air at 9 p.m., is a fast-moving quiz show depending principally for its presentation on a spinning wheel divided into eight sectors, each indicating a different subject. As the wheel stops after each spin, the pointer indicates the nature of the next question, a supply of which is available on stage in the eight compartments of the "Ask-it-basket." All prizes not won jackpot to the following session, while there are also a weekly £1 "King" question, and a number of "Queen" prizes at £5.



Sir Ben. Fuller and Comtesse De Vilme-Hautmont at the dog clinic.

pealed to all animal lovers, were adapted for radio from the book of the same name, written by the Comtesse, and Anthony Hordern's hope to continue the series in the New Year.

## TRADE UNIONS HELP RED CROSS

Twenty-five thousand Victorian industrial workers are contributing £600 a month to the Red Cross Prisoner of War Fund by means of 1½d. weekly donations through their trades unions. The total amount raised since the industrial scheme was started is now more than £3,000.

The penny-halfpenny a week collection in Australia is based upon a similar British system, through which 6,000,000 British workers are giving £25,000 weekly to Red Cross.

Arrangements were in the hands of the Comtesse de Vilme-Hautmont (known on the stage for many years as Vinia De Loitte) who, herself, broadcast the talks each Thursday at 11.20 a.m. from 2GB.

The broadcasts, which must have ap-

**£55,510**

The national importance and powerful local influence of a country commercial broadcasting station was clearly demonstrated again by Gunnedah station 2MO during the Fourth Liberty Loan.

The Gunnedah War Loan Committee made full use of the broadcasting facilities during the campaign, and in the final rally subscriptions totalling £5,740 were received during the evening, to bring the grand total to £55,510.

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## PERSONALS

Miss Joy Morgan, sales manager of Antransa Pty. Ltd., has returned to Sydney after a busy week or so in the Southern capital. She didn't come back with the proverbial Melbourne cold, but somehow, between closely packed business and social engagements she learned to wobble a bicycle, not far—just round the room a couple of times. It's a good story. You should ask her about it if you get half a chance.

Discharged from the Army—although he is rapidly recovering from the effects of the injury which caused his discharge—Reggie Quartly has returned to 2UW and the "2UW Radio Revellers." There are few more popular figures on the air than 2UW's little comedian, and he received a royal welcome from the audience in the 2UW Theatre when, unannounced, he appeared on the stage at the mid-week community singing. With Lulla Fanning, Cecil Scott, Bill Miller and Peter Brooks, the "Radio Revellers" were already strong in comedy, and the return of Reggie Quartly not only adds greatly to the comedy strength of the company, but also has provided a new force on the musical and "straight" side of their presentation—for Quartly is one of the most versatile people on the air.

Retaliating for the descent upon Melbourne recently of so many interstagers for the Convention, Melbourne appeared to send a fairly heavy brigade across to Sydney last week. Lance Bromilow, manager of Victorian Railways and Tourist Publicity Services, who came to Sydney on business had as carriage companions 3XY manager, Bert Snelling, and Jack O'Hagan of 3AW. On the same train was Mr. George Sutherland of Allan's and 3AW.

The Air Force's Dave Armstrong, ex-Macquarie manager in Melbourne, is reported to be stationed up Newcastle way now, so he won't find it difficult to get down to the "big smoke" on leave days.

Congratulations to Les Ross of 3UZ, who with his Chins Up show raised £2,200 for the War Loan in Collins Street recently. During the show pianist Laurie Wilson was given £1,000 for the Loan to play the War-Saw Concerto.

Noticed in Melbourne last week-end were Messrs. Oswald Sellers, George Edwards and Frank Goldberg.

Mr. A. N. Kemsley, manager of 3UZ, who financial adviser to the Department of the Army, paid a flying visit to the station last week.

Mr. O. J. Nilsen, who was elected president of the Federation, left almost immediately for Adelaide, and then when he returned took a flying trip to Sydney. Mr. E. Cottrell of 3UZ was also a visitor to Adelaide.

Lieut. Fred Tupper is in Melbourne on a few weeks' leave and was to broadcast a special description and relay of the Cup. Fred by the way is looking particularly fit.

Nancy Lee, of the popular 3AW Chatterbox Corner, is organising a monster fete to be held in the Melbourne Town Hall in aid of the Children's Hospital.

Noticed lunching together the other day Hec Harris, Geoff Wylie and Gordon Tait, apparently discussing some new programs? Also noticed Federation secretary, Ray Dooley, chatting at lunch with new federation president, O. J. Nilsen, and Eric Cottrell. Business seldom takes time off in Melbourne.

Gordon Tait, 3AW studio manager, is a busy man these days, not only is he looking after all his work at 3AW, but now that the station has taken over the relay to 3CV, Gordon is kept particularly busy, though in his usual good style everything is kept "under control."



## SEPTEMBER LICENCE FIGURES

### NEW SOUTH WALES

	1942	1943	Additions
New issues ..	4,451	4,998	(615)
Renewals ..	41,812	45,069	(3,257)
Cancellations ..	5,147	1,204	(121)
Monthly total ..	503,563	534,838	(19,385)
Nett increase ..	—698	x3,794	(x494)
Population ratio ..	17.91	18.93	

### VICTORIA

	1942	1943	Additions
New issues ..	2,283	2,373	(1)
Renewals ..	31,225	31,340	(1,380)
Cancellations ..	3,078	2,168	(33)
Monthly total ..	370,217	381,517	(11,300)
Nett increase ..	—755	x205	(—52)
Population ratio ..	19.09	19.54	

### QUEENSLAND

	1942	1943	Additions
New issues ..	1,250	1,666	(79)
Renewals ..	15,618	15,898	(280)
Cancellations ..	1,860	970	(16)
Monthly total ..	171,747	174,365	(3,187)
Nett increase ..	—610	x696	(x63)
Population ratio ..	16.56	16.81	

### SOUTH AUSTRALIA

	1942	1943	Additions
New issues ..	1,293	1,066	(235)
Renewals ..	10,868	10,883	(671)
Cancellations ..	71	1,279	(44)
Monthly total ..	138,582	142,973	(4,391)
Nett increase ..	x1,222	—213	(x19)
Population ratio ..	22.74	23.60	

### WESTERN AUSTRALIA

	1942	1943	Additions
New issues ..	1,211	570	(100)
Renewals ..	6,959	7,924	(215)
Cancellations ..	1,319	246	(17)
Monthly total ..	91,867	95,643	(3,026)
Nett increase ..	—108	x324	(x85)
Population ratio ..	19.59	20.47	

### TASMANIA

	1942	1943	Additions
New issues ..	478	261	(96)
Renewals ..	3,816	4,018	(202)
Cancellations ..	321	276	
Monthly total ..	47,015	47,665	(2,210)
Nett increase ..	x157	—15	(x96)
Population ratio ..	19.68	19.76	

### COMMONWEALTH

	1942	1943	Additions
New issues ..	10,966	10,934	(1,122)
Renewals ..	110,298	115,121	(4,273)
Cancellations ..	11,796	6,143	(231)
Monthly total ..	1,322,991	1,377,001	(52,777)
Nett increase ..	—830	x4,791	(x895)
Population ratio ..	18.62	19.31	

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