

## PERSONALS

Wedding bells will ring out at St. Thomas', North Sydney, for that popular radio division manager at Goldberg's, Mr. Albert Russell, next Saturday, September 25. His bride will be charming Audrey Eversleigh of Lintas.

Mr. Stewart Duff, sales manager of the N.Z. Commercial Broadcasting Service, has entered the Royal New Zealand Air Force. Prior to leaving for camp he was entertained at the Hotel St. George, Wellington, by representatives of the advertising agencies. Many nice things were said about his capabilities and his friendly co-operation.

The many friends of Lieut. Commander Gordon Marsh, of the R.A.N.V.R., who have seen him around the Sydney metropolis in recent weeks, have wondered at the absence of navy blue and gold braid. Fact is the popular ex-manager of 5DN is "enjoying" a spot of special leave while engaged upon the production of something really out of the box in the way of War Loan campaigns. While roving the high seas during the past two years or more Marsh has had his happy family of wife and two bonny boys domiciled in Hawthorn, Vic.

Recent visitor to 2UE was Charlie Howe, former member of the technical staff. He is now a Flight-Lieutenant in the Radio Location branch of the R.A.A.F.

Les Hood, advertising manager of Radio 2UE, has returned to Sydney after a week's visit to Melbourne.

Frank Sturge Harty has just returned from a week's leave from his session on 2GB. Jim Laurie substituted for him during his absence.

Mr. A. J. Murray, assistant manager of 3KZ, managed to tear himself away for a week's holiday and looking for a warmer climate he went to Mildura. But alas for priorities! no thought of coal shortage entered his mind, and all his persuasion couldn't make the Victorian Railways realise the urgency of his returning to 3KZ. The last we heard of him was that he was still in Mildura enjoying the sunshine . . . we hope!!!

Another of radio's bachelors shortly to vanish from the ranks of the eligibles is 3XY's breakfast announcer, Keith Stewart, now receiving congratulations on the announcement of his engagement to Miss Constance Edith Cerutti. The lass isn't in radio, but with a breakfast announcer for a husband she'll soon know all about it.

Publicity officer Frank Allen, of 3KZ, has been away ill for some weeks—during his illness he grew a black beard, while scripter Ron Ingleby went bald holding down Frank's job.

3AW's Dave Duff recently took a week's spell—probably to recover from signing so many contracts.

Max Green, scripter at 2GB, has broken into print in a big way. His book of eight delightful fairy tales has just come off the presses of the Mingay Publishing Co., and gives promise of being an excellent seller.

Frank Trainer, new liaison officer at 3XY, is spending a very busy time acquainting himself with all that station's sponsors. His work takes him into all kinds of new manufacturing houses, so what he won't know in 12 months is nobody's business.

Terry Dear, 3AW's chief announcer, is back in Melbourne on leave, much to his and his friend's pleasure. Terry has slimmed off two and a half stone, as a sergeant in the army, and looks 100 per cent fit. He is making an appearance in one of his old shows, "The Two Station Quiz," and even though he has lost plenty of weight, has lost none of his ready wit and humour.

Mr. Norman Johnson of 2UW was laid low with illness last week and committed to bed by doctor's orders. Progress was reported to be in the right direction this week, and he should be back on deck by Monday next.

### "Commercial Broadcasting" to be printed on Newsprint

Commencing with the next issue, "Commercial Broadcasting" will in future be printed on newsprint instead of the higher quality super-calendered paper on which it has been printed for the past nine years.

The change over, which has been made necessary by the general shortage of printing papers, will coincide with the commencement of the tenth year of service to the broadcasting industry by "Commercial Broadcasting," for it was on October 5, 1934, that the first issue appeared under its original name of "Broadcasting Business." The next issue will be published on October 7.

No major changes in make-up of the paper will be incurred, but all tone blocks will necessarily have to be made with a coarser screen. Instead of 100-screen blocks those used in future will have to be made 85-screen.

Adelyn's Bill Kelton is in the Mercy Hospital where he is expected to be for a few weeks. He has been working double time for quite a while, but is now absolutely forced to rest and take things easy.

Phil Furley (ex-2AC), new breakfast announcer at 3AW, can't understand why people are complaining about shortage of homes. Just a few weeks after leaving the Air Force and joining the 3AW staff, Furley decided to get a house or flat. The first agent he contacted blithely replied: "Yes, there is one just become vacant. A four room flat, will that do?" Maybe it was just his "personality."

Peter Ellis of 3AW has now taken over the publicity section of that station, this is in addition to his other work.

The stork recently visited the home of Norman Ellis of 3UZ and left him a baby daughter, whom they have decided to call "Gaye."

3KZ dynamic personality, Norman Banks was certainly in the clouds recently when he met "C.B." rep. in Sydney on the very day he had returned from Canberra. Norman had just had an experience "he would never forget" He had spent four days in Canberra during the time Mrs. Roosevelt was there, went to all the entertainments including the official reception, where he was presented to Mrs. Roosevelt.

One of the busiest people in Melbourne radio is 3XY's "Sally," who, in addition to her hours at the mike and the time spent in preparing scripts, has now embarked on a series of dressmaking classes at the Housewives' Association. She instructs a big group in the mysteries of cutting out and fitting.

## COMMERCIAL BROADCASTING

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

## 3UL FOR CENTRAL GIPPSLAND

# 2TM

ANOTHER FEATURE ADDITION  
TO OUR PROGRAMME  
"BAFFLES"

A COMPLETE CASE IN EVERY 4 EPISODES

# 2TM

Vol. 12, No. 8  
(359th Issue)  
Thursday  
Oct. 7, 1943  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



We have  
two words  
for it!

## ENTERTAINMENT + PLUS!

. . . plus atmosphere

plus showmanship

. . . plus everything which can provide a personal, friendly contact between the sponsor and his customers in the theatre and on the air.

It is the ultimate in personal sponsorship . . . an audience participation show in the 2UW Theatre.

LET US SHOW YOU!

MOST PEOPLE LISTEN TO



# BROADCASTING

# 2GN

GOULBURN

the STATION with the FEATURES

We always knew that 2GN had the audience of Goulburn and the surrounding districts, plus a large percentage of listeners down the South Coast—but this 2GN sponsor finds clients lots of other places too.



WEDDING AND BIRTHDAY CAKES OUR SPECIALITY

## J. H. ADAMS

HOME STYLE BAKERY

302 Auburn St., Goulburn

14th September, 1943.

Manager,  
Broadcasting Station 2GN,  
GOULBURN.

Dear Sir,

The following may be of interest to your Company.

Since October 1942 we have been using your Station regularly to advertise our products viz., cakes and biscuits specially packed for forwarding to members of the fighting forces in Australia and Overseas; the numbers of orders received have passed all expectations and hopes.

Over One thousand Nine hundred (1900) parcels have been forwarded and many letters of appreciation and thanks have been received from recipients of the parcels, from New Guinea, Canada, England and Middle East.

Our order books and letter files will substantiate the above statement. Orders have not only been received from local and surrounding districts, but also from North Coast, Western and Riverina districts.

With best wishes,

Yours faithfully,

Prop. J. H. Adams

DOES YOUR 1943-4 ADVERTISING SCHEDULE INCLUDE  
2GN GOULBURN?

All particulars from

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

Incorporating  
BROADCASTING BUSINESS · 10/- p.a.

Vol. 12, No. 8.

Thursday, October 7, 1943.

Price, 6d. per copy.

## U.S. Commerce Department Slates Knockers of Advertising

Cabled reports from New York revealing the official Government attitude towards advertising have created widespread interest in Australia. The very positive lead given by the U.S. Department of Commerce could well be heeded by the Australian Government in which there are numerous members who delight in "knocking" advertising.

The official American view came out in a booklet published by the U.S. Commerce Department entitled "Advertising and its Role in Peace and War." The booklet says that the Government strongly disagrees with those who short-sightedly view advertising a vital cog in the system of free enterprise, as an economic waste in wartime. The Department of Commerce had watched advertising develop into a powerful information industry and after Pearl Harbour, immediately recognised that advertising would be a major home front weapon. The Government realised that reduced advertising by companies converted to war production might injure carefully built-up brand names, trade marks, and goodwill.

The advertising industry in Australia has been kicked from pillar to post since this war began. It has had its wings of initiative clipped by Regulation and by "Orders," and its staffs willy-nilly called up for army or Civil Construction Corps, and it has been attacked on the floor of Parliament and outside of those precincts by parliamentarians. An intelligent understanding of advertising in relation to national economy whether in time of war or peace is long overdue in this country.

Advertising whether it be on printed sheet, or broadcast word, or from the trained tongue of the salesman, is the force which sells all goods. Without it there can be no commerce and no industry by private enterprise. Without it there can be no private enterprise. And to pay its role in relation to these things advertising must be free to develop its own initiative power, limited only by the needs of decency, respect, and tolerance, in its expression.

Advertising has already sold the Australian public £474,000,000 worth of loans. The fourth Liberty Loan was opened this week, and once again the forces of advertising will need to be marshalled to "sell" the public the idea of subscribing. For this purpose private enterprise, with its millions of pounds worth of time and space on contract, has indicated that it will give more of its advertising than ever before to the Government.

## THE CONVENTION

The annual convention of the Australian Federation of Commercial Broadcasting Stations which will be held this month in Melbourne will probably be the shortest on record.

Stripped of all the social side which has characterised Conventions in earlier years and with a business-like draft agenda drawn up providing for three days sessions the Convention this year will open on Tuesday, October 26, and close probably on Thursday, October 28.

Nevertheless some weighty problems await the deliberations of Convention delegates. Never has commercial broadcasting passed such a trying year as that which has passed since the last Convention, and never has the future been fraught with such interesting development in broadcasting as that which will ensue.

The Convention this year will reflect to a great extent the part which Australian commercial broadcasting stations and broadcast sponsors have played in the nation's war effort, as no doubt the opportunity will be taken of assessing these things and of planning in broad principle how the broadcasting services can be still further pressed into the effort.

The Postmaster-General, Senator Ashley, has been invited to officially open the Convention.

A special Convention Issue of "Commercial Broadcasting" will be published on November 4.

## Australian National Advertisers get Behind Loan in a Big Way

The biggest advertising publicity campaign ever undertaken by private enterprise in Australia will be thrown behind the Government's Fourth Liberty Loan which opened this week. Hundreds of thousands of pounds worth of printed space and broadcast time will be diverted from its usual purposes to be devoted solely to promoting the new Loan.

Australia's industrial and commercial leaders realise only too well the necessity of filling to overflowing the Government's loan program, and they are out to support the Government up to the hilt.

The Australian Association of National Advertisers have marshalled their forces, and in co-operation with the Department of the Treasury, planned a concerted drive which will undoubtedly have a terrific impact upon the public mind, reaching deep into the consciousness of every income group in the community. Full list of the co-operating advertisers will not be available for publication until after the Loan, when the sum total of their mighty effort also will be assessed.

## Adelaide Station Will Re-Open Shortly

The latest type of equipment will be a feature of Station 5KA, the Adelaide station to re-open shortly under new ownership, and its relay unit 5AU at Port Augusta.

The aerial system at 5KA will be no exception, and the 220 feet steel self-supporting vertical radiator will provide a new Adelaide landmark. Sixteen feet square at the base, the mast will be surmounted by a beacon light for aircraft.

Station 5KA also boasts an up-to-the-minute sound head for the reproduction of the sound track from films.

It was recently announced that Frank Mason and Co. Ltd., of 352 Collins Street, Melbourne, and 44 Bridge Street, Sydney, will represent 5KA-5AU in the two respective capitals.

**Save—or slave. Put all you've  
got into War Savings Certificates  
and £10 National Savings  
Bonds.**

# Australian Advertisers and Industrialists Support View of U.S. Government on Advertising

The United States Department of Commerce last week issued a booklet entitled "Advertising and its Role in Peace and War," in which it is stated that the United States Government strongly disagrees with those who short-sightedly view advertising as an economic waste in war-time.

The information which was cabled to Australia and appeared in the daily press last week, created much interest throughout Australia, and "Commercial Broadcasting" sought the views of some of the leaders in industry and advertising which appear below:—

## A Statement by Mr. Basil R. Orr, President, Australian Association of National Advertisers

The members of my Association were naturally extremely pleased to read this morning that the American Government had definitely declared their views on the necessity for the maintenance of advertising during the war period.

Unfortunately, the Australian Government has viewed this matter in an entirely different way. It has, under the National Security Act, issued regulations from time to time to prohibit the advertising of trade-marked goods. Upon representation, some of those regulations were amended, but in the opinion of my executive they are still unnecessary.

The Canadian Government, as well as the Government of the United States of America, recognises the value of advertising and allows advertising expenditures to provide for reasonable maintenance of goodwill, public recognition of trade-marks and general business morale. In Australia, however, the question of advertising has been left to various departments, such as War Organisation of Industry, Rationing, etc., who appear to lack any direction from the Government as a whole.

Not only does the problem affect the issue of regulations, but it also affects production costs. To-day many manufacturers are selling the whole or the vast majority of their output to the Government at a cost fixed by the Government, and we have been advised by the treasurer that the Commonwealth policy in connection with 'Cost-Plus' contracts is not to allow advertising as a factor in Production Costs."

My executive believes that the Government will be well advised to investigate the advertising of trade-marked goods in relation to the present position and to post-war reconstruction, and we have already advised them that we will be only too pleased to co-operate to the fullest extent.

Advertisers of trade-marked products are not advertising to-day for the purpose of selling their products, but

purely to maintain connection with the public and the goodwill of their trade-names.

There are many manufacturers to-day who, by reason of their war work, are not able to maintain that public connection by the sales of their goods to the public, and it is imperative that the Government should recognise their problem and deal with it as has been done in U.S.A. and Canada, and to some degree in Great Britain.

## Advertising As a Victory Aid

"The view taken by the Commerce Department of the American Government that advertising is a 'vital cog in the system of free enterprise,' will be endorsed by every Australian business man and student of economics," said Mr. Frank Goldberg, governing director, Goldberg Advertising (Aust.) Pty. Ltd.

"The question of war-time advertising as a protection for brand names, trade marks and goodwill has been argued so tensively in these and other columns that this aspect needs little ventilation at this juncture.

"It was undoubtedly an excellent form of war-time insurance and will continue to serve in that capacity until the war is won.

"For some time now, manufacturers have been using advertising to tell large numbers of people not to buy their products, why they cannot buy their products or what such products, and their manufacturers are doing to speed the hour of victory.

"All this has required a complete change in advertising technique. Where formerly, advertising was used aggressively to promote sales, it has now become an educative and informative force. Many advertisements are more vital, better expressed and more inductive of morale, than the editorials which appear alongside them in the columns of the press. In a word, advertising has dropped its job of 'selling' for one of 'telling,' and in doing so is speeding the hour of victory.

"The United States Commerce Department bears this out in the comment

that it has watched advertising develop into a powerful information industry. It is as a powerful information industry that advertising must continue to function during the post-war years.

"When the war is over there will be accumulated shortages in every category of consumer goods. Australians will stand in need of houses, motor cars, refrigerators, washing machines, radios, furniture, needles, pins, cooking utensils, clothes and footwear. But, there will be new advancements in design and manufacture—developments arising in many fields from the needs of war—which will revolutionise the design of many products and lift what were formerly luxuries into the realm of necessities.

"In other words, the post-war planning which is now in progress here, in Great Britain and the U.S.A. should, if successful, result in higher standards of living and better conditions for everyone.

"Who is going to advise the mass-public of all that awaits them in the future? The obvious answer is the advertising man. He has proved his ability in his activities on behalf of a world at war. He, like the commercial and manufacturing interests he represents, will put the results of his war-time experience to work in the years of peace.

"The fact that leaders in and out of Washington—and in and out of Canberra for that matter—are beginning to see that advertising can do a substantial job in swaying the public mind towards sociological and economic objectives, leads us confidently, to visualise a bigger and better future for this branch of management. There will not only be more advertising but better advertising—advertising that helps to transform industry from war production to peace—advertising that helps to re-orientate a million men and women in peace-time avocations—advertising that makes the masses want more and better products so intensely that they will knuckle down to the task of lifting themselves into better customers, which means, in turn, better citizens of a greater and more consequential Australia than we have ever known."

# One Contract Buys Two Audiences

Here is a State-wide daytime program that combines city and country coverage.

3UZ is a powerful metropolitan station. Advertising can be casual or on contract. Direct announcements of 100 words or a minute. Sessions of 15 or 30 minutes. Features on request.

TWO GOLDEN HOURS

2 p.m. to 4 p.m.

MONDAY TO FRIDAY

# 3UZ-3SR

AFTERNOON RELAY

# RADIO'S PART IN THE WAR

## American Broadcasting Harnessed to National Effort

(From a report by Paul Hollister, Vice President, Columbia Broadcasting System, at the Special Libraries' Association Convention in New York).

On November 17, 1942, I made a short public report on certain wartime accomplishments of radio broadcasting, as those accomplishments were reflected from the records of a single network, CBS (the only reason why the records of all four major networks were not included was because they were not available to me).

The period covered in that first report (from January 1 to June 30 in 1942) can be called the "Minute Man" period in which U.S. radio grabbed whatever idea, time, and talent there was handy, and pitched in. That radio was able to commence firing within a few minutes after the Japs commenced, was due to the fact that the radio industry needed no new plant, no re-designing, no retooling. The highly-developed techniques of using radio to distribute civilian goods and services stood ready to use in distributing the greater and over-riding civilian service of war information and national morale. To the least of the 900-odd stations in the United States, radio volunteered, and to the least of the thousands of national and local advertisers using radio, their services were instantly placed at the disposal of the single common cause. They sprayed the air morning, noon and night with a volume and variety of war information which no nation before had ever received in such proportion to its diverse and gigantic need.

Out of the fog of mobilisation, certain forces began to loom clear: in government, the departments and agencies most directly concerned with war, and with total civilian support of it; in civilian life, the 900 odd radio stations which provide 31,000,000 of the 34,000,000 homes in America with radio-listening of all sorts; in civilian life, too, the thousands of manufacturers and stores and services who alone implement the radio industry with the funds for providing broadcasting. The major problem became one simply of collecting the information, sorting it, putting it into the best form of broadcast, persuading the network or station or advertiser to pay for it and putting it out on the air—and then getting the information to the people.

The Offices of Facts and Figures took over the Herculean job of bringing some sort of orderly flow into this tor-

rent. The OWI took over from the OFF, improved on its methods, staffed it with people somewhat more seasoned to their technical tasks (in its domestic radio division in particular) and produced a strikingly heavy and smooth flow of traffic in clearing the information output of 30 separate government agencies (and two quasi-governmental agencies, the National War Fund and the Red Cross) to the total of the people.

To bring that flow down to realistic figures, here's how war information of all sorts actually went to the American people over the CBS network alone during the 480 war days following December 7, 1941:

CBS broadcast during that period a total of 11,880 programs containing war matter.

These 11,880 separate programs treated 16,055 war "items."

These 11,880 CBS programs used 2,165 hours and 42 minutes of radio time, donated wholly by the network or the advertiser.

In addition to these 11,880 programs, CBS broadcast 6,221 programs of war news.

The grand total of war broadcasts of this single network, therefore, was (during this period) 18,101; they treated of 22,276 war items; they used 3,349 hours 39 minutes of broadcasting time, for which Government paid nothing.

Of these, 18,101 war programs, 9,272 were bought and paid for and volunteered to the war effort by advertisers.

The remaining 8,829 war programs were bought and paid for and volunteered by the network—that is, they were sustaining programs.

Exclusive of war news, 91 different war topics were broadcast on an average day over CBS. Seventy of these were straight war announcements; in the remainder of the war programs of the average day—that is, in 21 instances a day—the war topic was treated in the subject matter of the program itself.

Through the "processing and clearing" technique of OWI, the U.S. radio public receives (according to the circulation estimates of the OWI itself) during each average week: 74,450 station war information broadcasts.

It is the OWI's reasonable calculation that these broadcasts amass a total of Listener-Impressions each week amount-

ing to 474,800,000. Huge as that figure is, if you divide it by total population, it provides no more than the exposure of the total of the American people about four times a week to a war message.

The plan for sorting and clearing this mass of war information is the joint development of the OWI and the War Advertising Council. It isn't any more complex than an International Business Machine, but like that machine it sorts out, adds up, and works. Here's a typical week's schedule of broadcasting during March, 1943; the estimate of Listener-Impressions is OWI's own, and it must be noted that the OWI confesses that "these figures cannot possibly take into account the spontaneous efforts by commercial programs which we cannot always trace." But look at that typical week:

|                                 | (Listener Impressions) |
|---------------------------------|------------------------|
| War Bonds got . . . . .         | 165,320,000            |
| Meat Rationing . . . . .        | 154,960,000            |
| U.S. Crop Corps . . . . .       | 132,750,000            |
| WAC Recruiting . . . . .        | 94,820,000             |
| Victory Gardens . . . . .       | 44,960,000             |
| Social Security Cards . . . . . | 44,960,000             |
| Red Cross . . . . .             | 42,800,000             |
| Home Forces . . . . .           | 23,210,000             |
| United Nations . . . . .        | 19,450,000             |
| Fighting Forces . . . . .       | 16,570,000             |
| Working Forces . . . . .        | 11,680,000             |
| The Enemy . . . . .             | 9,530,000              |
| Womanpower War Jobs . . . . .   | 9,000,000              |
| Lend Lease . . . . .            | 4,800,000              |
| Post-war World . . . . .        | 2,910,000              |

The mass of voluntary war information broadcasting adds up to a large sum of hard money.

"Broadcasting" on March 29, 1943, estimated the time volunteered by networks, stations and advertisers to programs cleared through OWI, at 71,577,000 dollars at card rates and best discounts; the talent donated at 15,330,000 dollars; the total contribution for a single year of war broadcasting under the OWI-Council plan of clearance at 86,900,000 dollars.

The actual out-of-pocket is probably considerably more than that figure. One little item in the calculation worth noting is that the total of U.S. radio stations were estimated to broadcast 400,000 quarter-hour Government transcripts in a year—an out-of-pocket

of some 7,740,000 dollars for those stations themselves.

It is impossible to do more than hit the high spots of results. The intangibles are brilliantly apparent to everyone who has the eyes to observe. But some of the tangibles are unusual.

The radio campaign on Victory Gardens helped "up" the decision-to-plant from 48 per cent (1942) to 59 per cent in 1943 (about two million families).

A concentration on V-letters increased the processing 116 per cent in three weeks.

War-and-grease collections went up, under radio advocacy, from 3,016,338 pounds in August, 1942, to 7,273,016 pounds on March, 1943.

Prentiss Brown called the radio broadcasting of point rationing "an outstanding job." Norman Davis says the 1943 Red Cross Drive was "successful due to the splendid co-operation of radio and other media." A Victory Food special drive on cheese moved cheese "into the millions of pounds," according to the administrator. In fuel oil (Mr. Ickes testifying), in War Bonds (Mr. Morgenthau speaking), in Community War Chest Mobilisation (Mr. Tom Smith on the stand), the witnesses all confirm the force voluntary radio added to the solution of an emergency. Radio in a few months trebled the number of citizens who believed that gasoline and mileage rationing was necessary. Radio discouraged Christmas travel so thoroughly that Mr. Eastman said it averted a railroad breakdown.

The Army and the CAA wanted glider pilots, and a two weeks' radio campaign got 30,000 grade A candidates.

In a ten day radio campaign, 92 per cent of the country was convinced that a Victory Tax was not only tolerable, but did so without drawing down the sale of War Bonds. Shoe rationing had to be kept so secret that the OWI called it "the oyster campaign"—but when it was announced by Sunday radio—closed the shoe stores Monday morning, averted stampedes and chiselling. The Red Cross needed 3,000 nurses a month, and in three weeks of radio, enrolments were up 100 per cent. The Office of Defence Health and Welfare needed student nurses, and the radio industry and the advertisers of the country got 23,972 applicants, of whom 19,000 were eligible. In the spring, radio urged immediate though unseasonable coal purchase, and deliveries went up 70 per cent. And so on . . .

Someone said one night, pre-war, in the presence of a great general of the old Army, "We're a peaceful nation." "Peaceful, hell," replied the General. "We are a damn warlike nation! Step on our toes or shut our mouth or try to order us around without showing us how and why, and look out!" Radio, I think, has helped to 'show us how and why.' Not all we want to know, by a long shot, but it is possible that we could talk so much that we might tell the enemy something of aid and comfort. And radio hasn't told us unpleas-

ant things in the manner we all like best, either. But figures like those I have recited, and they are indeed fragmentary, cannot be construed as apology by any but the mischievous. They stand on their own.

### VERSATILE "RADIO REPORTERS"

#### Developing Cultural Tastes

The 2GB "Radio Reporters" celebrated their seventh birthday, and their annual prize-giving presentation and concert was broadcast from the Macquarie Auditorium on Friday, September 17, at 5.30 p.m. Every artist taking part was a "Radio Reporter," and the concert gave tangible proof of versatile musical talent.

Over the past 12 months 270 members have been welcomed to the "Radio Reporter" family, and John Dease, chief radio reporter, has had his work cut out coping with the many literary and art entries submitted by old and new members.

Special honour roll reports of 1943 received prizes for literature and art, and a special prize was awarded to the boy and girl who have won the greatest number of competitions during the year. Two challenge cups were donated by the Metropolitan Business College, and in the absence of Mr. Summerhayes, principal of the college, Mr. Dease made the presentation, to star Reporters Olga Handley (18 years), who has submitted some of the finest drawings sent in by a Radio Reporter, and 13-year-old Arthur Price. Arthur Price earned this honour first of all for his excellent work, and secondly because of his initiative in his efforts to assist War Services Appeal Funds. He has spent many hours drawing Christmas cards which he sold for the funds, besides arranging his own picture exhibition and playing at various concerts on his flute.

Through the efforts of the Radio Reporters, £100 has been raised for War Services Appeal, and many bundles of books and other articles have been collected for the men of the fighting forces. "Radio Reporters" in the Services have not been forgotten, and parcels have been sent them each month.

Olga Handley, who claims that her intense liking for good music was really developed as a result of listening to "World Famous Tenors," and seeing how many artists she could recognise each week, sang a number in lighter vein.

"The Radio Reporters" session in conjunction with the Radio Newspaper, conducted by John Dease, is broadcast from 2GB every Monday to Friday at



# WARM UP— YOUR SUMMER SALES WITH A MESSAGE NOW, ON —

## 3KZ

### MELBOURNE

Sydney Representative  
A. L. FINN, 66 King Street

# Union Oil Tackles Vital Public Relations Problem

## Advertising to Interpret "Big Business" to the-man-in-the-street

Union Oil Co. of California, one of America's major advertisers, has always displayed more than the average initiative in their advertising "copy." They have recently taken their progressive policy a step right into the heart of one of the world's most pressing industrial and social problems—the attitude of the man-in-the-street to "big business." The following summary of Union Oil's activities in this respect is extracted from a recent issue of "Sales Management."

When the general idea of public relations was boiled down to things on the mind of the man in the street, Reese Taylor, president of the Union Oil Co. of California, decided that two points summed it all up:

1. The man in the street thinks such companies make too much money.

2. And that they are too big.

So, eliminating all the optimism, and promise for the future, and sermons on service, Mr. Taylor held his campaign in the Pacific Coast newspaper to brass tacks on these two points.

The first ad dealt with that old standby, the company's balance sheet. Instead of explaining assets and liabilities, the copy broke down profits, in picture-paragraphs. In 1942, each one of the Union's 31,652 stockholders, one in ten an employee, got only 147.72 dollars in dividends, leaving 27.52 dollars each in the business. Total net profit was only 3.8 per cent on money invested, though 23 per cent more products were sold.

That year, net earnings were down 11 percent. Why? Well, taxes were 695 dollars per stockholder. And wages—employees were paid 20,707,000 dollars more. And the Japs—4,000,000 lost in one tanker torpedoed, and extra expense for war protection of plant, war risk insurance, and so on.

However, gasoline deliveries to the Government were up 104 per cent, fuel oil to the Navy up 162 per cent—and around 2,550 Union Oil men went off to war.

In dealing with bigness, no apologies are made. It is frankly put into figures and the man in the street is left to decide for himself how big jobs can be done without big organisation.

For example, "How to drill an oil well for 2.08 dollars."

In 1895, when the company was formed by nine men who pooled their savings, an oil well could be financed by little people—it went down only about 1,200 feet, cost around 2,500 dollars.

To-day, the average Union well goes down 13,000 feet, costs 65,888 dollars,

and may prove a "duster." Not many individuals can gamble money with blue chips of that kind. But to a large company like Union, the cost of drilling a well is only 2.08 dollars per stockholder. Bigness of that kind is needed to own refineries, pipelines, tankers.

One dry well drilled by the Union in 1941 went down 12,396 feet, cost 146,610 dollars, and was abandoned because small fossil shells, the size of a speck of dust, showed no incentive for going further. Such a "duster" would have thrown little business into bankruptcy, but instead cost each Union stockholder only 4.63 dollars. Out of 169 exploratory wells drilled by the California oil industry in 1941, only five proved of any importance. But those five wells paid for all the dry ones.

Everybody has heard of 100 octane gasoline for war. In 1937 it cost 25 dollars a gallon, and not enough was refined to keep one squadron of fighter planes in combat. To-day, 100 octane costs 13½¢ a gallon, we have an abundance for our Allies, as well as our own air forces—and it was developed by oil companies, without Government subsidy, in competition, to beat each other in making better gas for motorists. Manifestly, not a job for little people.

Another ad took apart the job of one Union Oil employee—Mike, a "well-puller." Without tools, Mike is just another guy with two hands. With the latest type of portable derrick, rolled around on a huge motor truck, Mike can pull the drilling tools out of a two-mile well.

Mike gets 1.10 dollars an hour for that. The portable derrick cost 35,000 dollars. So, the company had to invest that amount before Mike had his job. And curiously, 35,696 is the investment for every Union Oil employee. Of course, a stenographer needs only a 60 dollar typewriter. But it takes 4,000,000 dollars to keep 25 refinery still-men at work. Without the refinery investment—no letters to write!

The campaign is intended to be a discussion of how and why American business functions. The man in the street gets facts, and thinks it over for himself. In each ad, Mr. Taylor invites suggestions and criticisms, and he is getting them—plenty! Surprisingly, the letters showing hostility to a big company are very few, mostly anonymous postal cards, definitely on the crackpot side. The man in the street who writes, approves of the simple presentation of facts showing that the American

## 3CV Moved to Maryborough, Vic.

The 500 watt station 3CV has been moved from its original transmitting site at Charlton to Maryborough, Victoria, from whence it is now operating.

Some time ago the Charlton station passed into the hands of a new body of control, under the management of Mr. Cliff Paray, well known Victorian businessman. Plans were almost immediately drawn up for the change of location, and earlier this year the Parliamentary Standing Committee on Broadcasting recommended in its report that permission be granted for the change.

## Network Conferences

The annual conference of the Major Network will this year be held in Melbourne on October 29, following the A.F.C.B.S. Convention which concludes on October 28.

The Macquarie Network Conference will also be held in Melbourne this year about Convention time.

The two networks decided to hold their annual conferences at Convention time and in Melbourne to eliminate any waste travelling, as all delegates to the conferences would naturally have to be in Melbourne for the Broadcasting Convention.

## BEECHAM SLATES CANADIAN RADIO

Sir Thomas Beecham, famous English orchestra conductor, has waxed critical of the Canadian Broadcasting Corporation which he declares is the "worst in the world." Describing it as "weak and spineless" he declared that it was responsible for migration of musical talent from Canada to the United States.

## A.S.B. Racing Cover

Associated Sports Broadcast has arranged a complete and comprehensive cover of the important spring meeting at Randwick, as well as a broadcast of all races permitted under National Security Regulations in Victoria. A.S.B. goes through stations 2UE, 2KY, 2GZ, 2CA, 2KA and 2HR. As far as Randwick is concerned, all events will be broadcast by Ken Howard, while Cliff Cary will handle form previews and special talks. Music and commercials will be presented by Allan Toohey.

way of life rests on the fifth freedom of free enterprise, and says he understands how, to do a present-day production job, the money and abilities of many people must be pooled. Unless such jobs are done collectively, they cannot be done at all.

## Draft Agenda for the A.F.C.B.S. Convention

Tuesday, October 26:

- ITEM 1. 2.30 p.m.—Roll Call and Proxies.
2. 3.0 p.m.—Official Opening (The Postmaster-General has been Invited)
3. Presidential Address.
4. Appointment of Committees:
  - (a) Press.
  - (b) Finance and Administration.
5. Constitutional Amendments.

Wednesday, October 27:

- 9.30 a.m.—Committees meet.
6. 11.0 a.m.—Parliamentary Standing Committee — Consideration of Reports and Recommendation.
7. Institutional Advertising—Report of Committee.
8. 2.30 p.m.—Governmental Matters:
  - (a) Material Supplies.
  - (b) Priorities on Motor Cars.
  - (c) Censorship Rules.
  - (d) Operation of Broadcasting Act in Political Campaigns
  - (e) Broadcasting Stations Licence Fees.
9. Industrial Matters:
  - (a) Musicians' Award.
  - (b) General Award for Commercial Broadcasting Stations
10. Administrative Matters:
  - (a) A.P.R.A. Fees, including New Agreement.
  - (b) Possible Amendment of Copyright Act.
  - (c) Agreement with Record Manufacturers.
  - (d) Preparation of Industry Statistics.
  - (e) Use of Vocal Items from Musical Plays.
  - (f) Co-operation with Government in War Effort.
  - (g) Sunday Night Departmental Programs.

Thursday, October 28:

11. 10.30 a.m.—Agency Matters:
  - (a) Credit Control.
  - (b) Standards of Broadcasting Practice.
12. B.B.C. Feature Programs.
13. Post War Planning.
14. Importation of Gramophone Records.
15. Reports of Sub-Committees.
16. Reports of State Committees.
17. Election of Office-Bearers.
18. Any other business.

## TALENT SHOWS PLEASE

### Goodland's Sponsorships

"Stars of the Services," talent quest for servicemen on 2CH continues to provide some of the most novel variety entertainment in the commercial broadcasting field.

At a recent broadcast, one of the competitors was a ventriloquist, Private Carl Williams, who is a member of the 30 Club Concert Party. He was in Sydney on leave with his doll "Major" after entertaining troops in New Guinea and other forward areas. It is believed that "Major" is the only ventriloquist doll in the Army.

"Stars of the Services" is sponsored

on 2CH by Goodland's Pty. Ltd., being scheduled every Wednesday from 8.30 to 9.30 p.m.

### "TALENT QUEST FOR WOMEN"

The "Talent Quest for Women," another Goodland's sponsorship, celebrated its first anniversary on the air on Friday, September 24, and as a session in which women provide the entertainment, it has made history in Australian radio.

Joan Read, of 2CH, who conducts both Goodland's programs, became Australia's only woman compere of a talent quest with the introduction of "Talent Quest for Women."

Goodland's account is handled by Goldberg's.

The Station  
**ALL**  
South Australia  
is Waiting For . . .  
is  
**YOUR**  
Logical Choice  
for  
South Australia

# 5KA

Adelaide

SOUTH AUSTRALIA'S  
MOST MODERN STATION  
IS OPENING SHORTLY

Enquiries:

Box 562E, G.P.O., Adelaide.  
Telegrams: FIVEKA  
Telephone: Cent. 6980.

Interstate Representatives:  
FRANK MASON & CO. LTD.  
Melbourne: 352 Collins Street  
Sydney: 44 Bridge Street.

THE TREND  
TODAY  
IS TO  
5KA

The Voice of  
South Australia!

RELAY UNIT  
5AU CENTRAL S.A.

## New Stage and Radio Set-Up Sydney Gets Late Afternoon Plays

One of the brightest highlights in Sydney's entertainment world made its debut at the Theatre Royal on Tuesday, September 28, with the introduction of late afternoon performances at 5.30 p.m., of J. C. Williamson plays.

This innovation is the result of close collaboration between J. C. Williamson Ltd., Station 2GB and the Macquarie Network. It is typical of the progressive spirit animating such leaders in the legitimate stage and radio broadcasting fields, and the effects of such an ideal association will be far-reaching.

The first play to introduce these late afternoon performances is "White Cargo" which Leon Gordon wrote 20 years ago, and in which he starred subsequently in Australia. Present plans are to run this one-time sensation piece for three weeks, but the season might be extended if there is justification.

Many of the players who will be appearing in these late matinees are well known for their appearances in radio plays and other presentations from 2GB and the Macquarie Network. "White Cargo" has Arundel Nixon in the leading role of Witzel, and he is admirably assisted by a great cast, including Carlotta Kalmar as Tondelayo, Ben Lewin as the Doctor, John Saul as Langford, and Marshall Crosby, Edwin Finn, Tom Sutterby and Fred McIntosh, to name a few.

Arundel Nixon, also, is the producer. Direction is by E. Mason-Wood whose long years experience, both of the stage and as production manager of many outstanding Macquarie Network radio fea-

ures, bring to the play an invaluable reality.

Plans for future plays embrace—"The Patsy," "Smilin' Thru," "Madame X," "Eyes of Youth," "De Luxe! Annie," "Bought and Paid For," and many others owned by the firm, which will remind theatregoers of the more spacious days of the Australian stage.

Apart from revivals, it is intended to introduce a number of new plays. One set down for early production is—"A Good Woman, Poor Dear," by Dillard Long which was played in New York in 1939 by the well known English actor, Arthur Margetson and Ifene Purcell, who was in the Australian production of "The Women," "Lady in Danger."

A play by Australian writer Max Afford is also set down for production. Afford's association with Macquarie is well known through his scripting of "Digger Hale's Daughters" and "First Light Fraser." The latter radio serial was originated and previously written by Maurice Francis, whose powers in radio writing need no elaboration.

The selection of artists is practically unlimited, insofar as talent is concerned, because beside those quoted above are personalities such as Sheila Sewell (already cast for "Smilin' Thru"), Hal Thompson, Neva Carr-Glynn, Lloyd Lamble, Kitty Bluett, Marjory Gordon, John Tate and many others!

These late matinees will not interfere in any way with those of the "Merry

Widow," nor evening performances, now current at the Theatre Royal, and they will definitely provide excellent entertainment, particularly for city workers who might have found it an arduous journey to come back into the city at night. As it is now all they need do, is go straight from the office, enjoy themselves and be home, in most instances, around 8 o'clock.

### RADIO SPONSORSHIP HELPS GOVERNMENT CAMPAIGN

Foster and Sons Pty. Ltd., seed merchants, have undertaken the sponsorship on a long term contract of "The Old Gardener" session, presented from 2CH every Saturday at 12 noon.

One of the State's best known and most capable gardeners, Mr. L. H. Butler, presents the "Old Gardener" session, and in view of the big increase in home gardeners over recent months he has built up a big following through his 2CH sessions.

Mr. Butler was the winner against 678 other competitors throughout the Sydney metropolitan area for the "Sun" Garden Competition in 1936, and in 1938 won the garden competition conducted by the Horticultural Council of N.S.W. in conjunction with the 150th Anniversary Celebrations.

Mr. Butler has been head gardener for many years at one of the show places on the North Shore line, the garden area, including lawns, etc., covering over 3½ acres, which for a considerable period has been devoted exclusively to the growing of vegetables. These have been supplied freely to hospitals, convalescent homes for services men and other institutions.

It is anticipated that with the response to the appeal by the Federal Government's "grow more vegetables" campaign, many more listeners will turn to "The Old Gardener" for helpful advice in future.

### N.Z. SHOW BOUGHT FOR AUSTRALIA AND CANADA

One of the most successful local radio productions in New Zealand is, "Josephine, Empress of France," written by F. W. Kenyon, a well known New Zealand author. Produced by Bryan O'Brien, of the Commercial Broadcasting Service, the program immediately "rang the bell," and was signed up by important advertisers on the ZB stations. The script has been bought by the Canadian Broadcasting Corporation and the Macquarie Network, Australia, while negotiations are proceeding in South Africa and America. More than 80 episodes have been scripted so far. Mr. Kenyon's character drawing is sharply defined, and the persons in the play stand out as real people. The dialogue has a sparkling sophistication and the atmosphere of the Paris of the aristocrats before the horrors of the Commune, is faithfully caught.

# It's New . . . And It's NEWS!

## COMMUNITY REVUE

with Alwyn Kurts

A

# 3XY

### PRESENTATION IN THE MELBOURNE TOWN HALL!

• Novelties New to Radio and the Theatre!

ON Stage — Radio's  
Leading Artists  
in  
SONG! COMEDY!  
VARIETY!

• Community Singing with  
Carl Briglia's Band!

### EVERY FRIDAY at 2.15! DOORS OPEN at 1.30

### 1000 Servicemen and Women Admitted FREE!

FOR CIVILIANS—1/- Stalls (Plus Tax)  
1/6 Circle (Plus Tax)

Commencing October 15th

ON THE AIR—Commencing October 22nd

FRIDAYS 8.15—9.15

## SAVING is in the air!

Daylight Saving — Money Saving —  
Time Saving . . . Well, you  
certainly —

SAVE BOTH TIME AND MONEY  
WHEN YOU USE  
**2KY**

★ £1,000,000 is spent every week  
by the 250,000 wage-earners  
affiliated with 2KY

'PHONES—M 6291-2

428 GEORGE ST.

# Manning Britain's Radio With Women

(By Sir Noel Ashbridge)

People often seem to imagine that the staff of the B.B.C., or any other radio organisation, is composed mainly of announcers.

Now my job has been for many years to see that the B.B.C. is supplied with technical equipment, and to provide and train a big staff to man that equipment. Therefore when I talk of manning the stations in wartime I am going to beg leave to forget not only announcers, but all the speakers, the actors the musicians, the variety artists, and Big Ben—in fact anybody and everybody who ever comes near a microphone for the purpose of speaking or performing. I want to say something about the technical staff; for without them the manifold problems of broadcasting to all parts of the earth in 47 languages would never have been solved at all. We are told by the authorities of the R.A.F. that it takes ten men on the ground to put one man in the air. In the same way it takes a good many technicians to put one newsreader—one famous speaker—on the air.

You may perhaps be surprised to know that just before the outbreak of the war there were 1,300 men on the engineering staff manning the stations in Britain, most of them highly trained

and skilled. More than a third of these have joined the forces. Many are doing radio work for the R.A.F., which the Prime Minister recently spoke of as "lying so much at the very heart of our affairs." Of the total engineering staff released by the Corporation to H.M. Forces, four are known to have received awards, ten have been killed on active service, and six are at present prisoners of war.

Not only has this large proportion of trained men gone to the forces, but with the great increase of our Overseas and European services, the number of transmitter hours has increased sixfold. Naturally we have had to do a great deal more than merely replace the losses. To-day the technical staff numbers more than 3,000. Meanwhile the fighting services and the Merchant Navy have been searching the country for skilled radio personnel. That is why there are now 500 women working in technical jobs—at transmitters, in studios, and recording rooms.

Has our employment of women been successful? Most certainly, yes; highly successful in spite of the fact that before the war we employed no women at all on operative technical jobs. Many of the new recruits, moreover,

Sir Noel Ashbridge, M.Inst.C.E., M.I.E.E., F.I.R.E., is Controller of Engineering of the British Broadcasting Corporation; he is the technical chief of perhaps the largest, most complex radio organisation in the world. Sir Noel has worked with the BBC since its earliest days, seeing its technical side advance from the very beginning of practical broadcasting to the present huge networks. Here, in a special interview, he tells of some wartime developments—human rather than technical, since they cover the highly successful training of women for jobs handled before only by men.—Ed "C.B."

came to us with one qualification only. I mean a most determined and resolute desire to do a useful wartime job of work for all they were worth; and to pull their weight to the full in the task of defeating Hitler.

Thus it became necessary to organise our engineering school within the B.B.C. We were able to take in not only those with varying degrees of technical knowledge, but a large bulk of beginners who had no special qualifications at all. All we asked of the beginners was the general standard of education denoted by possession of a school certificate, and we trained them in fundamental principles as well as in the operation of a given piece of apparatus.

Our school came into being in May, 1941, and in the first year 700 new recruits were passed into the service; some of them men and some women; at the same time we were giving more advanced courses to members of the staff who had come in with various levels of knowledge since the war.

Both men and women recruits embark first of all on an intensive course that we call the A.I. course. It lasts four weeks, and in it we aim to do two things: to impart a general working knowledge of the whole organisation of the Corporation and its activities—in itself no mean subject now that we broadcast to so many different nations; and also to explain the fundamental technical principles that are essentially engaged in the working of a broadcasting system. At the end of course A.I. we have already some idea of the bent of each man or woman; the engineer-in-charge of the training school recommends the line each candidate had better pursue.

Off they go again for another intensive course, known as B.I, which lasts eight weeks; this time they study more closely the theoretical principles of radio transmission, studio work, or recording, and also carry out a considerable amount of practical work in actual operation. At the end of the two courses, making twelve weeks in all, an examination is held. At this stage it has to be reported that some fall by the wayside. This is not work at which everyone can succeed, and those not

likely to do well are recommended to try some other activity.

There are certain jobs at which women are especially qualified to excel—and I am thinking particularly of those in which the technical job is in close touch with studio; in which a feeling for the art of radio drama or a talent for music will assist them to enter into the problems of the producer or conductor and contribute to the effects they want to secure. Another activity in which they seem particularly adaptable is the recording department. The B.B.C. has to produce 3,000 records a week, and this is work for which methodical operation and a light touch are essential.

When I see the hundreds of women now employed on technical jobs—many of them plainly capable of advancing very considerably—then I think we can feel genuinely proud of these intensively trained "old pupils" of our wartime school. And those who listen to us from afar may like to know of the many women in the link between the actual speaker and the transmitter aerial. Without their aid we could never have continued to solve the many complex personnel problems of our world-wide short-wave service.

## POLICE QUARTET GET SPONSORED AIRING

Pending commencement of a special program now in production, Traders Ltd. are sponsoring a series of presentations by "The Guardsmen Quartet," Sydney singing policemen. They blend perfectly, the old songs with the new, and there is no doubt about their being Australia's counterpart to such world-known quartets as "The King's Men," "The Charioteers" and "The Revellers."

The first broadcast went off to a splendid start on Sunday, September 26, at 9 p.m., and following presentations will be made at the same time until the special feature referred to is ready for the air. Mr. Bernard Manning, well known to theatregoers as "The Mikado," and also for his work with Gladys Moncrieff in "The Maid of the Mountains," etc., supervises the musical presentation. Comper is that gifted personality—John Tate.

"The Guardsmen Quartet" should appeal greatly to all lovers of close harmony presented in 1943 style. N.S.W. squaric stations on relay from 2GB are 2HR, 2CA, 2GZ, 2KA, 2WL, whilst 2LM and 2NZ will broadcast from discs.

## "ONE MAN'S FAMILY"

"One Man's Family" is to be repeated shortly at 3XY and will be produced by Mayne Linton.

## REGISTERED FIRMS.

Voice of Freedom, Wingelo House, Angelo Place, Sydney, publishers. Com. 2/9/43. Prop.: William A. O'Carroll. Reg. 3/9/43.

## Opposition Leader in 2UE Broadcasts

Mr. R. G. Menzies, newly appointed leader of the Federal Opposition, is to continue his series of war and home front commentaries from 2UE every Friday night at 9.15 p.m.

Mr. Menzies' talks are relayed through Victorian and Queensland networks, and in the last two years his views on subjects of importance have created world-wide interest. Many of his broadcasts have been quoted in the world's press, and have also been mentioned in debates in both the House of Lords and the Commons.

## DRAPERS LAUNCH NOVELTY MUSICAL SESSION

Signing a contract with 3XY for 52 half-hours, Ball and Welch Ltd., well known Melbourne drapery house, through Bayne Mackay Advertising, have introduced "Ports of Call," broadcast Wednesdays at 9 p.m.

Scripted and arranged by Evan Senior, this realistic presentation is in the hands of Alex McNish, and gives the illusion of travel, when listeners follow the "Mary Jane," carrying wartime cargoes through death-infested waters, and calling at ports all over the world. The journeyings and adventures of the Merchant Navy provide the inspiration for this series, which begins with the "Mary Jane" at anchor in the Clyde. National music appropriate to the various ports is backgrounded with cleverly-handled sound effects to provide a feature with exceptional listener interest.

## GOODYEAR CLAIMS TO HAVE MASTERED STATIC

Radio static has at last been smoothed into silence, the Goodyear Tire and Rubber Co. recently claimed to a group of scientists and industrialists gathered for the dedication of the new 1,325,000 dollar Good year Research Laboratory in Akron. To prove it, Goodyear displayed a small box which, hooked up to an ordinary receiving set, chokes the fiercest static to a mere whisper.

Goodyear's new "radio static neutraliser" has a set of electronic tubes that intercepts outside electrical interference and reduced it to less than one twenty-thousandth of a volt. It one test a 25,000-volt spark projected on a radio antenna was so effectively tamed by the neutraliser that the set smoothly brought in a short-wave broadcast from Europe. But the neutraliser is reserved for the armed forces, will not be available to civilians until after the war.

## STILL MORE DANCE

In view of the number of requests which have been coming to hand for popular dance numbers, 2KY is now incorporating in their Wednesday night program one hour of dance music—from 9 to 10 o'clock. This special hour is additional to the well-established dance and swing sessions which punctuate their program on other nights.

To further enhance the suggestion that listeners make Wednesday night their "party-night," 2KY is devoting from 8.30 to 9 p.m. to that "top-liner" in cash prize competitions—"Musical Twins."

## NEW LISTENER COMPETITION

Hemburrow's Furniture Arcade, for a long time regular advertisers on 3XY, have signed a new contract covering 52 weeks, and have introduced a new listener contest titled "Say It With Music," to be broadcast Wednesday and Saturday nights at 8. This quarter-hour will invite listeners to string together four song titles in the form of a sentence; the best of these is awarded a cash prize of 10/6, and the winning program used as a basis for the ensuing session. All sorts of ingenious combinations of song titles are possible, and a big mail should result.

# 3CV

NOW BROADCASTING

from the

PROSPEROUS INDUSTRIAL

Centre of

MARYBOROUGH  
VICTORIA

Population within

50 miles, over

290,000

## NO. 1 THE STORY OF SOUND

Advertisement



The cast of "Dr. Mac" makes an episode in this popular serial in Studio "A" where modern acoustic treatment is considered the first element in the recording of high fidelity sound. The brains of internationally famous acoustic engineers stand behind your guarantee of A.R.C.'s recording quality.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

# Make Your Money Fight!

SAVE—  
and LEND  
FOR VICTORY—

*Buy*

£10 NATIONAL

SAVINGS BONDS

and WAR SAVINGS

CERTIFICATES



## Broadcast Listeners' Licences in Force in Metropolitan and Country Areas and Within 25 and 50 Miles of Principal Cities and Towns as at December 31, 1942

(Note: The 25 miles figures appear above the 50 mile figures. This analysis, formerly available quarterly, is now only compiled half-yearly, due to manpower shortage in the P.M.G.'s Dept.)

| Locality.              | Licences | Popula-<br>tion | % of<br>Pop'n | Locality.                 | Licences | Popula-<br>tion | % of<br>Pop'n | Locality.  | Licences | Popula-<br>tion | % of<br>Pop'n |
|------------------------|----------|-----------------|---------------|---------------------------|----------|-----------------|---------------|--|----------|-----------------|---------------|
| <b>NEW SOUTH WALES</b> |          |                 |               |                           |          |                 |               |  |          |                 |               |
| Metropolitan           | 291,650  | 1,314,572       | 22.1          | 25 & 50 Miles.            |          |                 |               | <b>SOUTH AUSTRALIA</b>   |          |                 |               |
| Country                | 222,132  | 1,495,929       | 14.8          | Melbourne                 | 253,466  | 1,169,910       | 21.66         | Metropolitan   | 91,041   | 335,214         | 27.16         |
| State                  | 513,782  | 2,810,501       | 18.3          |                           | 276,440  | 1,293,300       | 21.37         | Country  | 48,589   | 274,172         | 17.72         |
|                        |          |                 |               | Ballarat                  | 11,278   | 66,845          | 16.87         | State  | 139,630  | 609,386         | 22.91         |
|                        |          |                 |               | Bendigo                   | 32,258   | 161,826         | 19.93         | <b>25 &amp; 50 Miles.</b>  |          |                 |               |
|                        |          |                 |               |                           | 9,367    | 53,605          | 17.47         | Adelaide   | 97,809   | 372,227         | 26.27         |
|                        |          |                 |               |                           | 18,391   | 126,454         | 14.54         |  | 105,233  | 414,175         | 25.41         |
|                        |          |                 |               | Charlton                  | 1,686    | 15,567          | 10.78         | Crystal Brook  | 5,349    | 25,349          | 21.00         |
|                        |          |                 |               |                           | 5,757    | 45,168          | 12.74         |  | 11,082   | 50,128          | 22.10         |
|                        |          |                 |               | Colac                     | 4,069    | 21,045          | 19.33         | Mt. Gambler  | 2,405    | 13,147          | 18.29         |
|                        |          |                 |               |                           | 16,353   | 89,699          | 16.11         |  | 5,087    | 25,103          | 20.26         |
|                        |          |                 |               | Geelong (25)              | 12,853   | 63,596          | 20.21         | Murray Bridge (25)   | 4,324    | 18,696          | 23.13         |
|                        |          |                 |               | (50) Inc. Metro.          | 278,342  | 243,530         | 22.38         | (50) Inc. Metro.   | 103,192  | 408,124         | 25.28         |
|                        |          |                 |               | Exc. Metro.               | 38,500   | 156,164         | 24.65         | Exc. Metro.  | 12,151   | 72,910          | 16.67         |
|                        |          |                 |               | Hamilton                  | 2,790    | 16,464          | 16.94         | Pt. Augusta  | 1,819    | 6,012           | 30.26         |
|                        |          |                 |               |                           | 9,018    | 55,555          | 16.23         |  | 3,859    | 13,778          | 28.01         |
|                        |          |                 |               | Horsham                   | 3,440    | 16,047          | 21.44         | Pt. Lincoln  | 925      | 4,362           | 21.20         |
|                        |          |                 |               |                           | 7,421    | 44,380          | 16.72         | Renmark  | 2,635    | 11,159          | 23.61         |
|                        |          |                 |               | Lubeck                    | 3,748    | 20,857          | 17.97         |  | 3,666    | 21,501          | 17.05         |
|                        |          |                 |               |                           | 8,333    | 55,451          | 15.04         | <b>WESTERN AUSTRALIA</b>   |          |                 |               |
|                        |          |                 |               | Mildura                   | 3,979    | 22,962          | 17.32         | Metropolitan   | 61,246   | 228,240         | 26.83         |
|                        |          |                 |               |                           | 4,179    | 27,560          | 15.16         | Country  | 32,371   | 240,579         | 13.45         |
|                        |          |                 |               | Sale                      | 2,725    | 16,563          | 16.45         | State  | 93,617   | 468,819         | 19.96         |
|                        |          |                 |               |                           | 8,865    | 49,869          | 17.78         | <b>25 &amp; 50 Miles.</b>  |          |                 |               |
|                        |          |                 |               | Shepparton                | 4,711    | 33,435          | 14.09         | Perth  | 62,950   | 246,283         | 25.05         |
|                        |          |                 |               |                           | 11,846   | 85,566          | 13.84         |  | 65,119   | 268,312         | 25.66         |
|                        |          |                 |               | Swan Hill                 | 1,811    | 13,425          | 13.48         | Albany   | 1,286    | 5,539           | 23.21         |
|                        |          |                 |               |                           | 4,185    | 35,073          | 11.93         |  | 1,971    | 9,416           | 20.92         |
|                        |          |                 |               | Warragul (25)             | 7,257    | 41,645          | 17.43         | Bunbury  | 2,847    | 15,086          | 18.87         |
|                        |          |                 |               | (50) Inc. Metro.          | 40,066   | 222,238         | 18.03         |  | 6,883    | 33,848          | 20.30         |
|                        |          |                 |               | Exc. Metro.               | 24,523   | 152,760         | 16.05         | Collie   | 2,411    | 11,430          | 21.09         |
|                        |          |                 |               | Warrnambool               | 4,250    | 27,505          | 15.60         |  | 6,944    | 35,470          | 19.57         |
|                        |          |                 |               |                           | 9,773    | 50,119          | 19.49         | Dardanup   | 4,066    | 19,904          | 20.42         |
|                        |          |                 |               |                           |          |                 |               | 6,864  | 34,777   | 19.73           |               |
|                        |          |                 |               | <b>QUEENSLAND</b>         |          |                 |               | Geraldton  | 1,185    | 7,270           | 16.29         |
|                        |          |                 |               | Metropolitan              | 77,545   | 337,710         | 22.96         |  | 1,432    | 9,984           | 14.34         |
|                        |          |                 |               | Country                   | 94,473   | 698,828         | 13.51         | Kalgoorlie   | 4,597    | 21,390          | 21.49         |
|                        |          |                 |               | State                     | 172,018  | 1,036,538       | 16.59         |  | 4,797    | 23,257          | 20.62         |
|                        |          |                 |               | <b>25 &amp; 50 Miles.</b> |          |                 |               | Katanning  | 1,504    | 6,010           | 25.02         |
|                        |          |                 |               | Brisbane                  | 86,569   | 388,025         | 22.31         |  | 2,731    | 14,537          | 18.78         |
|                        |          |                 |               |                           | 93,950   | 441,136         | 21.29         | Merredin   | 759      | 5,170           | 14.68         |
|                        |          |                 |               | Atherton                  | 2,010    | 17,625          | 11.40         |  | 2,183    | 15,081          | 14.52         |
|                        |          |                 |               |                           | 6,795    | 52,404          | 13.96         | Narrogin   | 1,209    | 5,016           | 20.09         |
|                        |          |                 |               | Ayr                       | 1,722    | 12,375          | 13.91         |  | 2,906    | 15,847          | 18.33         |
|                        |          |                 |               |                           | 7,275    | 41,529          | 17.41         | Northam (25)   | 2,460    | 12,782          | 19.24         |
|                        |          |                 |               | Bundaberg                 | 4,215    | 22,518          | 18.71         | (50) Inc. Metro.   | 20,143   | 94,164          | 21.39         |
|                        |          |                 |               |                           | 7,896    | 46,421          | 17.00         | Exc. Metro.  | 4,832    | 37,782          | 12.78         |
|                        |          |                 |               | Cairns                    | 3,523    | 23,745          | 14.33         | Wagin  | 682      | 4,387           | 15.54         |
|                        |          |                 |               |                           | 6,468    | 48,850          | 13.24         |  | 3,381    | 17,767          | 19.02         |
|                        |          |                 |               | Charleville               | 598      | 3,742           | 15.98         | <b>TASMANIA</b>  |          |                 |               |
|                        |          |                 |               |                           | 702      | 5,067           | 13.85         | Metropolitan   | 15,810   | 67,771          | 23.33         |
|                        |          |                 |               | Dalby                     | 1,521    | 8,198           | 18.55         | Country  | 31,339   | 170,946         | 18.33         |
|                        |          |                 |               |                           | 11,700   | 59,370          | 19.53         | State  | 47,149   | 238,717         | 19.75         |
|                        |          |                 |               | Gympie                    | 3,027    | 24,390          | 12.41         | <b>25 &amp; 50 Miles.</b>  |          |                 |               |
|                        |          |                 |               |                           | 10,229   | 68,492          | 14.93         | Hobart   | 20,614   | 91,190          | 22.61         |
|                        |          |                 |               | Ipswich (25)              |          |                 |               |  | 22,329   | 107,943         | 20.69         |
|                        |          |                 |               | Inc. Metro.               | 86,651   | 385,488         | 22.42         | Burnie   | 5,353    | 27,236          | 19.65         |
|                        |          |                 |               | Exc. Metro.               | 9,105    | 48,778          | 18.66         |  | 9,503    | 48,377          | 19.64         |
|                        |          |                 |               | Ipswich (50)              |          |                 |               | Derby  | 1,512    | 9,009           | 16.78         |
|                        |          |                 |               | Inc. Metro.               | 86,651   | 386,488         | 22.42         |  | 11,525   | 55,828          | 20.64         |
|                        |          |                 |               | Exc. Metro.               | 23,249   | 129,964         | 17.88         | Devonport  | 6,500    | 31,603          | 20.57         |
|                        |          |                 |               | Kingaroy                  | 2,788    | 16,092          | 17.32         |  | 17,899   | 86,597          | 20.67         |
|                        |          |                 |               |                           | 4,904    | 35,789          | 13.70         | Kelso  | 3,127    | 18,804          | 16.63         |
|                        |          |                 |               | Longreach                 | 666      | 4,041           | 16.48         |  | 17,975   | 90,769          | 19.80         |
|                        |          |                 |               |                           | 675      | 5,062           | 13.33         | Launceston   | 11,130   | 51,497          | 21.61         |
|                        |          |                 |               | Mackay                    | 3,760    | 22,860          | 16.44         |  | 16,081   | 82,196          | 19.56         |
|                        |          |                 |               |                           | 4,258    | 29,065          | 14.64         | Queenstown   | 1,891    | 6,932           | 27.28         |
|                        |          |                 |               | Maryborough               | 3,790    | 20,190          | 18.77         |  | 2,270    | 9,719           | 23.36         |
|                        |          |                 |               |                           | 10,020   | 53,527          | 18.72         | Ulverstone   | 6,578    | 32,794          | 20.06         |
|                        |          |                 |               | Oakey                     | 8,770    | 47,928          | 18.29         |  | 9,473    | 47,864          | 19.79         |
|                        |          |                 |               |                           | 13,976   | 83,064          | 16.82         | <b>Note:</b> The percentage of dwellings equipped with wireless receivers may be estimated by multiplying the figure shown in the fourth column by 4, that being the approximate number of persons per dwelling. |          |                 |               |
|                        |          |                 |               | Rockhampton               | 8,055    | 41,908          | 19.22         |  |          |                 |               |
|                        |          |                 |               |                           | 8,622    | 47,944          | 17.98         |  |          |                 |               |
|                        |          |                 |               | Roma                      | 896      | 5,045           | 17.76         |  |          |                 |               |
|                        |          |                 |               |                           | 1,513    | 8,492           | 17.81         |  |          |                 |               |
|                        |          |                 |               | Toowoomba                 | 9,763    | 53,241          | 18.33         |  |          |                 |               |
|                        |          |                 |               |                           | 22,673   | 123,059         | 18.42         |  |          |                 |               |
|                        |          |                 |               | Townsville                | 5,495    | 28,533          | 19.25         |  |          |                 |               |
|                        |          |                 |               |                           | 6,761    | 40,055          | 16.87         |  |          |                 |               |
|                        |          |                 |               | Warwick                   | 2,997    | 21,209          | 14.13         |  |          |                 |               |
|                        |          |                 |               |                           | 15,235   | 88,339          | 17.24         |  |          |                 |               |
|                        |          |                 |               | <b>VICTORIA</b>           |          |                 |               |  |          |                 |               |
|                        |          |                 |               | Metropolitan              | 239,842  | 1,087,366       | 22.56         |  |          |                 |               |
|                        |          |                 |               | Country                   | 133,225  | 850,979         | 15.65         |  |          |                 |               |
|                        |          |                 |               | State                     | 373,067  | 1,938,345       | 19.24         |  |          |                 |               |

## "Community Revue" to Combine Community Singing and Stage Revue in Melbourne Town Hall

An audience participation show which is new in conception is 3XY's new-comer, "Community Revue," which on Friday, October 15, makes its bow in the Melbourne Town Hall. Described by compere Alwyn Kurts as "community singing de luxe," it's to be held each Friday afternoon at 2.15, when the shopping crowds already in the city will be on the spot to join in. Civilians will pay 1/- for stalls and 1/6 for circle, plus tax, while accommodation is reserved for 1,000 servicemen and women, admitted free.

Carl Briglia's Orchestra, augmented for the occasion, will accompany the community numbers, and leading radio vocalists will give the audience a lead. Between community items, a high-speed revue will be provided by outstanding vocalists, instrumentalists, and comedians. The opening show on October 15 will feature comedienne Stella Lamond, comedian Stan Foley, soprano Catherine Walsh, baritone Ron Atkinson, John Pilgrim (boy vocalist), Alban Whitehead, the Parker Sisters, and lively variety acts by the Perry Bros., Miller's Cockatoos, and Zillah the Dancing Doll. Of the complete afternoon's entertainment, which is planned to appeal to all ages and all tastes, one hour will be recorded, and broadcast each Friday night from 3XY from 8.15 to 9.15, commencing October 22.

Save money now to save everything. Buy War Savings Certificates and £10 National Savings Bonds.

3 SR  
YB  
UL

LICENCES . . . . . 61,098  
POPULATION . . . 378,110

Argus Broadcasting Network  
365 ELIZABETH ST., MELBOURNE  
F 0411  
Sydney: Fred Thompson — B 2085

**PRESTO** FOR ALL  
YOUR  
RECORDING SUPPLIES

## "Christus Roundelay" A Success Sponsored by Macks

Mack Furnishing Co. Pty. Ltd. has the reputation of being one of radio's oldest and most constant advertisers, and although the war has done much to curtail their activities they are still responsible for many good sessions on Melbourne broadcasting stations.

They sponsor scatters over 3DB, a 10-minute session over 3KZ every night in the week except Friday, called "Star of the Night," as well as an early morning session on Tuesday, Wednesday, Thursday, Friday and Saturday.

Over 3UZ is heard "Hello the Hospital" at 5.30 every evening of the week, and on Sunday a special program given by the "We and They Association," which is a program of religious recordings and readings selected by the hospitals.

At 3AW is heard a quarter-hour program six nights a week called "Mack's Melodies," and one of their newest features, and one that caused quite an amount of comment is the "Christus Roundelay," six times a week from 8 a.m. until 8.15 a.m.

It was because of the interest shown in this session that "C.B." representative called on Mr. Vernon Margetts, governing director of Mack Furnishing Co. Pty. Ltd., to find out why he had chosen a session of this nature.

Mr. Margetts said that when he heard auditions of these hymns he felt that here was some way in which he could show acknowledgment of Jesus Christ as his personal Saviour.

He said that it was quite difficult to choose a name for the program, and he and Mr. O'Hagan between them endeavoured to think of one that would adequately fit.

That evening Mr. Margetts was reading poems of Longfellow, and he read one poem called "Christus," and another called "Roundelay." Bracketed together they meant "Simple Songs of Christ."

Since this session began Mr. Margetts says that he has never had more favourable comments. Here is a sample of letters received:—

"Dear Sir,

I am writing to express my thanks for the excellent program broadcast over 3AW at 8 a.m. daily. It is an inspiration to hear the grand hymns of



Mr. Vernon Margetts

the Christian Church sung with such expression and taste; and the choice of the Christian readings is most helpful too as they contain real messages of Salvation and hope to a stricken world. One goes to business daily with love and helpful thoughts engendered by the most helpful session. May the Lord continue to bless these broadcasts and you too.—With best thanks,  
Yours sincerely,"

Through force of circumstances Mr. Margetts has had to use more radio advertising than in previous times. He feels that for progressive business building it is his sound policy to bank radio with newspaper advertising. He admittedly gives radio all points for name publicity and these days Mack's main object is to keep their name in front of the public. He assures us that after the war their policy will be to increase their radio as well as their newspaper advertising.

### U.S. PROGRAMS IN NEW ZEALAND

Three and a quarter hours weekly are now devoted to United States War Department programs by the N.C.B.S. in New Zealand. In our issue of August 12 it was inadvertently printed that three quarters hours weekly was being given which is incorrect.

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

**A. M. CLUBB & CO.**  
PTY. LTD.  
76 CLARENCE ST. SYDNEY  
TELEPHONE B 3908

## Electronics—Post War Horizon

Important contributions made by the radio-and-electronic field towards post-war economic recovery and renewed prosperity were envisioned by David Sarnoff, President of the Radio Corporation of America and former Secretary of The Institute of Radio Engineers, in an address delivered before the Chamber of Commerce of the State of New York on February 4, 1943, and reported in the April issue of "Proceedings of the I.R.E." He said in part:

"Our hope for a future world economy of abundance is founded upon much more than prewar standards of prosperity. It is based upon the promise of industrial science. The old frontiers of the world were frontiers of geography. The new frontiers are those of science. The covered wagon of the present day is the research laboratory.

"Progress in the field of radio and electronics has advanced on the same broad front with progress in other fields of science and industry. It is radio which has made possible a war of speed and mobility on land, at sea and in the air. Radio-electronic sentinels stand watch on shipboard and along the coast. The United States now has fighting forces stationed at more than sixty strategic locations on the world map. Its Navy operates on the Seven Seas. Without instant, reliable radio communication it would be impossible for these widespread forces to function as a unified war machine."

Referring to the radio tube as the heart of every radio instrument, he pointed out that science in putting electrons to work in the tubes has greatly extended the usefulness of electronics in industry as well as in communications. He added further:

"We began learning how to control the elusive electrons in vacuum tubes, forty years ago. The versatility of these tubes, and of the devices built around them, is amazing. They can be made to respond to light, to all shades of colour, to smoke, to the faintest noise. In terms of results, we can say that they are able to hear, see, feel, taste, remember, calculate, and even talk. They bring increased speed, accuracy, and safety to a wide variety of industrial operations."

Calling attention to the latest radio-electronic developments, Mr. Sarnoff appraised the electron microscope as an outstanding achievement. Capable of magnifying 100,000 diameters, it has opened new worlds of knowledge in biology, bacteriology, medicine, physics, chemistry, plastics, textiles and, other fields of research. In this regard, he stated:

"In most industries the emphasis is on bigness. Radio science is built on minuteness. An electron is a tiny fraction of an atom."

And to illustrate this point he called attention to the fact that the electron microscope made it possible to photograph the influenza virus for the first

time. It should not be forgotten that a single invisible germ sometimes carries more power of destruction than a 2000-pound bomb.

Turning to another new field of radio, his analyses showed that radiothermics, the application of heat generated by high-frequency radio waves, is finding new and widespread use in speeding and improving industrial processes. For example, a laminated airplane propeller is processed in minutes compared with hours required by older methods. Similarly, radio heat may be employed to bond rubber to wood or plastic surfaces, to dry textiles and purify food products. Accordingly he foresaw radiothermics as a significant factor in post-war industry.

Describing television as "the most spectacular development in the field of communication," which may be looked forward to in the post-war period, he predicted that when the war is over, television will advance as a new service of public information and entertainment.

"We expect to have intercity networks of stations as we have them in sound broadcasting. Eventually they will become nation-wide. We look forward to television programs in theatres as well as in homes. Thanks to war research, these television pictures will be technically much better than they were before the war. It is gratifying to those who laboured many years to bring television out of the laboratory to know the experience gained from television research is proving of vital importance in the war."

## W. T. McCLELLAND TO START OWN AGENCY

Mr. W. T. McClelland, managing director of Hartford Advertising Agency, has announced his intention of resigning from that agency at the end of this year and will start out in the agency field on his own account in January.

Hartford Agency handles the Clinton-Williams patent medicines account, in addition to about 19 others. Mr. McClelland told "Commercial Broadcasting" this week that he would take about 19 accounts with him in the new agency, including such well known advertisers as Knox Drug Co. of Los Angeles, McNiven Bros. Ltd., ice cream manufacturers, Airzone 1931 Ltd., W. K. Burnside of Melbourne, Major Bros., Payne's Sweets, Cerebos, etc.

Mr. McClelland was appointed manager for Australia of Wylie B. Jones Advertising Agency of New York in 1936. That agency subsequently became the Hartford Agency in 1938, and Mr. McClelland was appointed managing director.

## SWEET VERSUS SWING

A cash prize is awarded every week to the listener selecting the best balanced musical program for the new June Russell session, "Sweet versus Swing," broadcast at 3.45 every Sunday from 2UE.

Four recordings are played in each session, and listeners are asked for their version of the perfect blending of sweet rhythm music and swing.

Listener picked programs are always popular as the music played is generally fully representative of public taste.

"Sweet versus Swing" is written by Margaret Kirby and compered by Tony McFayden.

**A Constant Advertiser  
Must Be  
A Contented Advertiser!**

The Mack Furnishing Co. has been advertising per media of 3AW for the last seven years. They must be getting results.

**3AW — MELBOURNE**

## Among the Sponsors

Allan and Co. Pty. Ltd., through Rickards Advertising Service, have signed with 3XY for 52 quarter-hours, Fridays 7.45 p.m., to present "Immortals of Music," which each week features the works of a classical composer.

A. McLintock and Co. Pty. Ltd. have signed a further contract with 3XY for 13 weeks' advertising, using direct announcements in evening sessions for "Wundawax" Cream.

Payne's Bon Marche will continue their highly successful listener quiz, "Melody Clues," for another year on 3XY, following the signing of a further contract for 52 weeks. "Melody Clues," heard on Wednesday nights at 8.30, is now presented by Terry Hill, with Douglas Gamley at the piano providing the "clues"—a series of musical snatches, of which the first letter in each title forms a Christian name. Payne's award a weekly prize of £1 for correct solutions, and the session draws a very big weekly mail.

Luna Park (Leyshon Publicity) have taken out a 26 week's contract with 3XY for 100 word announcements, used in evening sessions.

Lord and Kingston Pty. Ltd., umbrella specialists, have renewed their contract with 3XY for 52 weeks' announcements in the shoppers' session.

One of Melbourne's favourite comedy features, "Yes What?" the schooldays farce sponsored by Samuel Taylor Pty. Ltd., will continue for another 52 weeks following the renewal of contract. "Yes What?" is broadcast four nights per week, Mondays to Thursdays inclusive, at 7.15 p.m. Advertising is for Mortein and Y-Cough, and the feature is a firm favourite with young and old alike.

W. Crowne, dance studios, has contracted for spots in 2UE day and early evening sessions.

Bon Manufacturing Co. has contracted for announcements in A.S.B.

Goldman and Co. are using in A.S.B. sessions for spot advertising.

Cereal Foods (N.S.W.) Pty. Ltd., Purina Grain Foods Pty. Ltd. (Vincent H. Freeth and Co.) have signed for announcements in 2UE's breakfast and women's sessions.

British Israel World Federation renewed for 12 months the Sunday afternoon program, "Destiny of the British Empire," on Radio 2UE.

Murdoch's Ltd. (Paton Advertising Agency) are sponsoring the "Minstrel Show," half-hour musical, from 2UE every Tuesday evening at 8 o'clock.

Diesel Engineering College (Fergus Canny Advertising) has contracted for a 15-minute session every Saturday afternoon from 2UE.

N.S.W. Dancing Club Ltd. has taken announcements in the 2UE breakfast session.

Klembro Co. (Gordon and Gotch Ltd.) renewed for announcement in the 2UE evening programs.

Anthony Hordern and Sons Ltd. has renewed for announcements in Bill Honeyfield's dog sessions on 2UE.

Minerva Theatre (Goldberg Advertising) has taken announcements in the 2UE breakfast and evening sessions.

Messrs. Samuel Taylor Pty. Ltd., Australian Cosmetics Pty. Ltd. and Buckingham's Ltd. are among the contract renewals recently received by Station 2CH.

Samuel Taylor, manufacturers of Mortein Insect Spray, Y-Cough, and other products, have undertaken continuation over a long term of "My Pal, Shafter," hilarious comedy serial feature, presented from Monday to Friday at 6.43 p.m.

Australian Cosmetics have renewed for a further long term for the sponsorship of the competition session, "Ladies' Choice," presented every Thursday at 7.45 p.m.

Buckingham's have renewed for a further long term for the sponsorship of "Saturday Morning Live Artist Revue," presented on 2CH every Saturday at 7.30 a.m., a 30 minute program featuring well known variety artists with Albert Russell as compere.

Both Australian Cosmetics and Buckingham's accounts are handled by Goldberg's.

Cereal Food Products have contracted through George Patterson for a campaign using one minute announcements for Crispies and Vita-brits Biscuits on 2CH.

Through J. B. Percival Fisher and Co. Pty. Ltd. have renewed on 2CH for direct announcements for Fisher's Phospherine.

Newton Business College has signed for announcements in the 2UE breakfast and afternoon session.

### BROADCASTS FOR FOREIGN WORKMEN IN GERMANY

In reply to the requests of foreigners working in Germany, the broadcasts especially arranged for them have been considerably increased. Two programs containing many different items are now carried out by German and Danish artists for Danish workmen in Hamburg. Special transmissions are arranged for the Croation, French and Dutch workers in the district of Oberdonau. Quite a number of artistic productions of the workmen themselves are included in the special programs diffused by the German European stations such as, for example, plays by a theatrical company of Flemish workmen and concerts by an orchestra of French workmen.

### Aids Y.W.C.A.



Lane's Pty. Ltd. (through Hepworth Advertising Agency) has signed with 2UE for one minute announcements in the day programs.

Robur Tea have signed 260 half-hourly "Argus" Network, using a half-hourly in the women's session under the title of the "Robur Family Circle."

Cereal Foods (N.S.W.) Pty. Ltd. "Crispies" and "Vita-Brits" have contracted through Vincent H. Freeth and Co. for intensive series of one minute announcements on 2GB. Both the breakfast and women's sessions are being used. Contract is for 26 weeks.

S.A.S. Products Pty. Ltd. are using 50 word announcements on 2GB. Contract for 52 weeks.

One hundred word and 25 word announcements are being used on 2GB by Russell Beken Pty. Ltd. to publicise their modern hairdressing service. Contract for 52 weeks.

### MONKEY 'PLANE SPOTTERS

Two South African monkeys that have taken on an essential job of war work were mentioned by Cyril Watling in a recent B.B.C. overseas talk. They've got the keenest eyesight and hearing and they give warning of approaching aircraft minutes before any human can detect them. They have to be given some training, of course, but they seem to be very bright pupils.

One of these two, called Japie, is attached to the First Division. He's now back in the Union with troops on leave. But he was all through some of the biggest battles. He did his job as a spotter so well that many German 'planes were turned back before they could do any damage.

The second monkey—named Adonis—trained every day for months, down at Haartebeestfontein, in the Transvaal. He's never made a mistake. Even vultures flying "way up" don't fool him. If he looks up at a black speck in the sky and stays on the ground eating his nuts, everyone knows it's only a vulture. If it's a 'plane, Adonis leaves everything, scrambles to the top of a tree and keeps on screaming till its passed out of sight.



One of the most spectacular big-game fish is the Black Marlin Swordfish, a challenge to anglers in New Zealand deep-sea waters.

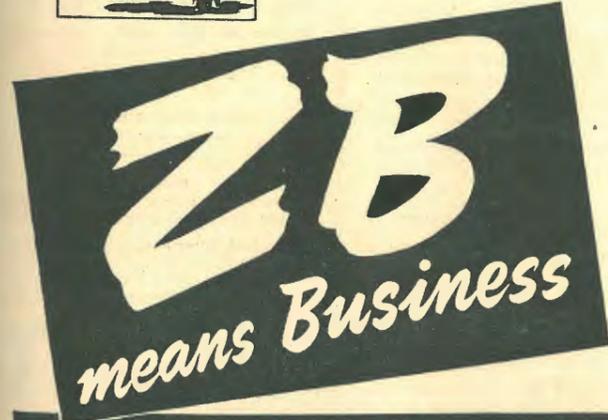
# Giants of New Zealand



WORLD'S RECORD!  
1,000 lbs. of fierce fighting fish—caught with rod and line in New Zealand, 1943.

Among New Zealand giants of today are the mighty Marlin Swordfish and Mako Sharks that swim about its shores. In March, 1943, an airman angler landed a 1,000-pound Mako Shark by means of a rod and line—it was not only the world's record Mako Shark but also the largest game fish ever caught by rod and line!

Of more importance to business men is that other "giant" of New Zealand—the National Commercial Broadcasting Service. It is the one and only broadcasting service in the Dominion available to advertisers. Because of its enterprise and facilities, because it is controlled by the Government, because of its nation-wide coverage, its chain of ZB Stations is a "must" to advertisers who wish to influence the New Zealand public. Full information and rates will reach you promptly on application to the National Commercial Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or any authorised Advertising Agent.



1ZB • 2ZB • 3ZB • 4ZB • 2ZA

SOUTH-EASTERN NEW SOUTH WALES  
**2BE BEGA** 200 WATTS | **2XL COOMA** 200 WATTS  
 J. A. KERR | COOMA BROADCASTERS PTY. LTD.  
 Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

Lady Wakehurst, wife of the State Governor, performed the official opening of the Y.W.C.A. Market Day held in conjunction with its 1943 Appeal, September 24, which 2CH co-operated with the presentation of its Home Community Hour between 12 and 2 p.m., and in other directions. The effort raised nearly £500, the 2CH Women's League being responsible for £126. From left to right, Lady Wakehurst, Lady Berridge (Y.W.C.A. president), Mrs. J. Berridge (organiser of the appeal), and Mrs. McSpeerin (2CH Women's League organiser).

## PERSONALS

Mr. "Bill" Brooks, secretary of Goldberg Advertising Agency, is in Mater Misericordiae Hospital following an internal operation. Mr. Brooks was returning home from the city last Friday evening when he collapsed in the street and was immediately taken to hospital. Latest reports indicate that he is progressing favourably.

Another Sydney agency executive in hospital is Mr. McDermott, of A. N. White Ltd. After several weeks illness he is reported to be on the right road again.

A baby daughter, Judith Lee, was born to the Reg Johnstons a few weeks ago. Mrs. Johnston was formerly the well known radio personality who, as Judith Young, conducted the 2GB women's sessions, and she is sharing with Reg an inundation of congratulations from the radio and advertising fraternity. Reg Johnston was also formerly with 2GB, but is now under contract to J. Walter Thompson working on the Lux Radio Theatre, Amateur Hour, and other features, in addition to doing a spot of free-lance radio acting.

Wedding bells rang at a northern operational base on Wednesday, September 15, for two well known 2KY personalities—Miss Nancy Kerr and Don Royal. The news of the marriage didn't come as a surprise to patrons on 2KY's "Friday Frivolities" with whom they were great favourites before the engaged couple left Sydney with the Tivoli Entertainment Unit eight weeks ago.

Recent visitor to 2UE was former announcer John Ryan, now a member of the A.I.F. stationed in a country district.

Former 2UE announcer Ron Morse was with the R.A.A.F. in Wales, according to his last letter to station friends. He holds the rank of Pilot Officer Air Gunner.

Noel Dickson, 2UE's Victorian representative, has been visiting Sydney on business.

Nance Martell of 3XY is at present enjoying leave from the microphone so that she can share in the leave granted to her husband, Staff Sergeant Marty Foster, formerly on the 3XY staff.

Norman Wister, for seven years on the staff of 3XY, originally as an actor, and latterly as night announcer and news reader, resigned the position recently. This, Norman says, is his farewell to radio, with which he has been associated since its earliest beginnings. Before that, he was well known on the musical comedy stage.

There's now a third stripe on the sleeve of former 3XY studio manager Norman Currey. The station saw him briefly a week or so ago, but hasn't yet had the pleasure of hailing him as "Sarge," since the promotion didn't come good until his return to camp.

Jack Lumsdaine of 2GB, popular music-master of "Learn a Tune," is kept busy composing and singing his own compositions. Columbia have recently released a series of records with Jack singing some of these compositions. They include "The

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Face of My Old Sweetheart," "Don't Worry," "Sallywag." He also sings the new Noel Coward number, "Don't Let's be Beastly to the Germans."

"Suzanne," who succeeds "Margaret" as lady announcer at Station 2PK Parkes, is a prominent member of that station's "Sunshine Club." She will combine the general guidance of the club in its activities, with conducting the women's sessions.

## Tunes With A Tale

A swing tune, written by three "A.A." men in Malta during the island's worst blitz spell, will be the first to have a hearing in a period ear-marked for unknown talent in the new B.B.C. Forces program "Tunes With A Tale."

The written music, with words, was sent to Nat Allen, whose band has played in "Calling the British Forces" in Malta each week of that B.B.C. program's two years' run. The name of the piece, "Siggi Wiggi Swing" is the troops' pronunciation of a Maltese village, Siggiewi, where there is a small dance hall frequented by the men. In an accompanying letter, the three told how their tune came to life. One of them, Len Cook, "hummed it to Ted Mutton, and gave him its title. Mutton wrote words to it, and then we grabbed our pianist, Tug Wilson, and sat him down at his piano—and the result is what we are sending to you now."

Nat Allen played it in the Malta program, with Anne Shelton singing it, to the immense delight of the "three." Now he has played it to the Forces in Britain in his "Tune With a Tale" program, by a band of fourteen men from an arrangement made by one of his leading players, and sung by Dorothy Carless. The program concentrates on songs and dance tunes to which a special story attaches, by composers whose names are already known. The inclusion, in each of them, of one "unknown" is an innovation.

Among other efforts by new song writers is one sent in by a girl who received it, in the form of a love letter set to music, from her fiancé in the R.A.F. Yet another has a Greek origin, and a dramatic story. A flying officer, now in the R.A.F. in Kenya, sent it to Cecil Madden, head of the B.B.C. Overseas Light Entertainment Unit. It was to have been broadcast in Greece in an evening program. But it was on that day that the Germans invaded Greece. It is dedicated to that country.

### A BOMB WITH A HAPPY SEQUEL

Nat Allen himself has had some dramatic wartime experiences. His was the relief band for Ken Johnson's at the Cafe de Paris at the time of the blitz on London. He and his players had just gone across the road when the bomb fell which wrecked the club, killing Johnson and many others. Early next morning, and still in his evening clothes Allen called on Madden to see whether he could get radio engagements.

## JULY LICENCE FIGURES

| NEW SOUTH WALES  |           |           |
|------------------|-----------|-----------|
| New issues       | 1942      | 1943      |
| Renewals         | 4,140     | 4,634     |
| Cancellations    | 41,653    | 59,815    |
| Monthly total    | 4,256     | 10,083    |
| Nett increase    | 500,451   | 528,172   |
| Population ratio | 17.80     | 18.79     |
| VICTORIA         |           |           |
| New issues       | 2,470     | 3,804     |
| Renewals         | 33,888    | 42,293    |
| Cancellations    | 2,039     | 1,373     |
| Monthly total    | 371,504   | 379,736   |
| Nett increase    | 431       | 3,803     |
| Population ratio | 19.17     | 19.59     |
| QUEENSLAND       |           |           |
| New issues       | 1,419     | 1,508     |
| Renewals         | 15,382    | 18,210    |
| Cancellations    | 1,656     | 3,190     |
| Monthly total    | 172,527   | 173,101   |
| Nett increase    | -231      | -1,682    |
| Population ratio | 16.64     | 16.69     |
| SOUTH AUSTRALIA  |           |           |
| New issues       | 1,302     | 1,194     |
| Renewals         | 12,997    | 14,794    |
| Cancellations    | 1,689     | 1,285     |
| Monthly total    | 137,244   | 142,689   |
| Nett increase    | -387      | -91       |
| Population ratio | 22.52     | 23.41     |
| WEST AUSTRALIA   |           |           |
| New issues       | 1,272     | 1,288     |
| Renewals         | 9,188     | 9,718     |
| Cancellations    | 1,214     | 1,667     |
| Monthly total    | 91,945    | 94,621    |
| Nett increase    | 58        | -379      |
| Population ratio | 19.82     | 20.18     |
| TASMANIA         |           |           |
| New issues       | 477       | 326       |
| Renewals         | 4,727     | 5,168     |
| Cancellations    | 179       | 603       |
| Monthly total    | 46,404    | 47,616    |
| Nett increase    | 298       | -267      |
| Population ratio | 19.44     | 19.94     |
| COMMONWEALTH     |           |           |
| New issues       | 11,080    | 12,764    |
| Renewals         | 117,835   | 149,998   |
| Cancellations    | 11,033    | 16,829    |
| Monthly total    | 1,320,075 | 1,365,935 |
| Nett increase    | 47        | -4,065    |
| Population ratio | 18.85     | 19.23     |

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