

PERSONALS

Popular Bert Button who was sales manager of 2CH when he went into the RAAF a couple of months ago has joined the "franks" of his former fellow employees in Stan Wallens and Abe Sharland. All three are now pilot-officers. Button's appointment being announced this week.

Two well known "southerners" were in Sydney last week-end. Mr. Ray Dooley, Federation secretary, was over for a special meeting of The Federation executive. Mr. Randal White, manager of 5DN-RM in South Australia arrived in Sydney via Melbourne at the week-end and planned staying for about a week.

Miss Joy Morgan, acting sales manager for Artransa, is convalescing in Gloucester House after an operation for appendicitis. Miss Morgan hopes to be back on the job in a couple of weeks, and in the meantime she is busy transacting business with the aid of a bedside phone.

Greatly to the regret of all who have been associated with her over many years, Madge Thomas, organiser for 3XY of many clubs and activities, including the "Good Companions" and the 3XY Service League, has resigned in order to make her home with her sister in Sydney. Madge has been guest of honour at several gatherings of her radio followers, and has received many gifts in appreciation of her fine and untiring work. Succeeding her on the air is a personality to be known as "Sally" who has already made many friends on 3XY's air through her regular sessions on behalf of a sponsor, and will take over Madge's "Housewives" sessions and the "Good Companions" Club. Nance Martell steps into the position of social hostess to the 3XY Service League.

Listeners to 3KZ still hear the voice of John Bore. Although engaged in his old trade of engineering six days a week for the war-effort, Bore is still keeping in touch with radio by handling all of 3KZ's day-time announcing on Sundays.

Commenting on the autographed photo of a very beautiful woman opposite Eddie Balmer's desk, our Melbourne rep. was told that it was Alice Delicia, who was out here several years ago with "Mother o' Pearl". She broadcast once or twice from 3KZ, and her portrait now adorns Balmer's office. When Lieutenant George Bellmaine, early P. and A. winner, returned from the Middle East the other day, he walked in, and broke off in the middle of shaking hands to say—"What a woman". He's seen her company entertaining the troops in Syria.

"Radio & Electrical Retailer", "Commercial Broadcasting" and several other periodicals, technical and non-technical publications, books, etc., are printed by Radio Printing Press Pty. Ltd., specialists in general printing.



We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes from your own trade printers—you'll find our prices are right.

RADIO PRINTING PRESS PTY. LTD.

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Fred Clarke-Cottrell, who is O.C. of 2UW's beautiful radio theatre these days has had his share of troubles lately. First a serious injury to his knee, followed by a severe bout of flu with complications. He was just about recovered from the shock of all this when the worst blow of all fell. Mrs. Cottrell was savagely attacked by a bagsnatcher almost outside her own gate last Saturday week. Her injuries, though not serious were extremely painful.

Well-known Sydney journalist, Miss Colina Lynam, has joined the announcing and writing staff at 2UE. Prior to taking up radio as a career she was regularly heard as a representative of her paper on the 2UE afternoon sessions. It was this association with broadcasting that prompted her to relinquish press work. Miss Lynam will now appear with Sid Everitt in 2UE afternoon presentation as well as dramatisations and the Thursday audience participation show, "The Get Together". In this session she will conduct quizzes on cooking at which she has a wide reputation.

Mr. A. J. Ryan, late of 2CA Canberra, has entered the Administrative section of the RAAF as Pilot-Officer A. J. Ryan, after only a few weeks as the newly appointed manager of 2CK, Cessnock.

The wedding took place last week in Sydney of Miss Coralie Enid Bellskinner, daughter of the late Mr. W. G. Bellskinner and Mrs. E. M. Worth of Mackay, Queensland, and Sergeant S. O. Beilby. Sergt. Beilby's father is the managing director of the Douglas Drug Co., well known broadcast advertising sponsors, and before "joining up" Sergt. Beilby was a leading executive of the firm. He is also the owner of the racehorse Jazbeau. The reception was held at the Hotel Australia and it was noted that amongst the big guest list was that well known radio personality, Mr. John Dunne of 2SM.

RADIO VERSE IN PRINT

"Here's Hal Percy"

in 56 pages of verses

— Well known over the air —

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MINGAY PUBLISHING CO.

Box 3765, G.P.O., Sydney

COMMERCIAL BROADCASTING

Vol. 11, No. 1; Thurs., July 2, 1942

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

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. 'Phone, Cent. 4705.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills.

Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.
'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

CENTENARIAN IN 2SM'S "50 AND OVER" SHOW

Sydney station 2SM has probably the world's oldest broadcaster. He turned the hundredth milestone in years on June 18.

The man is Mr. Albert Crouch of Norton Street, Leichhardt. He was featured this week in that very popular 2SM session, "50 and Over".

An expected visitor to the 2SM Auditorium for the broadcast in which Mr. Crouch was featured was Mr. Douglas Elliott, compere of the Melbourne "50 and Over" show on 3UZ. No doubt there will be keen competition now between Elliott and John Dunne (2SM compere) to see who can bring the oldest inhabitant to the microphone.

The show, simple in conception, was originated by 2SM last year and found immediate success. Interesting old people who sing or narrate are brought to the microphone by the compere to "do their piece" and they seem to get just as much fun out of it as does the audience.

Vital*
-urgent*
-imperative*

Put all your Savings into

£10 NATIONAL SAVINGS BONDS

Vol. 11, No. 2
27th Issue
Thursday
July 16, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



They DO listen
on Saturday nights...
.. or at least they listen to 2UW

AND here's the proof!

On Saturday night, July 4, 2UW proudly presented the first broadcasts of McWilliams Wines' outstanding half-hour, "The Bright Horizon", and the sensational new A.C.I. Red Cross programme "Lest We Forget" . . . followed by Messrs. Bebarfalds famous presentation, "A Salute to Victory".

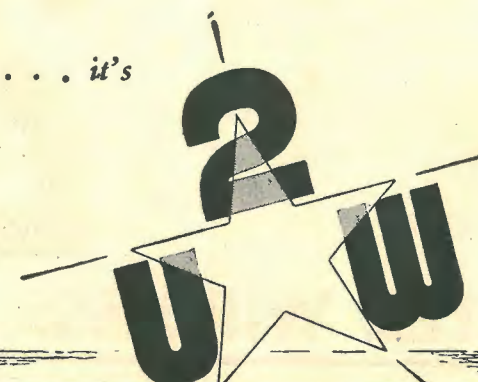
Do you know what happened? . . . 131 people, during the evening, spontaneously rang 2UW to say "Encore!"

Only 131? . . . But have you, in these days, heard of 131 spontaneous, unsought, "Thank You" calls coming to any station, on ANY night? . . . AND THIS WAS A SATURDAY NIGHT!

If it's Saturday night . . . it's

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18 Queen St.,
MU2819

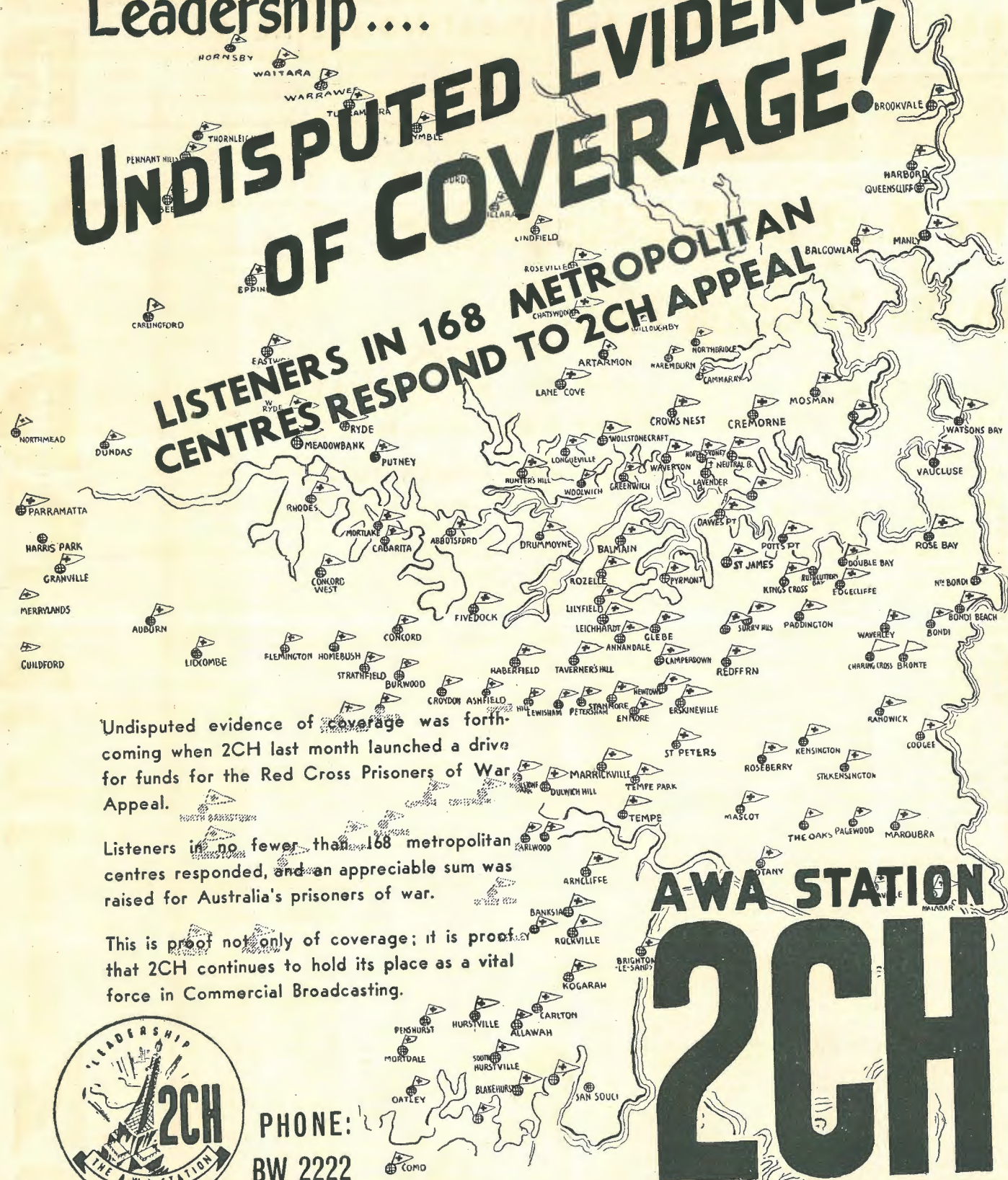


Registered at the G.P.O. Sydney, for transmission by post as a newspaper.

Leadership....

UNDISPUTED EVIDENCE OF COVERAGE!

LISTENERS IN 168 METROPOLITAN CENTRES RESPOND TO 2CH APPEAL



Undisputed evidence of coverage was forthcoming when 2CH last month launched a drive for funds for the Red Cross Prisoners of War Appeal.

Listeners in no fewer than 168 metropolitan centres responded, and an appreciable sum was raised for Australia's prisoners of war.

This is proof not only of coverage; it is proof that 2CH continues to hold its place as a vital force in Commercial Broadcasting.



PHONE: BW 2222

AMALGAMATED WIRELESS (A/SIA) LTD.

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Melb.: Cent. 4705

Sydney: FL 3054

Vol. 11, No. 2

Thursday, July 16, 1942

Price, 6d. Subscription, 10/- p.a.

More Power

We Must Be Self-Supporting in the Program Field

News was current in the industry last week that a move was likely to be made to test the Government's reaction to a proposal to resume the importation of American transcriptions.

At first flash the idea might appeal to a number of interested parties as providing an easy way out of the problem of the current scarcity of good new program material at reasonably low costs. But on examination it would seem very poor policy indeed on the part of the Australian commercial stations to seek this remedy for a situation which can and must be met through their own initiative and the inventive ability of our own Australian producers and artists.

Following the evidence collated by the Australian Federation of Commercial Broadcasting Stations for presentation to the Joint Parliamentary Committee on Broadcasting earlier in the year and upon whose report and recommendations the present Broadcasting Act was drafted, the Act contains, in Clause 88, a specific instruction to both the ABC and the commercial station to give as far as possible encouragement to the development of local talent and endeavour to obviate restriction of the utilisation of the services of persons who, in their opinion, are competent to make useful contributions to broadcasting programs. And in the course of evidence given by a number of commercial broadcasting station executives the opinion was expressed that Australia had a wealth of talent for broadcasting work, singers, actors, writers, producers and technicians. The committee took cognisance of that evidence. They believed that upon the assurances given in the evidence, Australia was even capable of providing a minimum of two and a half per cent of the total all-musical items broadcast, and our legislators went so far as to include that ratio as a provision in the Broadcasting Act.

It does not seem at all reasonable that at this stage there should be a volte

face from the broadcasting industry. For about 12 months no new American transcriptions have been invading the Australian market and during that period there have been outstanding developments and progress in the local transcription field. Admittedly our broadcasters may have been able to absorb many more transcribed features than are available—that is features of a type, but lack of competition from cheap American discs has in no way impaired the quality of Australian produced and recorded features. On the contrary, far better quality Australian shows have been made in the past 12 months than at any other time in our broadcasting history.

There are still some American transcriptions on the Australian market which were imported as far back as five years ago and which have not been sold here—though not for the want of trying. Their presence on the market simply tends to press down production costs of Australian shows which in turn can be reflected in our turning out inferior features.

No broadcast show can be too good, and if the money can be found from courageous enough sponsors willing to back their judgment and their faith in the broadcast medium to get advertising results which will justify expenditure, then we should have only the best in radio entertainment.

Some of the world's finest transcribed features have come out of America, and they have proved invaluable to Australian producers and artists as examples of how shows should be made. We can still learn a lot from American production, but to do that it is no longer necessary to flood our market with American features as was done in the past. We have won our own market and some valuable overseas markets besides for transcriptions. We must hold, at least, the Australian market; guard it jealously, rather than invite competition which can only retard local development.

The Broadcasting Act makes no specific provision for the increase of wattage power of commercial broadcasting stations which would enable them parity with national stations in this regard. But as increased power would not be "inconsistent with this Act" and as the Governor-General may make regulations prescribing all matters required or permitted to be prescribed, or which are necessary or convenient to be prescribed... "and in particular for varying or adding to the conditions governing the erection or operation of commercial broadcasting stations...", every effort should be made to prove to the authorities that the restrictions on operating power of commercial stations particularly in this country is at least "inconsistent" with good broadcasting practice.

For the duration of the war now great changes in the power situation can be expected but immediately afterwards there is no sound reason why operating powers should not be boosted up to such a level as will provide efficient coverage. The precedent in this department of broadcast engineering practice stands today in practically every other country in the world. This was clearly shown in the list of British, American and foreign transmitters and their powers given in last issue of "C.B."

RADIO ENGINEERS' EXAMINATION

The Institution of Radio Engineers (Australia) will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution on Saturday, August 1, 1942.

The examination will consist of one paper instead of two, as previously, to be completed between 9 a.m. and 1 p.m. for Associate Member grade; 9 a.m. and 12 mid-day for Graduate grade; and 9 a.m. and mid-day (written) and 12 mid-day to 1 p.m. (practical) for Radio Service Technicians' examination.

Intending candidates are invited to apply to the Head Office, The Institution of Radio Engineers (Australia), Box 3120, G.P.O., Sydney.

Goodwill is an asset shown as such on the balance sheet. It is part of the market value of a business.

In normal times, advertising is the normal insurance premium paid to protect goodwill. It keeps the public continually reminded.

Today, when scarcity of supply and even disappearance from the market of well known commodities make it easier for the public to forget and harder for them to remember the trusted brands and names of last year — advertising is the NECESSARY insurance premium if goodwill is to stay as an item in the balance sheet.

Advertising protects goodwill through war years. And goodwill is part of capital assets.

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SYDNEY, N.S.W.
Phone B 2085

The Only Profit We Should Think of Making is Freedom

W.O.I. Minister's Frank Appeal to Australian Business Interests

Australia, like all the other allied countries, is in this war to win it. We must win it, or as a nation, perish. There is no room now for any thought of what we "can make out of the war" in the way of profits, except that we profit by the freedom which must be won.

The Minister for War Organisation of Industry, Mr. Dedman, put this point very strongly last week when he explained that there was still too much complacency in certain quarters about the extent to which economic life had to be organised for war.

"The plain truth is," said Mr. Dedman "that the philosophy of every man for himself and every industry for itself is still rampant. It is sapping the strength of the community's will to victory to such a degree that it imperils our chance of achieving that victory.

"Too many people, and too many industries, are saying 'Peace is coming, let us be all set and ready, ahead of our neighbours, in the great race for profits which will then be staged.' If this spirit is not scotched as ruthlessly as a snake in the grass, defeat, not victory, lies ahead.

"We cannot have our cake and eat it. Either we must steel ourselves to do without some of the goods and services to which we have been accustomed, or resign ourselves to something less than the maximum war effort which we, as a nation, are capable of making. This would be disastrous; nothing less than our best effort will enable us to overcome the forces arrayed against us.

"The people can rest assured that no sacrifices beyond those that are absolutely necessary to achieve victory will be imposed upon them, and that the temporary renunciation of the enjoyment of goods and services formerly at their disposal will be on a scale which is well within their capacity to bear.

"The War Cabinet's decisions on the conduct of the war can be given effect to, only by careful planning of production, and by a systematic pruning of the use of labour power, materials and equipment in activities which do not directly contribute to the war effort. The counterpart of the War Cabinet in the economic field, is the production executive to which has been delegated the planning and implementation of all those economic and industrial measures which are required to carry out the war program as laid down by the War Cabinet.

"Ministers who are members of the production executive are all directly concerned with production problems, and no decision affecting the economic welfare of the people is reached until

that body is satisfied that the measure is necessary in the mobilisation of our resources for war purposes, and is also satisfied that the decision does not impose upon the economic structure a strain greater than it can bear.

"Those vested interests which, while admitting the necessity for diversion of resources from non-essential activities to production for war purposes, demand that they be left untouched, are adopting an utterly selfish attitude which is, in fact, a form of defeatism the Government will not tolerate. Moreover, these interests are not in possession of all the relevant information.

"Consultation there will be, but the final responsibility rests with the Government, and the great majority of Australians have unbounded faith that this Government will, in this as in other matters, pursue a course of action which will result in the optimum use of our resources in the prosecution of the war."

Senator Ashley on New Australian Broadcasting Act

Commenting that the new Australian Broadcasting Act became law last week, the Postmaster-General, Senator W. P. Ashley, expressed confidence that it would ensure the progress of the broadcasting services of the Commonwealth for the benefit of the community.

Administering the Act, it would be his aim to encourage the broadcasters — both national and commercial — in their efforts to provide better programs for the enlightenment and entertainment of listeners.

The programs of Australian stations had in the past given general satisfaction and those qualified to judge considered that Australian radio programs compared favourably with those of other countries.

Complaints had been made at times concerning the transmission of objectionable items, but fortunately these lapses were not frequent, Senator Ashley said. Nevertheless, when they did

Max Ashton Fund

The Committee running the Max Ashton Fund — details of which were announced in last issue of "Commercial Broadcasting" — is very gratified with the splendid response which has been made from all sections of the advertising and broadcasting and newspaper fraternity.

Max Ashton, one of the most popular young men in radio advertising circles, died suddenly, leaving a widow and two young children. The circumstances were such that several of the late Mr. Ashton's friends decided to endeavour to raise sufficient money to provide a fund out of which the two babies may be well cared for. To this end a committee was formed which has the cooperation of Mr. E. H. Badgery-Parker who represents Legacy Club as a member of the committee. The fund when closed will be administered by Legacy Club, for the benefit of the widow and children.

At the time of going to press the Max Ashton Fund Committee announce that in the first fortnight a total of £187/10/6 had been generously donated. Every effort will be made to double that figure.

Honorary treasurer of the Fund is Mr. A. Lippmann to whom all donations should be addressed at 146 Foveaux Street, Sydney. Cheques should be made out to "Max Ashton Fund".

The Committee comprises, Mr. Charles Fletcher, chairman; Mr. A. Lippmann, hon. treasurer; Mr. John Hamilton, hon. organiser; Mr. F. A. Hawley; Mr. E. R. Badgery-Parker; while Mr. George Matthews is hon. secretary.

The Committee announce that formal letters covering receipts will be addressed during the present week to all donors to date. Amounts received so far have ranged from ten guineas down to 5/-. The Committee points out that it is a case of every penny helping and assistance small or large is equally welcomed.

occur, they brought broadcasting into disrepute.

Severe penalties had been provided in the Act for offences of this character, but he was hopeful that any further unpleasant episodes would be prevented by greater vigilance on the part of the broadcasters.

Senator Ashley said that in addition to penalties provided for the stations concerned in broadcasting "any matter which is blasphemous, indecent or obscene", the new Act provided penalties personally for announcers or entertainers who had offended under this section.

Individuals responsible for selecting or passing the offending item could also be dealt with.

The Postmaster-General could suspend the offending broadcaster or officer who had selected or passed the script, or direct that they could continue to act only according to conditions which he would specify.

Australian Broadcasting Regulations

A number of regulations under the Australian Broadcasting Act, 1942, were issued on July 1, some of which will serve to clarify certain provisions contained in the Act.

Of particular interest to broadcasters and advertisers on the air is regulation seven which, as reported shortly in last issue of "C.B.," will give broadcasting stations the right to refuse certain advertising matter. The Broadcasting Act lays it down that any commercial broadcasting station must make its time available "without discrimination".

The new Regulation reads as follows:

"The licensee of a commercial broadcasting station may specify in the tariff of advertising charges published by him in pursuance of Section 61 of the Act the matters or things, or classes of matters or things, in relation to which he reserves the right not to broadcast advertisements and, where any matter or thing, or class of matter or things, is so specified, it shall not be necessary for the licensee to make his advertising service available with respect to any such matter or thing, or with respect to any matter or thing included in such a class of matters or things".

Another regulation directly affecting broadcasting stations provides that a person shall not, without lawful authority, divulge or make any use whatsoever of the contents of a wireless communication, not being a communication transmitted by a broadcasting station whether situated in Australia or elsewhere.

Other regulations issued are as follows:—

(1) A person who is the holder of a broadcast listener's licence granted prior to the first day of July, 1942, shall not, until the expiration of that licence, be required to hold any additional licence or licences by reason of the number of receiving appliances in his possession exceeding one.

(2) Where a person who is the holder of a broadcast listener's licence becomes the possessor of an additional receiving appliance, he shall not, until the expiration of that licence, be required to hold any additional licence by reason of having in his possession the additional receiving appliance.

(3) Where a person who is the holder of a broadcast listener's licence is a manufacturer of, or trader in, receiving appliances, he shall not be required to hold any additional licence in respect of any receiving appliance in his possession at the address specified in the licence for the purpose of storage, sale, repair, test or demonstration.

Where any person, who manufactures or trades in receiving appliances and is the holder of a broadcast listener's licence has, with the authority in writing of an officer thereto authorised by the Minister, established a receiving appliance at the premises of a prospective purchaser thereof, that person or the prospective purchaser shall not be required to hold a broadcast listener's licence in respect of the receiving appliance—

(a) if the premises of the prospective purchaser are within twenty miles from the General Post Office in the capital city of a State—for a period of seven days; and
(b) in any other case—for a period of fourteen days,

from the date when the receiving appliance was so established, if an invoice or other document setting out that date is affixed to the appliance.

(1) Where application is made for a broadcast listener's licence in respect of a receiving appliance which has been used, without a licence being held in respect thereof, at any time during the period of twelve months immediately preceding the day on which the application is made, any licence granted may be dated as of the date on which the receiving appliance was first used during that period without a licence and shall remain in force for a period of twelve months from that date.

(2) In any proceedings for an offence against the Act or these Regulations, a licence so granted shall not be deemed to have been in force prior to the date on which it was applied for.

A broadcast listener's licence shall not be transferable from one person to another.

(1) A person shall not, without the consent of an officer authorised by the Minister to grant such consents, use a receiving appliance at a place other than the address specified in the broadcast listener's licence authorising the erection and operation of the appliance.

(2) A person who is the holder of a broadcast listener's licence shall, within two weeks after any change in his address, notify the Senior Radio Inspector in the State in which he resides of the change.

A person who is the holder of a broadcast listener's licence shall, upon demand at any reasonable time by an officer thereto authorised by the Minister, make his licence available for inspection by the officer.

A person who is the holder of a broadcast listener's licence shall, at all reasonable times, afford to any officer thereto authorised by the Minister every facility for the inspection of receiving appliances at the address specified in the licence.

A person shall not use a receiving appliance in such a manner as to cause interference to the reception of broadcast programs or other wireless signals.

The grant of a broadcast listener's licence shall not relieve the licensee of responsibility for any infringement by him of any patent for an invention.

A person shall not permit an extension lead to be taken from any receiving appliance on his premises for the purpose of enabling broadcast programs to be received in any premises or place or part of any premises or place in respect of which a broadcast listener's licence is not held.

Where a person who is the holder of a broadcast listener's licence does not intend to renew his licence, he shall notify accordingly the Senior Radio Inspector in the State in which he resides, or a postmaster, within seven days after the date of expiry of the licence.

Basil Orr New President of AANA

Mr. Basil R. Orr, of Lustre Hosiery Ltd., was elected president at the annual meeting of the Australian Association of National Advertisers held in Sydney last month.

Other members elected to the Council of the Association are:—

Sydney Council.—Messrs. E. W. Foster Lustre Hosiery Ltd., R. Jenkins (Lewis Berger & Sons, Aust. Pty. Ltd.), F. W. Larkins (Amalgamated Wireless Aust. Ltd.), J. G. Lee (Atlantic Union Oil Co. Ltd.), F. L. Marcy (Lambert Pharmacal Co. Pty. Ltd.), T. McClelland (Tooth & Company Ltd.), A. V. Meldrum (Australian Gas Light Co.), E. M. Milne (Kolynos Pty. Ltd.), H. J. Morris (Sydney County Council Electricity Supply), W. D. Phillips (Lever Bros. Pty. Ltd.), A. C. Roach (Kellogg's Aust. Pty. Ltd.), A. A. Warner (Exide Batteries of Aust. Pty. Ltd.), J. N. Walker (Jantzen Aust. Ltd.).

Melbourne Council.—Messrs. B. Bellamy (Vacuum Oil Co. Pty. Ltd.), M. S. Bleechmore (Shell Co. of Aust. Ltd.), A. R. Caughey (Kraft Walker Cheese Co. Pty. Ltd.), W. J. Cudlipp (General Motors Holden's Ltd.), J. Fletcher (International Harvester Co. of Aust. Pty. Ltd.), E. H. Stennett (Nicholas Pty. Ltd.).

Mr. C. Roy Stanley is Secretary.

RURAL BANK'S TIME FOR ALLIES' DAY

The Rural Bank, as sponsors of the 2UE Sunday feature "The Heroic Past" has donated its radio space at 6.43 p.m. on July 26 to the cause of Allies' Day.

In place of the dramatisation of the life of Sir Richard Burke, a special 15 minute address will be broadcast with Allies' Day, and all it means, as its theme.

"The Heroic Past" is the dramatised story of famous men, places and institutions in Australia's history. The series was created by John Appleton, now in the RAAF.

RADIO WOMEN'S CLUB MEMBERS ACTIVE FOR CHARITY

A remarkable effort in support of the Australian Red Cross Prisoners of War Fund was conducted by 7HO, Hobart, in conjunction with the Hobart Mercury for the month of June. Opening the Fund at the beginning of June with a station donation of £100, the £5,000 objective was easily reached and on the final day of the month a cheque for £6039/5/10 was handed to the local Red Cross Society. Donations ranged from £100 to the modest 6d., and some remarkable individual efforts could be mentioned, such as that of an Old-age Pensioner, who sold her wedding-ring to contribute £1 to the Fund, of children from the Glenora Area School who forwarded nearly £36, which amounted to about £1 per child. The staff of an Evaporating Factory in a country district sent in a day's pay from every employee. The staff of a local Insurance Office donated £26/5/- in one week.

Very active workers were the Women's Association of 7HO including the country branches. One small country branch with only 16 members forwarded a donation totalling nearly £50.

The 7HO Women's Association with nearly 2,000 members has an excellent record for war work. Regular Tuesday afternoon gatherings recently handed over to the authorities their 100th camouflage net, and are already well on their way to the 2nd 100.

The Association has excellent social club facilities, and recently formed an organisation in conjunction with the Australian Comforts Fund to provide comforts and entertainment for men of the Forces. These facilities will be provided free, and will consist of bright entertainment and provision of hot suppers and comforts for every night of the week. Preparations are being made to provide for up to 200 to 300 men. Such a big undertaking entered by the Association provides real evidence of their wonderful enthusiasm and support.

At U.S. Sports Rally



Captain Beard, U.S.A. commentator, and Arthur Mathers of 3UZ with the 3UZ microphone at the American Sports Rally at Carlton on July 4.

NEW SUNDAY MORNING SHOW

"Radio Rivals" is the title of a novel studio-participation show, under the sponsorship of Beville's Gift Store, now aired on 3XY and 2UE each Sunday morning at 10.30. The two stations take it in turn to originate the program, 3XY one week relaying to 2UE, and vice versa. A full band, with vocalists and comedians, community singing, a cookery quiz, all contribute to a lively program, each station striving to outdo the other in presentation.

Preceding this, at 10 a.m., 3XY presents for the same sponsor, "Guess Your Lucky Stars", a listener-quiz which gained great popularity at its former time of 8 p.m. on Tuesdays. There is a weekly cash prize offered for identifying stage and radio stars from clues supplied.

6 NEW ADVERTISERS

FEATURING SIX NEW PROGRAMMES IN TWO WEEKS PROVES CONCLUSIVELY THE VALUE of "TIME" ON

THREE AW

THE HAT TRICK AGAIN TO 4BH THREE NEW CONTRACTS

F. TRITTON PTY. LTD.
(HOUSE FURNISHERS)
"IN HIS STEPS"
52 x 30 Minutes
Sunday Nights

GILBEYS
"WHAT'S IN A NAME"
104 x 15 Minutes
Monday and Wednesday
Nights

J. HENSON
(BUTCHER)
"SHIRLEY THOMS"
26 x 30 Minutes
Tuesday and Thursday
Mornings

A CHANDLER

Sydney:
CHANDLER'S BROADCASTING
SERVICE,
Australia House,
Carrington Street, Sydney.

4BH

STATION

Melbourne:
MACQUARIE BROADCASTING
SERVICES PTY. LTD.,
239 Collins Street, Melbourne.

FOUR NEW FULL NETWORK SPONSORSHIPS

- AND TWO MORE TO COME

To each individual Station of the Network these new programmes bring greater entertainment . . . greater entertainment means a wider and more appreciative audience . . . these bigger audiences, in their turn, mean greater value and results to each individual sponsor on the Macquarie Network.

"QUIZ"

1 x ½ hour

"I SAW IT HAPPEN"

1 x ¼ hour per week

"WHAT'S IN A NAME"

2 x ¼ hours per week

"FIRST LIGHT FRASER"

4 x ¼ hours per week

The Macquarie Network



136-38 PHILLIP STREET, SYDNEY. B 7887.

239 COLLINS STREET, MELBOURNE. CENT. 4634

Big Cheque for Red Cross



Following a drive for funds for the Prisoners of War Red Cross Appeal by 2CH during recent weeks Sir Ernest Fisk (right), Chairman of Directors of Amalgamated Wireless (A/sia) Ltd., during a recent broadcast over that station, made the presentation of a cheque for \$1,155 to Mr. Wilfred Johnston, Chairman of the N.S.W. Division of the Australian Red Cross. This amount will be augmented by the efforts of the 2CH Women's League. In the above photograph Mr. Wilfred Johnston is in the centre with Mr. V. M. Brooker, manager of the A.W.A. Broadcasting Department, on the left.

BIG STORE AGAIN INCREASES RADIO TIME

Murdoch's Ltd. have just completed arrangements for the extension of their sponsored time on 2GB. For the past year Murdoch's have used a quarter-hour on Wednesday night for the presentation of "Unknown Warriors", a quarter-hour dramatic series. Early this year they decided on the sponsorship of the Macquarie Radio Theatre, one-hour every Sunday night.

With the conclusion of "Unknown Warriors", Murdoch's have decided to supplement the Macquarie Radio Theatre with a half-hour dramatic series on Wednesday. For that program they have chosen "In His Steps" a new

feature which has already proved a sensation on inter-state stations.

"In His Steps" is based on a novel by Charles Munro Sheldon, which, over a period of years, has become one of the best sellers in the world—in fact it is stated that the only book that has outsold "In His Steps" is the Bible.

Produced by Artransa, "In His Steps" has been adapted for radio by Maxwell Dunn. The role of the Minister is played by John Tate, and a particularly large cast of some of the most outstanding players in radio appears in the various episodes. The time of the broadcast of "In His Steps" is 9.15 to 9.45 p.m. every Wednesday.

SPONSOR ENTERTAINS "THE BRIGHT HORIZON" CAST

Australia gave the world good wines, and now the wine industry is giving Australians good broadcast programs. That was the thought prompted by the excellence of radio's latest big half-hour musical comedy show "The Bright Horizon" which has commenced over a number of N.S.W. and Queensland stations as a Saturday night feature.

The show is a product of the AWA studios, being produced by Mr. Humphrey Bishop to the design of The Weston Co. advertising agency for McWilliams Wines.

A premiere pre-view of the show was given at the big AWA studio and audition gallery on July 3 where the sponsors entertained a number of guests. Later by arrangement with the Bodega Wine Cellars which are close by in Barrack Street, McWilliams entertained the cast and other representative guests to cocktails and buffet lunch.

Mr. W. O. "Billy" Richards of the Weston Co., paid a tribute to Mr. McWilliam for the faith he had shown in Australia's future in launching such a big broadcast program as "The Bright Horizon"—the show was undoubtedly a fine one and a morale builder for the people.

MOVIE QUIZ ADDED TO LONG RUN SHOW

Shortly to celebrate its 6th birthday, the 2KY-Morley Johnson audience-participation show at the Radiatorium on Wednesday nights is now featuring a Movie Quiz as an added attraction at 9.15 p.m.

In accordance with the audience-get-rich-quick policy of the entertainment, this new quiz offers 6 cash prizes every week, which, if not won by contestants or patrons, are carried over to the following week a la jack-pot. Metro-Goldwyn-Mayer are co-operating with Morley Johnson Ltd. in its presentation, the former setting the questions and being the donors of a "still" of a film star as a free gift for every contestant. M.C.'s are Harcourt Garden and Paul Daly.

Incidentally, due to the great popularity of the "Musical Twins" contest, a before-interval attraction of long standing, an additional award of 15/- is now being offered the vocalist giving the best rendition of one of the "twins" adjudged so by the audience.

The appeal of this contest lies in its wide application, listeners and patrons alike coming into the money-picture. Awards are offered not only to the senders of entries used during the presentation, but to members of the audience who correctly name the "twins", whilst a further prize is given the patron who can give a word-perfect rendition of the item. During the past few weeks the list has been extended to cover a prize for the best songster amongst the 8 contestants.

Paul Daly is assisted by his wife (May Webster) in the presentation of this popular unit of entertainment.

A.C.I. Program for Red Cross — Valuable Lead Seen in Initial Use of Radio

As reported in last issue of "C.B." the huge Australian industrial undertaking, Australian Consolidated Industries, has joined the ranks of big radio time users. Their initial sponsorship is a valuable contribution to the national effort in that the outstanding program they have taken is being put behind the Red Cross Prisoners of War Street Appeal.

The show which A.C.I. has taken is "Lest We Forget" broadcast in Sydney Saturday nights from 2UW. It is a Melbourne conceived program which has already won great popularity in the South.

Mr. S. Rubensohn, managing director of Hansen Rubensohn advertising agency who negotiated the contract between station and sponsor told "C.B." last week that Australian Consolidated Industries had been most anxious to assist the great work of the Red Cross Society and the sponsorship of this program, giving the commercial announcements to the Red Cross Society and the P.O.W. Street Appeal, provided that opportunity. The company has also included an offer to the Red Cross of £1 a week for each member of their staff now in the fighting forces and reported a prisoner of war.

The A.C.I. move should give a valuable lead to other big Australian industrial concerns. Quite apart from the circumstances of the present day which enable the big industries to contribute in such manner to the cause of humanity and freedom, it is becoming widely accepted now that commercial broadcasting is a utility which should be encouraged by those who today, and will in the future, reap the commercial and other benefits of the progress and enlightenment which broadcasting itself creates.

ROSELLA MANUFACTURING SPONSORS NEW SHOW

Following the complete success of "Paul's Family", which enjoyed a 12-months' run on 2SM, the Rosella Manufacturing Company are now sponsoring "They Became Famous", a half-hour Tuesday musical show commencing at 9.15 p.m.

At the conclusion of "Paul's Family", in collaboration with Mr. McInnes, general manager of Rosella (N.S.W.), John Dunne hit upon the idea of "They Became Famous". The session requires a lot of research and Monsignor Meany, so long associated with the station, came to the fore with his expert musical knowledge. "They Became Famous" deals with intimate glimpses into the lives of artists, conductors and composers, presented in an interesting manner. That the session has "clicked" is shown by requests sent in by mail and telephone calls of appreciation, while Rosella report sales to be still gaining.

WARDROP SPONSORS "WAY DOWN SOUTH"



Mr. Wardrop, managing director of "Wardrop, My Tailor", 6th from left, with Mr. Sidney Baume, 3UZ's sales manager, and Mr. Keith Campbell, together with the cast of "Way Down South", at the opening performance.

Saturday, June 20, marked the opening performance of "Way Down South" from 3UZ under the sponsorship of Wardrop, My Tailor.

This bright minstrel show, produced by Leslie Ross, promises to be a highlight for Saturday evening audiences.

Mr. Wardrop, accompanied by Mr. Keith Campbell, the well-known Melbourne service agent, were entertained at the premier performance by 3UZ sales manager (Sidney Baume).

Balanced Programming...

The balanced programming of 6KY—added to the already existing prestige of Perth's newest broadcasting station among West. Australian listeners—gives you an opportunity to have your message presented under the most favourable auspices possible. Your programme has the advantage, on 6KY of being placed so that the listener is never forced to hear a running fire of similar entertainment. It thus gets maximum attention! Advertisers should investigate what 6YK's influence in the West. Australian market can accomplish.

6KY

National Representatives:

FRED THOMPSON
Asbestos House, Sydney

OATEN WARD
379 Collins Street, Melbourne

2MW

MURWILLUMBAH

... the ONLY

N. S. Wales station with the outstanding

40-minute feature

"DR. GODDARD AND
THE BOOK OF TIME"

Sponsors: Maxam Cheese Products Pty.



World's Record Claimed for "Grocer and Madame"

Proved Result Puller for Big Grocery Firm

Possibly the world's longest running feature for the one sponsor from one station—"The Grocer and Madame" on Sydney station 2SM—celebrated its ninth birthday on Friday night last, July 10.

For the past nine years this 8.30 p.m. six-night-a-week show now played by John Dunne and Doreen Mackay, has been sponsored by the well known grocery firm, Moran and Cato Ltd.

At the ninth birthday the 2,774th session was broadcast.

Nine years ago, John Dunne, 2SM's studio manager, very new to radio and very, very ambitious, came home one morning just in time to hear a hefty knock on the back door and the cry of "Grocer!" re-sound through the house. Thus was the session, "Grocer and Madame" born. . . .

Contacting Mr. Roy Purdy of Moran and Cato's Head Office in Cleveland Street, Chippendale, Mr. Dunne told

him of his bright idea and, after eight attempts to sell, finally persuaded the grocery firm to give the session a month's trial.

Mr. Bert Gibb was assigned to write the scripts, John Dunne played Grocer to Norah McManus's Madame, and, when the month came to a close, to test the integrity of the session, a "grocery special" was broadcast. This was a tin of peaches and a tin of cream at a specially reduced price. The result was more than gratifying. Over 10,000 tins were sold, each customer mentioning the "Grocer and Madame" session!

Needless to say, further contracts were signed and, for nine years this unit of 2SM's night programs has been doing an excellent selling job for the grocery firm. Moran and Cato's are proud to be the sponsors of what they claim is the world's longest running commercial program, and "C.B." on behalf of the industry joins in wishing "The Grocer and Madame" long life!

TWEED STATION'S FINE EFFORT FOR CHARITY

Further assistance was given the Red Cross Prisoners of War Fund and the "Smile Club" Ward at the Tweed District Hospital when 2MW conducted their annual Smile Club plain and fancy dress ball on July 8. Door takings were over £50 and in spite of bad weather, the hall was packed to overflowing. The Red Cross will have benefited by £63 from functions organised by 2MW over the last month and the "Smile Club" Ward at the Tweed District Hospital can now boast a brand new radio receiver thanks to this highly successful function. A cheque was also handed the Hospital as a further contribution on behalf of the 2MW "Smile Club" who were responsible for the complete furnishing of the "Smile Club" Ward.

DISC SHOW IN COMEDY HOUR

"International Comedy Hour", broadcast from 3XY each Friday night at 8, under the sponsorship of the Mack Furnishing Co., recently introduced two new transcriptions—"Masked Masqueraders", a half-hour AWA production directed by Humphrey Bishop, and "Oh Reggie", featured in quarter-hour episodes. The balance of the "Comedy Hour" features records by internationally famous comedians.

RADIO PROVIDENT FUND Available for Relief of Distressed

The RIF Board of Management would like to remind all members of the radio, electrical and broadcasting industries, that the Radio Provident Fund, which has been subscribed to by them in the past, is available for disbursement where satisfactory evidence has been submitted to justify such action. Should any necessitous case come to their attention, the Board would appreciate prompt notification in the matter in order to relieve the distress where indicated. All information and applications, which will be treated confidentially, should be addressed to the Secretary, RIF Club of Sydney, The Assembly Building, 1 Jamieson Street, Sydney.

★ For ALL your RECORDING SUPPLIES

PRESTO

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

Saturday Night Gains Big Shows

Since the introduction of the brown-out, and other factors brought about by wartime conditions, including of course the recent restrictions on the type of Sunday advertising allowable, Saturday night broadcasting is assuming a new importance. Already a number of big feature programs are being presented in the Saturday night schedules of most metropolitan stations throughout Australia replacing "swing" and other dance sessions.

A notable and pointed example of the trend is shown by the new Saturday night set-up on 2UW following the booking of several big sponsored shows, and which provides for no swing music after 7.45 p.m.

The new 2UW presentation, which it was stated last week had been under consideration for some time, follows the extraordinary reception accorded to "The Bright Horizon" and "Lest We Forget", which, on the opening presentation on July 4, attracted 131 telephone calls of appreciation.

"The Bright Horizon" is a sparkling new Humphrey Bishop musical half-hour sponsored by McWilliams Wines Pty. Ltd., while "Lest We Forget" is being presented on behalf of the Australian Red Cross by Australian Consolidated Industries Limited. "The Bright Horizon" goes on the air at 8 p.m., and "Lest We Forget" follows at 8.30.

Several weeks ago 2UW decided to exploit the Saturday night audience with something more than a dance record presentation. Putting the theory to the test and without awaiting sponsorship, the station announced a complete new Saturday night presentation of three hours of sustaining features including comedy, drama and music. The aim was to create a new Saturday night listening habit, and apparently the result was favourable, because it was announced shortly afterwards that Bebarfolds Ltd., Sydney furniture house, would sponsor a half-hour each Saturday night under the title of "A Salute to Victory" at 9.15 p.m. The program, arranged in conjunction with the Marsh Agency, provided for the presentation of a half-hour of national inspiration embodying each week an appeal on behalf of some volunteer war organisation. The audience won by "A Salute to Victory", was proved a few weeks ago when, after one session, the station received 93 telephone calls of appreciation.

With the new audience assured, McWilliams Wines Pty. Ltd., through the Weston Company, agreed to take the half-hour from 8 to 8.30 p.m. for the presentation of "The Bright Horizon", and then Hansen-Rubensohn Agency took the 8.30 to 9 p.m. period on behalf of Australian Consolidated Industries Ltd., for the broadcasting of "Lest We Forget".

It is now announced that Millards Ltd., Sydney retail store, will sponsor the period 7.45 to 8 p.m. each Saturday

night with the presentation of a musical session entitled "The Best of Them All", and featuring each week world famous artists in each sphere of music.

With the period 7.45 to 9.45 p.m. filled with musical sponsorship, 2UW now has arranged to present a special transcription of "The Big Four" at 9.45 p.m. A quarter-hour of comedy will follow at 10 p.m., while the following 45 minutes until 11 p.m. will be devoted to the world's best vocal and instrumental recordings, presented under the title of "Music in a Quiet Mood".

NEW FEATURES AIRING

Peggy Brooks, Margo Sheridan and John Masters will share the honours in a new feature to be released from 3AW on Thursday, July 16, under the title of "You Shall Have Music". Attractive pianoforte interpretation, plus Peggy's sweet crooning voice will furnish John with ample opportunity to display his unusual knowledge of musical backgrounds. The session is sponsored by Gilbey's, and will be heard each Thursday night at 8.45.

Other features listed for immediate release from 3AW include "The Silver King", to be broadcast Mondays and Thursdays at 9.15 p.m., which will be sponsored by Catanach's; "The Storyman" at the 6 p.m. spot on Sundays (MacRobertson's); "Accent on Melody", another attractive piano-vocal program with Vera Howe as pianist and Kathleen Goodall trilling the air (Payne's); and "I Saw It Happen", sponsored by Pepsodent.



Captain Primrose, U.S.A. Forces, and John McMahon of 3UZ, comperes of "Americana" broadcast by 3UZ on July 4.

BIG TOTAL OF ENLISTMENTS

Checking up on the number of men who had enlisted in the various branches of the services, 3XY records reveal that no less than 30 staff members have joined up since the outbreak of the war.

CHANGES AT 2LF

Mr. H. B. Witham, chairman of directors of Western Newspapers Ltd., advises that the arrangement under which Mr. G. W. Allen had been operating 2LF Young has expired. Mr. Witham has again assumed control of that station.

The Station with the **FIVE LIVE SHOWS!**

- ★ Erotts' RADIO REVELS
- ★ Tye's RADIO REVUE
- ★ MacRobertson's SHOW for the BOYS
- ★ Beville's RADIO RIVALS
- ★ Mutual Store RED CROSS ½-HOUR

3XY For **LIVE** Selling Appeal!

3KZ MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street

"U.S.A. Army Half-Hour"

A new live-artist presentation, featuring the U.S.A. Army Band of 13 instrumentalists was inaugurated by 4BC on June 30.

Drawn from all corners of the United States, and brought together by the resounding call to arms in defence of the liberty which they, in common with all English-speaking people, hold so dear, they are in Australia to do a big job—and do it with the usual American thoroughness.

However, in their spare moments they have found time to unpack their instruments and get together to play tuneful melodies and toe-tapping swing with the real American flair for "hot" rhythm.

With such material to hand, and enthusiasm at high pitch, it was but a short cry to the organising of entertainment for the Allied Forces, and in this step Sgt. C. F. Hall played, and is playing, an important part. Under his direction the band is being moulded into what bids fair to become a top-flight musical combination.

Several of the members have been associated with leading American radio and recording bands. Pte. Thomas Beckett (bass and banjo) was with Gene Krupa's Band. Pte. Peter Congiaro (guitar) comes from Dick Jergun's Band, while Pte. Raymond Prosser was pianist in Ray Dunham's Band. Other instrumentalists are: Pte. John Ozella (trumpet), Pte. Robert Elk (saxophone), Cpl. James C. Bobb (steel guitar), Pte. James Dunderdale (drummer), Pte. James Durham (trumpet), Pte. James Wallace (guitar), Pte. Robert Barclay (bass and guitar), Pte. Robert G. Kataka (saxophone and clarinet), Pfc. Robert Plummer (saxophone), Pfc. Mitchell Trotta does the vocalising.

In the initial 4BC broadcast, organised

Network Billings Up

Four important sponsorships have been signed over recent weeks with the Macquarie Network. In addition, Macquarie is reported to be negotiating two further sponsorships, both of which will provide important features to the Macquarie program roster.

The four sponsorships already signed are for the full Network. They are: "Quiz Kids" (1 x ½ hour per week), "I Saw It Happen" (1 x ¼ hour per week), "What's in a Name?" (2 x ¼ hour per week), and "First Light Frazer" (4 x ¼ hour per week).

"Quiz Kids" was already well established on 2GB as one of the outstanding new programs of the year when the sponsorship was negotiated. "I Saw It Happen", soon to commence is an equally important show built around the news of the day. "What's in a Name?", which has already commenced on Macquarie stations, is based on the novel idea of inviting listeners to write in their names to the various stations, so that the history and origins of their name can be incorporated in this session, which features John Dease and

for the entertainment of the Allied Forces and listeners in general, and relayed through 4SB and 4GR, the show was compered by Pfc. James Booth, who was a feature announcer with the St. Louis Broadcasting Station, KWK, and KDRO, Missouri.

Pfc. Booth and Sgt. (Red) Hall, "The All American Screwball", introduced a humorous highlight with comedy patter and a sketch, while the band played seven popular numbers, infusing plenty of variety into its performance.

Jack Lumsdaine.

The fourth program on the list of new sponsorships is "First Light Frazer". This is the first script to be written by Lieut. Maurice Francis for Macquarie. Lieut. Maurice Francis is now serving with a Tank Corps, somewhere in Australia. He is well known as the author of many of George Edwards most famous productions, including "Dad and Dave".

"First Light Frazer" is built round the modern Scarlet Pimpernel, whose exploits bring hope and courage to the oppressed people of Europe, and who frequently outwits the Nazis in his efforts to save the heroes of liberty from the claws of the Gestapo.

"Tea for Two" for S.C.C.

"Tea for Two", an afternoon program incorporating interesting and informative discussions on cookery together with musical entertainment by popular radio artists is now a regular weekly attraction on 2CH, presented under the sponsorship of the Sydney County Council. Show will feature Hilda Morse and Joyce Williams, the latter being in charge of the Home Management section of the County Council.

Cooking by electricity will be the theme of the commercials associated with the session and to this end a considerable portion of each program will be devoted to discussions on new methods of cooking for everyday food, far from being a cookery talk, how ever, the mode of presentation for "Tea for Two" is such that it will have a direct and sustaining appeal for all who listen.

During the program musical entertainment is provided by the Silver Singers Trio (Ina Preston, Florence Roach and Jean Arentz) and also by Sally Paige at the Piano—their songs being presented as part of the "tea rooms" entertainment for its patrons.

"Tea for Two" will be scheduled at 2.30 every Tuesday and will form part of "Melody Matinee" which has been presented by Hilda Morse over 2CH for a considerable period.

The contract was placed through Hansen-Rubensohn.

RADIOLA HARMONY

AWA Sales Department announce the release of "Radiola Harmony" on 2SM Sydney on a once weekly schedule commencing on Friday 24/7/42 in the 8 p.m. to 8.30 p.m. spot.

RADIO PRINTING PRESS

for your printing

PHONE FOR SERVICE—FL 3054

Among the Sponsors

The Bonkora Company has renewed its contract with 4BH, Brisbane, for a further period. The feature is "Romance of Music" every Friday night at 7.30.

25 and 50 word direct announcements in the night session, daily, are called for in the renewal contract received by 4BH Brisbane, from Taylors Elliotts Pty. Ltd. Contract for 52 weeks.

Rex Theatres, the Valley, Brisbane, have contracted with 4BH for 25 word direct announcements, 6 days a week in the breakfast session.

Alex Young, auctioneer, the Valley, Brisbane, has contracted for 25 word direct announcements in the 4BH breakfast session, 6 mornings a week.

F. Tritton Pty. Ltd., leading Brisbane house furnishers, have contracted with 4BH for 52 half-hour programs on Sunday nights at 8.28. The new feature is Charles Munro Sheldon's "In His Steps", one of the strongest dramas ever presented over the air.

Gowing Bros. have contracted through L. V. Bartlett Pty. Ltd. for a series of direct announcements over a long term on 2CH.

Mauri Bros. & Thomson Limited are using 2CH in an extensive campaign for Cornwall's Vinegar and Cornwall's Extract of Malt (Agency—A. N. White Pty. Limited).

In addition to their sponsorship over a long term of "Saturday Morning Live Artist Revue" Buckingham's have contracted for a series of direct announcements on 2CH (Agency, Goldbergs).

Commonwealth and Dominion Agencies have contracted through Catts Patterson, for a large schedule of spot announcements for Digestif Rennies on 2CH.

Bushells Pty. Limited are using 2CH for direct announcements, chiefly featuring their Vacuum Packed Coffee.

Cenovis Yeast Pty. Ltd. have extended their country broadcast of "Doctors Courageous" to 3CS Colac. This is being handled through Stevenson Advertising Service.

Clark King Pty. Ltd. have commenced a series of announcements over the "Argus" and the "Age" country networks during the Farm and Home Session and Primary Producers Hours respectively. Both these contracts have been placed through Stevenson Advertising Service.

Purina Grain Foods Pty. Ltd. have contracted with 3XY for 8 weeks' advertising in breakfast session for "Kornies".

E. Griffiths Hughes Ltd. (Digestif Rennie) contract for 52 weeks' advertising (minute announcements) in evening sessions on 3XY.

Henderson Federal Spring Works Pty. Ltd. (renewal), time flashes (208) in evening sessions on 3XY.

CLASSIFIED ADVERTISING

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

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

POSITION VACANT

Certificated Broadcasting Station Engineer wanted for Tasmania, some experience announcing desired, good position and prospects for right man. Apply Mr. Stanford Allan, 247 Collins Street, Melbourne.

FOR SALE

Recording Device—complete with brand new Green Flyer 2-speed motor—15 ohm cutting head—Piezzo S8 playback crystal pick-up—transverse gear—in portable leather case. Simply plug in to a 10 watt amplifier and record instantly. Price £20. Apply Box 63, P.O., Forbes.



John Bore, 3KZ, who has resumed his previous profession as engineer and is now engaged in war work. He is still heard at 3KZ each Sunday morning when he presents "Radio Evergreens" and "Music in the News", and the live-artist programs of the Victoria Banjo Club, the Palais Royale, George McWhinney, the Hawaiian Troubadors and Leonard Cook.

MAY LICENCE FIGURES

NEW SOUTH WALES		May 1941	May 1942
New issues	5,534	5,534	3,378
Renewals	33,828	33,828	37,555
Cancellations	4,300	4,300	6,807
Monthly total	495,238	495,238	500,565
Nett increase or decrease	1,234	1,234	-2,929
Population ratio	17.65	17.65	17.81
VICTORIA			
New issues	2,507	2,507	2,591
Renewals	31,744	31,744	31,435
Cancellations	1,843	1,843	2,816
Monthly total	361,864	361,864	371,072
Nett increase or decrease	1,164	1,164	-225
Population ratio	18.94	18.94	19.14
QUEENSLAND			
New issues	2,130	2,130	1,346
Renewals	13,868	13,868	15,463
Cancellations	1,025	1,025	535
Monthly total	167,705	167,705	172,764
Nett increase or decrease	1,105	1,105	811
Population ratio	16.41	16.41	16.67
SOUTH AUSTRALIA			
New issues	1,563	1,563	1,241
Renewals	11,363	11,363	11,882
Cancellations	1,428	1,428	1,044
Monthly total	130,727	130,727	137,631
Nett increase or decrease	135	135	197
Population ratio	21.57	21.57	22.58
WESTERN AUSTRALIA			
New issues	1,157	1,157	1,030
Renewals	8,144	8,144	7,438
Cancellations	1,103	1,103	1,863
Monthly total	91,087	91,087	91,887
Nett increase or decrease	54	54	-833
Population ratio	19.48	19.48	19.81
TASMANIA			
New issues	462	462	424
Renewals	3,983	3,983	3,884
Cancellations	370	370	561
Monthly total	44,710	44,710	46,106
Nett increase or decrease	92	92	-137
Population ratio	18.79	18.79	19.31
COMMONWEALTH			
New issues	13,353	13,353	10,510
Renewals	107,930	107,930	107,657
Cancellations	9,569	9,569	13,626
Monthly total	1,291,331	1,291,331	1,320,025
Nett increase or decrease	3,784	3,784	-3,116
Population ratio	18.32	18.32	18.58

The above totals include free licences to the blind—2,535 (1941) and 2,519 (1942).

Special Announcement

A special Transcription Issue of "Commercial Broadcasting" will be published August 27. Questionnaires seeking assistance in compiling data have been mailed to all known disc houses.

TO ALL AUDEX USERS

Help us to maintain service by returning promptly all empty containers and spacing washers of AUDEX SUPER QUALITY RECORDING DISCS.

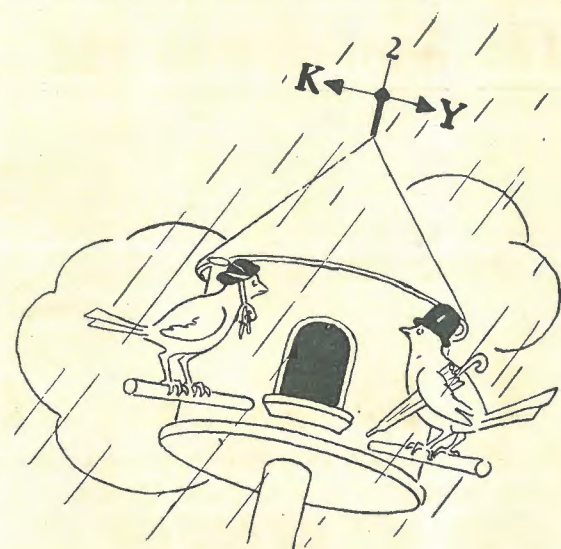
Help us to help you!

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

167 Queen Street, Melbourne

HERE'S



GOOD COVERAGE

RATE CARDS ON APPLICATION

PHONE: M 6291-2

PERSONALS

Captain Jack Ryan, that popular chief engineer of 3AW, now serving overseas, was very much "in the news" recently when his name came through as having been "Mentioned in Despatches". Of course his many friends all said "I told you so" for knowing, Jack, they knew he would be right in the thick of anything and acquitting himself with honour.

Captain O. F. Mingay has transferred from Army Signals to the Directorate of Radio and Signal Supplies of the Ministry of Munitions. His long experience with radio and signals both in industry and the army should enable him to make a valuable contribution to the war effort. This Directorate handles all communication equipment for Navy, Army, Air Force, U.S.A., F.L.A., etc., and it is well known that all branches of the Services must be thoroughly equipped before they can win battles. The radio industry of Australia is making a splendid effort in this regard.

Mr. Clive Ogilvy, country vice-president of the Australian Federation of Commercial Broadcasting Stations, who has been appointed to the Army Public Relations Department, was the guest of executives of 2GB and Macquarie at Usher's Hotel, Sydney, on the evening of July 3. On behalf of the staff of Macquarie, Mr. H. G. ("Jack") Horner made a presentation of a wristlet watch. Replying Mr. Ogilvy referred to the wonderful spirit of co-operation which existed between all members of the staff of the organisation to which he hoped to return when his duties "in another field" were over. The evening passed along merrily, assisted by Jack Horner's reading of a very apt au revoir verse written for the occasion by Charlie Fletcher and by Jack Lumsdaine's rendition of a yarn or so of the old theatre days!

Mr. Maurice Chapman, manager of The Advertiser Network stations 5AD-MU-PI-SE in South Australia, was due in Sydney this week to spend a few days, surveying the national field in company with Sydney rep. Mr. Laurie Solomons, who took over that office some months ago when Mr. Fred Thompson took over the late Mr. A. D. Bourke's representations.

Mr. Harry Dearth, producer of the famous Lux Radio Theatre shows, is one of the latest radio men to get their call up for the army. Mr. Dearth was to go into camp during this week.

Another well known radio man now in uniform is Mr. Ron Morse, brilliant young character actor of some hundreds of radio plays. Morse is wearing air force blue.

Joe Malone, of the advertising agency which bears his name, is doing his bit in a big way. While his able assistant Miss Oakes manages the agency office these days under his supervision, Mr. Malone works long shifts in the moulding section of a munitions plant.

Mr. Lloyd Dumas, managing director of Advertiser Newspapers Ltd., Adelaide, who control the "Advertiser Broadcasting Network" in South Australia, has been appointed Chairman of the Board in succession to the late Mr. J. F. Downer.

Mr. Eric Kennedy, who has been advertising manager of Associated Newspapers Ltd., since 1937 has been appointed chief executive officer of Associated Newspapers which is an office created to co-ordinate all the activities and departments of the company. In making the announcement the chairman, Sir John Butters, said that Mr. Kennedy's appointment followed the loss of the services for the duration of executive director, Captain R. E. Denison, who is engaged on military duties.

Looking forward to returning to her job, is acting-sales manager of Artransa, Miss Joy Morgan, who recently underwent an operation for appendicitis in Gloucester House, Prince Alfred Hospital. Miss Morgan is progressing favourably.

Over from Melbourne for a rushed visit last week was Macquarie Melbourne's manager, Stan Clarke. Melbourne seems to be agreeing with Stan Clarke.

The announcement is made of the appointment of Mr. Alton Stone as acting-manager for 2CA during the absence of Mr. Clive Ogilvy. Mr. Stone will continue as accountant and secretary for 2CA, as well as accountant for the Macquarie Broadcasting Services, and 2HR.

Death of Mark Makeham

Mr. Mark Makeham, producer of Colgate-Palmolive's "Youth Show" and former prolific producer and scripter for the ABC died the week before last at a private hospital in Sydney, following a short illness. He was at one time editor of light entertainment for the ABC and his adoption of commercial broadcasting work some months ago was heralded as an indication of a very brilliant future which awaited him in this field.

"Radio & Electrical Retailer", "Commercial Broadcasting" and several other periodicals, technical and non-technical publications, books, etc., are printed by Radio Printing Press Pty. Ltd., specialists in general printing.



We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes from your own trade printers—you'll find our prices are right.

RADIO PRINTING PRESS PTY. LTD.

146 FOVEAUX STREET (BOX 3765, G.P.O.), SYDNEY. 'Phone: FL 3054

COMMERCIAL BROADCASTING

Vol. 11, No. 2; Thurs., July 16, 1942
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. 'Phone, Cent. 4705.

Printed by
Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills.
Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
146 Foveaux Street, Sydney.
G.P.O. Box 3765.
'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

Colgate-Palmolive Pty. Ltd. (agency George Patterson), have issued orders for the release of their four half-hour shows "Ladies First", "Youth Show", "Rise and Shine", and "The Quiz Kids" on Monday, Tuesdays, Wednesdays and Saturdays respectively on stations 4BU, 4CA, 3BO and 2AY, while 4TO commences with "The Quiz Kids" only for the present.

There's no dearth of support by Grafton local trading houses to 2GF—A. A. Murray have arranged for the release of the thrilling melodrama, "The Mystery of Darrington Hall", 52 x 15 minutes, on a thrifty weekly schedule in the daytime, i.e., Tuesdays, Wednesdays, and Thursdays. This makes five new releases on 2GF in recent weeks.

The Royal Cafe of Townsville who are regular advertisers on 4TO using daytime spots have resigned for an extensive campaign.

Colgate-Palmolive Pty. Ltd. (agency George Patterson Pty. Ltd.) have issued instructions for four 15-minute evening sessions weekly on 2GF Grafton, Monday to Thursday inclusive, the feature being "First Light Fraser".

Andrews Liver Salts (through George Patterson) have signed with 2UE for spot announcements in the breakfast and women's sessions for 52 weeks.

Mauri Bros. and Thompson Ltd. through A. N. White, have renewed their contract for spots in the women's session on 2UE for a period of 12 months.

Bon Marche's contract with 2UE has been renewed for a further 12 months covering spot advertising in the breakfast and evening sessions.

Vital*
-urgent*
-imperative*
Put all your Savings into
£10 NATIONAL SAVINGS BONDS

Vol. 11, No. 3
228th Issue
Thursday
July 30, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

Data

SATURDAY AUGUST 1942

NEW SOUTH WALES
31 JUL 1942
PARLIAMENTARY LIBRARY

JULY						
S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST						
S	M	T	W	T	F	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

SEPTEMBER						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

10.15 - 11.00 AM

Must listen to 2. U. W to night

Chief says their 45 minutes of super-music ideal for our brand name campaign



"THE GROCER AND MADAM"

Celebrates its 9th BIRTHDAY

Since its premiere broadcast on July 10, 1933, this feature has been on the air from Station 2SM six nights weekly for the same sponsor.

There have been many changes in world conditions since then, but "The Grocer and Madam" still goes on its merry way bringing pleasure and entertainment to listeners and doing a great selling job for its sponsors — Moran & Cato.

Further proof
that

2SM SELLS MORE

COMMERCIAL BROADCASTING

Incorporating

BROADCASTING BUSINESS

Melb.: Cent. 4705

Sydney: FL 3054

Vol. 11, No. 3

Thursday, July 30, 1942

Price, 6d. Subscription, 10/- p.a.

Bouquet on Programs

"Your leader re Australian programs very timely. We certainly have the ways and means for production of local transcriptions. All we need is the encouragement of nationally-minded sponsors. Keep up the good work . . ."

That is an extract from a letter to the Editor of "Commercial Broadcasting", from one of Australia's best known musical arrangers and a former transcription producer, following publication in our last issue (July 16) of a warning against the opening up again of the Australian market to a flood of American transcriptions.

With numbers of Americans now in Australia some sympathy may be felt for the troops, that they cannot hear some of the popular American serials and other features with which they have been brought up in their native States. But sympathy should not override common sense. It should not take the American's very long to become attuned to our own programs and our own particular sense of humour. Anyway that's what we want them to do. Australia's own national outlook, our national culture are very important to us. The more desirable people from overseas we can accustom to or even win over to that outlook the better it will be for us.

The point stressed in last "C.B." was that the ban imposed on the importation of completely transcribed broadcast programs had given Australian program producers, in the live artist as well as the transcription field, a great opportunity to develop their talents and techniques. They did not fail to grasp this opportunity as evidenced by the vastly improved quality, particularly of transcribed shows, of features made in the past 12 months.

Quite a few courageous and "nationally-minded" sponsors have backed the production of first class Australian features for broadcast entertainment. It is expected that a few more will shortly follow suit. This would be a crucially dangerous time to allow a sudden influx of overseas produced programs.

(See story page 4)

Poser on "Medicine"

The regulation under the Broadcasting Act issued on July 1 last giving broadcasting stations the right to refuse to broadcast certain advertisements to some extent helps to clarify the provision in the Broadcasting Act which makes it compulsory for all advertisements relating to any medicine to be approved by the Director-General of Health before being transmitted.

It is known that some doubt existed whether, in the absence of the new regulation, a broadcasting station could, within its rights, refuse to broadcast a medical advertisement that had not received the approval of the Director-General of Health.

It would appear clear now however that the intention is to throw the onus upon the advertiser or his advertising agent to satisfy the broadcasting station that given material has been passed by the Director-General of Health. In the absence of the authority to broadcast, the station is within its rights and indeed now must refuse to broadcast a medical advertisement if the management is not satisfied that the material has been approved. It looks like a case of another official stamp.

There is still one point in relation to this type of advertising on which there has so far appeared no clarification whatever. And that is the definition of "an advertisement relating to medicine". It is presumed that medicine means "patent medicine", but does it also mean other forms of medicine which are not "proprietary lines"? Does "medicine" within the meaning of the Act include ointment and such substances as are not taken internally for the alleviation of ailments?

Perhaps representations might be made to the Parliamentary Standing Committee on Broadcasting to bring in a regulation which would satisfactorily clear up this matter.

Why Not a Federal Trade Commission

While the "medicine advertising" provision in the Broadcasting Act is merely an invention to meet a necessity, there is nothing new in the idea of advertising control. The novel twist in the Broadcasting Act is that the "control" (as it is intended to be) is confined to one type of advertising. Surely it is as serious a matter to mislead the public in the matter of foodstuffs as it is to

Manpower and the Economy of Broadcasting

Drastic changes will soon be seen in the newspaper industry in Australia if the manpower demands made by the Government are implemented.

In a series of conferences recently between the newspaper proprietors and the manpower authorities it was made clear to the newspapers that the Government expected the newspapers to make drastic reductions of their staffs to help meet the demand for employees in the munitions and other war industries as well as for the fighting services.

It is anticipated that as one measure which the newspapers will adopt towards meeting the Government's demands is the reduction of the size of papers to about four pages daily.

Numbers of broadcasters are wondering at this stage what demands will be made on the broadcasting industry. If a similar percentage of staff reduction as that demanded from the newspapers was also demanded from broadcasting many if not all commercial stations would go out of existence. Broadcasting staffs have long since been "cut to the bone" through voluntary enlistments into the fighting services and later through the call-ups of the various age group men.

But no problem has ever thrown into bolder relief the economy of broadcasting as compared with other forms of news dissemination, than this dragnet for manpower.

A broadcasting station employing only a very small per centage of the number of technical men required to produce a newspaper, can cover the same ground combining news, advertisements and entertainment, so far as the dissemination of those features are concerned. The question of news collection of course is another matter, and one which must inevitably be left in the hands of the newspapers for at least the duration of the war.

mislead them in relation to a medicine. And if the argument is taken that far it should go further and the control extended to all forms of advertising of goods and services.

There is only one sane way out of that maze. It is the establishment of a body along the lines of the American Federal Trade Commission. The FTC is the policeman of all trading practice in the United States and the protector of the public against exploitation by unscrupulous traders.

Australian Transcription Industry and Artists Prepare to Meet Any Move to Lift Ban on Imported Discs

Although it is generally felt that the Government would turn only a deaf ear to any representations made to it to have the ban on imported transcriptions lifted ("C.B.", July 16, 1942), the recording, transcription, disc manufacturing industries, actors and producers and others vitally interested in the mooted move, are taking no chances of their side of the picture being considered by the authorities.

Meetings have been held in Melbourne and in Sydney with the idea of protesting, if necessary, against the suggested scheme of lifting the ban.

A meeting was held in Sydney on Monday afternoon at which representatives of recording organisations, producers, transcription makers, script writers, disc manufacturers and actors attended.

Moved by Mr. Hal Alexander and seconded by Mr. George Matthews the following resolution was carried unanimously:—

"That this meeting of all sections of the Australian radio transcription industry and profession including artists, producers, writers and managements and manufacturers of recording blank discs views with alarm any effort or efforts to have the present Governmental ban upon radio transcriptions being imported from other countries lifted or partially removed, and feel that it is in the best interests of the present and future of the Australian industry that the ban remains as it is at this date and that no alteration of the present conditions should be agreed to by any Governmental authority. We feel also that should any move be made by interested parties to ask the Government to modify or remove

the ban that immediate steps must be taken by the industry and profession to fight any such move in order to ensure the future development and continuance of this growing and important Australian industry."

Mr. Edward Howell, who acted as chairman of the meeting stressed the great strides which the transcription industry in Australia had made in the past few years. "During the past five years," he said, "a substantial industry has been built up in the making of Australian electrical transcriptions and musical recordings."

He went on to instance the case of one transcription making unit in Sydney which in the past five years had paid out £7,000 to script writers alone, and over £35,000 in artists fees for plays produced. If such figures were multiplied by the numbers of other houses in other capital cities as well as in Sydney it would be seen that this really was a big industry and one which would develop very greatly if given the opportunity. The Government had provided that opportunity when some 12 months ago it had imposed the ban on the importation of overseas transcriptions.

Mr. Howell pointed out that during the time the ban had been on overseas transcription houses probably had built up considerable stocks of features which could be unloaded on the Australian market at five to ten dollars a side, if the ban was lifted.

Mr. Harry Dearth added that there was probably a big stock of poor shows

also stocked up ready to be unloaded here if the opportunity presented, itself. In past years the public had got very "fed up" with the plethora of overseas transcriptions on the air. Mr. Dearth said that there were a lot of very fine overseas transcriptions but also a lot of bad ones. Their unbridled usage in this country cut across our own cultural development.

Mr. Harry Harper contended that it might be possible to allow in the highest grade American shows but to clamp down on the "cheapies".

Mr. Howell replied that it seemed impossible to police such a scheme. It would be possible to put Jack Benny or any other great American artist on the air throughout Australia at "about a pound a pop".

Mr. George Matthews drew attention to the fact that since the ban was imposed several Australian manufacturers of blank discs had invested considerable money in establishing their goods on the market and in providing necessary equipment, etc. Some Australian made discs were now of as good quality as could be expected from any country. For his part he was content to rely upon them solely at their present quality.

Mr. Lane of Recording Products, manufacturers of the Audex blank disc stated that it took his firm three and a half years to perfect a disc suitable for the Australian market. He wholeheartedly supported the resolution.

Mr. Alexander pointed out that there was a total ban on the importation of wheat and of wool and of numerous other articles into Australia. There was no logical reason why the transcription industry should receive less protection than any other industry. In other countries the Governments lay out certain expenditures on the development of national culture. In Australia that was not done, therefore the least the Government could do would be to refrain from discouraging an industry which was having a very important bearing upon the nation's cultural development.

2½ Per Cent Australian

The Parliamentary Standing Committee on Broadcasting is giving consideration to the problem of implementing the provision in the Australian Broadcasting Act requiring broadcasting stations to include at least 2½% of Australian compositions in all musical playing time on the air.

Without a somewhat tiresome repetition of the same musical numbers some broadcasters are finding difficulty in conforming to the requirements of the Act, in this particular regard.

The Committee heard evidence on the point from Mr. J. O'Hagan, well known song writer, representatives of commercial stations and of APRA, during a recent sitting in Melbourne. It was decided to hold a further conference in Sydney which could be attended by representatives of the ABC and Columbia Graphophone (Aust.) Pty. Ltd., as well.

3 minutes for £1,050

Madame "Monica" was one of those interviewed in "50 AND OVER" on Sunday, July 5th. She told of the "Sleeping Bags for Soldiers" work, and how it must stop for lack of funds.



John Dexter interviews Madame "Monica" in "50 AND OVER"

Unsolicited donations came by telephone and by mail.

On Sunday, July 12th, a 3-minute appeal for funds was made in the middle of "50 AND OVER".

On Thursday, July 16th, Maples', the sponsors of the programme, acknowledged receipt of £1,050 from 3UZ listeners. (And another £300 was given by listeners on Thursday, during the broadcasting of the acknowledgements).

The Sleeping Bag work goes on now with adequate funds.

* * * * *

This is a good job well done. This Leyshon Publicity radio production, "50 AND OVER", runs from 7.38 to 8.23 p.m. Sundays, against strong competitive programmes.

Some weeks ago, 3UZ reported in "Commercial Broadcasting" that another Leyshon production — "ARE YOU AN ARTIST" (8.35 to 9.5 p.m., Sundays) — received mail to the extent of 1,000 letters weekly.

Sunday night at 3UZ is STRONG.

3UZ

MELBOURNE

*Money still arriving:
Total now £1,783-4-9*

2MW
MURWILLUMBAH

SYDNEY REPRESENTATIVE
WALTER J. SMYTH
Carrington Street
Sydney

TIME

waits for no man!

Time on 2MW is precious . . . if you want to spread your sales message per medium of the two state station of the Northern Rivers, contact their representative TODAY. 2MW carries your sales message into the homes of over 100,000 . . . yet rates are attractively low.

Government Realises Important Part Radio is Playing in War Effort

P.M.G. Endeavouring to Secure Materials for Receiver Parts

The problem of providing sufficient materials for the maintenance of the maximum number of radio sets in operation throughout Australia during the war is giving the authorities grave concern.

The Postmaster-General, Senator W. P. Ashley, is fully alive to the situation and is making every effort to devise ways to check the downward drift in licence figures which is probably due to the difficulty in obtaining replacement parts for receiving sets in the homes.

When asking the Minister for Munitions to consider the difficulty being experienced in obtaining maintenance parts for wireless receivers, the Postmaster-General (Senator Ashley) said that it would be a matter of grave concern if listeners were deprived of the use of their sets through inability to obtain essential parts.

Senator Ashley said that the radio industry was confronted with difficulties in obtaining adequate supplies of valves, batteries, condensers and other essential replacement parts.

He commented that broadcasting affords an excellent medium for the dissemination of Government announcements, and its value in this direction would be very much greater in the event of actual hostilities occurring in Australia or any other grave emergency.

"The important part which radio would play in the maintenance of public morale is realised by the Government," he said.

"I regard it as imperative in the interests of public safety that there should be a wireless receiver in every home, but from the information placed before me it would appear that unless the present position regarding supplies of essential spare parts is improved, a large proportion of the population will, in the course of time, be unable to use their sets."

He said that the outlook in respect of battery operated receivers, which were

extensively used in country districts, appeared to be particularly serious because batteries in normal circumstances required replacement at fairly frequent intervals.

The number of broadcast listeners' licences had in recent months shown a decided downward trend, and this was probably due to the difficulty in obtaining renewals of essential parts for the sets.

Senator Ashley expressed to the Minister for Munitions the view that if it was practicable to ease the position without interfering with the output of essential defence equipment, supplies of the necessary materials should be released for civil purposes as soon as possible.

With officers of the Munitions Department, Mr. Makin is investigating the position.

OBITUARY

MRS. F. E. LEVY

The many friends throughout Australia of Mr. Francis E. Levy, sales manager of 2UW Sydney, were shocked to learn of the death of his wife, Esther Leah Levy, on Monday, July 20, after a short illness. After a private service at her late residence on July 21 the funeral left for the Jewish Cemetery, Rookwood.

The funeral was largely attended including representatives from all sections of commercial circles in Sydney.

CROFT'S RADIO REVELS

When 3XY Melbourne advertised five of their live-artist shows in our last issue, a typographical error crept into the title of "Croft's Radio Revels", first show listed in the five big features.

N.Z. Commercial Service Nets £62,983

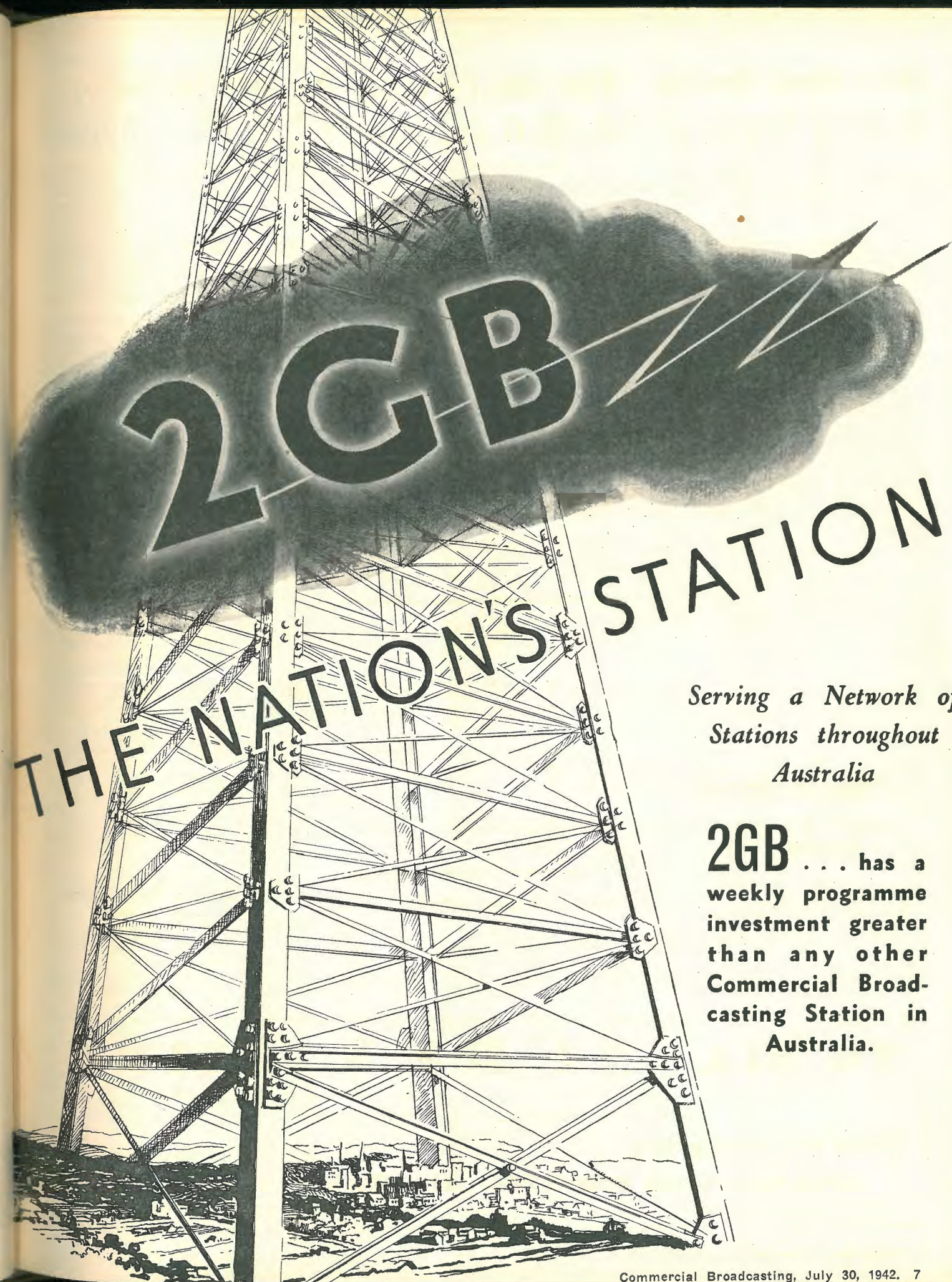
The annual report of the New Zealand National Broadcasting Services reveals that the commercial service made a net profit on operations amounting to £62,983, for the year ended March 31 last. This figure is an increase of £10,899 over that of the previous year.

In his report to Parliament the controller of the National Commercial Broadcasting Service, Mr. C. G. Scrimgeour stated that the period under review represents the second complete year of operation under stress of war conditions, and in spite of these abnormal conditions the Service has established new peaks in both sales of station time and also in net profit. Since its inception sales revenue has climbed steadily from the sum of £98,419 in the first complete year of operation to the end of 31st March, 1938, to the sum of £224,514 for the year under review, last year's figures being £205,953. The net profit for the year was £62,983, an increase over the previous year of £10,899.

"The authorities continued to use on an increasing scale the facilities of the Service for the broadcasting of National Service talks, announcements, etc., and considerable usage was made of the Service's own production unit for recording matter for the various branches of war publicity, etc. Marked success was achieved in the Liberty Loan and Bonds for Bombers Campaigns, etc.

"The functions of the Service to attract and hold the largest volume of listening by the provision of bright, popular, and diversified entertainment were maintained and further progress was made in the development of the Service's production studios and the utilisation of local talent.

"On 6th October, 1941, Station 1ZB moved into new quarters in Durham Street, these premises being the most up-to-date and efficiently designed broadcasting studios in the Southern Hemisphere, comparing favourably with the latest trend in America and Great Britain".



2GB
THE NATION'S STATION

Serving a Network of Stations throughout Australia

2GB . . . has a weekly programme investment greater than any other Commercial Broadcasting Station in Australia.

TO ALL AUDEX USERS

Help us to maintain service by returning promptly all empty containers and spacing washers of AUDEX SUPER QUALITY RECORDING DISCS.

Help us to help you!

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

47 York Street, Sydney

167 Queen Street, Melbourne