

PERSONALS

Mr. Joe Crawcour, 2SM's "Man on the Land" broadcaster, was recently appointed to the Advisory Council of the Women's Land Army, at the instigation of the Deputy Director of Manpower, Mr. Bellemore.

Mr. J. Bristow, well known account executive at Hansen Rubensohn agency for a number of years is now doing a job of work with the Allied Works Council and from all reports is bringing to bear the same punch and efficiency in this field as characterised his work in the agency.

Eric Pearce, former studio manager and compere, at 3XY has been promoted to the rank of Flying-Officer. Eric is doing great work among the boys of the RAAF at his distant post, and frequently comes across a lad he'd formerly met on stage in his role of compere for 3XY's "Croft's Radio Revels".

Tom Millar, who was a promising young announcer on 3XY before he donned khaki, now wears three stripes. Congratulations to the newly-fledged Sergeant are speeding through the mail from all his old friends at the station.

John Appleton, now a Pilot-Officer in the RAAF Administration and Special Duties Branch, has completed his training in Victoria and is now stationed in the north. When in Sydney he called to chat with his former colleagues at 2UE and through "C.B." has asked to be remembered to all his radio friends.

Ken Howard, after three years in Melbourne, is now back in Sydney and has taken over the duties of outside racing commentator for Associated Sport Broadcasts relaying to stations 2UE, 2KY, 2CA, 2GZ, 2KA and 2HR. Howard went to Melbourne to replace Harry Solomons as commentator on station 3XY. He is now engaged on war work in Sydney. His appointment will enable the ASB sports editor, Clif Cary to resume his former duties in the studio from where he will control the service as well as providing race previews and all sporting announcements. Allan Toohey will remain in charge of musical entertainment and commercial announcements.

"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.



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Darrel Brewin, who before the war was sales manager of 3DB Melbourne is in a military hospital near Sydney following his return from overseas service with the AIF. Brewin had nearly two years in the Middle East.

Latest to leave the ranks of 2KY announcers for the services is Lionel Lunn, who has joined the RANVR with the rank of Sub-Lieutenant. Prior to his departure, Lunn was made the recipient of a pair of fur-lined gloves by his work-mates. Mrs. Lunn (better known in the radio world as Chandra Parkes) is conducting the 5.30-6 p.m. "Dinner Divertissements" during her husband's absence. She is also managing the Lionel Lunn-Chandra Parkes Radio School.

Seventy-five per cent of the staff of 2MW Murwillumbah are now in the service of their Country. "Somewhere in Australia" is the new address of manager Bill Diamond, who wears the insignia of Pilot-Officer; Engineers Norm Carpenter and Eric Willis favour the RAAF too, while Announcer Ian Healy prefers khaki. Mark Vissers' friends will be pleased to learn that he is back in Australia and a full blown member of the "Brain Trust". Joyce Palmer ("Wendy") is awaiting her call-up in the WAAAF's. With so many representatives on the fighting front, what's left of 2MW's original staff feel confident that the war will soon be won.

BAP chief, George Matthews, finds time between discs and producing radio "drama", to write a few songs. Three already have been published—"Bless His Heart", "Let's All Be Shabby Together" and "There's Over Here". The former had its premier at a recent "Radio Hollywood" show at the Macquarie Auditorium.

Captain Steve Farrell, AIF, was looking up many of his old friends in the broadcasting field in Sydney last week during a day's leave. Congratulations were the order of the day as Steve was spreading the glad tidings of the arrival of a baby daughter.

Lieut. Phil MacMahon, AIF, former account executive of The Weston Company is back from the Middle East after many months of sand and desert. In Sydney last week he was seen keeping Steve Farrell company on a day of particular celebration.

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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.

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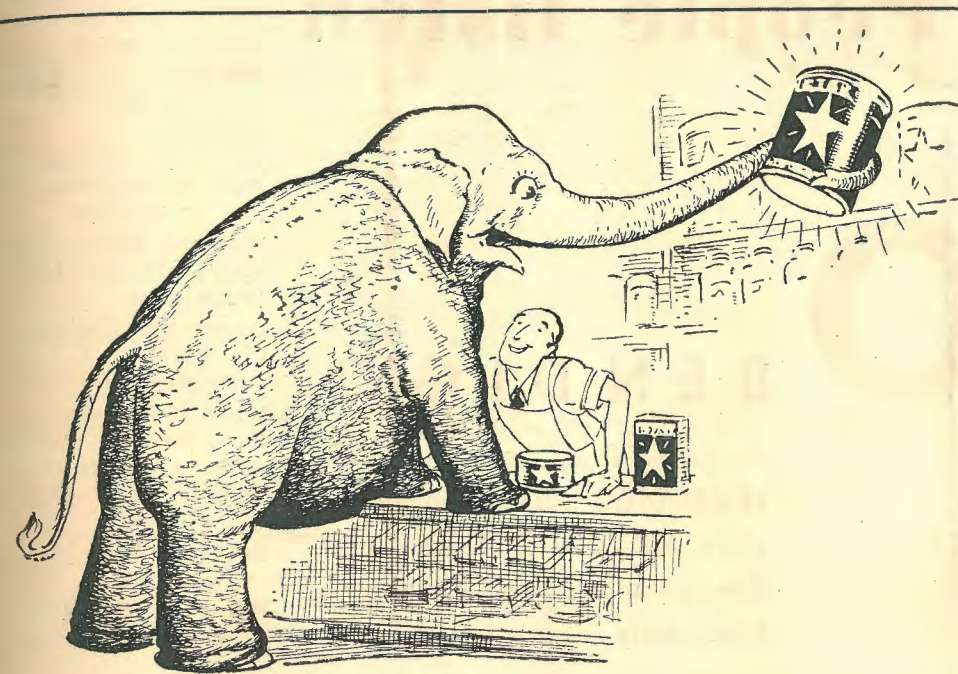
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INCORPORATING BROADCASTING BUSINESS

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COMMERCIAL BROADCASTING

Sydney: FL 3054

Incorporating
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Melb.: Cent. 4705

Vol. 11, No. 4

Thursday, August 13, 1942

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

Post-War World Broadcasting We Must Secure Short-Wave Channels Now!

Sir Ernest Fisk, Chairman of Amalgamated Wireless (Aust.) Ltd., told the Parliamentary Standing Committee on Broadcasting last week that it was vital that Australia should plan now for the future development of world wide short-wave broadcasting.

Asked whether he thought that commercial broadcasting interests should be allowed to partake of short-wave post-war broadcasting Sir Ernest stated that commercial interests should be given that opportunity. It was necessary to go into it on the biggest scale possible.

"The future of short-wave broadcasting is a very important matter," Sir Ernest stated. The day is coming when people here will listen as easily to London, Paris or New York with as much ease as they tune in a local station. There will be keen competition between the nations for the ears of the world."

Sir Ernest said that there would be two aspects to consider. On the one hand the voice of Australia would have to reach out in entertainment and on the other would be the question of selling Australia's goods. To his knowledge there were already 37 countries broadcasting commercial short-wave programs.

"Australia, I think, ought to get into that field," he continued. "It will not be easy after the war. If we want people in China to listen to Australia when they can listen as easily to London or Paris I don't know how we are going to provide superior programs. There is no doubt that all this will be an important factor in world relationships and in world trade and commerce."

"I am strongly of the opinion that both national and commercial stations should enter into it as vigorously as they can, and there is no time to be lost in getting prepared."

Sir Ernest explained that there was a limited number of frequencies available for and suitable for international short-wave broadcasting and these were getting rapidly taken up. The history of short-wave broadcasting has always shown the practice of first come first in and once a country established itself on certain wavelengths they would

be reasonably assured of maintaining those frequencies at the periodical international frequency allocation conferences.

"If we wait too long we will be in danger of finding no room left for us. We should occupy as many of the now available channels as possible, even if we have to start off with low powered stations."

Sir Ernest said that he did not agree with the contention of Mr. Cleary that international short-wave broadcasting should be left solely in the hands of the

Australian Broadcasting Commission. Both national and commercial station interests should be encouraged to go into the international short wave broadcasting field. He did not know how the money would be found by commercial interests or what goods or type of products should be advertised. The cost of maintaining an efficient short-wave service would be anything between £20,000 and £50,000 a year on top of an initial cost of about £100,000. However one only had to look back 15 years and recall the apparently insurmountable financial difficulties which confronted the present commercial system in Australia. These had all been overcome.

Sir Ernest suggested that it might be possible that existing AWA transmitters used in the communications services of the country to be made available for certain periods of the day and these times leased to interested parties for the transmission of commercial programs. That would be the cheapest way out of it.

(Continued on page 4.)

1942 Special Transcription Issue

The next issue of COMMERCIAL BROADCASTING, out on August 27, will be a special transcription issue which will be compiled along the lines of similar special issues published during the past few years.

The issue will contain a comprehensive transcription catalogue giving the titles, playing times, number of episodes and short descriptions of the many hundreds of transcribed features available on the Australian market. Sponsors and advertising agencies throughout Australia and New Zealand will find this forthcoming transcription catalogue issue of particular interest.

Any transcription house or agency which has not already done so should forward immediately to COMMERCIAL BROADCASTING a complete list of transcribed features in their control for inclusion in the catalogue. Questionnaire forms have been circulated to all known sources of information.

Stations and transcription houses are advised that deadline for advertising copy in the August 27 issue will be on Thursday, August 20.

"C.B.'s" Third Colour Eliminated

Readers will have already noted the striking change in the colour scheme of "C.B.'s" front and back covers, inaugurated with this issue.

As a wartime measure, in the interests of conserving materials, it has been decided to eliminate the three colour lay-out which for so long has characterised the fortnightly issues of COMMERCIAL BROADCASTING and to replace it with a more simple two colour printing.

No New Rate Book This Year

There will be no mid-year issue of the Commercial Broadcasting Rate Book in 1942. Normally there are two issues a year, one in January and the other in July. The current Rate Book is dated January, 1942. Since its publication there have been no major rate changes announced by any broadcasting station in Australia, and few, if any, changes are anticipated until the end of the year at least.

Under wartime business conditions it is difficult to plan publications very far ahead, but the advertising industry may be assured that we shall use every effort to produce the next Rate Book in January, 1943.

Post-War World Short-wave

(Continued from page 3.)

Referring to the United States attitude to world short-wave broadcasting Sir Ernest said that they took the same view as he was putting to the Committee; i.e., get the channels first and let time and circumstances bring their own solution to the various problems. They realise the tremendous future of world broadcasting without being able to visualise the solution of its paramount problems.

"I tender my advice to you with due respect and for what it is worth. You should open the door as wide as you can in this country to the development of world broadcasting. By so doing you can do no harm but by closing the door you may do great harm."

Mr. Worrell's View

Mr. Dave Worrell, manager of 3DB and senior vice-president of the Australian Federation of Commercial Broadcasting Stations, submitted the view that while it would pay Australia to help advertise Australian goods on overseas markets by such broadcasts the plan would best be left to commercial enterprise to develop.

When Australia was seeking overseas markets after the war, said Mr. Worrell, it would be able to serve the Middle and Far East and Pacific countries, especially English-speaking countries. He thought that Australia could help Britain by these broadcasts, and large firms might welcome the chance to advertise goods in other parts of the world.

A 1,000 watt station to broadcast short-wave programs would cost between £100,000 and £200,000, said Mr. Martin, Chief Inspector of Wireless, P.M.G.'s Department.

Mr. Ray Dooley, secretary of the Australian Federation of Commercial Broadcasting Stations told the Committee that he thought the British Board of Trade and the Australian Federal Commercial Department might be interested in the scheme for Australian world-wide commercial shortwave programs.

Mr. Riordan, M.H.R., a member of the Committee, pointed out that if such a plan were adopted combining the activities of national as well as commercial stations, the Broadcasting Act would have to be amended to permit national stations broadcasting advertisements.

FEDERATION OFFICE

Mr. Ray Dooley, secretary of the Australian Federation of Commercial Broadcasting Stations, announces that as from August 1 his new address in Melbourne is Bank of N.S.W. Building, 374 Collins Street. Telephone numbers are unchanged, viz: M 1483 (2 lines) and M 5532.

Broadcasting Probe

H. G. Horner and R. Dooley Before Standing Committee

Probing various aspects of broadcasting during its Sydney sitting last week the Parliamentary Standing Committee on Broadcasting had two representatives of the commercial stations' Federation before it in Mr. H. G. Horner (Macquarie) and Federation Secretary, Mr. Ray Dooley.

The Committee closely questioned both men regarding their views on control of political broadcasts. Mr. Horner explained the methods adopted by stations to ensure that there was no discrimination when approached by political parties around election time.

Replying to a question by the chairman (Mr. Calwell), dealing with advertising agencies, Mr. Horner explained that there was today no danger of advertising agencies securing favourable times on broadcasting stations and "farming" it to the highest bidder amongst their clients.

The Committee was anxious to learn what percentage of broadcast time on commercial stations was devoted to advertising matter.

Mr. Dooley ventured that not more than 1½ hours in every 15 hours of broadcast would be devoted to actual spoken advertisements.

Mr. Horner thought that the proportion of advertising to entertainment given was so small that he would not hazard a guess at it. On his stations in a quarter hour musical program there would be found the greatest proportion of advertisements where the maximum allowed was three 100 words, or approximately three minutes. That was far more than was allowed in an hour sponsored feature.

Mr. Dooley pointed out that in sponsored programs there was a Federation ruling that not more than 15% spoken advertisement be allowed. In practice it would be found that about 12% would be the maximum.

Questioned about the multiple ownership restrictions provided in the Broadcasting Act and in the former broadcasting regulations, Mr. Horner stated that in N.S.W. there was only one organisation (A.W.A.) which controlled anything like the maximum number of stations. They owned three country stations and leased one city station (2CH).

Mr. Dooley described as fallacious the suggestion that 44% of Australian commercial stations were controlled by newspapers. The Federation had proved this in evidence before the previous broadcasting investigation. In point of fact probably less than 20% of the sta-

tions were controlled by newspaper interests. He went on to explain that in the early days of broadcasting the P.M.G.'s Department was anxious to get the country newspapers interested in licences in country centres because of the newspapers being representative of the centre and having the organisation available for the collection of advertising.

Both Mr. Horner and Mr. Dooley explained various reasons why it would be impossible to devise a scheme for the correlation of national and commercial station programs.

Mr. Dooley: Of course if Mr. Riordan's pet baby—nationalisation of broadcasting—ever came into being I suppose there would be no difficulty! (laughter) But as it is at the moment Australian listeners are probably getting the finest radio service of any country in the world.

The Chairman asked Mr. Horner if the commercial stations wanted any rights in the suggested shortwave service for after the war for the purpose of advertising to the world. Australian made goods, and whether he thought there would be any demand from the commercial world for international commercial broadcasting.

Mr. Horner said that it was a matter which required quite a bit of consideration. He thought there would be such very great development of Australian industries after the war that with the keen competition for world markets the question of international commercial broadcasts would need to be very seriously considered.

Addressing Mr. Dooley, Mr. Calwell asked if the Federation was still satisfied with its agreement on copyright. Mr. Dooley replied that the present agreement covered a period to 1944 but it was possible that APRA would be approached in the near future with a view to securing some concessions.

Giving evidence of previous days, the ABC Chairman, Mr. Cleary, in dealing with the subject of post-war short-wave programs stated that if commercial stations were given short-wave stations, or took part in short-wave programs their advertisers would want to call the tune. He advocated that short-wave broadcasts be paid for out of special Government funds.

On the question of correlation of programs, Mr. Cleary agreed, that it was a far easier matter for the Commission to arrange broadcasting times so that the programs would not clash, than it was for commercial stations.



A WOMAN'S DAYTIME SESSION WITH AN EVENING-SIZE AUDIENCE

The illustration (certainly not a "study") portrays the vital, cheerful informality of Penelope.

A few days ago, a man came to the studio with a presentation for Penelope.

He is principal instructor in wireless telegraphy, attached to a flying school "somewhere in Australia." The present was a group photograph of young airmen, autographed by the boys themselves and sent to Penelope "in appreciation."

They needed earphones for training purposes. There was a scarcity. They told Penelope and she told her audience.

This photograph is the boys' own gracious tribute to a woman who produced results.

Penelope is an amazing woman with an audience of men as well as women—a daytime session with a popularity rating higher than that of many metropolitan evening audiences.

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3UZ

NILSEN'S BROADCASTING SERVICE
MELBOURNE

Broadcasters, Publishers, Recorders and APRA to form Committee to Implement 2½% Australian Music Plan

The problem of implementing the Government's desire for the incorporation of a minimum of 2½ per cent. of Australian musical compositions in all broadcast music, is to be left in the hands of the parties most capable of bringing about that condition, viz.: the commercial and national broadcasting stations, the sheet music publishers, APRA and the recording companies.

All these interests were represented before the Committee sitting in Sydney last week and their respective views were put forward. The session developed into a round table conference in which some constructive steps were formulated. Most important of all was the instruction given by the Committee for all parties represented to get together, iron out any minor problems and report back to the Committee in four or five months' time showing what progress had been made towards achieving the Government's object. The general feeling was that there would be no great difficulty in meeting the Government's wishes, and it was revealed that the Federation at least had already taken steps which would go a long way towards meeting the situation.

Mr. W. A. Donner, who was present representing the Gramophone Company was named by the chairman as convener of meetings of the voluntary committee of interested parties.

Present before the Parliamentary Committee were Messrs. Donner, Lashmar (APRA), Goodbridge (APRA), Cleary (ABC), Sutherland (music publisher), Bearup (ABC), Brooker (on behalf of Mr. Horner who was suffering from a relaxed throat), and Messrs. King, president, and Dooley, secretary, of the Australian Federation of Commercial Broadcasting Stations.

Mr. Calwell remarked that at the time the previous Committee had made the 2½ per cent recommendation the proportion of Australian compositions being broadcast was 5%.

Mr. Cleary stated that so far as the ABC was concerned in the past few months they had succeeded in raising it to a shade over 1 per cent. He pointed out that the works of new composers had little chance of a demand from the public unless they were published. He would gladly discuss with the Gramophone Company the question of recording orchestral and band items broadcast by the Commission.

Mr. Dooley stated that the problem was one mainly of recording. The Federation Executive had already entered into a self help arrangement under which certain members would make pressings of musical numbers and make them available to other member sta-

tions. The possible use of ABC orchestral recordings did not appeal to the commercial stations.

Mr. Lashmar said he could not see the necessity for harping on the recording angle. A lot of works could well be performed over the air by "live artists". Even 120 numbers performed once a month would satisfy the quota required. These were already available and a lot of new Australian work had been published in the past couple of years.

Mr. Sutherland said that the public had to hear a number eight or ten times before any interest was taken in it—after that unless it was really worth while the public didn't want to hear it again. He instanced the case of a popular number "Dolores" which had enjoyed 3,000 broadcast performances in the past six months.

It was Mr. Sutherland who urged that the Committee "go slow" on the quota angle and rather to let all the interests concerned who are fully seized with the Government's ideal and with the importance of it, work towards that end. Their endeavours could then be periodically reviewed by the Standing Committee.

All representatives before the Committee agreed with this plan.

Mr. W. A. Donner, managing director of the Gramophone Company revealed that so far this year his company had issued 69 local records of which 39 were Australian compositions. They were not major works but were in the popular field of music. The company issued roughly 2,000 recorded numbers each year.

Mr. Sutherland: I went through the Columbia catalogue and marked 150 numbers which I knew to be by Australian composers.

Mr. Donner contended that the recording was the last stage in the chain to achieve performance of a musical work. It first had to be accepted by the publishers in sheet music form and then if there was a reasonable chance of it becoming a popular number and therefore creating a demand for a recorded version his company would make the recordings. It did not follow however that every record was a success.

Mr. V. M. Brooker told the Committee that a meeting of the Sydney executive of the Commercial Stations' Federation had decided upon a plan of self help while awaiting more detailed plans of implementing the 2½% plan. They had moved rapidly and had decided to make 25 recordings which would be made available to member stations for broadcast. The commercial stations were fully alive to the necessity for encouraging Australian talent and they

had in fact gone a long way in this direction. He instanced the making of several big radio shows by commercial stations in Sydney alone, in which Australian numbers were incorporated—even unpublished works.

Mr. R. A. King, president of the Federation, suggested there should be a National Conservatorium of Music along the lines of the N.S.W. Conservatorium, the function of which would be to foster Australian composed music and award scholarships, etc.

Honorary Committee Suggested To Test all New Australian Compositions

Mr. George Matthews, general manager and managing director of B.A.F., one of the leading Sydney recording and transcription studios expressed the opinion to the Parliamentary Standing Committee on Broadcasting that Australia, despite its comparatively small population, is richly endowed with both composers and artists capable of producing material in no way inferior to the bulk of that obtained from overseas. Much had been done by radio stations, music publishers, and recording companies to foster Australian creative and interpretive talent but more could be done.

Mr. Matthews stated that whereas Columbia because of their specialised organisation of manufacture and distribution could retail records for as little as 2/6, his company was unable to produce the same product for less than about 4/- each.

Mr. Matthews stated that already several Australian composers have been given encouragement by having their songs aired for the first time in transcriptions, and there were indications, he said, that this system will continue and increase. He instanced the Macquarie Network 45-minute musicale "Radio Hollywood," in which recent Australian songs heard in the show before they were actually published, included Jack O'Hagan's "When a Boy From Alabama Meets a Girl From Gundagai"; Jack Lumsdane's "Digger," and two songs by Harry Grunden and George Matthews' "They're Over Here" and "Bless His Heart."

"The initial airing 'They're Over Here,' led directly to the decision of Davis and Co., to publish the songs after an intimation had been given to the Columbia Graphophone Company, by Australian baritone Harold Williams that he desired to record this particular number as part of his contract arrangement with the company," Mr. Matthews continued.

"It is my definite impression that Davis and Co.—one of three Australian music publishers which lately have been giving appreciated encouragement to local composers—would not have been willing to publish 'They're Over Here,' without an assurance from Columbia that they intended to record it, and that Columbia were not eager

ANOTHER FAMOUS ADVERTISER CHOOSES

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MARK FOY'S LTD. SPONSOR MELODY & RHYTHM

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Mark Foy's have always been famous for their showmanship. Time after time this firm has made Australian retail merchandising history with a new idea which has focussed the whole continent's attention on their great Sydney department store. Now they've rung the bell again with this bright hour of entertainment by the pick of the world's top bands and artists, with Ace Compere Allan Toohey as the Showmaster.



ALLAN
TOOHEY,
THE SHOWMASTER

RESULTS ARE THE REASON WHY RETAILERS CHOOSE 2UE

to record the song but agreed to do so at the insistence of Harold Williams "Bless His Heart," on the other hand, was accepted on sight by Mr. Ernest Lashmar, manager of Chappell and Co. Ltd., without waiting for any recording assurance from Columbia."

Mr. Matthews said that he believed that there are many people in Australia capable of writing worthwhile songs but who are unable to get their compositions published and played because they have no particular pull with music publishers and radio stations.

"In my opinion," he continued, "Australian composers would be grateful to this committee if you were to arrange the institution of some system under which all manuscripts would be properly examined, and those considered worthy of acceptance passed to music publishers, radio stations and recording stations with a recommendation that they be used. Composers could be invited to submit their works to the nearest National Station. The ABC would then forward them for perusal and audition by an honorary committee representative of the ABC, Commercial Stations, music publishers, and recording companies. Sufficient worthwhile material ought to be available each month to provide the ingredients for at least one half-hour each

week on national and commercial stations of new Australian-written compositions. Listeners could be asked to register their appreciation or otherwise of the numbers broadcast, and this would provide a useful guide to music publishers and recording companies."

Mr. Barnard, M.H.R., (a member of the Committee) inquired whether the present protection afforded Australian transcription makers by the ban on the importation of transcribed features would give local companies the chance to get thoroughly on their feet.

Mr. Matthews replied that the ban could have that desirable effect, but as to whether it really would depend upon the extent that advertising is allowed to continue under the Government's wartime regulations. Shows and transcribed features could only be produced and made if there were advertisers available to sponsor their broadcast.

Mr. Geoff. King (Australian Radio Transcriptions): But we will never be able to compete against transcriptions "dumped" on this market after their costs have been covered or more than covered before they are exported to us!"

Mr. Lane, representing Recording Products, makers of Audex blank re-

ording discs, revealed to the Committee that his company was now able to use high quality Australian steel bases for the acetate recording blanks instead of aluminium bases as formerly used in practically all similar discs.

Witnesses before the Committee at this session in Sydney were Messrs. G. Matthews (BAP), Edward Howell (AWA), Lane (Recording Products), King (Australian Radio Transcriptions), Reynolds (VOA) and Falk (Chas. E. Blanks).

**O. F. MINGAY
ATTACHED TO
MINISTRY OF
MUNITIONS**



Mr. O. F. Mingay, founder of "Radio & Electrical Retailer" and in civil life Chairman of Directors of Australian Radio Publications Pty. Ltd., but better known during the last eighteen months as Captain Mingay, was transferred some weeks ago from the Army to the Ministry of Munitions where he is attached to Col. Jones Directorate of Radio and Signal Supplies as Project Manager for Radio and Valves.

Mr. Mingay's headquarters are now in Melbourne, but he was seen in Sydney recently during a visit on department business.

Macquarie Network Catalogue

The Macquarie Network Catalogue for 1942-43 has been issued, and, transcending in size and data all previous annual catalogues issued by the Network, again sets out in comprehensive detail the service and technical facilities offered clients by the organisation.

A frank and careful analysis is made of the network structure of Macquarie throughout Australia, accompanied by equally interesting network "group" and individual station rates for time.

The catalogue is profusely and artistically illustrated, and from that point of view as well as in its content of factual data it is a valuable contribution to commercial broadcasting literature.

New features included are a station thumb-index, network personality pages and pages devoted to program costs and network group rates, with typical campaigns for the radio allocation.

ENGAGEMENT OF LABOUR

New Man Power Regulations

Amending Man Power Regulations requiring employers to seek permission from National Service Offices before attempting to engage labour were gazetted on August 5. The amending regulations will apply to all employers (whether carrying on a protected undertaking or not) excepted those in the exempt classes as stated hereunder.

The effect of the new regulations is that all employees, both male and female, adult and junior, must be engaged through a National Service Office. Unless otherwise approved by the Man Power authorities, it will be an offence for an employer to advertise for labour.

The material amendments to the National Security (Man Power) Regulations are as follows:—

Sub-regulation (1) of Regulation 13 is omitted and the following inserted in its stead:—

"Subject to this regulation an employer shall not seek to engage or engage a person except after obtaining a permit from the Director General or from an officer authorised by him or through a National Service Office."

Sub-regulations (2) and (5) of Regulation 13 have been repealed.

EXEMPT CLASSES.

It has been notified through the Press that the following employers are exempt from the Man Power Regulations in regard to the engagement of labour:—

(a) A person seeking to engage labour for work "on a farm, orchard, vineyard, sugar-cane plantation, or agricultural or pastoral holding in connection with dairy-

ing, poultry farming, bee farming, the sowing, raising, harvesting or treatment of grain, fodder, fruit or farm produce, the management, rearing, or grazing of horses, cattle, sheep or other live-stock, the shearing or crutching of sheep, or the classing, scouring, sorting or pressing of wool, or for the purpose of undertaking any other

farm or station work, or for work in vegetable market gardens." (b) A person seeking to engage labour as a member of the crew of a ship, or for work on wharves or lighters, loading or unloading of ships. (c) A person seeking to engage male labour for not more than three consecutive days to undertake casual work of such urgency that engagement through a National Service Office is impracticable. (d) A person seeking to engage a woman aged 45 or more. (e) A person seeking to engage a woman or girl for not more than 14 consecutive days for casual work or for voluntary work for which no remuneration is payable. (f) A person seeking to engage a female as a midwife, a professional nurse for the sick, a probationer to undergo training for employment as a nurse, or for work in a hospital, institution or asylum for the insane.

DISMISSAL OF EMPLOYEES.

The basic principle remains that the services of an employee in a Protected Undertaking may not be terminated except with the permission in writing of a National Service Officer, nor may such a person change his employment without such consent. However, where the employer now has reason to believe that the employee has been guilty of serious misconduct, he may, as heretofore, suspend the employee but must forthwith notify the Local National Service Officer of the suspension setting out the grounds thereof.

National Service Officers have now been given power, if they think that the suspension was not justified, to order reinstatement of the employee, either in his former position or in some lesser position, and to determine the wages to be paid during the period of suspension.

The regulations continue the right of the employer, if dissatisfied with the decision of the National Service Officer, to lodge, within seven days from the date thereof, an appeal for hearing by the Local Appeal Board.

The amendment to the regulations is contained in Statutory Rules No. 345 of 1942.

"To Abandon Advertising for Any Period is to Lose the Accrued Benefits of Earlier Investments"

Mr. Donald D. Davis, President of the Board of General Mills Incorporated, one of America's biggest trading concerns, recently made a public statement on advertising which has fired the imagination of advertising executives throughout America.

Cincinnati station WLW, paid tribute to Mr. Davis's wisdom in a recent issue of "Variety" in which they quoted the kernel of Mr. Davis's statement which read as follows:—

"Advertising and merchandising are dynamic and not static instruments in the conduct of American industry. As such they must be continuously used, experimented with and constantly improved. To abandon advertising for any period is to lose the accrued benefits of earlier investments.

"In my opinion this is especially true for radio. The new potentials and the possibilities yet uncovered in the field of advertising—indeed in all fields of advertising—constitute a great challenge for American industry. Advertising is the vehicle through which we reach the entire American public, but it does not stop there: It is also the vehicle through which business keeps in intimate touch with the reactions and desires of the whole public.

"Therefore, I believe firmly that continued advertising is not only industry's responsibility to itself, but responsibility to the American people."

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**SHELDON'S
MAP READING AND
FIELD SKETCHING**

SELF INSTRUCTOR

THIS book has been specially written to fill the needs of Australian Army personnel and will be found equally valuable to instructors and students of the subject. The somewhat complex subjects of Map Reading and Field Sketching are fully covered in every aspect and are presented in a series of lessons, arranged in their logical sequence.

Every point is fully explained. The book can be used by anyone as a complete self-instructor. It is profusely illustrated and includes a full scale colour reproduction of a military map which is used for reference.

PRICE

6/- Per Copy

"Sheldon's Map Reading and Field Sketching" is now available from leading booksellers or can be obtained direct from the publishers by sending a postal note for six shillings.

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New Governing Director of Philips

In May last the retirement of Mr. W. J. Waterman from the Governing Directorship of Philips Lamps (A/sia) Pty. Ltd. was announced.

It was also announced at that time that Mr. N. F. Leddy who had been managing director of the Egyptian branch of Philips for the past 4½ years would take over the active governing directorship of the Australian company in the near future.

Mr. Leddy arrived in Australia recently. He has been associated with the Philips organisation for the past 14 years, is a comparatively young man with a forceful, yet particularly charming personality.

During his 14 years association with the Philips organisation, Mr. Leddy has



Mr. N. F. Leddy, Governing Director, Philips Lamps (A/sia) Pty. Ltd.

seen service on behalf of Philips in no less than 26 different countries. During the last 4½ years, as managing director of the Egyptian branch of Philips, he also controlled his Company's activities in the Middle East.

Mr. Leddy has met and come to know quite a number of Australians prior to coming to this country. During the last year or two in Egypt, he has played a very active part in entertaining Australian troops. Some of these Australian soldiers who knew the Australian Philips organisation have written on numerous occasions mentioning Mr. Leddy's hospitality. He was President of the Dutch community group in Egypt which has played quite a big part in entertaining troops and also in subscribing in a direct manner to British war production.

Death of Sir Geoffrey Syme

The recent death of Sir Geoffrey Syme, managing editor and one of the proprietors of the "Age" newspaper in Victoria, which is associated with several well-known commercial broadcasting stations, removes one of the most outstanding figures in the history of Australian journalism.

Sir Geoffrey Syme was 69 and had been in failing health for about 2 years. Until very recently however, when he entered a private hospital he continued to take an active part in the editorial, direction and management of the "Age", of which he had been managing editor since the death of his father, Mr. David Syme, 35 years ago.

He is survived by Lady Syme and 4 daughters. His surviving brothers are Dr. A. E. Syme of Lilydale and Mr. Oswald Syme of Macedon.

Canadian Broadcasting On the Mat

Canadian broadcasting, which has long been held up in Australia by ill-informed reformers as a possible model on which to shape our own structure, is suffering one of its periodical crises.

It was reported by cable from Ottawa last week that the Board of Governors of the Canadian Broadcasting Commission may resign in a body according to a view put forward by one of the newspapers following the presentation to the Canadian House of Commons of a critical report on the CBC, by a special committee. It has been alleged by some Canadian newspapers which have rallied to the defence of CBC General Manager Murray that he has been the victim of intrigue on the part of adverse factions.

Victor Gouriet is Dead

Victor Gouriet, one of Australia's best known radio actors and former stage actor, died suddenly on Monday last, August 10. The late Mr. Gouriet was 67 years of age. He was formerly a well known J. C. Williamson artist, and in recent years had featured in hundreds of radio plays.

Seeing is Believing

"If you ever get downhearted about this war, as I do occasionally—if you hear depressing stories about lagging war production and idle war workers in Great Britain—I can give you a cure for such blues. Spend a few days, as I have just done, walking through several aircraft and aero engine factories in this country watching and talking to the workers, particularly the women workers. They're doing a swell job."

(Arthur Mann in a BBC talk about Women Munition Workers)

3KZ EXECUTIVE'S SONG IN "LEST WE FORGET"

The G. J. Coles presentation "Lest We Forget," is not only one of the musical highlights of the week on Melbourne radio, but is also rapidly assuming the same position in Sydney. Scripted and compered by Norman Banks, of 3KZ, the half-hour program incorporated



Frank Allen, 3KZ's continuity manager, who composed the words and music of "Greater Love," which is sung by the 100 voice choir in "Lest We Forget," 3KZ's 8.30 Sunday night program.

numbers by the Heidelberg Choir and Orpheon Choristers (100 voices) with solos by Anthony Strange and Sylvia Fisher. Max Balderson plays the grand organ and Ann Jacovovitch, brilliant pianiste, contributes some magnificent solos. On Sunday night August 16, at 8.30 in the "Lest We Forget" program, Hector Crawford, musical director of the production, will present a special arrangement of "Greater Love," the words and music of which were written by Frank Allen, continuity manager of 3KZ. This is not Mr. Allen's first effort as a composer, as he has already had some of his numbers featured by various Melbourne theatres and also on the air.

NEW GYMPIE STATION RAISES £600 IN 3 DAYS

Recently 4GY, Australia's newest broadcast station, staged its first radio patriotic appeal to aid the local patriotic funds. A Sunday afternoon concert, compered by George Hardman, ex-4BH, was arranged at the Olympia, the city's largest theatre, and the visiting artists, including Red Hall, comedian, Cecil Christensen, baritone, and Johnny O'Zalla, trumpeter—all of the U.S. forces in Australia—were supported by local bands, choirs and solo artists. An appeal for 500 guineas for the Gympie War League fund, was launched at the commencement of the concert, and at its conclusion, listeners and audience had contributed £380. The appeal continued for three days, and the Mayor of Gympie—Ald. R. N. Witham—also chairman of the War League, was able to announce that the appeal had exceeded its objective for 500 guineas, and 600 guineas had been contributed in three days. Further donations since received have brought the total to just on £700.

"Tribute to Tamworth"

The Parliamentary Standing Committee on Broadcasting has been hearing evidence in recent weeks as to the ability of Australian composers and lyric writers to provide at least 2½ per cent. of all musical broadcasts.

Several witnesses have asserted that there is a wealth of material written and composed which, though not lacking in merit, never gets published in music form. Members of the committee have been anxious to learn whether there is a "typical" Australian strain of musical composition—an "Australian school."

An executive of 2TM recently forwarded to "C.B." a clipping from the Tamworth "Leader" of a verse "Tribute to Tamworth," written by a Digger, Trooper G. F. Hoffmann. It is a typical example of Australian lyric verse—powerfully descriptive in its simplicity of expression. Here are the first four verses of the eight verse piece:—

"There's a small enchanting valley,
With that sturdy mountain bare,
Standing like a sentinel
To guard a treasure there.

"As the morning sun, on rising,
Peeps above the mountain's brow,
There's a colour, ever changing,
As the sunlight filters now.

"On the gently sloping meadows,
With its grasses, green and sweet,
Then at last upon the township,
Nestling at that mountain's feet.

"When the sun has mounted higher,
And the frost has left the air,
Still Tamworth's beauty lingers,
For it's always charming there . . ."

A recent radio marriage of interest was at St. John's, Darlinghurst, between well-known 2UE announcer Michael Willoughby and Miss Mimi Jones. Ron Morse acted as best man.

Nearly all investigations agree on one point... in South Australia MOST people listen MOST of the time to 5AD

Max Ashton Fund Closing August 31

Big List of Donors

The Max Ashton Fund Committee announced last week that the Fund which is to help provide for the future of the late Mr. Max Ashton's widow and two baby children, will close on August 31. This means that only a fortnight remains for all intending donors to send in their cheques. The Committee feels that there is still a large number of Max's friends who, though anxious to help, have for one good reason or another delayed forwarding their cheques or otherwise acknowledging letters sent out by the Committee. Now that the closing date for the Fund is announced, however, it is anticipated that there will be a very substantial response from all those good fellows who want to help this worthy cause.

Within a week of the closing date all moneys collected and now standing to the credit of the fund in a Sydney bank will be officially handed over to Legacy Club for administration in the best interests of the widow and children.

Following is a list of donors who have so far contributed:—

Macquarie Broadcasting Services, Traders' Advertising, Hartford Advertising Agency, Willmott Advertising Agency, staff of Gotham Advertising Agency, George Patterson Pty., Agency, Winns Pty. Ltd., Maynard Advertising Agency, Fergus Canny, Advertising Agency, Hansen Rubensson Advertising Agency, Australian Record Co., Australian Radio Publications Pty. Ltd., Beckett Thompson Advertising Agency, George Edwards Players Pty. Ltd., Commercial B/casters Pty. Ltd. (7HD), Perth Daily News, Vincent H. Freeth, A. N. White Advt. Agency, J. Walter Thompson's staff, Broadcasters Australia Pty. Ltd. (4BH), Catts-Patterson Co. (N.S.W.) Advertising Agency, Country Broadcasting Services, The Hugh Berry Co. Advertising Agency, Hunter River Broadcasters Pty. Ltd. (2HR), Willongong Broadcasters (2WL), and H. G. Horner, George Hill, Ben Palmer, Frank Sturge Harty, Lou Vernon, A. D. Townner, Ken Barrett, W. F. Stevens (N.Z.), F. C. Hawley, J. Gilfoyle, Mrs. W. O'Brien, F. E. Batley, E. G. Harper, E. Wilson, G. Joske, C. Fletcher, George Matthews, C. W. Harwood, W. J. Smyth, Don Scott, Albert Russell, Peg. McNamara, S. C. Coleman, Norman Gullick, Les. Hood, Harry Yates, Milton and Valerie Chick, Edgar Smithers, Oscar Mason, I. W. Phillips, C. F. Anivitti, E. J. W. Caldecoat, George Brochie, D. G. Donald, A. Stone, Murray Stevenson, Norman W. Lewis, Ben Bernard, W. R. Thompson, Doris Gowland, Harold Morton, Francis Levy, Ellis Price, A. J. Ryan, Maxwell Dunn, Harry Nott, E. J. D. McCallum, J. L. Taylor, Jack O'Hagan, D. M. Fegan, W. H. Calley, W. Steizer, F. Laurie, W. Firth, Rex Jesson, Lionel Lumle, S. E. and V. Baume, Reg. Lane, J. H. W. Wilkinson, H. P. Clarke, E. G. Williams, Max Green, C. H. Gendle, Clive Ogilvy, H. Bowden, F. Thompson, Geo. Sutherland, C. Don Service, Tommy Jay, Idwal Jenkins, J. W. Malone, M. Condron, Harold Darke, D. L. Richardson, Fred. Daniell, Truda and Roy Heath, C. W. Shortridge, W. B. Baverstock, J. S. Larkin and K. G. Goyné.



Foundations

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3KZ MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street

Colgate-Palmolive Now Set for Three Hours Weekly on Nation-Wide Network

With the announcement of the new hour time-buy for Colgate-Palmolive which will commence at the beginning of next month, this sponsor steps forward to lead as Australia's biggest individual sponsor of broadcast shows.

The new show, "Calling the Stars," will be broadcast in two half hours, Wednesday and Thursdays at 8 p.m., commencing September 2.

The new schedule of Colgate-Palmolive features, all of which are broadcast on a network of stations throughout all States is as follows (commencing August 30):—

Sunday, 7.15 p.m., "Quiz Kids"; Monday, 8 p.m., "Rise and Shine" (camp concert and quiz); Tuesday, 8 p.m., "Youth Show"; Wednesday, 8 p.m., New Show (first half hour), Thursday, 8 p.m., New Show (second half hour).

The present huge extent of Colgate-Palmolive radio advertising fully justifies the move made over 12 months ago by the sponsor and advertising agency, George Patterson Pty. Ltd., in forming the Colgate-Palmolive Radio Productions Unit.

This "unit" is today one of the largest program making organisations in Australia in respect of actors, actresses and musicians employed. A 23 piece orchestra is fully engaged.

New Musical Director

Mr. Montague Brearly, famous BBC and ABC conductor has joined the "unit" as Director of Music.

Mr. Harry Pringle, another former BBC and ABC man (he was associated with the ABC "Out of the Bag" feature) has been appointed producer of "The Youth Show" in place of John Wilshire who has been called into camp for military duties. Wilshire took over "The Youth Show" following the sudden death some weeks ago of Mr. Mark Makeham.

Mr. Jack Davey is director of production for all shows, produced by the Unit. Mr. Montague Brearly will conduct in the "Follies" program, Mr. Fred Quintrell will conduct in "The Youth Show", while Mr. Fred McIntosh who has been associated with Mr. Davey and



Mr. Montague Brearly, Musical Director for Colgate-Palmolive.

the Unit ever since its inception is deputy conductor.

To provide entertainment for a visual audience on Monday evenings "Quiz Kids" and the "Youth Show" will be recorded from the stage of the Macquarie Auditorium, while on Tuesday evenings the new show will be "cut" at the same place.

A brilliant cast has been lined up for the first new show, including such soloists as John Fullard (ex-Gilbert and Sullivan), Stella Power, Stella Wilson, Alan Coad, George Blackshaw, and Jack Davey with his new comedy team.

SI MEREDITH COLLAPSES

Well known Sydney announcer, Si Meredith, is in the Coast Hospital in a serious condition suffering from a perforated ulcer.

Mr. Meredith collapsed whilst doing theatre work and was rushed to hospital and operated on at mid-night on August 4. His condition at the time was critical, but latest reports indicate he is making slow but satisfactory progress.

Mr. Meredith is one of the best known announcers in Sydney radio. He has been associated with 2UE for more than 11 years, and in that time has covered every branch of studio and outside radio work including football, cricket and cycling descriptions.

For the past eight years he has been heard at noon every Monday to Thursday reading the mid-day serial for F. J. Palmer and Son. In this session he has built and sustained a very extensive listening audience.

During Mr. Meredith's absence in hospital the serial will be read from 2UE by John Ryan.

Millions of Smokes!

Southern Staters who find difficulty sometimes in securing their supplies of cigarettes can take some consolation in the fact that millions of "fags" which might otherwise be available are being devoted to a very worthy cause in Queensland—for which they might thank and not blame Station 4BH.

For 96 weeks 4BH has been running a "Smokes for Sick Soldiers" Appeal and that appeal is one of the highlights in the history of Australian radio. Every Sunday the appeal is conducted in conjunction with the 4BH Diggers' Concert, and every week representatives of 4BH visit hospitals where there are sick soldiers and distribute the smokes. It takes four days of every week to get around the hospitals, and every sick soldier receives at least three packets of cigarettes a week.

In 22 months 4BH has received from its listeners a total of 2,539,000 cigarettes representing a total money value of £7,000.

TRANSCRIPTION SALES

Recent transcription sales advised by the A.W.A. transcription department include:—"Golden Sanctuary," 52 x 15mins., 4BK-AK, Brisbane. "Coast Patrol," 2nd series, 52 x 15mins., 4BK-AK, 6IX-WB-MD and 3DB-LK. "Listeners' Club," 13 x 15mins., 4TD Townsville. "You Ain't Heard Nuthin' Yet," 13 x 30 mins., 2DU Dubbo. "Five Minute Mysteries," 54 x 5mins., 3XY Melbourne. "To Death and Back," 28 x 15mins., 4WK and 2CH. "Abraham Lincoln," 52 x 15mins., 2BH Broken Hill. "Nobody's Island," 26 x 15mins., 2GN Goulburn.

Disc Shows on the Country Air

The "Listeners' Club" is the current feature of the Wintergarden Theatre on 4TO Townsville—broadcast each Sunday evening. The "Listeners' Club" is also aired three times weekly over 2AY by Gibb and Beeman Ltd.

"Nobody's Island"—a 26 15-minute episode drama is the current release of J. Craig and Sons on 2GN Goulburn. "Nobody's Island" is a Beatrice Grimshaw island mystery thriller and follows the same authoress' "The Lost Child." "Captain Midnight" is scheduled for early release over 4WK Warwick, and "Hopalong Cassidy" is also scheduled for release on 4CA Cairns. "To Death and Back" will also be released over 4WK, commencing this week.

"BAFFLES" FOR BUCKINGHAM'S

Buckingham's, of Oxford Street, are sponsoring "Baffles" from 2UE every Monday to Thursday at 9.15 p.m. "Baffles" is a comedy-mystery serial and features the famous English comedian Edwin Styles, and two well-known Australian stars in Lloyd Lamble and Joan Saul.

Curzon's Drop "Radio Hollywood"

Bigger Time Booking for Midweek Drama and Special Sessions

With the conclusion of "Radio Hollywood," the House of Curzon has embarked on an even more comprehensive program of radio sponsorship on 2GB than hitherto. Under the new arrangement they will be replacing the 45 minutes "Radio Hollywood" variety show, by a half-hour dramatic presentation, and three musical features per week.

The House of Curzon will continue to use Thursday night, but the time chosen is 8.30 to 9 p.m., and the program is Curzon's "Play of the Week."

The introduction of a half-hour dramatic entertainment to mid-week commercial radio is unusual.

These half-hour dramas are all by outstanding Australian script-writers, and are divided into two acts. Each one packs as much material into the half-hour as the average full-length stage presentation, each play too, will have a specially selected cast of stars and supporting players, drawn from the leading radio actors and actresses available in Australia to-day. Drama is alternated with comedy with a sprinkling of romance and mystery. Peter Bathurst will comper.

In addition to these Thursday night broadcasts, Curzon's have taken 3 x 13 minute sessions on Monday, Wednesday and Friday, featuring "Coffee with Jack Lumsdane and Hilda Farmilo." Both artists have already appeared in "Radio Hollywood" broadcasts. Jack Lumsdane, in addition to appearing at times as guest artist, also was producer, whilst Hilda Farmilo of recent weeks has been featured, and has won considerable applause as a singer.

The songs they feature are linked together with appropriate continuity, and the suggestion behind the program is that listeners should take their after-dinner coffee whilst Jack Lumsdane and Hilda Farmilo entertain them. The time of these broadcasts is 6.45 to 7.28—that is immediately preceding the news. The contracts were placed with 2GB by Goldberg Advertising Agency.

Hilda Morse, popular air personality on 2CH, was recently elected to the position of chairwoman of the program committee of the Sydney Business and Professional Women's Club. This organisation, which is international in its activities, has its headquarters at the Hotel Australia. Its members include prominent women in many business and professional activities. As chairwoman of the program committee, one of Miss Morse's duties will be to contact prominent men and women with a view to securing their appearances at meetings to address members. She was recently appointed radio representative for "Quota," a women's organisation conducted on the lines of Rotary. It is also international in character. Hilda Morse conducts "Mebody Matinee" from 2CH Monday to Friday between 2 and 3.45 p.m.

Legacy Club War Orphan Appeal

FIRST RADIO AUCTION

On July 27, 28 and 29 over 2GB, the Legacy Club of Sydney conducted the first radio auction which has ever been held in Australia. This Radio Auction was part of the War Orphans' Appeal for £50,000 for the provision of larger premises and better facilities for the care of widows and orphans of those who have made the supreme sacrifice.

Lieutenant A. R. Cutler, V.C., opened the auction, which was organised by Mr. Gordon Young, of the Legacy Club, originator and organiser of the radio auction in America. The auctioneer-in-chief was Jack Davey, assisted by Tex Morton. Four one-quarter hour sessions were used, between 7.45 and 10.15 p.m. on Monday, Tuesday and Wednesday (July 27, 28 and 29), and 20 telephonists were engaged to cope with the bids 'phoned in by listeners.

A varied assortment of lines were offered for sale, ranging from a canteen of cutlery to permanent waves, from bronze and marble statues to gladioli bulbs. The goods were previously on display in Hordern Bros.' window at Wynyard and at the Prince Edward Theatre foyer.

The response from listeners was most gratifying, and practically everything was disposed of, resulting in approximately £1,800 being raised.

Des Bennett, formerly of the 2UE sporting department, is now at a "battle station" somewhere in West Australia.

AUCTION AT AWA BUILDING

In conjunction with the appeal by the Legacy Club for funds to assist war orphans 2CH has organised a drive which will culminate in a general auction on Friday, August 14, in the foyer of the A.W.A. Building.

Concluding an appeal which has extended over the past two weeks the auction, which will be conducted by Joan Read, is expected to greatly augment the amount received from a direct appeal to listeners.

The 2CH drive has been conducted chiefly through Joan Read's "Home Harmony" session, and the response by listeners so far has been as gratifying as that recently experienced when an appeal was made for assistance for Australian prisoners of war. In addition to direct donations many listeners are availing themselves of the opportunity to obtain a photograph of Joan Read, the whole of the proceeds from which go to the Legacy Club's objective.

For the auction in the 2CH foyer great interest has centred around the projected arrival of Fang, the R.S.P.C.A. Alsatian and his white mice who will arrive at the entrance of the A.W.A. Building in a U.S. Army Jeep. The jeep has already been christened "Ome 'Armony," after Joan Read's air session.

Arrangements have been made for a motion picture record of the arrival of the jeep by Fox Movietone News.

Joan Read raised the largest individual total of over £650 for the recent 2CH Prisoners of War Appeal.

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"SALES THRU THE AIR
WITH THE GREATEST OF EASE"

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Legacy Club War Orphan Appeal Boosted by First Radio Auction

Top: Left to right: Mr. Gordon Young (originator and organiser of the American Radio Auction), Tex Morton (2GB), Johnnie Walker (2GB), and Mr. Brunton Gibbs (Legacy Club). At left: The "battery" of telephonists specially engaged to receive 'phoned bids. (See story page 13.)

FOUR SUNDAY SHOWS RENEWED

Long term renewals of five established sessions were announced by 2UW last week. The sponsorships concerned were: Duncan and Sons Pty. Ltd., Pond and Pond, Ron Doyle's Dance Studios, Hutuwai Distributing Co. and the "Dusflo" Vacuum Cleaning Co. With the exception of the "Dusflo" contract the remaining four sessions all are Sunday broadcasts, each featuring a special musical presentation.

"Chins Up" Club

Recognising the urgent need for recreation and amusement facilities for the fighting forces, the 7HO Women's Association, in conjunction with the Australian Comforts Fund and other organisations, have organised a "Chins Up" Club to provide entertainment and refreshments to men of the Forces. The "Chins Up" Club held its gala opening on July 28 with her Excellency Lady Clarke performing the opening ceremony. Other war effort activities of 7HO include a successful appeal for books and magazines for the Free Library Movement. In one week 1,000 volumes were received.

CHORAL SHOW FOR FROCKS

New sessions listed for immediate release from 3AW include "The Magic of Mixed Voices" and "Ballads We Love to Hear." The former is a 30-minute program which embraces all types of choral music interpreted by the world's most famous choirs. The programs are selected, arranged and compered by 3AW's John Masters, and some of the choirs heard in the first program included the Don Cossacks, the Scala Chorus, Doris Arnold's Kentucky Minstrels, the Modern Symphonic Chorus, the BBC and the Metropolitan Opera Chorus. The program takes the air immediately following "Forty Glorious Years," 3AW's super-feature at 9.30 p.m. Saturdays. During the currency of the sessions Masters will introduce many unusual types of choral singing from the classics to jazz. The proprietors of Ecstasy Frocks are sponsoring the feature.

"Ballads We Love to Hear" is another 30-minute program at 9.15 p.m., Wednesday, which includes popular ballads sung by world-famous artists. The prepared annotations dealing with the numbers and the artists are interesting and informative. Payne's are the sponsors.

LISTERINE'S "THE BIG NOISE" TO ADD TO STATION'S DANCE NIGHT

"The Big Noise" new Saturday night swing program provides a full hour of dance music by world-famous "swing" exponents is now being presented under sponsorship by the manufacturers of Listerine Tooth Paste on 2CH.

This program which will be featured as "The Big Noise About Listerine" is scheduled at 8.30 p.m. Saturdays, and will present the most popular dance band maestros in their newest recordings as soon after release as possible.

In view of the demand for swing dance music, particularly on Saturday nights, this program is assured of a big audience of swing lovers and others who enjoy light musical entertainment. Listeners will be able to nominate the bands whose music they would like to hear, and in most instances this will be specially featured in brackets of four numbers. Already a preference has been indicated for Glen Miller, Artie Shaw, Fats Waller, Bennie Goodman, Jimmy Dorsey and Gene Krupa, and these will be included in early programs.

Artie Shaw's new "Sweet Swing" will be included in early broadcasts, and as he specialises in rhythm which will appeal to a large section of music lovers he will be an acquisition to "The Big Noise" broadcasts.

This program will be compered by Leon Becker and will extend from 8.30 to 9.35 p.m., with a break of five minutes for the BBC News at 9 p.m. At 9.35 2CH will present its regular dance feature, "Everybody Dance."

New 10-Year-Old Star

Live-artists features broadcast by 3XY have launched numbers of young radio stars and the station is taking particular interest in the debut over the microphone of Toni Reddy, 10-year-old daughter of 3XY personality Stella Leonard. Her singing during 3XY's children's session attracted the attention of the management, and she was booked to appear on the following Saturday during Crofts' Radio Revels, the well-known "Soldiers' Show," held in Central Hall. So big an impression did Toni make that she was back to cheer the troops again the following Saturday. According to her mother, she had no training—it's just natural aptitude, and, obviously, an inherited love of the footlights.

Hoyts Renew Big Contract

Hoyts Theatres have renewed their contract with 2UE for the weekly use of 330 minutes space.

Programs, conducted by the Hollywood Reviewer are in 30-minute brackets embracing all types of music in addition to late news and gossip from Hollywood and London.

The evening sessions are broadcast every Monday, Tuesday, Wednesday, Thursday and Saturday at 6.13, and the morning sessions at 8.45 on Monday to Saturday.

Mark Foys Buy Rhythm Hour

Mark Foy's Ltd., big Sydney department store, are now sponsoring an outstanding 60-minute rhythm show from 2UE every Friday night at 8 o'clock.

Entitled "Melody and Rhythm", the session will feature all the popular rhythm numbers of this and other years. The recordings are specially selected after much planning by Alan Toohey.

Toohey will also act as comper. He will give intimate glimpses on the stars of each disc many of whom he met in Hollywood, New York, London and Paris when on his last world tour.

In the last 12 months Toohey has created State-wide interest in his Friday night broadcasts.

Mark Foy's will use "Melody and Rhythm" for general merchandising.

Piano Schools Find Success in Radio Advertising

In these uncertain times, one would think that persuading people to learn to play the piano would be an impossibility. But this theory is entirely dispelled by two Melbourne piano schools currently advertising over 3KZ. The first, the George McWhinney Piano School, has been so pleased with the results gained from its quarter-hour session featuring its four-piece band with vocalist, that it has taken an extra 15-minute session, this time highlighting hit tunes of the day played on two pianos. Potential pupils of the school are asked to ring the studio after the broadcast for details of the school's course. The flood of phone calls and the signing on of new pupils more than prove that not only goods can be sold over the air. The second school, the Leonard Cook Piano School, also has a 15-minute session in which the principal—Len Cook, known as "The King of the Keys"—plays popular numbers in a modern rhythm style. So good have results been from this session, that the school is now celebrating its fifth year of broadcasting with 3KZ.

Both schools are on the air every Sunday, the times being 10 a.m., 12.10 p.m. (McWhinney) and 6.15 p.m. (Cook).

Sponsor Supports Blood Transfusion Appeal

To aid the special Red Cross Drive for blood donors, Foy's, who sponsor 3XY's Thursday night feature, "Cavalcade of Story," at 8 p.m., have hit upon a novel idea. "Cavalcade" each week takes a well-known personality or topic for a dramatic presentation on the air, and on August 13 the dramatisation will be titled "The Story of Blood Transfusion." Cleverly enacted, and produced as usual by Roy Steyne, this should give a decided lift to the drive and stimulate considerable interest in this very important phase of Red Cross work.

"Church in the Wildwood"

John Davis, well known Scottish personality, recently celebrated his fourth anniversary of the presentation of "Church in the Wildwood" on 2CH.

This program is an established Sunday night feature from 2CH, and because of its strong appeal, coupled with the intimate mode of presentation by John Davis, it commands a large audience.

Familiar old hymn tunes, together with the inspiring music of the organ, make the "Church in the Wildwood" a program of beauty and enjoyment with an appeal to all listeners whether they are church-goers or not, and through the singing of John Seagle, celebrated American baritone, those who listen enjoy the most-loved song of the "Little Old Church" of their memories.

"Church in the Wildwood" discs are from the 2CH Thesaurus Library, exclusive to that station in N.S.W.

John Davis in business life is advertising manager of Murdochs Ltd., who are big radio advertisers.

Peters' Ice Cream Return to Kiddies' Session

Commencing Monday last, August 10, Peters' Ice Cream are sponsoring the half-hour of 3XY's children's session from 5 to 5.30 p.m. A riddle contest, "sound effect" competition (in which kiddies are asked to identify bird and animal calls, and so on) a puzzle series called "Do You Know?" and a hobbies contest occupy the first quarter-hour. 5.15 to 5.30 p.m. is story-time. The first week will feature a series of 10-minute plays; then for 13 weeks will come 10-minute episodes of the serial "Crazy College," to be followed by "Goldie's Fairy Tales." "Connie," Sally and Kevin McBeath are the personalities to be featured. Contract covers 39 weeks.

DAY SUSTAINER MOVES INTO EVENING

"Drop in and Dine," formerly presented as a lunch-hour entertainment, has now been transferred to the 2CH evening program, and is scheduled every Friday between 8 and 9 p.m.

"Drop in and Dine" features the Musical Chefs Horis and Boris (Leon Becker and Max Aronston), who present a complete menu of melody commencing with a Hors D'oeuvres of Novelty Recordings and going through each course in turn. Thus the Soup Course comprises waltz tunes, while the Entree is a spot of comedy.

The main course (Special for the Day) is "Remember Me," incorporating a musical quiz in which prizes are offered for the nearest correct or neatest correct list of numbers played on the piano by Boris during this section of the program.

The Sweets and Savory courses have their place, and for Black Coffee the music of coloured musicians-composers and dance band leaders is featured.

With the transfer to the evening program the scale of prizes was increased.

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YOU know . . . but does the whole State know? Is it a household word with the buying public?

There's One Sure Way to SELL it . . .
Prefix it with the Call-Sign . . .

★ **3XY** ★

2MW
MURWILLUMBAH 500Watts

Among the Sponsors

Salmond & Spraggon have renewed contract with 4BH Brisbane, for 1-minute recorded announcements in the breakfast session for Andrews Liver Salts.

B. S. Worfold, Valley Jewellers, are using 25 word direct announcements in the 4BH breakfast session, 6 mornings a week.

Manahan & Sons Ltd., Brisbane chain grocers, have contracted for 25 word direct announcements in the 4BH "Why I Shop in the Valley" feature, 6 mornings a week in the breakfast session.

4BH breakfast session now carries, 6 days a week, 25 word direct announcements for S. Aroney, Brisbane fish merchant.

Mrs. A. Dixon, children's wear specialist, Brisbane, has placed a new contract with 4BH for 1-1/2 hour weekly in the 4BH women's session. The feature is entitled "Bringing Up Baby" and forms a part of the 4BH "Home Magazine of the Air" from 9 to 10 a.m., 5 mornings a week.

Public Benefit Bootery Ltd. have renewed their contract on 3XY for five quarter-hour sessions per week, two being used as formerly on Tuesdays and Thursdays at 12 noon, and three at 10.30 a.m., on Wednesdays, Thursdays and Fridays. Contract covers 52 weeks.

Swifte College of Music have renewed their contract on 3XY for quarter-hour sessions Sundays at 9.45 a.m., featuring "Melodies in Rhythm." Contract covers 26 weeks.

Among new contracts at 2WL are three 15-minute programs, "What's In a Name" (Gibbey's), "I Saw It Happen" (Pepsodent), and "Quiz Kids" (Colgates). McWilliams Wines Pty. Ltd. have contracted a half-hour show, "The Bright Horizon," and Seppelts Wines have renewed their half-hour presentation of "Reflections in a Glass."

The following advertisers have contracted for one minute announcements on 2WL:—Andrew's Liver Salts (78); Lever Bros.—Atkinson's Skin Deep Cosmetics (39); Ford Motors (13); Peck's Pastes (additional 39); Sunday Telegraph (52 evening, 78 daytime); Colgate-Palmolive — Protex 78 breakfast 52 women's, 52 evening; Colgate-Palmolive—Klex 104 evening).

COMMERCIAL BROADCASTING

Vol. 11, No. 4; Thurs., Aug. 13, 1942
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JULY LICENCE FIGURES

	June 1941	July 1942
NEW SOUTH WALES.		
New Issues	4,630	4,140
Renewals	41,279	41,650
Cancellations	4,984	4,250
Monthly total	49,925	50,540
Nett inc. or dec.	-354	-116
Population ratio	17.66	17.89

VICTORIA.		
New Issues	5,128	2,470
Renewals	30,799	33,850
Cancellations	4,202	2,030
Monthly total	36,727	37,290
Nett increase	926	431
Population ratio	18.97	19.17

QUEENSLAND.		
New issues	1,932	1,410
Renewals	15,106	15,380
Cancellations	1,421	1,650
Monthly total	16,817	17,240
Nett inc. or dec.	511	-237
Population ratio	16.34	16.64

SOUTH AUSTRALIA.		
New issues	1,591	1,300
Renewals	13,095	12,930
Cancellations	1,026	1,630
Monthly total	13,660	13,700
Nett inc. or dec.	565	-337
Population ratio	21.61	22.50

WESTERN AUSTRALIA.		
New issues	1,319	1,270
Renewals	9,083	9,180
Cancellations	1,038	1,210
Monthly total	9,364	9,240
Nett increase	281	58
Population ratio	19.51	19.80

TASMANIA.		
New issues	424	477
Renewals	4,482	4,720
Cancellations	418	170
Monthly total	4,478	4,627
Nett increase	6	293
Population ratio	18.39	19.44

COMMONWEALTH.		
New issues	15,024	11,050
Renewals	113,844	117,850
Cancellations	13,089	11,050
Monthly total	1,293,266	1,320,070
Nett increase	1,935	47
Population ratio	18.32	18.50

The above totals include free licences to the blind—2,562 (1941) and 2,491 (1942).

Salmond and Spraggon (Aust.) Pty. Ltd., through George Patterson Pty. Ltd., have contracted with 2UE for spot announcements advertising Andrews Liver Salts.

Foley Bros. Pty. Ltd. (O'Brien Publicity Pty. Ltd.) are using 2UE for slogan announcements before the news broadcasts in the breakfast session.

C. T. Lorenz (Trans-Radio) have signed for 100 word announcements on 2UE prior to the Tuesday 9 p.m. BBC news.

J. J. McHugh, Mac-Ray Health Clinic has renewed with 2UE for 10 minute talk each Wednesday at 11.15 a.m. and Sunday at 5 p.m. for a period of 52 weeks.

Clements Tonic, through Trans Radio have signed for spot announcements in the 2UE evening session and also with Associated Sport Broadcasts during the Saturday afternoon race sessions.



Arnott's Pty. Ltd. (Agency, J. B. Percival) have again renewed their spot announcement campaigns on 2GF Grafton and 4TO Townsville. Announcements are scheduled in the daytime sessions.

Under a new contract placed with 2GB, Penfold's Wines Ltd. are presenting a series of 5-minute sessions three nights a week. The time used is 9.15 Monday and Friday, and 9.30 p.m. Saturday. These five minutes are programmed as Penfold's Evening Star, and each session features a recorded artist. The contract was placed by Fergus Canny Pty. Ltd.

To introduce the Barcroft Cabaret to a wider clientele, the proprietor is sponsoring under the title of "Barcroft Cabaret" a series of 15-minute sessions based on popular dance music and presented Sundays at 1.15 p.m. from 2GB.

The Colgate-Palmolive Co. has contracted through George Patterson Pty. Ltd. for a series of 1-minute announcements on 2CH.

William Arnott Pty. Ltd. is using 2CH for 100 word announcements over a long period. (Agency, J. V. Percival).

Foley Bros. have renewed their contract for scatter announcements incorporating the slogan, "Better-butter—better buy it," on 2CH. (Agency, Edward H. O'Brien).

Through Trans-radio the Australian Chemists' Alliance has contracted with 2CH for 100 word announcements advertising Ant-acid Powder.

W. J. Dickinson (Agency, Gothams) has contracted for a continuation of their sponsored sessions on Figure Control in the 2CH "Home Harmony" sessions conducted by Joan Read.

C. T. Lorenz Pty. Ltd. is using 2CH for a series of 100-word spots, advertising eye treatment. (Agency, Trans-radio).

Australian Paper Manufacturers have commenced a series of talks and 25-word announcements on 2CH advocating salvage of waste paper. (Agency, Gothams).

New programs releases on 3BO Bendigo include:—

Croft's Radio Revels relayed from 3XY Melbourne each Saturday evening at 8.15 p.m.

Colgate Palmolive Pty. Ltd. have released four 30-minute programs weekly on 3BO.

Cenovis have signed for a second 15-minute session on Wednesday at 8.45 p.m. The feature is "Doctors Courageous."

Renewals on 3BO have been received from Matthews Bros. for 208 x 15 minutes—their current feature "Two Destinies" is broadcast each Monday, Tuesday, Wednesday and Thursday evening at 7.45 p.m.

John Campbell Pty. Ltd., Brisbane hair-dressers, have contracted with 4BC for 52 one-hour sessions every Sunday morning for 12 months, presenting "The Glamour Hour," 60 minutes of highspot music.

312 x 100-word announcements on behalf of Dr. Williams' Medicine Co. have been signed with 4BC-4SB through Reuter's Ltd., while Salmond and Spraggon, through George Patterson Pty. Ltd. have bought one-minute spots for 12 months in the 4BC-4SB women's session.

A further renewal has been received at 4BC through J. B. Percival for William Arnott, while Noble-Bartlett Advertising, on behalf of Taylor Elliotts Pty. Ltd. have contracted for 50 and 100 words in the evening session for 12 months.

W. C. Douglass, another J. B. Percival client, has taken additional advertising in the 4BC breakfast session.

Nestles are using 50-word announcements in 3XY's women's sessions for Milo and Malted Milk.

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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



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Comes to
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2UW takes pleasure in announcing that Mr. A. M. Pooley's "War Digest"—one of the greatest news commentaries on the air—is now heard in Sydney only from 2UW . . . Mon. to Sat. at 10.15 p.m.

The nightly broadcasts by "The Watchman" (Mr. E. A. Mann) will continue as previously . . . thus providing 2UW listeners with the most comprehensive daily news commentary service in the history of commercial broadcasting in Australia.

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