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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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BROADCASTING

PERSONALS

Mr. Hector Crawford, well known Melbourne musical director and conductor, who was appointed acting manager of Broadcast Exchange (Australia) when Mr. Lin Corr left to take up military duties, has been confirmed as manager of the organisation. Crawford has conducted for many well known orchestral and choir concerts, and he has also had a sound business training. He was at one time on the administrative staff of the Victorian Electricity Committee. He takes a prominent part in the "Lest We Forget" program, which is now aired over 25 stations throughout the Commonwealth.

With the enlistment of Phil Furley, 2CA sales manager and announcer, in the R.A.A.F., another Australian woman has proved her courage and initiative by offering to take over her husband's job. Mrs. Furley is now contacting 2CA advertisers in place of her husband, and if she receives half the good fellowship and co-operation that was extended to her husband, 2CA believes that her's will be a happy task. Phil Furley joined the staff of 2CA almost five years ago, when its power was stepped up to 2,000 watts.

Cliff ("Nicky") Nicholls, of 3AW, has gone away to keep a date with Joe Trout somewhere in the Victorian bush. Nick met this feller some six months ago in a rather cold stream when Joe used to lie in wait under a large flat stone. When Nicky came along rigged out as a high-class angler, Joe winked one eye because he knew he was not in the "cast." Anyhow, he hasn't much of an opinion of Nick's ability, and is confident of seeing him in the same spot whenever he can spare the time from his numerous city activities.

The wedding was quietly celebrated at the Wesley Chapel, City, last Wednesday (October 21) of the well known Radio 2UE announcer, Sidney Everitt, to Miss Delwyn Edmunds, of Petersham.

Arthur Carr, of Radio 2UE, is receiving congratulations following the announcement that son Jack (formerly 2UE technical staff) has been promoted to the rank of Flying Officer in the R.A.A.F. For some time past Jack has been up north flying Kittyhawks against the Japanese in New Guinea.

Stuart Edwards, former outside race commentator for Radio 2UE and the A.S.B., has received his R.A.A.F. call-up for air crew, and is now in camp in Victoria.

Cliff Mackay, of Paton's Advertising, is very busy these days getting ready for the big dual station program to be broadcast from 2UZ and 3AW on Saturday, October 24, at 8.30 p.m. This program is to be sponsored by the Mutual Store, and dedicated to the Lord Mayor's Hospital Appeal.

Fred Hesse, sponsor of Starnite, believes in exercise to keep him fit—it is not unusual to see him on the tennis court giving former Davis Cup player, Jack Clemenger, a bit of hurry up.

Saw Emil Christenson, managing director of Peters' Ice Cream, at lunch with executives of 3XY and agent Tex Rickards—all evidently getting together over Peters' very popular Sunday night program from the Melbourne Town Hall. Peters' are certainly giving the troops a treat.

Edward Haines, of A.W.A., felt so benevolent after his super holiday at Cowes, that on his return he dashed up to Bendigo to allow Mr. Wilson, of 3BO, to have a few weeks' spell.

Broadcast Exchange lost one of its oldest members last week when Engineer Athol Reilly joined the Air Force. Lieut. Corr broke away from his duties at the barracks to wish him luck and all the best on behalf of his co-workers and friends.

Syd. Baume, of 3UZ, has a very good vegetable garden—remember your best friends when those potatoes come good, Syd!

Mr. A. Lex Lippmann, managing editor of "Commercial Broadcasting" and associate publications, who has been on sick leave for two months due to pneumonia, returned to his desk on Monday of this week. Following a convalescence at Kurrajong Heights, after he was discharged from hospital, he has taken up duties again in the best of health.

Leon Becker, who has been associated for many months with "Take It or Leave It," "Saturday Afternoon at Home," and other 2CH programs, is the latest from the announcing staff of that station to join the R.A.A.F. He commences training on November 3.

Penelope, of 3UZ, had a party in the Lower Town Hall, Melbourne, last week, to get funds for the Merchant Navy, she expected two or three hundred, their was seating accommodation for five hundred. The hall was packed and literally hundreds were turned away. Afternoon tea was provided at 6d. and 1/- per head. In this way amount made was £70, a wonderful effort. Guests of honour were American nurses and men of the Merchant Navy. Padre Lloyd, of the "Flying Angel," was also present. During the afternoon the matron of the Caulfield Hospital spoke. The rest of the program was made up of a few vocal items—Peggy Brookes delighted the audience with a rendition of the "Aussies and the Yanks are Here."

Madge Thomas, 2CH morning announcer, is taking a keen interest in building up her session, "Women in the Home." While at 3XY she organised the "Good Companions Club" and many other activities of interest to women, so she is well fitted to make this session a success. Commencing at 9 a.m. with music, competition features and house chats, the program finishes with morning devotion at 10.30 a.m. "The Golden Sanctuary," sponsored by J. R. Love, is presented every Tuesday and Thursday at 10 a.m.

Visitors to 2UE during the week were former staff members, Bert Monies and Harley Goodsall, on leave from a northern A.I.F. camp. They now sport the rank of Major and Captain respectively. Both are "in the pink."

Planiste Eunice Lloyd, who has been with 3XY for two and a half years, has for domestic reasons secured six months' leave of absence. Her place at the piano in the station's many live shows will be taken by Doug. Gamely.

Sally, of 3XY, still maintains that honesty is the best policy—but admits that it comes a bit expensive on occasions. As witness the day she picked up a parcel in the street, and conscientiously omitting to open it, advertised for the loser. No reply was forthcoming, so, feelingly free to examine it, she cut the string. Out tumbled—two packets of lunch papers!

The 3XY scripters, having run one very successful dance recently to aid the station's Service League, of which Nance Martell is president, plans to hold a similar function on October 31 in the lower Town Hall, Melbourne. The Service Leaguers, mostly wives and mothers of servicemen, will take time off from their knitting to cook and serve dainties for supper.

A despatch from Pilot Officer Bert Button, formerly sales manager at 2CH, brings the news that he now wears a moustache, which has assumed a ginger tinge. A moustache would suit him.

Joan Read is so enthusiastic about her new Talent Quest on 2CH, that she couldn't let a small thing like bronchitis interfere with her session, so while arrangements were being made to carry on the show during her absence the other Friday, Joan rose and dressed and surprised everyone by making her appearance in plenty of time to do all the preliminary work prior to the show going on the air. She also carried out the job of compere—and then went back to bed.

AUGUST LICENCE FIGURES

	August 1941	August 1942
New issues	6,390	4,820
Renewals	47,257	48,817
Cancellations	3,221	4,800
Monthly total	498,073	504,837
Nett inc. or dec.	3,169	200
Population ratio	17.77	17.14

VICTORIA

New issues	3,714	2,750
Renewals	36,136	37,100
Cancellations	1,985	2,741
Monthly total	367,229	371,012
Nett increase	1,729	11
Population ratio	19.14	19.14

QUEENSLAND

New issues	2,805	3,120
Renewals	15,431	16,042
Cancellations	334	2,250
Monthly total	171,757	127,362
Nett increase	2,471	1,044
Population ratio	16.70	16.42

SOUTH AUSTRALIA

New issues	2,068	1,960
Renewals	13,161	14,070
Cancellations	601	1,400
Monthly total	113,842	137,430
Nett inc. or dec.	339	157
Population ratio	19.68	22.14

WESTERN AUSTRALIA

New issues	1,222	1,300
Renewals	8,535	7,800
Cancellations	883	1,807
Monthly total	92,160	91,976
Nett inc. or dec.	339	520
Population ratio	19.68	19.63

TASMANIA

New issues	533	450
Renewals	4,381	4,610
Cancellations	346	300
Monthly total	45,070	46,860
Nett inc. or dec.	187	150
Population ratio	18.54	19.61

COMMONWEALTH

New issues	16,732	17,705
Renewals	124,901	128,470
Cancellations	7,370	12,150
Monthly total	1,308,131	1,323,821
Nett inc. or dec.	9,362	1,450
Population ratio	18.50	18.41

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REMEMBER THE ELEPHANT

even if our FIRST job is to WIN THE WAR

It's a big job we have in front of us to-day . . . winning a war which demands of us a full-time, all-out effort.

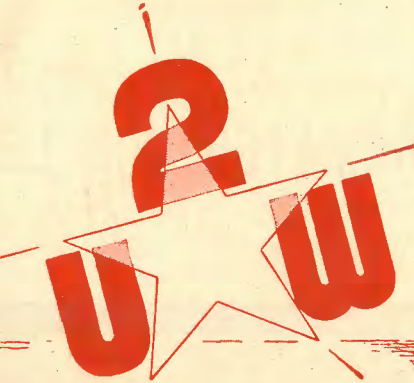
It's your job—and ours, too.

But, while you are giving everything to the war, don't forget that people are not like elephants—people forget . . . Don't let them forget YOUR brand name, even though it's "out" for the duration.

Keep 'em remembering.

We can show you how it can be done efficiently, economically, and well. . . We can show you that every £1 spent on 2UW is £1 well spent.

Most people listen to



SYDNEY: 49 Market St., M 6686
 MELBOURNE: 18 Queen St., MU 2819



DAYTIME NIGHT-TIME

more people listen to

2AY

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Radiating from Pooles Hill, Albury, 2AY provides complete air domination of Albury, the Southern Riverina, North-Eastern Victoria and the Murray Valley.

The leading programmes of Australia's prominent sponsors are aired from 2AY—plus outstanding feature programmes sponsored by local advertisers.

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- Tabernacle Choir
- Listener's Club
- Lux Radio Theatre
- Kingsmen
- Quiz Kids
- Home, Sweet Home
- First Light Frazer
- The Bright Horizon
- Aust. Amateur Hour
- Lest We Forget
- Youth Show
- Woman in White
- Rise and Shine
- Hopalong Cassidy
- Bob Dyer
- March of Time
- Melody Makers
- P. and A. Parade
- Calling the Stars
- House of Peter MacGregor
- The Golden Sanctuary
- Australian Cavalcade
- Radiola Harmony
- Here's a Queer Thing
- Mate's Tea Party
- Old Time Dance
- Cenovis Relay
- Prairie Melodies
- Music Lover's Hour

COMMERCIAL BROADCASTING

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Incorporating
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And What's to Gain?

Patent Medicine Ad. Ban Proposal

The Government has ordained that no patent medicine advertising shall contain more than 10 words of "copy." Having dropped the bombshell week before last, there came a temporary respite in the application of the Regulation when it was officially announced that the Regulation would become effective as from December 1.

There has been other instances in the past of this type of legislation. A bright idea raises a somewhat luminous head and somebody gets stampeded into forming it into a REGULATION under this that or the other section of National Security. A little light is thrown on the subject of the Regulation and its date of commencement is postponed—obviously for further consideration.

In this case it is to be seriously hoped that an intelligent appreciation of the subject will prevail in the course of that further consideration. No. 1 question to be pondered, we would suggest is, how will this restriction of advertising if brought into effect help our war effort. Actually that is the only question to be considered.

If it can be shown at this stage that such a restriction indiscriminately all-sweeping as it is will result in the further contribution of a penny or an ounce more physical energy to the war effort, then let us adopt it without delay. But if it is not possible to show this, what sense is there in destroying something, some little part of our economic and social structure, for the sheer fun of destruction.

Already the Government has taken steps to limit manpower used in the production of and trading in these goods; already the Government has taken steps which limits the amount

of newspaper space which can be applied to the advertising of these goods. Already provision exists for all patent medicine advertising copy to be approved by the health authorities before publication or broadcast.

What more is wanted? or rather what more can be achieved for (and this is the point) our WAR EFFORT.

It may be possible to impose further and even more direct restriction on the manufacture and distribution of patent medicines, and the industry still able to absorb such an attack without suffering annihilation. But to launch the attack at this one industry's advertising in such a discriminatory manner is without, so far as we can see, just cause. The good names and the goodwill of many sound and responsible medical manufacturing concerns are jeopardised in this edict proposed to come into operation as from December 1. Some patent medicines are recommended by the highest medical authorities. Most, if not all, of them perform some useful purpose in maintaining the health of the people. Already the advertising of all patent medicines has been brought under the control of responsible medical authorities to whom all "copy" must be submitted for approval. Where then is the necessity, or even the desirability of reducing the wordage of medical advertising to ten words? Such a practice (or as it could be, such a law) could quite easily lead to serious abuses of the Government's good intention of protecting the public from false claims in medical advertising. It is reasonable in the circumstances to demand that vendors of patent medicines be forced to state ALL the facts about their preparations in a thousand words if necessary rather than force

them into what might be for them the happy position of being able to make vague (ten word) imputations about the qualities of their product or products. Viewed in that light this proposed restriction could have serious and far-reaching effects.

And what of the humble chemist? Is he to subsist on half crown prescriptions handed out by the G.P.'s? No chemist shop, be it the humble and ever so useful suburban pharmacy or the city or suburban pharmacy chain store could keep its doors open without its patent medicine trade.

To sum up. The Regulation as brought in is a bad one. Between now and December 1 serious consideration should be given to the question of very greatly modifying it or tossing it out altogether.

New Melbourne Rep. for "C.B."

Attention is drawn to a change in the Melbourne representation of "Commercial Broadcasting" and associate publications with the appointment of Miss Beatrice Touzeau to that position, which has been relinquished by Mr. Stanford Allan.

Miss Touzeau is well known in broadcasting circles in Melbourne and other cities for her long association with Legionnaire, and more recently with Broadcast Exchange.

Our new Melbourne office address is 4th Floor, 403 Bourke Street. Phone, MU2932.

Great Radio Star Passes

Charlie Vaude, one of the best known radio comedians in Australia, died in Melbourne last week. For over 12 months he had not been in the best of health, following an operation about 18 months ago.

Charlie Vaude was born in London 64 years ago as Charles Ridgway, and came to Western Australia at the age of 19. He drifted into vaudeville some years later, and was an almost instant success. He will be remembered as the comic of Vaude and Verne.

He joined 3DB in 1930, and was with the "Herald" stations up to the time of his death last week.

He was the friend of all; kind-hearted, lovable and sincere. Although grievously ill for the past 12 months, he refused to discontinue his 3DB minstrel shows and community singing session. He almost literally died in harness.

His charitable efforts at 3DB raised more than £60,000. He was twice married, and his second wife—formerly Miss Leila Sasche—survives him. His son Charles, by his first marriage, is a sergeant in the A.I.F.

The Broadcasting Blues

Some of our best known radio stars, including an announcer or so, have been indicted under the new Broadcasting Act by the Chief Radio Inspector (Mr. J. Martin). The Act prescribes dire punishment—such as banning from the air for any given period—anyone who broadcasts objectionable matter over the air. The broadcasters referred to above have each received an official "please explain," or a notice to show cause why they should not be dealt with under the said regulations.

The blow (if blow it is) fell in Sydney and in Melbourne.

Take the case of the comedian in a Melbourne broadcast. He cracked a gag something like this: I was working in a lingerie store and was dismissed on the scantiest of evidence . . . for pulling a bloomer! That's not much of a gag anyway, but it would need a long stretch of a not very clean imagination to infer anything "objectionable."

But there it is. Somebody did object . . . reported it to the Chief Radio Inspector . . . and therein lies one of the weaknesses (previously pointed out by "C.B.") in the Broadcasting Act.

The air must be kept clean—but let there be competent judges of what is clean and what is unclean. The gag about being dismissed on the scantiest of evidence comes back. We think he has been indicted in this case on the scantiest of evidence also, for it is alleged against him that he made a bloomer.

And if gags about the human form are to be banned it will be a sorry lookout for our national sense of humour.

The healthy mind can appreciate a joke about ANYTHING so long as it is a real joke. A risqué joke of moderate implication should be within the bounds of good broadcasting practice. The intelligent mind will either appreciate its humour or dismiss it as failing to appeal to the owner's particular sense of humour. The so-called "innocent" or adolescent mind (if it is innocent as it should be), will fail to see the point, in which case no "harm" could be done.

What so far has been the upshot of all this hullabaloo. The press, seemingly still eager to point the finger of scorn at anything to do with commercial broadcasting, last week devoted big headlines and much space to the subject. Quite young people, lots of 'em, read the newspapers. . . . "Gee, Nancy," says Claire, "I didn't hear Jack Davey tell that lovely story about the girl's nightie . . ." Rumour makes rumour, and the whole school's agog. Let's all listen-in and see what we can hear. . . . They don't know what it means, but they're sure it must be RUDE. Alas, the sad outcome of

meddlesome people who think that child psychology is some kind of disease of the toenails.

It is significant to some, and maybe insignificant to others, that all the complaints appear to have been launched against various commercial station artists or announcers . . . DOESN'T ANYONE LISTEN TO THE A.B.C. ANY MORE! Members of the Whatsthis League would enjoy the cultural programs for which the A.B.C. is so pre-eminently distinguished.

Back in June, for example, they could have had their appetite whetted by the "A.B.C. Weekly's" comment upon forthcoming attractions of 2FC-NR-CY, in which we read: "The A.B.C.'s Poets' Play Series has so far included Grauch, The Cenci, Murder in the Cathedral, and Everyman. Now by contrast comes a comedy of wit and style, very French, as neat, balanced and pointed as a minuet, tripping its measure in rhyming verse . . ."

This was said of "The Fantasticks" by Edmond Rostand, broadcast on June 26. For those who missed it an examination of the script might prove enlightening and, indeed, "very French." This particular work of Rostand's may be classed as a classic, but yes it is still . . . "very French."

But, of course, two wrongs don't make a right, and if any commercial station broadcaster put anything like that over the air this paper would be one of the first to demand a clean-up. In point of fact we did suggest in the first place nearly two years ago that a move be made to put the brake on broadcasting "blue jokes." The brake was put on. Announcers were disciplined, and in recent times a strict censorship of all copy has been maintained by responsible station executives with a view to eliminating anything which might give offence in that direction.

There is not a manager of any broadcasting station in Australia who would deliberately cause to be broadcast from his station or if within his power to prevent it, allow a comedian to smirch his station's reputation or offend his listener's ears with a salacious or obscene gag or story. Really off colour jokes have been broadcast, but they have been few and far between. These have only occurred at times when the particular offender was outside the direct control of responsible management.

The question raised by the action of the Chief Inspector of Wireless in his recent almost wholesale issue of objections to specified gags broadcast by commercial station entertainers is whether we are to have a rule of prudery governing our national humour or a rule of reasonableness.

Parliamentary Standing Committee

Questions Asked in Parliament

Although the Broadcasting Act provides that the Parliamentary Standing Committee on Broadcasting be appointed by Parliament, the present committee, which has already held a number of sessions, has not been so appointed.

This was admitted in Parliament on September 2 last, when Senator Gibson asked if it was not necessary that Parliamentary sanction be given to the appointment of the Broadcasting Committee? The members of the Committee had been appointed by the Minister just after Parliament last adjourned.

Senator Ashley: Parliamentary sanction must be obtained for the appointment of the Committee, and that matter will be submitted to Parliament in due course.

Meantime the appointed Committee continues upon its way.

Senator Lamp: I ask the Postmaster-General what procedure must members of the Parliament follow in order to place their views before the Broadcasting Committee?

Senator Ashley: Any member of the Parliament who desires to be heard by the committee on any subject referred to it should communicate with the chairman of the committee.

Senator Leckie: As I distinctly gained the impression when the Australian Broadcasting Bill was before this chamber that the Broadcasting Committee could deal only with subjects referred to it by the Minister, I should like to be clear on the point raised by Senator Lamp. Is the Postmaster-General's answer to the honourable senator correct?

Senator Ashley: The honourable senator is partly correct. The Broadcasting Committee can enquire only into subjects referred to it by the Postmaster-General or the Parliament. My answer to Senator Lamp was that any member of the Parliament who wished to give evidence before the Committee on any subject which it had under consideration should get in touch with the chairman of the committee.

Aliens Allowed Local Reception

Licences for wireless receiving sets are being issued to enemy aliens at present on two conditions.

They must satisfy the Director of Security of their bona fides and the set must be used for reception of the medium wave band (local stations) only.

Use of short wave receiving equipment is prohibited.

It is understood that a similar system has been adopted in Britain and other Dominions.

All enemy alien wireless licences were cancelled by an order of the Menzies Government soon after the outbreak of war.

Under the Aliens Control (Prohibited Possessions) Order, no enemy alien may have a wireless receiving set in his possession without permission of the Postmaster-General.

STAR MELBOURNE PROGRAMS

- ★ "The Living Theatre" - - Produced by John Hickling for 3UZ
- ★ "The Watchman" - - - - Mr. E. A. Mann in person in 3UZ Studios
- ★ "50 and Over" - - - - Produced by John Clemenger at 3UZ as Melbourne's interpretation of John Dunne's original Sydney Program
- ★ "Starnight" - - - - - Originated by 3UZ and produced by John Clemenger at Earl's Court
- ★ "Chins Up" - - - - - Produced by Leslie Ross at 3UZ
- ★ "Way Down South" - - - Produced by Leslie Ross at 3UZ
- ★ "Battle of the Sexes" - - Produced by the 3UZ Staff

These are some of the many programs that originate in the 3UZ Studios

3UZ

MELBOURNE

N.S.W. Representative:
FRED THOMPSON,
65 York Street,
Sydney, N.S.W.
Phone: B 2085.

Twelfth Annual Convention

Little Information of Proceedings Made Public

The 12th Annual Convention of the Australian Federation of Commercial Broadcasting Stations, which was held in Melbourne over the three days from October 20-22 inclusive this year, had one of the smallest agendas on record. The weight of the problems discussed, however, made up amply for the lack of variety.

The Convention was held at the Australia Hotel, where very comfortable accommodation was provided. It was in every sense, however, an "austerity" Convention. Golf and other social activities which in past years has been quite a feature of the annual get-together of broadcasting executives were completely off the list.

In past years too "Commercial Broadcasting" has been enabled to present to the trade a comprehensive report of the proceedings, giving the salient features of discussions on each subject on the agenda. That cannot be carried out in relation to this year's Convention. Readers who studied the Agenda paper published in last issue of "C.B." will fully realise that the

major matters brought up for discussion were of a nature which precludes publication. Most of these matters were purely domestic, or they are currently the subjects of negotiations with the Government or with governmental instrumentalities, or with kindred organisations in the field of broadcasting and of broadcast advertising.

Minister for Customs, Senator Keane, officially opening the Convention. Chairman Bob King, is on the left.

Nevertheless the Convention was voted one of the most successful on record. This from the point of view of general application of delegates to the serious items under review. Almost

At the Civic Welcome to the A.F.C.B.S. Convention Delegates



Melbourne's Lord Mayor, Cr. Nettlefold, bids the men welcome to Melbourne, and wishes them all success in their deliberations. L. to R. of the Lord Mayor is V. M. Brooker (A.W.A.), I. V. Robertson (2WG), Andy Brown (Federation), Beavis Taylor (2BH), H. Harris (3AW), Bert Snelling (3XY), Frank Marden (2UW), Reg Lane (2GB), Ron Brearley (7HT), and Randall White (5DN). Messrs. McCann, Rolfe, Whykes and Morgan are on the left of Cr. Nettlefold.



A general view of the Convention, mostly back views, of the delegates, but they all appear to be concentrating on the job in hand.

every subject was fully discussed, and there were few delegates who failed to give voice to their particular attitude. Thus a stronger expression of opinion and of judgment was reflected on all matters.

A.P.R.A. Fees

The fees paid by the commercial stations to the Australasian Performing Right Association was the subject of a very wide discussion, and a vital change in the apportioning of these fees as within the membership of the Federation was brought about.

The following resolution was carried after several amendments to it were suggested but defeated:—

"That A.P.R.A. fees be based upon the listeners' licence fees in the station's service area, employing the principles contained in the report of the New South Wales executive as a basis of establishing ratios for all stations."

The effect of this will be to considerably reduce the fees paid by some country stations and to increase the burden of A.P.R.A. payments carried by city stations. The State Committees of the Federation have been asked to adopt this formula for reallocation of fees based on the licences within each station's service area as defined technically, and after assessment to submit the scale of fees to the Federation, after which they will be finally decided by the Federal Executive.

Government Advertising

The Convention resolved to endorse the action taken by the president and secretary in regard to proposals for the pay-

ment for certain Government advertising on the air. It was also decided to leave further action in the hands of the executive.

The representations which the Federation has made to the Government are that in view of the altered economic outlook brought about by the war the classes of advertising for which the Government pays other media, such as the press, should also be paid for when broadcast by commercial stations.

It is estimated that the value of this "time" on commercial stations, exclusive of news services, speeches by Ministers and the Sunday evening program, all of which in the past has been given free of cost, is about £80,000 a year. If the Government agrees to the very fair and reasonable request for payment for these services it would go towards filling the gaps in station revenues caused by the restrictions imposed against other forms of advertising, and the natural wartime shrinkage of normal advertising activities. Nevertheless the amount is only a fraction of the expenditure by the Government in advertising in other media.

Self Help

Delegates discussed the possibilities of a "self-help" movement on the lines recently adopted by the National Association of Broadcasters in the United States. Under this scheme the Federation would set up an exchange, or sell, swap or buy bureau to enable stations to eke out supplies of equipment for broadcasting. It would also grapple with the problem of manpower shortage with a view possibly to securing part-

Civic Welcome to Delegates

The Lord Mayor of Melbourne, Cr. T. S. Nettlefold, provided delegates to the Convention with a warm welcome.

Delegates were entertained in the official chamber and enlightened by the Lord Mayor as to the ceremonial robes and seating arrangements.

A native of Tasmania, Cr. Nettlefold, is particularly proud of the furniture in the chamber, it all being of Tasmanian polished blackwood. This was indeed a happy circumstance, for all the Tasmanian delegates, and it is to their credit that they took the chaffing of the Queenslanders in good humour. Nevertheless there was a glint in more than one bananalander's eye which would seem to indicate an inward thought, for the two States are great rivals these days in the matter of furniture timbers—and Queensland certainly has some fine grained trunks!

But perhaps Tasmania scores again with Mayoral robes. In addition to Cr. Nettlefold, the Lord Mayor of Sydney, Sir Alderman Crick, is a Tasmanian, as is of course Lord Mayor G. Soundy of Hobart.

After brief speeches of welcome, which were responded to by Federation Chairman, Bob King, the toasts to the King and the Fighting Services were honoured.

time services of trained or partly trained electricians and others for transmission and control panel and studio engineering. Details of the N.A.B. scheme along similar lines are to be made available to members by the Federation.

New Executives of the A.F.C.B.S.



Snapped in merry mood after their election, these five members of the new Federation executive will have a busy year ahead. They are, L. to R.: Randal White, South Australian Vice-President; Alf. Paddison, Senior Vice-President; Alan Fairhall, President; Alec. Robertson, Queensland Vice-President; and Syd. Kemp, Country Vice-President.

Glowing Tributes to Past President

The Chairman of the Convention, and President of the Federation year just closed, Hon. R. A. King, M.L.C., received all round tributes from delegates when a vote of thanks was offered for the valuable work he had contributed during the year. It was agreed to place on record the deep appreciation of members for Mr. King's untiring and successful efforts in the interest of the commercial broadcasting stations. The presidency of the Federation was only one of the many arduous tasks which Mr. King takes in his stride. In addition to being secretary of 2KY, he is secretary of the Trades and Labour Council of New South Wales, and he is doing many other important jobs in connection with the nation's war effort. At very considerable inconvenience to himself he worked most energetically in this additional task imposed by the responsibilities of his office as president.

Votes of thanks were also tendered to the secretary of the Federation, Mr. Ray Dooley, and to Mr. Andrew F. O. Brown, N.S.W. State secretary, who is now filling a wartime job in the Department of Information.

Presentation to V. M. Brooker

Mr. King, on behalf of the Federation, presented to Mr. V. M. Brooker a chiming clock, suitably inscribed, as a token of appreciation of special services to the Federation, particularly in connection with the preparation of technical evidence for the Parliamentary enquiry into broadcasting.

Mr. Brooker was president of the Federation in the early stages of the

Joint Parliamentary Committee which investigated all aspects of broadcasting in Australia. At that time and right up to date he has consistently given the Federation the benefit of his deep knowledge of broadcasting practice, especially in its application to the technical field.

It was agreed by Convention that a Presidential Plaque would be presented to each former president of the Federation.

The New Executive

There were only two candidates for the presidency of the Australian Federation of Commercial Broadcasting Stations this year—the Hon. R. A. King, M.L.C., secretary of 2KY, who was nominated for re-election, and Mr. Allan Fairhall, managing director of 2KO. The election resulted in Mr. Fairhall gaining the presidency.

President: Mr. Allan Fairhall.
Senior Vice-President: Mr. A. Paddison.
Country Vice-President: Mr. S. Kemp.
State Vice-Presidents: Mr. R. White (S.A.), Mr. E. M. Barker (W.A.), Mr. A. Robertson (Q'land) and Mr. A. D. Towner (Tasmania).
Trustees: Messrs. C. V. Stevenson and O. J. Nilsen.

Delegates to the Convention

R. A. King	President
C. F. Marden	2UW, 4BC, 4GR, 4MB, 4RO, 4ZR, 4SB.
A. Fairhall	2KO
A. Robertson	4BK-A
D. T. Worrall	3DB-L
C. V. Stevenson	Trustee
J. A. McKenzie	3GL
A. Whitford	6AM, 6PM, 6KG, 6GE
H. E. Beaver	2KY
R. A. Yeldon	2WL
R. A. Fitts	3HA (3TR, 3SH on 20/10/42)
V. M. Brooker	2CH, 2AY, 2GN, 2GF, 3BO, 4PM, 4TO, 4CA, 4WK
D. L. Richardson	7LA
K. B. Goynne	7HQ
A. D. Towner	7BU, 7DY, 7QT
W. J. Harvey	4BU
E. C. Churchward	6ML, 6IX, 6WB, 6MD
E. V. Roberts	2WG
Mrs. A. Roberts	2BS
W. G. Grant	2LF, 2RG
E. J. Whykes	3BA
F. J. O'Halloran	2QN
A. E. Evans	7EX
G. B. Rolph	7EX
B. A. McCann	7HT
R. C. Brearley	7HT
H. Snelling	3XY
R. M. White	5DN, 2RM
G. Dowland	6PR, 6TZ
S. Clarke	—
F. Daniell	2HR
J. Ridley	2GZ, 2NZ
A. C. Paddison	2KA
G. McCauley	2KM
R. E. Lane	2CA
A. N. Kemsley	3UZ
A. D. Chapman	5AD, 5PI, 5MU, 5SE
S. Morgan	3KZ
R. Beavis Taylor	2BH
T. Harris	7AD
J. J. Johnson	4IP
E. D. Elliott	3MA
H. Harris	3AW
A. C. Jones	2UE
S. J. A. Kemp	3SR, 3YB, 3UL
H. G. Horner	2GB
D. Syme	3TR, 3SH (from October 21, 1942).

Proxies were held by the following delegates:—

C. F. Marden	4VL
A. Robertson	4MK
A. Whitford	2BE
H. E. Beaver	6KY
R. A. Yeldon	2TM
V. M. Brooker	2SM
E. V. Roberts	2PK
Mrs. A. Roberts	2XL
S. Clark	2MO
J. Ridley	2LM
A. C. Paddison	2AD
G. McCauley	2MV
R. Beavis Taylor	3CS



Air Superiority

2GB

Some Personalities at the Convention . . .

Colonel Kemsley managed to take time off from his responsibilities at the barracks to be present at the Convention and make a most inspiring and not-to-be-forgotten speech. Delegates were all very happy to have him in their midst.

"Paddy" Campbell-Jones combined business with his Convention visit, and was seen making a rapid tour of the Melbourne agencies with local rep., Noel Dickson.

Temporarily forgetting his dairy farm and the call of the cows, Archer Whitford gave all his attention to matters of Convention, watching the interests of the Whitford Network. Occasionally we noticed a wistful expression pass over his face. Never mind Archer, Convention is only once a year.

Jack O'Hagan, ace sales of 3AW, should have had a holiday last week—so many interstate visitors were a little too much for him all at once.

Although austerity loomed over this year's Convention, delegates were still able to relax for a few hours. Late Wednesday afternoon was the time taken by Jack Horner to gather a number of his friends

round him for a cocktail. Those who dropped in were Graham Dowland, Hec. Harris, Archer Whitford, P. Scott, Jack O'Hagan, Colonel Kemsley, Fred Daniell, Reg. Lane, Stan Clark, B. Touzeau, J. Bride, D. L. Richardson.

Interstate visitors topped off a very solid Convention week with a visit on the Saturday night to the Mutual Stores big three hour program broadcast over 3AW and 3UZ. In aid of the Lord Mayor's Hospital Fund the appeal was a most outstanding success, over 4,000 being the collection on the Saturday night alone. We hear that donations are still coming in.

Russ Yeldon is now a keen member of the bicycle clan, he informs us he is familiar with every hill and rut within at least a 20 mile radius of Wollongong.

After Convention week Rupert Fitts, of the V.B.N. introduced a few of his interstate seafaring pals to a good Sunday's fishing in Melbourne waters. Their is a query as to how many were actually caught—the numbers are still going up!

Eric Wood, of 3UZ, is temporarily chained to his chair owing to a sprained ankle. Once or twice he has been seen trying to



New President, Allan Fairhall, of 2KO

master the art of walking on crutches—there is truth in the old adage "You can't keep a good man down."

George Patterson paid a business visit to Melbourne last week, and during his stay attended an important council meeting of the Red Cross. George Patterson Pty. Ltd. are the honorary advisors to the Red Cross and it is interesting to know that it was through their enterprise that Red Cross is on the air throughout Australia. This has been done through medium of "Lest We Forget," and the American Red Cross program. The American Red Cross half-hour is broadcast through the Major network each week, world famous stars are featured through this session, such as Eddie Cantor, Paul Muni, Jack Benny, as well as a score of others. This half-hour from America was given by them to the Australian Red Cross, time for broadcasting was then donated by the Major network.

Frank Marden didn't have much time for relaxing during Convention week, looking as fit and energetic as ever, he was a



Mr. C. F. Marden

familiar figure at each session. Incidentally 2UW rep. in Melbourne—Peter Sullivan is one of the many radio personalities suffering from a severe attack of the flu.

Cliff Parry and Mrs. Parry, of 3CV, paid a flying visit to Melbourne last week. Cliff reports good business up Charlton way.

Draw Scot from the north, W. J. Harvey, chairman of directors of 4BU, spent a few days in Sydney recently on his way to and return from the Convention in Melbourne. Canberra we notice was also on his itinerary. "W.J." is a very consistent pioneer. He never has a great deal to say in conference, but with true Scottish shrewdness, what he does say is always to the point.

Allan Fairhall, new president of the A.P.C.B.S. is the youngest man in broad-casting to be appointed to the office. He is a vigorous campaigner, as evidence the success of 2KO (his baby), and his recent entrance into civic administration in Newcastle, where he is an alderman, and for a period recently was chief warden of the city. Heamed now with Alf Paddison, of 2KA and 2KM, as senior vice-president of the Federation, the executive of the A.P.C.B.S. has certainly gained in youthful vigour and shrewd perception in the executive top lines.



Col. Kemsley, of 3UZ, who was responsible for some sound commonsense talking at the Convention.

Patent Medicines and all That

While the Federal Government has trained its legislative guns on the patent medicine industry the Victorian State Government is struggling to introduce a measure which is designed to bring the patent medicine—and in fact all medical manufacturing and selling—under the direct control of a proposed new Board. In Victoria it would seem that the State legislators are somewhat hampered by the problem of the definition of a patent medicine, and as in the Federal Government's recent regulations concerning such products they are finding the possible definitions extend over an unexpectedly wide field.



Mr. D. T. Worrall of 3DB



Mr. R. A. Fitts of the V.B.N.

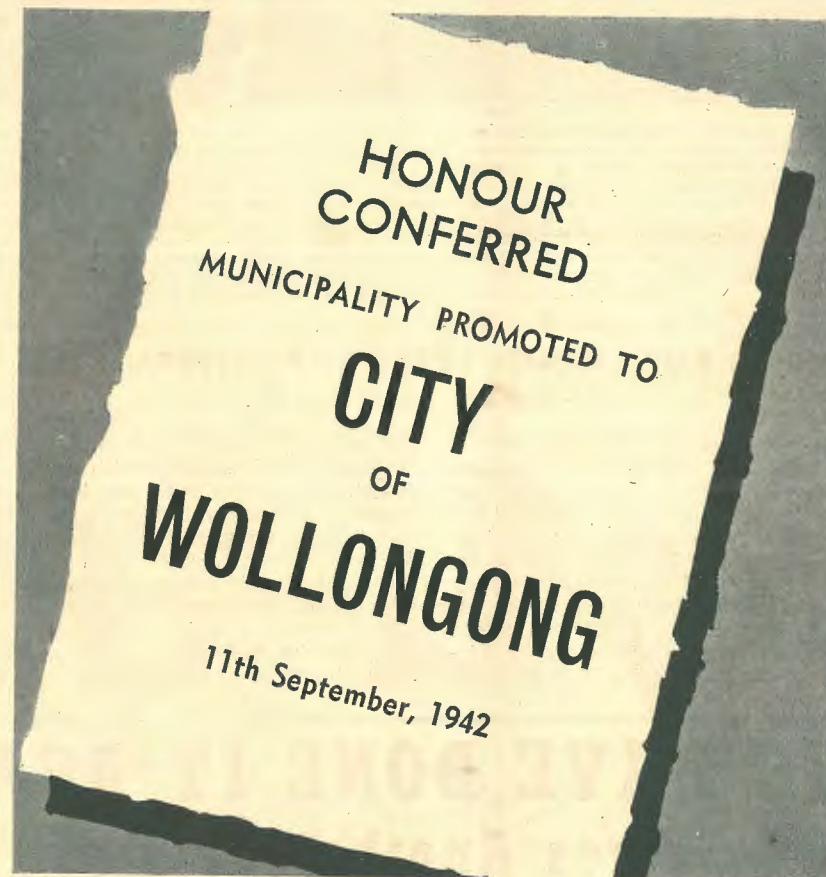


Mr. A. C. Paddison of 2KA, Senior Vice-President



Mr. V. M. Brooker of A.W.A. received presentation

PROGRESS



THE SOUTH COAST STATION

2WL

Services This Thriving District WITH GREATEST DENSITY OF LISTENERS LICENCES IN ANY AREA, METROPOLITAN OR COUNTRY, IN N.S.W.

22.76%

TO SELL WELL, USE 2WL A MACQUARIE UNIT

The Pick of the Victorian Market

VICTORIAN BROADCASTING NETWORK

3SH SWAN HILL
3HA HAMILTON
3TR SALES

Fruitful results await advertisers who concentrate part of their Victorian allocation on the widespread audience of these popular country stations. Branch out NOW to the country—our low rates will appeal . . .

THE VICTORIAN BROADCASTING NETWORK

HEAD OFFICE: 239 COLLINS ST. MELBOURNE. 'PHONE: MX 4731

Sydney: Macquarie Broadcasting Services, 136-138 Phillip Street. 'Phone: B 7887

Hard at Work at the Convention



There were no idle moments at this year's annual Convention of the Federation as revealed by this picture secured by our cameraman, who disguised himself as a radio announcer to gain admittance to the sanctum. Through the haze of thought-laden pipe smoke can be recognised: Col. Kemsley, 3UZ; Sid Morgan, 3KZ; A. McCauley, 2KM; Alf. Paddison, 2KA; John Ridley, 2GZ; A. Evans, 7EX; D. T. Worrall, 3DB-LK; B. McCann, 7HT; W. J. Harvey, 4BU. At the top of the table R. A. "Bob" King and Andy F. O. Brown, Stan Clark Macquarie; Graham Dowland, 6PR-TZ; Randall White, 5DN, has the floor; H. G. Horner, 2GB; Reg. Lane, 2CA; H. Harris, 3AW; D. Syme and Rupe Fitts, V.B.N.; Archer Whitford, 6PM; Sid Kemp, "Argus" Network; and almost obscured on the left are Messrs. Whykes 3BA, Beavis Taylor 2BH and G. B. Rolfe 7EX.

VICTORIAN RADIO WOMEN'S CLUB HELP ENTERTAIN THE SERVICES

The Radio Women's Club of Victoria, which has Gwen Varley for president, has undertaken to organise an entertainment at the newly-opened "Blue Triangle Club" for servicemen and women and their friends. The club will be responsible for the first Sunday of every month, and on Sunday, November 1, staged its first effort. Many well known radio artists gave their services, including Ailsa MacKenzie, Etta Bernard,

Sylvia MacPherson, Zell Manners, Gloria Melody, with Marjorie Smith as accompanist. The club's new premises at 161 Flinder's Lane, are beautifully equipped, and include an up-to-date coffee lounge and dance floor. A big roster of voluntary hostesses is on the job nightly to ensure that visitors are well looked after. Stephani Bini, of 3UZ, was compere for the first of the radio women's entertainments.

Two Great Soldiers in Broadcast Appeal For Blood Donors

Two distinguished soldiers, both of whom owe their lives to blood transfusions in the field, appeared at the 2UW microphone in last week's presentation of Bebarfald's "A Salute to Victory," in a dramatic appeal on behalf of the Red Cross Blood Transfusion Service.

One of the soldiers was Lieut. A. R. Cutler, A.I.F., V.C., and the other was Major W. A. Fairfield, of U.S. Army Air Corps. "A Salute to Victory" is a weekly half-hour in which Bebarfald, Sydney furniture house, devotes the whole of the credit announcements to one or other of the various voluntary war work organisations, and last week's appeal for blood donors met with an immediate response—three volunteers were waiting at 9 a.m. on the following morning, and a steady stream of volunteers has continued on every day since the broadcast. At the week-end the total exceeded 100.

Two Keen Conventioneers



Victorian Mr. Bert Snelling of 3XY



Tasmanian Mr. Dan Richardson of 7LA

WE HAVE DONE IT AGAIN!! 4BH Scores Another Trio of Feature Contracts

CYCLAX (AUST.) PTY. LTD.
"MUSIC from A to Z"
30 MINUTES EVERY
MONDAY—9 P.M.

PETERS' ICE CREAM PTY. LTD.
"OVER HERE"
60 MINUTES EVERY
FRIDAY—9 P.M.

PHILIPS LAMPS (AUST.) PTY. LTD.
"THIS IS WAR"
30 MINUTES EVERY
TUESDAY—9 P.M.

A CHANDLER

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

4BH

STATION

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

First in Entertainment

Foremost in Public Service

Famous for Enterprise

3DB-LK

THE HERALD STATIONS

THEY COVER VICTORIA



A Welcome With a Smile

The Lord Mayor of Melbourne, Cr. Nettlefold, extends a hearty handshake to Hon. R. A. King, M.L.C., immediate past president of the Federation, and chairman of the 1942 Convention

TRANSMISSION Equipment Pty. Ltd. appreciates the many orders placed by their customers in the past. They earnestly hope that the necessity for their rejection of orders due to war time conditions will soon not be necessary, when they hope to be able to give full attention to all old and new customers.

TRANSMISSION EQUIPMENT PTY. LTD.

Doonside Street

Richmond, Victoria

"Over Here" in Two States for Peters

Undoubtedly the most important musical show yet produced by Macquarie "Over Here" will be broadcast from Macquarie Network and other stations in New South Wales and Queensland under the sponsorship of Peters' American Delicacy Co., in both States.

The stations which will take this broadcast are: 2GB, 2HR, 2CA, 2LM, 2GZ, 2KA, 2NZ, 2WL, 2TM, 2WG, 4BU, 4TO, 4RO, 4GR and 4GY.

The program is a one hour musical, dramatic and comedy show, and as the title suggests, it is a tribute from all of us "Over Here" to our friends and allies "Over There." The first two broadcasts are produced by Charles Chauval, but with the third broadcast Jack Lumsdaine takes over the role of producer.

The keynote of "Over Here" is gaiety and optimism, and a great line up of stars will be presented from week to week.

The preview of the first broadcast, which will be heard on all stations on Friday next at 9 o'clock, was greeted by a large and enthusiastic audience at the Macquarie Auditorium. On that occasion the list of stars included Myree Parker, Lelia Richmond, Fred Bluett, Les. Warton, Dorothy Foster, the Starlighters, Sheila Sewell, John Tate, Fred Webber, Stanley Clark and Walter Kingsley, with Angela Parnelles recently returned from abroad as guest star. Reg. Lewis conducted the Macquarie orchestra, and Ron Randall was compere.

Music and comedy are well to the fore in "Over Here," but in addition, a number of novelty features will be introduced.

An important feature of the broadcast will be a "Song is Born," which invites listeners to send in manuscripts of original songs. The song chosen will be played exactly as it is submitted by the listener, then it will be orchestrated and polished up by those two musicians, Reg. Lewis and Jack Lumsdaine, and presented by a famous artist to show the possibilities of the song itself. Arrangements have been made for representatives of all leading music publishers to be listening in to this program, and in this way it is hoped to discover songs that will prove commercial success.

One of the comedy highlights of the broadcast is a new characterisation by Dorothy Foster, who appears as a fluff young society woman always at one end of a telephone retelling the latest gossip to her friends at the other end. It's something entirely different from the "Dilly" characterisation which Dorothy Foster made so famous, and also far removed from her role in Ada and Elsie.

The majority of musical numbers and sketches, whether comedy or dramatic are written around the idea of the new fellowship of nations which is being established on our own Australian soil between Australians, Americans and all our other Allies. As such, "Over Here" promises to play a definite part in building up of war morale at the same time providing listeners with that light and bright entertainment which is so necessary a relaxation in these days of hard work and hard fighting.

The contract for these broadcasts has been placed by Arthur Smyth and Sons.

A big publicity campaign is being used to support the program in both States, and the addition of such an outstanding feature to Friday night, adds to the growing importance of this night in the scheme of broadcasting, since the abandonment of the late shopping night.

The Romance of Sound on Disc

In a far away studio in San Francisco an announcer and a sporting commentator sit before a mike—it's well after midnight; but there's a job to be done.

The description of the sporting highlights of the Baseball World Series—a resume to go to U.S.A. boys in the camps of Australia. It would be all for naught if that voice with the sound effects could not be recorded—only a few years ago every recording disc used in Australia was an imported article, but to-day, thanks to the skill of Australian chemists and the initiative of Australian workmen, the highest grade recording discs, either instantaneous playbacks or for processing, are made in Australia. Imagine the chaotic conditions that would be prevailing in the broadcast industry to-day if we were dependent upon obtaining supplies from overseas—with shipping spaces given over to the highest priorities, with new aluminium bases a thing of the past, there would have been created a position difficult to comprehend. Many of us are prone to accept the discs of sponsors as just another disc but long before that disc left on its tour of Australia, skilled workmanship of the highest possible standard was the fundamental item which allowed the recording to take place.

Made in workroom specially heat-treated to maintain accurate temperatures, washed and purified air, so that not a single particle of dust can mar the highly sensitive material of the disc coating, the making of the discs is indeed a skilled industry.

Audex discs have built themselves an unrivalled reputation in Australia for the excellence of their reproduction—Audex discs have been used overseas in recording the voices of stars—recorded in mobile studios under the toughest conditions.

In order to cope with deliveries to their wholesale distributors A.W.J.A.—the manufacturers of Audex discs have recently added a smart utility van to their equipment, and



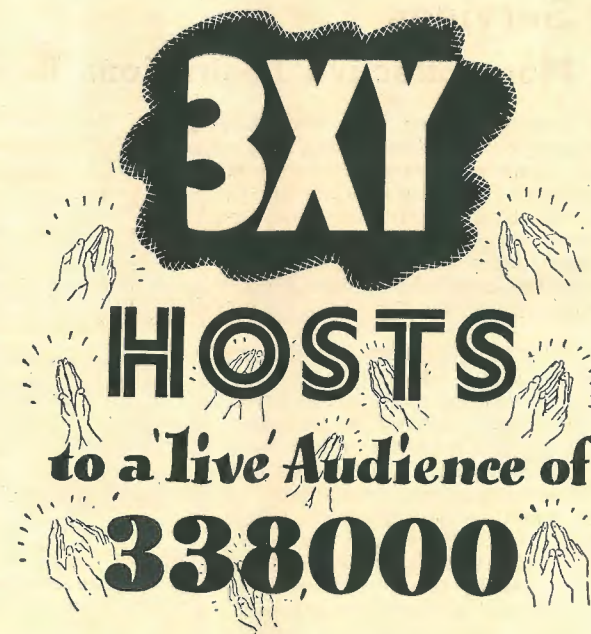
The new Audex truck on the road to facilitate service in the recording field.

this bright green van may be seen in Sydney streets these days, not only with new discs but with quantities of used discs returning from recoating.

The recoating of the bases is of paramount importance to-day since all material for bases is either in one or more categories of frozen stocks.

All holders of used discs for which no further use can be made are requested to send the discs back for recoating, or if they feel so disposed to sell the bases to the manufacturers of Audex discs. By keeping all used discs in circulation it will be easier for all users to obtain supplies to meet their needs, and in turn the stations can obtain additional new programs from sponsors.

One executive has estimated that there are about 5,000 16in. used discs now lying discarded with broadcasting stations, and other users of discs—this potential supply of discs for recoating are constantly being turned over with highly satisfactory results from the owner and buyer.



HERE'S PROOF!

Peters' Ice Cream Salutes the Services	Per Year
Services	156,000
Tye's Radio Revue	104,000
Crofts' Radio Revels	52,000
Studio Shows	26,000
	<hr/>
	338,000

THAT'S ONE-THIRD OF THE POPULATION OF VICTORIA!



Personally Acquainted with 338,000—
"Microphone" Friends with

THE ENTIRE STATE!

Advertising of Rationed Goods and Services

New More Effective Restrictions Being Gazetted

Fresh restrictions on the advertisement of rationed goods have been formulated in Rationing Order No. 15, and the Director of Rationing (Mr. H. C. Coombs) has issued a circular to advertisers, newspaper proprietors, and publishers explaining the new restrictions for the guidance of advertisers, etc.

The "Directions for the Guidance of Advertisers," publishers and others deal with Application of the Advertising Order and matters affected by the restrictions; permitted methods of advertising; permitted contents of advertisements; prohibited contents of advertisements by any method; illustrations permitted in advertisements; restrictions on type and hand lettering; mail order catalogues; and radio advertising.

Parts III and VIII are of especial interest and concern to all radio stations managements and of radio advertisers.

Part III of the "Directions" dealing with the permitted content of advertisements is as follows:—

1. The only matters which can be used in any advertisement of rationed goods or services are:—

- (a) The name or trading name of a manufacturer or supplier of rationed goods and the address of his place of business.
- (b) An established slogan approved in writing by the Commission.

The application for approval is to be made to the Deputy Director of Rationing for the State where the trader carries on business by letter setting out the slogan, and evidence that it has become an "established" slogan, the number of years it has been used in advertising, etc. The approval, if given, will be in the specified form signed by the Deputy Director;

- (c) A statement that specified goods are available and the price thereof and the number of coupons required to be surrendered against their supply.

(i) Under this heading brief and straightout descriptive copy of the goods advertised may be used, but selling descriptive copy is prohibited. (See Para. 2 below.)

(ii) Where an advertisement refers to the price of goods, it must also refer to the number of coupons required, and in the case of a written or printed advertisement the coupon rating must be in writing or print of an easily legible size.

- (d) A trade name or trade mark, and the type of rationed goods in respect of which the trade name or trade mark is used;

(e) Matter describing how the life of any rationed goods may be prolonged, or how any rationed goods may be used economically;

(f) Matter describing the contribution made by any manufacturer or supplier of rationed goods towards the successful prosecution of the war;

- (g) A patriotic appeal to the public published by or on behalf of a manufacturer or supplier of rationed goods; and
 - (h) Illustrations of the rationed goods set out in Part V. below, in newspapers, magazines and periodicals only.
- Note.—Unrationed goods may not be advertised in the same advertisement as rationed goods.

2. The following are prohibited under paragraph 1 (c) above as being unnecessary description of the goods, the object of the restrictions being to allow advertising to perform only its directive function:—

- (a) Copy suggesting that prices are lower or cheaper than goods offered for sale by other traders.

Examples: "Only 29/6 per pair" . . . "Irresistible values" . . . "You won't find cheaper" . . .

- (b) Copy suggesting that prices have been reduced, or a bargain sale, or that goods are available on a certain day or at a specified time, or that there are limited supplies:—

Examples: "17/6 now 15/-" . . . "17/6 15/-" . . . "To-morrow Only" . . . "To-morrow" . . . "Until sold" . . . "Broken range of sizes" . . . "Odd sizes only" . . . "Friday," or any other day . . . "Come early for these" . . . "No phone or mail orders."

- (c) Extravagantly worded copy and copy which is not purely descriptive:—

Examples: "Strikingly simple yet so becoming" . . . "You'll love the comfort of these shoes" . . . "Definitely a 'must-have' in your wardrobe" . . . "Really smart styles" . . . "Lovely," "beautiful," "becoming," "exclusive," "glorious," "exciting" and similar adjectives.

- (d) References to latest fashions, etc.

Examples: "Spring Styles" . . . "New Season's" . . . "Newest Styles" . . . "Up to the minute fashion"

(Continued opposite page.)

MAJOR NETWORK CONFERENCE



ADVERTISING OF RATIONED GOODS

(Continued from opposite page.)

3. The above types of copy and examples are not intended to be exhaustive or comprehensive, but merely indicative of the manner which is forbidden.

PART IV: PROHIBITED CONTENTS OF ADVERTISEMENTS.

Amongst the matters prohibited in advertisements by any method are the following:—

- 1. Any statement suggesting that rationed goods may be obtained by any person or class of persons at special prices or on specially favourable terms or at a discount. e.g., Advertisements of discounts to members of societies, etc.

2. Any matter which may have the effect of inducing any person to obtain or use a substitute for coupon goods any of the following:—

- (i) Unrationed goods; e.g., golden syrup, condensed milk or honey instead of sugar.
- (ii) Rationed goods not being coupon goods; e.g., blankets for making into dressing gowns or curtains for lingerie.
- (iii) Coupon goods of a lower coupon

rating; e.g., working shirts instead of fashion shirts, overalls instead of dresses.

Part VIII, covering radio advertising as follows:—

- (a) All advertisements of rationed goods must be reduced to a written script before being broadcast, and the announcer must read the script accurately without making any alterations or additions.

(b) The script is to be marked with the time or times and date or dates on which it was broadcast and is to be retained by the Broadcasting Station from which it was transmitted for one month after it has been broadcast.

No impromptu advertising talk is permitted, and broadcast advertisements are restricted to those matters set out in Part III. above.

- (c) Radio advertisements are subject to the same restrictions as are set out above in Parts III and IV in respect of the permitted and prohibited contents of advertisements of rationed goods and services.

The annual conference of the Major Network was held in Melbourne after the close of the A.F.C.B.S. Convention. In the group at left we see Ron Brearley of 7HT, B. McCann of 7HT, G. P. Churchward 6IX, M. D. Chapman 5AD, I. W. Phillips (Sydney Sales), D. T. Worrall 3DB, A. Evans 7EX, Alec Robertson 4BK-AK, G. B. Rolfe 7EX, and in the chair, V. M. Brooker of 2CH.



PRESTO

RECORDERS and TRANSCRIPTION TURNTABLES

Now made in Australia as material supplies are available. This equipment embraces the highest quality workmanship and design.

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

AVAILABLE FOR LIMITED RELEASE—

"FORTY GLORIOUS YEARS"

The Pinnacle of Radio Achievement !!

Have YOU heard It?

SATURDAYS at 8.30 p.m.

From

3AW

IF IT IS WORTH LISTENING TO IN TASMANIA

IT IS ON

7HT - 7EX

Melbourne Representative:

Hugh Anderson

'Phone: Cent. 4366

Sydney Representatives:

7HT Leo Finn. 'Phone: BW 6251

7EX Don Scott. 'Phone: B 5586

GARTRELL WHITE'S "FIFTY AND OVER"



The popularity of 2SM's "Fifty and Over" session, sponsored by Gartrell White, bakers and pastry cooks, was well in evidence the other Monday night, when Carrie Moore, the original Merry Widow, was starred as guest artist of the evening. A delighted audience packed the Radio Playhouse to capacity, full two hours before the performance was due to start, and hundreds had to be turned away. Miss Moore consented to sing, choosing three numbers, "Villia," "Yorkshire" and "Lily of Laguna," before which she related briefly the tale of her theatrical career. Also present at this broadcast was Katie Towers, a grand old stage trouper, whose most recent work at the Minerva Theatre will be remembered. "Fifty and Over" is proving, time and time again, to be a definite sales-puller. Sponsors report increased sales, and complete confidence in the sales campaign Station 2SM is carrying out.



IT'S

12

YEARS OLD
and

"STILL CLICKING"

2KY's

"SPOT OF VARIETY"
DAILY AT 6.30 P.M.

presented by the courtesy of the original sponsor

FOSTARS SHOES PTY. LTD.

2MW

MURWILLUMBAH
is the centre of the rich Northern area. 2MW gives you maximum number of listeners, plus minimum rates.

WALTER J. SMYTH

SYDNEY REPRESENTATIVE

COLGATE-PALMOLIVE SPONSORS AGE AMERICAN FEATURE ON N.Z. COMMERCIAL NETWORK

Said to be worthy of the "Academy Award of Radio," "The Career of Alice Blair," starring screen celebrity, Martha Scott, is notable addition to the commercial network programs in New Zealand.

In this program, which is broadcast at 2.15 p.m. Monday through Thursday, Miss Scott recaptures for radio the power and meaning of her great screen triumphs, "Cheers for Miss Bishop," "Our Town," and "One Foot in Heaven."

In the last named, which will soon be released in New Zealand, she co-stars with Frederic March.

In "Alice Blair," Miss Scott portrays the part of a young girl on her own, leaving her home in the little town of Middleton to build her fame and fortune as a white collar girl in New York.

Her first job, as secretary to the head of a famous publishing company, promises thrills and excitement, literary teas, men with big ideas and men with wrong ideas.

Alice Blair, alone in New York, faces these with a courage and charm and subtle deftness that screen and radio critics have hailed.

With her studio's permission, Martha Scott is destined to reach radio pinnacles equal to her fame on the screen. The "Alice Blair" part is considered her ideal radio role.

When the producers were auditioning for the girl to play the role of Alice Blair, they sent out word to the talent agencies that it was a "Martha Scott" role, never dreaming that Martha Scott herself was available for the part.

Talent agencies all over New York sent in "perfect Martha Scott" types. After nearly all of them were auditioned and considered, in walked the lady herself.

If it was a Martha Scott role, she felt who could play it better than Martha Scott herself?

I.C.I. PROGRAM

Meal Planning in War Time

With food shortages making meal planning a daily problem for housewives, considerable home interest will be displayed in the new 2UE program "What Shall We have for Dinner."

Conducted by Professor Osborne, one of Australia's best known dieticians, the program is broadcast every Tuesday and Friday at 10 a.m. It comprises expert meal planning, balanced diets and recipes which can be obtained by writing to the station.

The session is one of unusual topical interest, and is sponsored by Imperial Chemical Industries of Australia and New Zealand Ltd.

The contract calls for four quarters hours weekly in the women's sessions for 52 weeks.



Radio Plays Important Part in Lord Mayor's Hospital Appeal

Combined 3AW-3UZ Effort

Melbourne's Lord Mayor (Cr. Nettleford) set £60,000 as this year's objective for the Public Hospital Appeal. At the time of going to press it is almost certain that this amount will be exceeded by £10,000. That the public responded so generously is due to no small measure to the fine gesture of Melbourne's leading radio advertisers who heartily co-operated with the Lord Mayor and donated space on all Melbourne commercial stations for the two weeks prior to Hospital Sunday, October 25. Dramatized recorded announcements were used in addition to straight copy and personal appeals by leading citizens.

Above is pictured Mr. O. J. Nilson, managing director of 3UZ, greeting Mr. Hislop, managing director of The Mutual Store, who sponsored the broadcast appeal for the Lord Mayor's Hospital Fund on 3AW and 3UZ. Mr. Sidney Baume, advertising manager of 3UZ, is in the centre.

Top left picture shows executives connected with the 3AW and 3UZ appeal. From left to right: Mr. Oliver J. Nilson (3UZ), the Lord Mayor of Melbourne, Councillor T. S. Nettleford, and Mr. Hector Harris (3AW).

3SR YB UL

LICENCES 61,098

POPULATION . . . 378,110

Argus Broadcasting Network

365 ELIZABETH ST., MELBOURNE
F 0411

Sydney: Fred Thompson — B 2085

A.C.F. Acclaim Work of Commercial Broadcast

An excellent example of the quiet work going on all the time for the raising of money for different functions by commercial radio, is provided by the recent edition of the official A.C.F. newspaper, "A.C.F. News." In it, they give credit to 3KZ for the work they've done, and still doing—in raising funds for the A.C.F. by their Tuesday afternoon community singing concerts in the Melbourne Town Hall.

Every Tuesday at noon, 3KZ arranges a two-hour program in which many well known stage and radio artists appear, the acts covering anything from circus clowns, juggling acts, tumblers, musicians, bands to top-notch vocalists. All expenses of both hall and artists are paid by the sponsor, with the result that from the admission of only 6d., the A.C.F. has benefitted to the extent of just on £3,000 over the last 12 months. Another community singing program promoted by 3KZ is in the King's Theatre, Russell Street, every Sunday afternoon from 3 until 5 o'clock. This is run very much on the same lines as the Tuesday gathering, but the admission is by a silver coin only. After paying all the expenses the station has handed over, so far this year, £3,100 to the Lord Mayor's Hospital Fund. All of which only goes to show that a lot of small coins can be made to do a lot of big work.



After work

After Work,
When the Pressure
Eases, People
Turn to their
Radios for
Relaxation.

Because of
Consistently Bright
Programmes, more
People — All
Potential Buyers —
Turn to

3KZ MELBOURNE

Sydney
Representative
A. L. FINN, 66 King Street

CZECH INVENTION SMUGGLED PAST THE NAZIS

By the last train to leave free Czechoslovakia there came to Britain the drawings of a new type of soldering iron which has beaten everything else for speed in Britain's aircraft, radiolocation and tank factories.

It is the invention of a Czech manufacturer who, with very little money and only two cases of personal luggage, passed the German Army of Occupation as they were crossing the frontier. When he arrived in London, he concentrated his whole attention on his new "quick" soldering iron, realising how vital a part so simple a tool plays in war production and maintenance.

Put to its first speed test at Radio control and transmitting stations, the tool is now supplied from a South Wales factory at the rate of three to four thousand a week to radiolocation centres, aerodromes, shipyards, ordnance factories, telephone exchanges, and in a wide range of general factories.

Feature of the new soldering iron is that it is equally effective when used with the new soldering alloys with lower tin content introduced in Britain to save stocks of tin.

PENNIES TURN TO GOLD

Radio patriotic pulling power has been demonstrated during the past few months, by the results obtained in 2HR's Mobile Ambulance Fund Appeal.

Starting off about two months ago to raise £500 from their listeners for the purpose of supplying the fighting forces with a mobile ambulance, the three organisers of the appeal, Pat Thornton, Bill Hemsley and James Laurie, met with such instantaneous response, that the cheque for the first ambulance has already been despatched, and they are well on the way to having enough money to buy another.

Bill Hemsley struck a gold mine in the Hill-Billy Derby which he runs during his early morning session—listeners are invited to vote for their favourite hill-billy at one penny per vote, and Bill gives them a running commentary on the field each morning. Already he has 70,000 votes in hand, and the betting shows no sign of slackening off.

Pat Thornton has her Women's Club hard at work, and they have already handed in over £100 which was raised by house and card parties, get-togethers, etc.

James Laurie has successfully M.C.'d several dances and community concerts, and beside the station activities which included balls and sports meeting, the listeners have shown their co-operation by organising dances and other festivities in the more distant portions of the territory covered by 2HR.

TALENT DEARTH

Show Moves Into Studio

It's a ticklish job to switch a popular feature of many years' standing from a 2½-hour visual entertainment to an hour's studio presentation, and retaining at the same time, those corner stones of variety which secured its initial success.

Yet, 2KY's venture in converting "Radio Rockets" from a radiatorium attraction to a studio presentation has met with success. The number of competition entries alone is sufficient to show that the interest of the public in this feature has not diminished. Rather has it increased.

From a listening point of view, the entertainment is better, as there are now no background noises to detract, no bursts of laughter to drown the witticisms; no hand-clapping to interrupt the acts. It's faster, funnier and better listening!

Then, too, listeners are now eligible to participate in the competitions, every one having an equal chance of winning one of the many cash prizes awarded in "Musical Twins" and the "Movie Quiz." Participation in these contests was formerly confined to members of the audience.

Again, with the introduction of the Australian Composers' Competition, that section of the public which is always behind any movement for the furtherance of local talent, is again bestirring itself to give the same general encouragement to song writers as it formerly accorded contestants in the Radio Trials.

Manager H. E. Beaver, who personally inaugurated this Wednesday night feature on behalf of Morley Johnson Ltd. six years ago, gave as his reasons for the switch over—the war position generally with transportation difficulties, and the dearth of good entertainers, many of whom are now either in the fighting services, under contract to Tivoli Theatres Ltd., or engaged in essential industries.

Please Note "C.B.'s" New
Melbourne Address:

Rep. Miss B. TOUZEAU, 4th Floor,
403 Bourke Street. Phone: MU2932

"AUSTRALIAN CAVALCADE" FOR RADIOTRON

With a brilliant cast, including Claude Flemming, Keith Eden, Ronald Morse and Harvey Adams, 2CH is now presenting "Australian Cavalcade," a story of Australia's march to nationhood.

Produced by A.W.A. in 26 titled episodes this drama traces the history of Australia from its discovery to the present day in a manner never previously attempted in radio. In forthcoming broadcasts listeners will be told of the colony's struggle for existence during its first precarious years, of its intrepid explorers and great Statesmen, and of the glorious tradition handed down by the men of Anzac to their sons in the present world struggle.

Claude Flemming, who has made many notable appearances in radio, and whose name has been associated with the development of the theatre in Australia is heard first in the role of William Dampier, first Englishman to land on Australian soil. Later he appears as Sir Joseph Banks, and again as William Charles Wentworth.

Others in the cast include Lou Vernon, Therese Desmond, Ben Hewin and George Willoughby.

Produced by Edward Howell, "Australian Cavalcade" is broadcast every Tuesday and Wednesday at 9.30 p.m., under the sponsorship of Radiotron Valves.

Among the Sponsors

Mark Foy's have renewed their contract with 2UE for the Friday one hour musical show, "Melody and Rhythm." Program is compered by Allan Toohey from 8 till 9 every Friday night, and consists of specially selected recordings of popular music, backed by interesting talks concerning the artists on each disc. Mark Foy's use the session for general advertising and for the publicising of Saturday morning as "service day" for those in the services and factories.

Gibbs Bright (Hepworth Advertising Agency) has signed with 2UE for announcements in the breakfast, evening and Sunday afternoon programs for the Keenit safety razor blade sharpener.

Bushell's Pty. Ltd. has contracted with 2UE for slogan advertising in the daytime and evening sessions for 12 months.

June Russell has signed a 12 months' contract with 2UE for 100 word announcements.

J. R. Love and Co. Pty. Ltd. (Hansen-Rubensohn has contracted with 2UE for slogan announcements in the women's sessions for 52 weeks.

New business and renewals at 3AW include:—Henry Berry, 52 quarter hours (ren.); Political Rights, 52 20 minutes (new); Christie's, 260 half-hours in "Choice of the People"; Payne's, 52 half-hours night, and 260 half-hours in "Choice of the People" (ren.); Catanach's, 26 half-hours night (ren.); Cadbury's, 208 quarter-hours night (ren.); United Distillers, 52 five minutes (new); Foy's, 156 quarter-hours, 52 one hour (day), renewals, and 52 half-hours Sunday nights (new); Cassells, 52 five minutes (new); Radio Corporation of Australia, 104 100 words (ren.); Commonwealth Bank, 39 10 minutes (new); Five-in-One Dental Cream, 208 100 words (new); North Melbourne Mission, 52 quarter-hours (new); Sennitts, 156 100 words (new); Norman's Corner Store, 156 five minutes (new); Bonnington's, 104 quarter-hours (ren.); John

and Johnson, 52 half-hours (new); and Nasco Gas Producers, 12 100 words (new).

Now that their series of "Dramatic Moments" has concluded, Love and Lewis are featuring a former favourite, "Charm of the Waltz" on 3XY each Monday, Tuesday and Wednesday at 7.40 p.m., and each Thursday at 9.45 p.m.



The ONLY Commercial Stations
on the Air Continuously
from 7 a.m. to 11.0 p.m.

WESTRALIA'S LEADING STATION

6PR — 6TZ



AUDEX—the Super Recording Blank

More than 26,000 Audex discs were supplied to recorders during the past year—many were recoated more than once.

Help us to maintain a 100% service by returning promptly all empty containers and spacing washers.

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47 YORK STREET, SYDNEY. : 167 QUEEN STREET, BRISBANE

"CALLING THE STARS"
"WHAT'S IN A NAME?"
"I SAW IT HAPPEN"

And Now Two Additional Outstanding Radio Productions go to Your Original and Feature
Macquarie Station

Head Office and Key Station:
TASMANIAN BROADCASTING
NETWORK

7LA

Associated with the Tasmanian
Coastal Network

LAUNCESTON

"THIS IS WAR"

TUESDAYS, 9.15 to 9.45 p.m.

Sponsored by Philips Lamps (A/sia)
Pty. Ltd.

"AUSTRALIA SINGS"

SATURDAYS, 8 to 8.30 p.m.

Sponsored by Johnson & Johnson
Pty. Ltd.

PLACE YOUR ACCOUNT WITH LAUNCESTON'S PREMIER STATION

Rates on Application to—

MACQUARIE BROADCASTING SERVICES PTY. LTD.

239 COLLINS STREET, MELBOURNE
TELEPHONE: C 4634

136 PHILLIP STREET, SYDNEY
TELEPHONE: B 7887

Author-Producer-Sailor



C. G. Scrimgeour, Controller of commercial broadcasting in New Zealand, greets Dr. Kimball S. Sant, of the MacGregor Radio Studios, Hollywood. Dr. Sant, who is the author-producer of many outstanding programs broadcast by the ZB stations, was recently in New Zealand on naval service.

FOY'S "CAVALCADE OF STORY"

Broadcast from 3XY each Thursday evening at 8, the half-hour program, "Cavalcade of Story," sponsored by Foy and Gibson Pty. Ltd., now highlights a new feature called "Fact, Not Fiction." Several voices take part in narrating little known and unusual facts from the realm of history, geography, botany, current or past history. Also introduced is a dramatisation of some important discovery or invention, such as the recently-featured story of synthetic rubber. Diana Chase, of Foy's, Alwyn Kurts, and Norman Wister are regularly heard in this series, and the sponsor invites listeners to submit strange facts for use in the session, the reward of a gift order on Foy's Stores being offered for all facts used.

ADVERTISING MATERIAL AFFECTED BY INTERSTATE TRADING RESTRICTIONS

Interstate trading restrictions have been imposed by regulations gazetted last week. The purpose of the regulation is to restrict all but essential or highly desirable goods transport mainly as between the capital cities, and to eliminate cross traffic of goods, such as in the case of a product being manufactured in Sydney and transported to Melbourne for sale, while a similar product is manufactured in Melbourne and sent to the Sydney area for sale.

Advertising material such as records or transcriptions, mats, stereos or copy in parcel form come within the scope of the restrictions, and permits must be obtained for their intercity transit.

Minister for War Organisation of Industry, Mr. Dedman, has stated that the Regulations will be administered with flexibility and reasonableness so as to obviate unnecessary hardship. Each application for permit will be treated on its merits having regard to the availability of transport space.

AGENCY'S OUTSTANDING RECORD

At the annual meeting of the Charles Haines Advertising Agency Ltd., Wellington, New Zealand, mention was made of the fact that no less than 31 members of the staff were in the armed forces (as distinct from Home Guard, E.P.S. and similar organisations). This represents 86 per cent of the agency's pre-war male staff—an outstanding performance for either New Zealand or Australia. To date, fortunately, the only "casualty" is one member who is a prisoner of war.

Macquarie Executives Entertained by Dutch

The managers and representatives of the Macquarie Broadcasting Network were entertained in Melbourne last Monday week by Dr. J. E. van Hoogstraaten, chairman of the Netherlands Indies Commission in Australia, at a delightful evening at the Dutch Club.

Among those present were Major E. Denison, chairman of the Macquarie Broadcasting Network; Mr. F. Danell, director; Mr. H. G. Horner, general manager and director; Mr. R. E. Lane, general sales manager; Mr. S. O. Clarke, Melbourne manager; Mr. L. Matheson, Melbourne representative; Mr. Russell, Melbourne, 2WL; Mr. J. Ridley, 2GZ; Mr. C. Paddison and Mr. McCauley, 2KA; Mr. Hector Harris, 3AW; Mr. Randall White, 5DN; Mr. Graham Dowland, 6PA.

The dinner was attended by His Excellency Baron van Aerssen Beyer van Voshol, Minister for the Netherlands Indies; Mr. R. Smits, a member of the Netherlands Indies Commission; Lieut.-Colonel H. V. Quispel, R.N.N., Officer-in-Charge of the Netherlands Indies Government Information Service; Lieut.-Colonel Kommer, R.N.N.; Major Spoor, R.N.I. Army; and Capt. Kremer, R.N.I. Army.

MUSIC WHILE THEY WORK Pep Program for Munition Workers

Music is playing a big part in helping to keep up the pep of factory and munition workers. To provide such music 2UE conducts a special "Factory and Munition Workers" program every Monday to Friday from 2 to 2.30 p.m.

Workers are asked to send in their own "musical programs," and in the first two weeks Mrs. Myrine Harten, compere of the session, received programs from 45 Sydney war factories.

The session is relayed through the loudspeaker system at the factories and in addition to the music, helpful talks on human relations, etc., are given by Mrs. Harten, who made an extensive study of the subject when in America, England, and on the Continent.

A.W.A. LADIES' CHOIR

Under the baton of Mr. H. Steel, assistant accountant at A.W.A., the ladies' staff choir gave a very pleasing performance of the celebrated chorus from "Casinova," with guest artist Gwen Lee as soloist, at the A.W.A. lunch hour staff show on 2CH last week.

In addition a special recording of "Waltzing Matilda" was made by the choir, with Lloyd Lamble speaking the introductory narrative, and the session rounded off with bright community singing by members of the staff in the audience.

MORE CHANCES FOR YOUNG TALENT

In conjunction with their children's session, 3KZ announce a new idea which should greatly add to the listening appeal of the session, and at the same time raise the standard of the young artists participating. Boys and girls under the age of 16 are invited to write to Auntie Kay for an audition, and if the audition proves successful, he or she appears in the session, "Station K.I.D.," broadcast every Monday and Thursday at 5.15 p.m. This is followed up by a spot in the "Children's Theatre of the Air" each Saturday evening, commencing at 5.45. Listeners are then asked to write in to 3KZ and say who they think is the best performance. The winning artist is awarded a professional engagement to appear the following Tuesday week at the A.C.F. community singing in the Melbourne Town Hall.

This new competition should greatly appeal, as it gives listeners a direct interest in the sessions, besides offering a talented youngster a chance of making a public appearance and being paid a professional fee.

AUGUST LICENCE FIGURES

	August 1941	August 1942
New Issues	6,390	4,630
Renewals	47,257	48,817
Cancellations	3,221	4,830
Monthly total	498,073	504,259
Nett inc. or dec.	3,169	-200
Population ratio	17.77	17.94

VICTORIA

New Issues	3,714	2,750
Renewals	36,136	37,109
Cancellations	1,985	2,711
Monthly total	367,229	371,012
Nett increase	1,729	9
Population ratio	19.14	19.14

QUEENSLAND

New Issues	2,805	1,150
Renewals	15,431	16,042
Cancellations	334	2,194
Monthly total	171,757	127,357
Nett increase	2,471	-1,044
Population ratio	16.70	16.62

SOUTH AUSTRALIA

New Issues	2,068	1,368
Renewals	13,161	14,020
Cancellations	601	1,209
Monthly total	113,842	137,360
Nett inc. or dec.	339	159
Population ratio	19.68	22.54

WESTERN AUSTRALIA

New Issues	1,222	1,349
Renewals	8,535	7,800
Cancellations	883	1,887
Monthly total	92,160	91,975
Nett inc. or dec.	339	-528
Population ratio	19.68	19.62

TASMANIA

New Issues	533	458
Renewals	4,381	4,610
Cancellations	346	304
Monthly total	45,070	46,858
Nett inc. or dec.	187	154
Population ratio	18.54	19.63

COMMONWEALTH

New Issues	16,732	11,705
Renewals	124,901	128,478
Cancellations	7,370	13,155
Monthly total	1,308,131	1,323,831
Nett inc. or dec.	9,362	-1,450
Population ratio	18.50	18.63

BON MARCHE RENEWS FOR THIRD SUCCESSIVE YEAR

Bon Marche Ltd., Sydney, have contracted for the third successive year for the presentation of "Saturday Afternoon at Home" on 2CH.

Presenting three hours of music and variety this program has made a big appeal to Saturday afternoon audiences, and the fact that 35,000 entries have been received for the competition features, "Hit Parade" and "Musical Consequences," is a sure sign that the show is a winner.

The mail generally indicates that no change in the set-up of the program is required, a fact commented upon by Mr. J. A. White, manager of Bon Marche Ltd., who is particularly satisfied with the sponsorship of "Saturday Afternoon at Home." He stated that listeners are evidently getting the entertainment they seek, with the exception of "The Lone Ranger," which replaced the half-hour Talent Quest between 4.30 and 5 p.m. some time ago, no material change had been made since the program commenced over two years ago.

"Saturday Afternoon at Home" is presented in six separate units, ranging from competition features to music, comedy and serial entertainment extending from 2 to 5 p.m.

APPEALS FOR CHARITIES

Radio 2UE is setting aside every raceless Saturday each month for a special live artist program to raise funds for well deserving charities.

On the "blank" Saturday in November the appeal, conducted by Cliff Cary, Allan Toohey and Arthur Carr, will be for the Smith Family.

The October appeal raised more than £300 for the Women's Auxiliary of the Sydney Industrial Blind Institution.

Personalities at Convention



Mr. M. D. Chapman, of 5AD



Mr. D. Syme, Managing Director, V.B.N.



Mr. S. Morgan, Managing Director, 3KZ



Mr. R. Yeldon, General Manager of 2WL

WILLA HOKIN FEATURED IN MUSICAL BOX

After a considerable period Willa Hokin (soprano) is again to broadcast over 2CH in the "Musical Box" session, a program which enables listeners to choose their own selection of pianoforte music and to hear it interpreted by the "Music Master." Willa is soloist in this session, and sings a selection of request numbers accompanied by the Music Master. She has added considerably to the success of this show. "The Musical Box" is sponsored on 2CH by Winkworths, of 51 York Street.

MACQUARIE UNITS

7BU
BURNIE

7AD
DEVONPORT

Tasmanian Coastal Network

Reaches Listeners who can Buy your Goods

7DY
DERBY

Melbourne:
STANFORD ALLAN
Sydney:
WALTER J. SMYTH

7QT
QUEENSTOWN

Announcing the **FACTS**

That **6IX**

The Key Station in Western Australia
of the
MAJOR NETWORK

IS on the air no less than 410 hours per week

WEEK DAYS
7 a.m.—11 p.m.

SATURDAYS
7 a.m.—11.30 p.m.

SUNDAYS
9 a.m.—10.30 p.m.

PERSONALS

Miss Grace Gibson, of Artransa, who has been over in America for the past six months or more is expected back in Australia soon.

On annual leave at the present time is Mr. R. A. Kidd, manager of 2GN Goulburn. Mr. E. C. Haynes, of A.W.A. Melbourne office, is relieving Mr. Kidd.

Townsville personalities from 4TO seen in Sydney last week were A. E. Lawrence, manager of 4TO, on a well earned recreation break. Mr. Lawrence visited Melbourne to meet Mrs. Lawrence and their family.

Another from the "Capitol" of North Queensland was Keith Stanfield, of the 4TO program section, now a member of the R.A.A.F. He was proceeding to a point of duty.

Keith Collins, of 2GF, was also enjoying a well-earned recreation leave in Sydney. A few days later Mr. J. K. Lowe, manager of 2GF, was noticed enjoying sunshine of Sydney, likewise on his annual recreation leave.

Another provincial station personality on annual leave is Mr. A. S. Cochrane, of 2GN. Mr. Cochrane has been on the 2GN staff for some time now since transferring from 2CH.

The 2AY staff has been brought up to normal working with the appointment of Mr. Gordon Nolan, who took up duty a few weeks ago.

The stork has been a constant visitor to homes of 2UE staff during the last 12 months. Latest to receive a visit is Basil Piermont, of the engineering staff. Both mother and baby are "doing well."

Eric Wright, former 2UE announcer, now in khaki, is with the 116 Australian General Transport Company in camp near Sydney. He is able to broadcast twice weekly as compere of the 116 Rhythm Ensemble which broadcasts over 2UE on Tuesday and Sunday nights.

Congratulations to Si Meredith and Aunty Maude (Mrs. Meredith) on the safe return from the Middle East of Staff Sergeant Fred Meredith, who was "over there" with Jim Gerald, Jim Davidson and other entertainers. Si, by the way, is still heard from 2UE every Monday to Thursday reading the midday serial of F. J. Palmer and Sons.

Bill Delaney, former chief of the 2UE Service and Copy Departments, is now overseas as a gunner with the A.I.F. Before joining 2UE Bill was on the staff of Paton's Advertising.

Adam Ogston, speaking as "The Voice of the People," has chosen a new time for his Sunday broadcasts from Radio 2UE. Originally listed for 6.30 p.m. he now broadcasts to a State-wide network at 9 p.m. "The Voice of the People" is also heard from 2UE every Wednesday at 7.20 p.m.

Miss Winifred Thwaites and Miss "Biddy" Murray, of 3UZ, assisted by members of the station staff, conducted a fruit and vegetable street stall on Friday, October 23, to assist in the Lord Mayor's Hospital Appeal. As a result of this effort £93 was handed to the Lord Mayor. Apparently these girls know their onions.

John Sherwood, of 2SM, was presented with a baby daughter last week. Mrs. Sherwood and baby are both doing fine. Incidentally Mrs. Sherwood is the daughter of radio personality, Jack Lumsdaine, so that makes the songster-producer, Jack Lumsdaine, a granddaddy.

Two new 3KZ voices are combining to present a new half-hour program of music and witticisms on Saturdays. They are well known young radio actress, Joan Moss

and Ray Young, who have been heard over 3KZ during the past three months. Ray and Ray are preparing the script for "Tinpan Alley," including all snappy hit tunes, with a spot of gossip and a lot of wise cracks. "Tinpan Alley" is the place of the Children's Theatre of the Air, which was formerly heard in the spot—10.30 a.m. Incidentally, Ray now has a new incentive to work—he has just become the proud father of a bouncing baby boy, to be named Barry.

COMMERCIAL BROADCASTING

Vol. 11, No. 10, Thurs., Nov. 5, 1942
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SUBSCRIPTIONS: Miss C. Lewis

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Telegrams: "FL 3054 Sydney."

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

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Money spent to-day on non-essentials is irretrievably gone—money saved and invested in Australia's war effort is yours to spend as you please in the post-war years. Meanwhile there can be no better use for it than applying it to the needs of the war effort—a sound investment to help Australia win the war and to help you to enjoy the years of peace.

SAVE . . . AND INVEST ALL YOU CAN IN THE £100,000,000

AUSTERITY LOAN

ALL ABOUT THE AUSTERITY LOAN

Bonds are £10 each and in multiples of £10. Two kinds of Bonds are available:—

1. 2½% interest a year—redeemable 1947.
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You can pay for your Bonds as follows:—

1. Outright.
2. 10% on application and the remainder in one or three instalments payable before March 1, 1943.
3. 10% on application and in 9 consecutive monthly instalments payable Jan.-Sept., 1943.

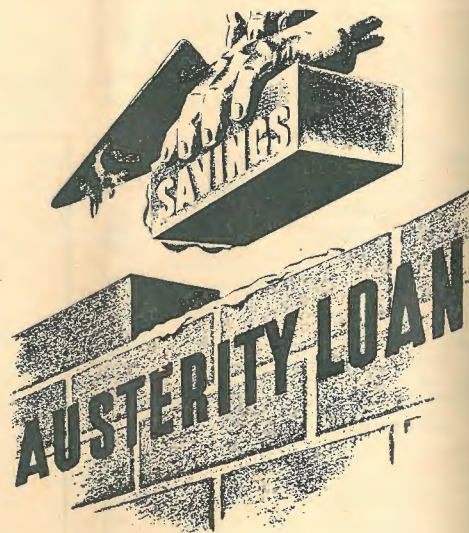
Interest starts on money paid from the date of lodgment. Bonds are realizable in case of need. Buy Bonds from any Bank, Savings Bank, Stockbroker or Money Order Post Office.

LOAN CLOSES DECEMBER 15th, 1942.

Australian Consolidated 3½% Conversion

Holders of Australian 3½% Inscribed Stock or Bonds maturing Dec. 15th, 1942, are invited to convert them into Austerity Bonds or Stock.

AL-52M-1



Vol. 11, No. 11
236th Issue)
Thursday
Nov. 19, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



THERE'S A FAR SIMPLER WAY!

To reach your customers of to-morrow with your war message of to-day. . . .

LET 2UW do it . . . Let us plan the whole job for you . . . your programme . . . your presentation and your message . . .

It is a case of all in together these days—all in to aid Australia's war effort . . . We, too, are working on a very reduced staff, but if we can help you to meet some of your difficulties in planning and promoting your war-time essential advertising, we would be delighted to assist you in any way possible.

Most people listen to . . .

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M 6686

MELBOURNE:

18 Queen St.,
MU 2819

