

PERSONALS

Seen in Sydney last week Mr. Ray Kidd, of 2GN Goulburn, enjoying a few weeks' recreation leave. Mr. Kidd met many agency executives while in Sydney, and is particularly keen on the rapid acceptance of 2GN by National advertisers.

Melbourne will well remember the deluge on Cup Day, and it was through this deluge, mud and slush that Cliff Mackay, of Paton's, was cautiously picking his way. Whilst passing the Melbourne Town Hall he bumped into one of the radio fraternity—"Back to winter!" said Cliff, touching his bowler hat. "Backed a winner—did you?" said eager radio salesman. Cliff just smiled a wan watery smile and plodded on through an even greater deluge of rain. Maybe even skies shuddered at the thought of our austere Cliff even contemplating race winners.

Captain Leo Mooney has returned to Melbourne Barracks after a very interesting and exciting visit to the north.

His many friends will be glad to see Lin Corr, of Broadcast Exchange, now displaying three pips, he has been promoted to Captain.

Dick Cranbourne, of 3DB fame, has been to Rye for a fishing holiday. He tells us he was successful in catching every imaginable species of fish. Maybe Dick's imagination ran away with him just a little while lazing in the sun.

A new recruit to the A.W.A.S. is Beryl McVeigh, who for some time has been secretary to 3AW's manager, Hec Harris. All the members of the staff gave her a great send-off and wished her all the best. Beryl made many friends during her associations with 3AW.

That excellent writer, Frank Rowan, who is responsible for so many scripts of some of Melbourne's most popular programs, has left Broadcast Exchange. He is now free lancing.

Jerry Bride, of O'Brien Publicity, has been in smoke for the last few days, reason being he has been responsible for all the publicity, etc., for the launching of the captured Jap. submarine for the Navy Department. Proceeds gained from "the gate" go to the King George Memorial Fund and Naval Fund.

Wallace Parnell, of Tivoli Theatres, was selected as the fifth judge for the P. and A. Parade. Frank Tracy, of Columbia, and Beatrice Touzeau, of "Commercial Broadcasting," have been plied with questions all the week as to who they think will be the lucky winners, but they have both worn a very inscrutable look.

Another new appointee to 3BO Bendigo is Mr. John Cleary, following the transfer from 3BO to 6TZ Dardenup of Mr. Richards, technician.

Arundel James Nixon, known to thousands of listeners as "The King of the Cads," was fined £5 in the Manly Police Court last week for failing to notify his

change of address from Manly to Paddington. Nixon's counsel pointed out that there was no intention of evading military service, but that Nixon, so like many actors and actresses are "notoriously careless about business matters." Nixon's sad experience should be a warning to all who may be similarly forgetful of National Security Regulations.

A rough-hewn timber case, incongruous, in rather luxurious surroundings stands in the corner of the private office of Mr. V. F. Mitchell, managing director, at 4BH Brisbane. But Mr. Mitchell is justly proud of that case and its presence by him—a constant seal of friendship with the man to whom it belongs, for it contains personal effects of Captain John Taylor, manager of 3AW Melbourne, who is now somewhere in the battle zone north.

Donovan Joyce, author, producer and director of 3AW's "Forty Glorious Years," has accumulated a profound knowledge of leading events of historic importance since the series was inaugurated on behalf of The Mutual Store on July 4. Since its inception, 22 years have been highlighted, and by the time the 40th year is completed Don should be able to open a branch office for the "Encyclopaedia Britannica." This 60-minute feature, which is heard from 3AW each Saturday night at 8.30 o'clock, is certainly an entertainment unique to radio.

Jack O'Hagan, sales manager of 3AW, has been appointed a director of the Australasian Performing Rights Association. O'Hagan has the distinction of being the only composer on the Board.

Rod Gainford, ace announcer at 3AW, recently met with an accident when pushing his bike over a country road. It appears that Gainford, who by the way, is one of Australia's leading stunt cyclists, was travelling fast behind a military truck. Unfortunately the driver espied a hole in the road and in order to negotiate it with safety slackened speed, but did he tell Rod? Oh! no, and the result was a spill and a severely cut face, hands and arms. He's completely recovered, but will go on holidays next week. During his absence, "Nicky" will take over Rod's sessions, and will be assisted by Peter Ellis.

Miss Joy Morgan, acting sales manager of Artransa, is off to Melbourne this week from Sydney for a short business visit.

Miss Enid Jones, lady announcer of 2GN Goulburn, is enjoying a few days of well-earned recreation leave—during her absence Miss Lexie Matthews will be heard from the 2GN microphone. Miss Jones is particularly popular with Goulburn and district folk, and during the past year many appeals have been made with notable results. Miss Jones' session is supported by a large volume of National advertising.

Mr. E. C. Haynes, of the Melbourne office of the A.W.A. Broadcasting Dept., is acting manager at 2GN Goulburn, while Mr. R. A. Kidd is on annual leave, during Mr. Haynes' temporary absence from Melbourne. Miss Chambers is attending to the requirements of clients.

Norman Banks, 3KZ, was the recipient of a very pleasant surprise one night recently. It was the night of his birthday

COMMERCIAL BROADCASTING

Vol. 11, No. 12, Thurs., Dec. 3, 1942

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

MANAGING EDITOR: A. Lippman
SUBSCRIPTIONS: Miss C. Lewis.

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

Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

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

and also the night for the "Lest We Forget" rehearsal at the Australian Church. When Norman hurried into the church he found the choir assembled and Hector Crawford, musical director, with his baton raised. The moment Hector saw Norman he gave the customary conductorial taps and Orpheon Choristers and Heidelberg Choristers, totalling over 100 voices, burst into "Many Happy Returns of the Day," followed by "Why Was He Born So Beautiful."

Two uniformed callers at 3XY this week were Carl Bleazby, one-time announcer who now wears the chevrons of overseas service on his sleeve, and ex-scripter Alan Kirby, whom the R.A.A.F. has now promoted to sergeant's rank.

If the number seven is as lucky as some folk say, then this should be a good year for 3XY announcer Norman Wister, who is just entering on the seventh year of his association with the station. In earlier years Norman was prominent in the live-artist plays for which 3XY was famous, latterly he has appeared on the studio roster of night announcers, with the news services as his particular care.

Mr. Lance Quirk, general manager of 2SM, reflected some good coaching this week when he annexed in no uncertain style the final of the lunch hour snooker tournament of a well known city club where he not infrequently lunches. 2SM sales manager Bernie Stapleton, was the coach, and he a scratch player.

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.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

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

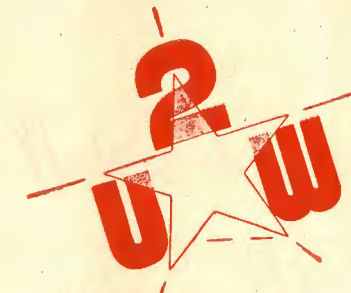


Vol. 11, No. 13
138th Issue)
Thursday
Dec. 17, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



THE march of progress to-day is halted by the menace of evil things. . . . Our nation faces the grave responsibilities of maturity, while our minds are bent towards one great thing — the achievement of victory.

Christmas comes to give us pause . . . to remind us of the vital things we are fighting for — the sweetness of life, friendliness, the sanctity of our homes, and the truth of man's inherent goodwill.

May you at Christmas time be blessed with a respite from care . . . May Christmas bring to you an opportunity to recapture that quiet of mind which reflects confidence in our leaders, in our country, and in the Motherland . . . and may it give you, too, a new determination to see that right will be might, so that our children may yet know the joy of many a

HAPPY CHRISTMAS

COMMONWEALTH BROADCASTING CORPORATION PTY. LTD.

*The Directors and Staff
of Station 2SM, Sydney,
extend to you their sincerest
good wishes and victory for*

1943

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Sydney,
FL 3054

Vol. 11, No. 13.

Thursday, December 17, 1942

Price, 6d. per copy.

THIS CHRISTMAS . . .

Mr. Dedman has decreed "no Santa Claus" and "no pink icing," but these things don't really matter when we come to view Christmas in the true light of its very deep significance. It is hoped that for a day or so at least this Yuletide we can forget "Dedmanism" with all its gainless troublesomeness and, perhaps paradoxically, concentrate on some re-creational thought.

The world to-day, wallowing in the bloody mire of war is apt to forget Christ, the Man, His spirit and His truth. So let us rejoice in remembering that He was ever born—Son of God, for we of the Allied Nations in this global war are fighting for that memory as we range our arms against the anti-Christ forces of Hitlerised Europe, and against the anti-Christ forces of greed maddened Japanese in the Pacific. And rejoicing, let us take heart and turn again to the task.

To all our readers the management and staff of "Commercial Broadcasting" extends the age-old but evergreen Christmas Greetings.

Greetings From Victoria

(By Our Victorian Representative.)

What a different Xmas from the last one? Remember Pearl Harbour? who will forget it? Last Xmas was not so hot for us all in Australia, and for the months that followed in quick succession as the Japanese rapidly strode down through the East until almost on Australian soil. Broadcasting told the story of Pearl Harbour and has continued to tell the story ever since, to some effect too. Everybody feels to-day that they are close to the war because broadcasting brings the news right into their home, and quickly too.

And what a service broadcasting has rendered to the lads in all the fighting services, wherever they are, they can mostly, or at least some of the time listen in to the "news from home." There is plenty of evidence that the sailors, the soldiers, the airmen really do listen to the Australian programs in which the commercial stations' contribution plays no small part.

Quite apart from the sentimental value of the Australian programs, there is also a long view to be taken of these commercial sponsored shows. The lads are also interested in the various advertised lines that might appear to permeate the ether. They know, particularly the Victorians, that Meyers have a big store in the southern city, and that it was "some store"; that Mutual Store,

among many others do a tremendous job for the Red Cross in their sponsored sessions; that Peters' Ice Cream is still as good as ever because they hear the Peters concert over the air every Sunday night, and know that at the same time thousands of their buddies are sitting in the Melbourne Town Hall actually seeing that most entertaining program; that Maples and Murdochs P. and A. Parade has come to a close for a few weeks, and so on, ad infinitum.

Those not mentioned here know full well that the lads up north and over in Libya will remember the good programs they heard from Australia.

LICENCES SHOW GOOD INCREASE.

The growth of listeners' licences in this southern State during the past 12 months is gratifying. Despite the contraction of homes and the troops overseas, the total licences in Victoria has increased by just about 5,000, in a State that is already densely radioed. Last year 76 homes out of every 100 had licensed radio, whereas this figure has this year increased to 77 and the figure is still rising.

In October last the nett increase for the month was 2,199 as against only 490 in October of last year. There were 3,480 new licences as against 2,480 in October of last year, while the total of licensed radio homes

Xmas Message from Federation Secretary



Mr. Dooley

It is difficult at the end of another year of war to think of the spirit of Christmas as "Peace on Earth and Goodwill to All Men," and especially so with the many restrictions with which commercial stations are faced at the present time. Notwithstanding all difficulties, however, commercial stations may look back at 1942 as a year of many problems and much achievement, and to 1943 with full confidence in their ability to continue in assisting the Government in the war effort and to provide the same standard of entertainment to which listeners have been accustomed.

To "Commercial Broadcasting" and to all members, I wish a Merry Christmas and Happy New Year.

in Victoria this October was 372,416 as against 367,470 in October of 1941.

Hours of broadcasting are around the 16 hours daily mark, and program standards, despite war restrictions of manpower, etc., still possess high entertainment value. Hundreds of thousands of pounds have been raised for various charities and Comforts Funds, Red Cross, etc.

Returning to the licence figures for a moment, it is interesting to note there were 1,562 homes who paid for a second radio set licence during the month of October, while up to the end of October 6,018 homes thought sufficient of the entertainment and news service of radio broadcasting that they paid for a second set in their home. Seeing that those second licences cost 10/- each, surely that is some indication of just how important a part broadcasting plays in the lives of the people.

There is proof on every hand of how popular and how valuable, and also how effective is commercial broadcasting in its service to its public and its sponsors.

May all our readers enjoy to the best of their ability and circumstance a happy Xmas, may our lads fighting for Australia likewise have all the best of luck, and may broadcasting continue to render its valuable service in the interests of a future peaceful Australia.

"Call to Radio at Fourth Christmas of War"



Canberra, December 10.

With the approaching end of the most critical year in Australia's history and Christmas in an atmosphere of austerity that dire necessity has inspired, I welcome the opportunity of acknowledging the co-operation in Australia's war effort that has been shown by commercial radio during 1942.

The impact of total war in the Pacific with an enemy flushed by the success that attended treachery and planned aggression, brought countless problems to Australia and its Government. All sections of the community found that within months, and in some cases weeks, reorganisation was necessary so that they could fit the war program of 7,000,000 people faced with the task of repelling an Asiatic aggressor that had been capable of hurling its brutal tentacles through Indo-China, Malaya, Singapore, N.E.I., the Philippines, Timor and parts of New Guinea in a few short months.

Resources of material and manpower had to be re-marshalled, business, large and small, reorganised, and viewpoints readjusted to meet the demand of Australia at bay and later on the leash.

But Australia and her Pacific allies answered—with the notable assistance of the mighty American Navy when it should logically have been impotent after the now revealed tragedy of Pearl Harbour.

The year 1942 will be remembered for the meaning to Australia of the Coral Sea and Solomons naval battles, and I am confident that we shall ultimately record what those engagements meant to the whole allied cause.

The tremendous feats of American and Australian airmen in the wide spread of the South-west Pacific, and the A.I.F. and Militia above all in New Guinea, and the Navies of Allied Nations have registered a year for which Australia and her Pacific neighbours are entitled to be proud.

But while the enemy was being repelled physically by our fighting men, Australia's home front upon which the nation's battle strength depended so much was organised on a scale that had never been imagined to be possible.

In the realms of communications radio in all its branches played an important part, and sacrifices were demanded by individuals and organisations. Commercial radio in Australia accepted its responsibility willingly and efficiently, and as Minister in Charge of Broadcasting during 1942 I want to acknowledge publicly the faithful co-operation shown by the Australian Federation of Commercial Broadcasting Stations and all its members.

Referring to Australia's war effort of 1942, I thought it appropriate that it was by the medium of radio that we learnt recently what our illustrious neighbours, the United States of America, thought of our war effort.

World famous commentator, Lowell Thomas, speaking from America in a session broadcast throughout Australia by the Department of Information, told us that America would be proud when its war effort was equal on a population basis to that already achieved by Australia.

I know that Australia will not be content, however, to say that this record is sufficient or that we are content to maintain our present war effort. The Japanese is a determined foe, as shown by his tenacity at Guadalcanal, and even closer at Buna and Gona—Australia cannot let up for one hour without risking hundreds of thousands of heroic young lives, if not invasion itself.

Radio can play a big part in spreading this gospel, which has been the gospel of survival and will be the gospel of victory, so I know that the ever-growing influence of radio will contribute increasingly to an even greater war effort.

Commercial radio enjoys the confidence of the Government, and from my close association with the industry, both as Postmaster-General and Minister for Information since October, 1941, I know that in all respects the closest possible collaboration with the war program can be anticipated until the day when every radio station in the free world will relay the feature session—Bells of Victory.

I appreciate the invitation of "Commercial Broadcasting" to express the wish shared by all that victory will come closer than we had previously expected, perhaps in 1943.

"CHINS UP!"

A BLITZ ON THE BLUES

By
Senator
W. P. Ashley,
Postmaster-
General
and
Minister
for
Information

9.15 p.m. Thursdays

*Produced by 3UZ and relayed interstate
for the George Patterson Radio Division
on behalf of*

KIWI POLISH

3UZ and **2UW**

Patent Medicine Advertisements up to 30 Words

Response to Views of Makers and Advertising Media

The Patent Medicine advertising situation was somewhat clarified last week with the official announcement that a regulation would be issued permitting 30 words in place of 10 words as prescribed in the original order which was postponed until January 1 to enable the views of the patent medicine trade to be placed before the Government.

The Minister for Health (Mr. Holloway) who issued the original order was convinced of the absurdity of the restriction to ten word advertisements after hearing the views of the trade, but he has made no concession to the principle involved. The new restriction is little better than the first one.

In addition to the 30 words which will now be permitted in any one advertisement relating to a patent medicine the use of further words will be allowed for the purpose of stating how the medicine should be taken or applied.

Last week the A.F.C.B.S. secretary, Mr. Dooley, advised all stations that as from January 1 the following amended decisions will operate:—

- (1) As under the present regulations, the trade name of the medicine may be stated, together with retail price, name of manufacturer, proprietor or distributor, together with directions for use but no reference direct or indirect to claims.
- (2) In addition, a statement of not more than 30 words which shall indicate clearly the hygienic or therapeutic action claimed for these proprietary medicines.
- (3) No false or misleading statements or claims may be made.
- (4) 1 and 2 above may be made once either at beginning or end of a session. If desired 1 may be given at the beginning and 2 at the end, but no reference to either the manufacturer or the preparation may be made in the course of the entertainment matter.
- (5) There is no limit on the entertainment matter used in connection with proprietary medicines.
- (6) Existing records may be used up to January 1 next, after which they must comply with the above conditions.

It is anticipated that a fuller statement will shortly be issued by the Commonwealth Director-General for Health (Dr. Cumpston).

Agencies or manufacturers placing their advertising direct who have current schedules in operation should ascertain from the Director-General whether their present copy meets requirements—unless of course it is obvious that it does not and in which case it will need to be replaced by new copy.

A Commonsense View

As reported in recent issues of "C.B." an exchange of views between the vitally affected sections of the patent medicine industry quickly followed the issuing of the "10 words regulation," and following the successful move for the postponement of the regulation from December 1 to January 1, those views were placed at the disposal of the Minister for Health and the Director-General of Health (Dr. Cumpston). Submissions were made on behalf of the Proprietary Medicines Trade Council of Australia by the Australian Association of National Advertisers, and with the support and concurrence of the Advertising Agents' Association of Australia, the Australian Federation of Commercial Broadcasting Stations, the Australian Newspaper Proprietors' Association and the Country Press Association of Australia.

These bodies made a very commonsense appeal to the Minister and the Director-General of Health. Dealing with the general principles of the situation it was fully agreed that no advertisement should depart from the truthful statement. It was contended that controls of the character proposed were not properly dealt with by the Regulations, and that the method proposed by the Regulations would not provide satisfactory means of such control.

The result of the method of advertising which was proposed would have been to divert business to manufacturers whose products are marketed in such a way that excludes them from the provisions of the regulations. Regulations affecting the advertising of proprietary medicines will certainly not reduce the total medicines sold unless all remedies of every type are brought within their scope.

The P.M.T.C.A. contended that ten words as prescribed by the original regulation are insufficient to provide proper knowledge of the product to the public, bearing in mind the qualifications which may be necessary to present the truth about it to the consuming public. The same argument in only a slightly lesser degree must surely apply to the new restriction to 30 words.

In relation to the "10 words regulation" the Minister was reminded that a manufacturer who has marketed a good product successfully and which is high in public confidence would not be able to distinguish his product from a relative newcomer in the field nor to explain the reasons for price differences such as quality in manufacture, attainments of controlling staff, size of pack and so forth. It gave a manufacturer

no opportunity to explain reasons why his product is in short supply at the present time (such as shortage of raw materials or percentage of output being supplied for the fighting services, etc.).

Could Have Been Serious Oversight

Bald headed anomaly pointed out to the Minister was contained in Section 4 of the Regulations which called for copy for all advertisements published between August 15 and September 1, as part of the information required about each product. It was suggested that instead of calling for such advertisements the Director-General might call for a statement of claims for each product. This would simplify the problem of reviewing manufacturers' claims and provide a sound basis for future advertising effort. Many lines which were affected by the Regulations may not have been advertised at all between August 15 and September 1. Many other lines affected by the Regulations are not advertised at all, and therefore could not come properly under review. Such lines are the "own brand lines" of various types sold by chemists and suppliers throughout the Commonwealth and of which it is estimated there are about 20,000 or more. Then there are the seasonal lines which are regularly advertised at certain times of the year but which may not have been advertised between the specified dates.

Proper Discipline Welcomed

Evidence of the desire of the reputable patent medicine manufacturers to assist the Government in any reasonable move to "tighten up" control of false claims which might be made on behalf of any medicine, is shown in their own proposal for an amendment to Section 8 (part dealing with advertising) of the original Proprietary Medicines Regulations. They favour stringent restrictions on claims, suggesting that:—

"Advertisements relating to any proprietary medicine shall not contain any statement or claim:—

That it will remedy or cure asthma, bright's disease, cancer, tuberculosis, cerebro-spinal meningitis, diabetes, dropsy, epilepsy, fits, gout, infantile paralysis, influenza, locomotor ataxia, lupus, paralysis, plague, rupture, scrofula, venereal disease, blood pressure, pyorrhea, gallstone, or any disease or abnormal condition arising from sexual intercourse or sexual gratification; or

That it will rejuvenate the arteries or correct or alter the blood pressure; or

That it is a universal panacea, infallible, a kidney cure, liver cure, headache cure, blood purifier, a skin food, a food, or a nerve food, or

That it is a cure for baldness, death, female complaints or for drunkenness or the liquor habit; or

That it will develop the bust, raise height, reduce weight, or eradicate wrinkles; or

That it is an abortifacient; or

That it is beneficial for sexual weakness or impotence; or

That it dramatizes distress or morbid situations involving ailments or sickness; or

That it advertises any preparation which contains dangerous or habit-forming drugs in dangerous quantities; or

That it is "the best," "the most successful," "safest," "quickest," nor similar use of superlative adjectives involving comparison with other remedies.

No manufacturer or distributor of... (Continued page 8, foot of col. 2)

The Major Network



Releases simultaneously throughout Australia



The Major Network comprises a compact group of Metropolitan Stations with Country relay outlets and offers a better "buy" per 10,000 licences than any other group of Stations.

"Academy Award"

and NEW YORK RADIO GUILD PLAYS ... every Wednesday!

Presenting the most brilliant series of individual half-hour plays ever brought to this country... starring the glamorous Universal Screen Star Ona Munsen—Lurene Tuttle—Edmund McDonald—and well-known Australian artists including Hal Thompson, Therese Desmond, George Hewlett and Jane Holland. Sponsored by the Manufacturers of Vincent's A.P.C. Powders and Tablets.

The "Major" for the Majority

2CH, 2KO, 3DB-LK, 4BK-AK
5AD-PI-MU-SE, 6IX-WB-MD, 7HT, 7EX



Serenity

IN THE MOMENTARY
SERENITY OF THIS
TIME OF THE YEAR
MAY WE EXTEND
TO EACH AND EVERY
FRIEND, EVERY
WISH THAT VICTORY,
PEACE AND PROSPERITY
WILL BE OURS IN 1943



Sydney
Representative
A. L. FINN, 66 King Street

Two Hours Sponsorship Given to Government



Gartrell White, Sydney bakers and pastrycooks, who have been very consistent advertisers with 2SM over the years, rose to the occasion on Saturday night last when, along with other metropolitan stations, 2SM "staged" a full evening's program in support of the Austerity Loan. Producer John Dunne went to town with the production of a two hour feature, including a brilliant hour's minstrel show, as soon as the Saturday night plan was made known, and Gartrell White lost no time in booking sponsorship of the full show for the purpose of donating their commercial credits to the cause. For the show itself John Dunne was able to collect many of the most famous old-time stage favourites who have here seen rehearsing in 2SM Audience Studio last week. In the group are:—Ward Lawton, Ted Tutty, Stella Ranger, Bert Warne, Olga Perrington, John Dunne, Irene MacKinnon, Alfred Wilmore, Florrie Ranger, Billy Bovis and Wal Rockley.

MUNITIONS POST FOR FAIRHALL

Mr. Allen Fairhall, managing director of 2KO Newcastle, and President of the Australian Federation of Commercial Broadcasting Stations, has accepted a post with the Directorate of Radio and Signal Supplies, Ministry of Munitions, effective December 10.

Mr. Fairhall was selected for the particular job he has undertaken because of his sound knowledge of radio subjects and his general ableness in organisation and management.

After pioneering in the field of amateur radio in the early days, Mr. Fairhall founded 2KO broadcasting station,

and at the last A.F.C.B.S. Convention in Melbourne was elected President.

The appointment will not alter Mr. Fairhall's position in the Federation, but



Mr. Allen Fairhall

he has had to relinquish active management of his station. He will be stationed in Sydney.

During Mr. Fairhall's service with the Ministry of Munitions Mr. Harold Pickover, who has been production manager of 2KO since its inception over ten years ago, will act as general manager of the station.

IN PASSING

(By THE ARMCHAIR CRITIC.)

It was difficult to understand the Prime Minister's ill-timed attack upon the evil of S.P. betting last week. It was also the last week of the Austerity Loan in which it was the Government's earnest desire to get the "small men" to invest their savings. The same "small men" are in the majority occasional or regular clients of the S.P. makers. Without discussing the demerits of S.P., it is not good psychology to ask a man's help on the one hand and to threaten his source of enjoyment on the other . . .

Maybe there are still some poor radio programs on the air, but there are so many rattling good shows to be listened to these days—or nights—that the first sponsor who selects bad air time and fills it with good program should scoop a big audience. Guiding moral is that if you can't lick competition where it's strongest, be the strongest where competition is the weakest . . .

Camouflage is one of the essentials in modern warfare. All sorts of tricky little ideas can be adopted and amazing results secured. Consider the word "nationalisation." Transpose the initial "n" for the "r," and it's got us all bluffed . . .

Up to a few years ago the public opinion of a country was reflected in its press, but notice nowadays how frequently you read in the cables quotations from the B.B.C. or its commentators and respondents, from news analysts on the American broadcasting works . . .

The holly that Dedman forgot!

I was reminded by a visit the other day to the office of Mr. Alex. Clubb (agent for Presto and manufacturer of recording equipment) of a verse circulated to business executives some years ago by the publishers of "Commercial Broadcasting." It reposes under the glass top in the centre of Mr. Clubb's desk, and he frequently refers to it for encouragement in these days of stress. It's worth reprinting in this column:—

When things go wrong, as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high,
And you want to smile but you have to sigh;
When care is pressing you down a bit,
Rest if you must, but don't you quit.
Life is queer with the twists and turns,
As every one of us sometimes learns,
And many a failure turns about
When he might have won had he stuck it out;
Don't give up, though the pace seems slow—
You may succeed with another blow.
Often the struggler has given up
When he might have captured the victor's cup;
And he learned too late, when the night slipped down,
How close he was to the golden crown.
Success is failure turned inside out—
The silver tint of the clouds of doubt,
And you can never tell how close you are,
It may be near when it seems afar.
So stick to the fight when you're hardest hit—
It's when things seem worst that you mustn't quit.

RADIO ENGINEERS' EXAMINATION

The Institution of Radio Engineers (Australia) will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution, on Saturday, February 6.

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

MUTUAL STORE SPONSORING BIG NEW HALF HOUR SHOW

With a premiere to-day, December 17, at 9 p.m., Mutual Stores in Melbourne commence their new 3DB session "Bright Horizon." Produced by Humphrey Bishop for A.W.A., this is one of the most ambitious programs to be aired, featuring Allan Eddy, Walter Kingsley, Minnie Love, Madeliene Orr, Will Perriman, Cynthia Ross, Stanley Clarkson and Robert Miller.

In New South Wales and Queensland show is sponsored by McWilliams' Wines.

IN extending Christmas and New Year Greetings to the Sponsors and Advertising Agencies who have co-operated with this Station throughout 1942, the Directors and Staff of 2TM desire to express their appreciation of the assistance rendered by Advertisers in the maintenance of our service to the public and for the nation, through difficult times.

2TM

Commercial Centre
of Northern N.S.W.

SYDNEY
BW 7375

Pepsodent Plan Extensive Radio for 1943

Pepsodent's radio program "I Saw It Happen," will finish a 26-week run on January 15 next.

During the currency of this program, many outstanding personalities have come to the microphone to tell listeners what they have actually seen happen in various theatres of the war.

Each incident has been of exceptional interest, and a big listening audience has been established.

Pepsodent plans the extensive use of radio again during 1943, and two quarter-hour sessions of "The Perfect Song Session" will be carried over stations 2GB-HR, 3AW, 5DN-RM and 6PR-TZ of the Macquarie network.

All the Big-Time Shows

come to 4BH

The fact that 4BH Brisbane attracts by far the greater proportion of Australia's big-time shows is a tribute to the station's acknowledged leadership.

Good shows win big audiences, and with the impressive line-up of features now running, there is evidence on every hand that 4BH, already the most-popular station in Brisbane, is still further increasing its margin of leadership.

For bigger audiences—for better coverage—for outright value . . . plan NOW to include 4BH in your 1943 radio appropriation for Queensland.

4BH*BRISBANE

A CHANDLER STATION

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

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

★ HIGH-LIGHTS OF THE EVENING SESSIONS:

MONDAY—
7.18 p.m.—First Light Fraser
7.48 p.m.—Hit Tunes of the Hour
8.00 p.m.—Rise and Shine (½ hr.)
8.30 p.m.—Dr. Mac
8.45 p.m.—What's in a Name?
9.00 p.m.—Music from A to Z (½ hr.)

TUESDAY—
7.18 p.m.—First Light Fraser
7.48 p.m.—Hit Tunes of the Hour
8.00 p.m.—Youth Show (½ hr.)
8.30 p.m.—Reflection in a Wine-glass (½ hr.)
9.00 p.m.—This is War (½ hr.)

WEDNESDAY—
7.18 p.m.—First Light Fraser
7.33 p.m.—Night Music
7.48 p.m.—Hit Tunes of the Hour
8 p.m.—Calling the Stars (½ hr.)
8.30 p.m.—Dr. Mac
8.45 p.m.—What's in a Name?

THURSDAY—
6.00 p.m.—Christmastree Grove
7.18 p.m.—First Light Fraser
7.48 p.m.—The Musical Casket
8 p.m.—Calling the Stars (½ hr.)
8.30 p.m.—Out of the Melting Pot

FRIDAY—
8.00 p.m.—Radio Stage (½ hr.)
8.30 p.m.—Dr. Mac
8.45 p.m.—I Saw It Happen
9.00 p.m.—Over Here (1 hour)

SATURDAY—
8.00 p.m.—Australia Sings (½ hr.)
8.30 p.m.—Star Night (½ hr.)

SUNDAY—
12.15 p.m.—Stand Easy.
3.00 p.m.—Smokes for Soldiers (2 hours)
6.25 p.m.—In His Steps (½ hr.)
7.15 p.m.—Quiz Kids (½ hr.)
*Four News Services daily plus news review nightly at 9.45.

Kiwi's "Chins Up"

Melbourne Half-Hour Relays to Sydney

A live artist half-hour revue on a Melbourne-Sydney relay is announced by the George Patterson Agency, Melbourne, on behalf of the manufacturer of Kiwi Shoe Polish. The original station will be 3UZ Melbourne, the Sydney outlet will be 2UW, and the time of broadcast 9.15 p.m. Thursdays.

Entitled "Chins Up," the show is produced by 3UZ's Leslie Ross and compered by John McMahan.

"Chins Up" is a fast-moving variety half-hour featuring some of Melbourne's best known talent, including Roy Lygo and his band, Laurie Wilson (piano), Hec McLennan, Dan Dilton (comedian), Miriam Hodge (vocalist), Bill Harcourt (vocalist), the Leslie Ross Swing Band, Len Williams (guitarist), and Penny Lucas.

There is a story about Penny Lucas, who is billed as "Swingmistress" of the "Chins Up" gang. She so impressed three American soldiers a few weeks back that they wrote to a Melbourne radio paper and dubbed her "Australia's best," remarking that she would be "tops in the U.S." Les Ross was so thrilled with this approval of his judgment, that he issued a £25 challenge through the aforesaid radio paper, to any girl who could "out-swing" Penny. Such is his faith in his little "swinging" star—who incidentally is a fine light songstress too—so far no one has taken up the challenge—which still holds.

"INFORMATION PLEASE"

General Motors Sponsorship

General Motors Holden's Ltd. have undertaken the sponsorship of "Information Please," popular quiz program broadcast from 2CH every Saturday at 7.30 p.m.

This feature has been presented regularly each Saturday over a long period and was sponsored until a short time ago on behalf of Pink Pages of the Telephone Directory. As a quiz session it has built up a strong following, the scale of prizes ensuring sustaining listener interest.

"Information Please" is taken on relay from 3DB Melbourne, where a board of experts faces the quiz master—John Stuart—each week, and each member in turn endeavours to answer questions submitted by listeners. All questions used are paid for at the rate of 5/- each, while an award of £1 is made for every question which remains unanswered.

Because of the wide variety of subjects discussed by the experts, the session is extremely informative in addition to being highly entertaining.

RADIO RALLIED TO AUSTERITY LOAN

Dramatic Plan of Broadcast Publicity Carried by all Stations

Generous Donations of their Time by Radio Sponsors

With barely a week to go the hundred million Austerity Loan was over 20 million pounds short of the goal set for December 15. But with the co-operation and support of the Advertising Division of the Commonwealth Treasury the Australian radio system went into operation with a concerted drive with the result that as this issue goes to press it was anticipated that the loan contribution chart would soar over the hundred million mark, it was a magnificent eleventh hour effort.

While so much credit is due to the Advertising Division of the Treasury their organisation of the radio campaign and their co-operation with the broadcasting stations the sacrifice and co-operation of a number of leading radio program sponsors must not be overlooked. Not only in the final week but during preceding months scores of radio advertisers throughout Australia had donated their radio time to the Government's Austerity Loan.

One of the outstanding features of the loan publicity was the individual arrangement by metropolitan stations in Sydney, Melbourne, Perth and Adelaide on Saturday evening last of their full evening's program for the benefit of the Austerity Loan. This idea was considered preferable to any type of blanket program originating from a central source. So far as the commercial stations were concerned it enabled such a wide variety of programs to be presented that the normal number of listeners to established features were held by each station to receive the loan publicity. A phone drive was organised in conjunction with these individual station broadcasts, and in Melbourne and Sydney Lever Bros., sponsors of Lux Theatre and Amateur Hour, made available their central phone services.

A background of factual information covering many foibles was supplied to all stations by the Advertising Division of the Treasury to assist management in compiling their programs for the Loan.

In Brisbane special quarter-hour sessions were arranged by stations during last week, and these too were associated with a phone drive in that centre, culminating with a special radio drive on Monday night last, on the eve of the Loan closing.

Country stations throughout the Com-

monwealth also played their part in no small measure. Being closely allied to local bodies in their respective centres they co-operated in the organisation of special loan rallies, which were responsible for very substantial contributions being made.

Another important feature of the Austerity Loan publicity is the fact that a very great proportion of it has been paid for as normal advertising. For example, payment of the equivalent of one hour of time will be made to all stations that arranged their individual Saturday night programs for the Loan last Saturday. In addition the Advertising Department of the Treasury paid all stations in the Commonwealth for the hour relay programs on September 3, October 4, November 10, and December 6.

The December 6 all station relay was one of the most notable broadcasts ever organised in Australia. It was a world's news relay featuring Lowell Thomas speaking from New York, Godfrey Talbot B.B.C. War Correspondent speaking from Cairo, Vernon Bartlett speaking from London, and closing with a short talk by the Australian Prime Minister.

Further weight to the radio publicity was added on Friday night last when all commercial stations throughout the Commonwealth carried quarter-hour discs issued by the Advertising Department of the Treasury at staggered times of the day and night.

Generous Sponsors

In addition to the individual gifts of their broadcast time by regional and local sponsors in all States during the past few weeks, some of the big network advertisers made enormous contributions to the publicity campaign.

On Tuesday last week Colgate-Palmolive's "Youth Show," on relay to 44

stations, was dedicated to the Government's Austerity Loan. On Wednesday, Thursday and Friday nights of last week Colgate-Palmolive also dedicated their "Calling the Stars" (two half-hours on a total of 48 stations) to the cause with a magnificent program, "The Australia Story." Colgate's "Quiz Kids" half-hour



Jack Davey (producer), Montague Brerley (musical director), and John Kay (arranger) discuss a point during rehearsal of "The Australia Story," the one hour production written and produced by Jack Davey, and dedicated by the sponsors, Colgate-Palmolive Pty. Ltd., to the Commonwealth Government of Australia.

show on 44 stations Sunday night also went into action for the Loan.

On Friday night Peters' Ice Cream sent out an hour show originating from Melbourne to all stations in the Commonwealth. This was completely dedicated to the Loan and was associated with a phone drive.

Cadbury Fry Pascall's big show, "Hit Tunes," Lever Bros.' "Lux Show" and "Amateur Hour," all on big relay hook-ups throughout the Commonwealth were also dedicated to the Government and the Loan during the final stages. But it is not only the big radio program sponsors who have rallied to the nation's cause. Right throughout Australia many hundreds of radio advertisers have "got behind the country's war effort" with the unstinted donation of their time on the air to one or other of the Government's campaigns.

If a measurement of all this co-operation with the Government could be taken, it is probable that some of the critics of advertising and of private enterprise would think twice before crashing down their mail-fisted opposition to it.



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.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

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

**SPONSOR APPROVAL
THAT CREATES EVER-
WIDENING CIRCLES OF
LISTENERS**



And now, as 1942 draws a close, come more really great programmes, to build record audiences for 1943 . . .

AUSTRALIA SINGS (Johnson and Johnson) - THE WAR (Phillips Lamps) - OVER HERE (Peter's)

AND COMMENCING EARLY IN JANUARY

YOUTH SPEAKS (Nyal's) - GINGER VARIETY (Horlick's)

THE MACQUARIE NETWORK

Telephone:
Sydney, B7887.

Macquarie Carries into 1943

these 19 great audience-building programmes, the majority of which are sponsored on a full Network basis.

The Earlier Months of 1942 brought . . .

Quiz Kids (Cashmere Bouquet) . . . I Saw It Happen (Pepsodent) . . . What's In a Name? (Gilbey's) . . . First Light Fraser (Colgate-Palmolive) . . . Calling the Stars (Palmolive) . . . Lyrical Limericks (Eno's) . . . That's How It Started (Beecham's).

Renewals followed as a matter of course for . . .

Youth Show (Colgate's) . . . Rise and Shine (Protex) . . . Mrs. 'Obbs (Bonnington's) . . . Hit Tunes of the Hour (Cadbury's) . . . Reflections in a Wine Glass (Seppelt's) . . . Doctor Mac (De Witt's) . . . Musical Box (Schumann's).



Telephone:
Melbourne, Central 4634.

Peters' Ice Cream Ltd. Sponsors Commonwealth-Wide Broadcast for War Loan

N.Z.'s Second Liberty Loan Over Subscribed

From New Zealand this week "C.B." received cabled advice from the Controller of the National Commercial Broadcasting Service that New Zealand's second Liberty Loan had been over-subscribed by half a million pounds. In that campaign, as in the case of the Dominion's first Liberty Loan, the commercial broadcasting network in N.Z. played a very substantial part.

Appreciation and Seasonal Greetings

To
OUR SPONSORS
and
Thousands of Exclusive Listeners

From
The ONE and ONLY All Night Station in Australia

Melbourne's

3AK

Bourke Street

"BRIGHT THRU' THE NIGHT"

On behalf of Peters' Ice Cream (Vic.) Ltd., and associated interstate Peters' Ice Cream companies, "Salute to Australia," a gathering of celebrity and variety artists unique for size and scope in the history of Australian radio entertainment, was produced in the Melbourne Town Hall on Friday, December 11, by Alwyn Kurts and H. A. Snelling, of 3XY, which station relayed the hour's broadcast at 8 p.m. to all commercial radio stations in the Commonwealth.

Planned to support the Austerity Loan, admission to the hall was by the purchase of an Austerity War Loan of £10 denomination or over. The Melbourne Conservatorium Symphony Orchestra, and massed choirs totalling 300 voices, both under the direction of Hector Crawford, had as soloists Thea Phillips, Anthony Strange, William Laird and Harold Williams. On the variety side, Carl Briglia's Swing Band of 30 were heard in special arrangements, and George Wallace, Syd. Hollister, Marjorie Stedefeld, the Parker Sisters were included among the famous variety artists.

Dramatic strips to encourage the sale of War Bonds featured Hal Percy, Cliff Cowley and Robert Burnard. Opening with Elgar's National Anthem by the massed choirs, with Thea Phillips as soloist, the program was brilliant, both in choice of numbers and in performance. Highlights were "The Donkey's Serenade," by Anthony Strange and the orchestra; "The Nun's Chorus," featuring Thea Phillips, the massed choirs, and orchestra; Harold Williams' rendering of "The Song of the Flea"; and the finale tableau, in which "Land of Hope and Glory" and "Our Home Australia," were presented in stirring style by the choirs and orchestra, with William Laird as soloist.

In addition to the broadcast hour, an entire evening's entertainment was witnessed by the audience in the Town Hall, and many other popular artists supplemented the abovenamed to make



At the Commonwealth-wide Austerity Loan broadcast, originating from 3AK on December 11, joint producers Alwyn Kurts and Bert Snelling discuss the program with Mr. Christensen (managing director of Peters' Ice Cream (Vic.) Ltd.), sponsors of the show, and Colonel J. F. Shaw.

the evening a memorable one. Throughout the night, by arrangement with the Commonwealth War Loan Office, special telephonists were on duty to handle promises of War Loan subscriptions.

Wound up Year with Flourish

Since the inception of the 3AW Chatterbox Corner Club eight years ago their fete in December has been the climax of the year's activities. This year the executives of the club felt somewhat dubious of what the result would be because since their last effort coupons and rationing had been introduced, but despite these setbacks they were determined to put all they had into it and go after all they could. The result was most gratifying, as they finished up with over £1,000 in the "kitty"—£250 up on last year's figures.

The fete took place in the Lower Melbourne Town Hall, and was opened by the Lady Mayoress. Guests of honour included Joan Melwit, patroness of the club, and Mr. Hector Harris, manager of 3AW. The members, headed by the energetic president, Mrs. J. Allaway, really did a wonderful job and, after the two days and nights, although foot sore and weary, went off home satisfied their efforts were worth while. The amount raised will be handed over to various children's hospitals and institutions during the coming year.

McDowell's Take Over Two Hours Show

To draw attention to the fact that their two-hour audience participation show at the Radiatorium on Fridays would shortly be sponsored by one of the biggest retail houses (McDowell's Ltd.), 2KY hit upon the idea of changing its name, such change becoming effective on and from December 11, the date of its first presentation under the new sponsorship.

Now called "Friday Frivolities," this regular weekly feature is over three years old. Since its inception it has maintained a capacity house every Friday, and has been sponsored almost continuously.

Owing to the popularity of each of its entertainment units, no change in program is contemplated at the moment, although additional features will be introduced from time to time. Community singing, a stage presentation, and cash prize competitions form part of this fast moving entertainment, with Harcourt Garden as compere; Kerry Lorimer, community singing leader; Paul Daly, entertainer; George Lloyd, comedian; May Webster, vocalist; the "Four Hits and a Miss" band; and Nancy Kerr at the piano.

Amongst the guest artists on the 11th were Miss Minnie Love, musical comedy star, and Leo Sterling, whose reputation as "The Wandering Minstrel" is well known. Both stars were encored again

State Advisory Committees on Broadcasting

So far no announcement has been made as to the completion or otherwise of the setting up of the State Advisory Committees on broadcasting as provided for under the Broadcasting Act. But progress in this direction has been made and it should not be very long before the committees are announced by the Postmaster-General, Senator Ashley.

The Australian Federation of Commercial Broadcasting Stations has nominated the following well known broadcasting executives to the respective State Committees:—

N.S. Wales: Mr. H. G. Horner (2GB).
Victoria: Mr. D. Worrall (3DB).
Queensland: Mr. A. Robertson (4BK).
South Australia: Mr. R. White (5DN).
Western Australia: Mr. E. M. Barker (6PR).
Tasmania: Mr. A. Findlay (7LA).

and again.

An innovation which is finding great favour with feminine members of the audience is the frock parade, with Nancy Kerr as mannequin. Formerly a J. C. Williamsen artist, Nancy Kerr is a favourite with patrons, and the sponsors could not have made a better choice of mannequin than this petite lass, who not only acts as accompanist, but leads the band as well.

Imperial Communications Conference

The Imperial Communications Conference was scheduled to open in Melbourne (Wednesday, December 9), and then that after preliminary discussions adjourn to Canberra for the business sessions.

Delegates from all Empire countries are attending the Conference, which is expected to promulgate vital and far-reaching decision effecting British communications systems.

Chairman of the Conference is Sir Campbell Stuart, who is also chairman of the Imperial Communications Advisory Committee; while secretary of the Conference is Col. Zambra, who is also secretary of the I.C.A.C.

Australian delegates are Mr. D. McVey, Director-General of Posts and Telegraphs, and Mr. L. B. Fanning, Deputy Director-General, accompanied by Mr. E. H. Bourne, General Inspector of Posts and Telegraphs.

In addition to Sir Campbell Stuart, Great Britain will be represented by Mr. R. J. P. Harvey of the British Treasury.

Other delegates are:—India, Sir G. Bewoor, secretary for Posts and Air; New Zealand, Mr. I. G. Young, Director-General Posts and Telegraphs; and Mr. T. Paton, Assistant Director-General P. and T. Canada; Mr. E. B. Rogers, acting High Commissioner for Canada in Australia.

And
once
AGAIN **3XY** broadcasts
to ALL
Australia!

★ LAST TIME IT WAS "SALUTE TO AUSTRALIA"

The session that took the Commonwealth by storm . . . presenting from the Melbourne Town Hall a celebrity and variety programme that proved the biggest of its kind, with Peters' Ice Cream Co. for sponsors! 3XY relayed it to commercial stations everywhere!

The ONLY Commercial Station to arrange an AUSTRALIA-WIDE BROADCAST
for the Austerity Loan—Now Says—

"A Happy Christmas, Australia"

AND A GOOD, A SUCCESSFUL, A VICTORIOUS, NEW YEAR TO LISTENERS, TO SPONSORS,
TO THE WHOLE COMMONWEALTH!

2KY

"On Active

Service"

424 George Street,
Sydney.

Dear Friends, . . . As one of the most momentous years in the nation's history gives way to another year—certainly brighter in promise—may we hope for a continuance of the happy relations which now exist between us; may we hope to send you at this time next year the traditional Christmas salute; may we hope that, ere then, the bells will have rung out the joyous tidings of "Peace—with Victory."

THE WILL THAT WILL WIN THE WAR

Lowell Thomas Sums up in Dramatic Broadcast

Outstanding speaker in the all-Australia world news broadcast arranged by the Advertising Department of the Commonwealth Treasury on Sunday, December 6, was undoubtedly by Lowell Thomas, the famous American news analyst and commentator.

Some pungent extracts from Thomas' summing up of the first year of U.S. in the war are given below:—

A NEW CONCEPTION—

"One thing the Pearl Harbour treachery did, was to make these United States a member of something larger—the fellowship of the United Nations, which as you all probably know, has called for a new state of mind amongst us Americans . . .

TRIBUTE TO AUSTRALIA—

"In fulfilling our duty in understanding the viewpoint of the other United Nations we should be able to see things as Australians see them. Not that our two countries are alike in all respects—far from it. You, for example, have a vast land with a small population, much of the continent still a desert. Still, considering your small population, you Australians have done more in proportion in winning this war than any of the other United Nations, as you undoubtedly know. You have given a greater percentage of your men for the battle of liberation, than anyone.

"We have a country about the same size in area, but with a huge population, but we will feel up to you Australians only when we have given as much in proportion of our human materials, out of our resources, as you have, and not until then. We hope to do it. We intend to do it. We hope to equal the pace that you have set.

The Directors and Management of
THE FEATURE STATION
Extend Seasonal Greetings to All
Associates, and Assure
Happy Listening for 1943
THREE AW

PEARL HARBOUR SNEAK PUNCH—

"We think the crime they perpetrated was in many respects a mistake for them . . . On this anniversary of Pearl Harbour we know that the material losses we sustained have been made up now. The ships we lost have been replaced and are better than ever, and the material benefits the Jap gained by his perfidy have been cancelled out—worse than cancelled out for him. We were taken by surprise because of the amount of treachery. We knew the Jap was slick. We knew of his habit of dealing a sneak blow, but consider the monstrous falseness of those peace negotiations. Kurusu coming over here with Japanese peaceful intentions—Japanese will for peace. Remember that comedy as we remember it. The dramatics of peace and goodwill which were simply a mask for striking us in the dark. The handshake punch—gripping your hand warmly with the right, plugging you with the left. No wonder President Roosevelt calls December 7 the day that will live in infamy.

THEY GAVE US DETERMINATION—

"All up and down along the line, production is going on and our manpower by the million is being trained on a tremendous scale with your help, trained to overwhelm the Jap. It will be a tough task. It will take time, but we will take the time and give the effort, no matter how great it will be. That determination will defeat the Japs. The determination that they themselves created in us at Pearl Harbour. The determination that you people already have . . ."

GOVERNMENT BY BOARDS

Warning by Sir Clifton Love

Presiding at the annual meeting of the Manufacturers' Mutual Insurance Ltd. on December 8, Sir Clifton Love warned against the ever increasing practice of Government by regulations issued from boards and similar Governmental instrumentalities. He said:—

"I wish to utter a word of warning regarding the trend of present regulations, and the utterances of those with academic attainments but lacking practical business experience, whose decisions appear likely to be the basis for regulating our lives both now and after the war is over.

"All right thinking people agree that, provided our war effort is not retarded, there must be some postwar planning now. The question for examination is, Are we being directed along the right path? Are we being led blindly to what may be the edge of a precipice?

"In the past private enterprises have provided, by healthy, competitive methods, the many amenities that made civilisation in 1939 very different from that of the dark ages of 100 years before. Australians know, after 3 years of war, what is owed to their industries, particularly all branches of manufacturing for the substantial contribution made towards victory. Yet, in face of this, there are many who feel that we are in very grave danger of having not only the affairs of the nation but our private lives and businesses overwhelmed by regulations. To-day there are boards for every conceivable purpose. The members of these boards are really the masters of the public, and they have power, in some cases, greater even than that possessed by Parliament. Ministers, even the Prime Minister, are responsible to the public, that is the elector, but some of the bureaucrats are responsible only to themselves. They realise that Ministers come and Ministers go, but they expect to go on for ever."

"There is an obsession in some quarters for what is termed nationalisation or rationalisation of banking, insurance and distribution of goods. This would inevitably extend to our outstanding successful industries. Such schemes are introduced by an insidious and far-reaching campaign against the making of profits by industry, or the retention of any sufficient portion of them as a reserve against future loss or to provide for expansion.

"A political policy of 'safety first' is essential to business and national stability, and no one with a proper sense of responsibility in perilous times like these should think of sacrificing realities for day dreams."

"The Australia Story"

Commercial Program for Commonwealth Government

On Wednesday and Thursday nights, December 9-10, the entire program of "Calling the Stars" was presented on behalf of the Commonwealth Government in support of the Austerity Loan appeal.

The show's producer, Jack Davey, wrote and directed one of the most outstanding shows presented on radio since the outbreak of war. He called it "The Australia Story," and that is what it was—a story of Australian progress in music, song and drama. The show opened with the theme "Waltzing Matilda," the song that our heroes on land, sea and in the air have adopted as their battle song—a song that typifies Australia and all that it stands for. Then commenced a story of the dramatisation of the growth of the Australian colony, with highlights from the careers of the men who helped to build the country we know to-day. The early explorers, the governors, the industrialists and settlers and the part they played in the young colony were dramatically pictured by Australia's leading radio stars.

Radio's finest singers took part in this program also. Alan Coad, with chorus, sang "The Good Green Acres of Home," and Stella Wilson's lovely voice was heard in "Vale."

The second half of the show featured its highlight a dramatisation of "The Jervis Bay Goes Down," based on a poem by Gene Fowler. The exploits of this ship, which so gallantly fought to protect a convoy, captured the imagination of the American citizens, and in one of his broadcasts Ronald Colman recited Gene Fowler's poem. The whole of America was moved by this gallant tribute, and Nell Fleming, well remembered by Australian radio audiences, made a special trip from her home in Washington to New York to secure the broadcasting rights for Australia.

The show was written, narrated and produced by Jack Davey, with musical direction by Montague Brearley. Singing stars were Stella Wilson, Kathleen Goodall, Harold Williams, Alan Coad and Thelma Graeme, who were supported by a chorus. Assistant comperes were Lloyd Lambie, Lloyd Berrell and Hal Ashwood, and playing in the dramatic sketches were Australia's finest radio stars—Sheila Sewell, Reginald Collins, Morris Unicom, Don Unicom, Bettie Jackson, Arthur Ward, Beryl Bryant and Ossie Wenben.

As a gesture Macquarie and Colgates offered to the Government a relay of "The Australia Story" in support of the Loan on Sunday last. Offer was wired to all stations, and a total of 39, including all Macquarie outlets made the time available welding the two half-hour discs into a complete hour presentation.

Christy's Beauty Salon and Restaurant signed with 2UE for 140 minutes weekly for 52 weeks. Half-hour broadcasts are carried out from the restaurant each Monday and Tuesday at 3.30, compered by Arundel Nixon and Sid Everitt-Colina Lyman respectively. In addition a 40-minute program, "Musical Meanderings," is heard every Sunday at 9.50 a.m.

ACTOR'S EQUITY

Widening Scope of Membership

A widening of the scope of membership of Actors' Equity of Australia is indicated in an application which was recently made by the organisation under the Commonwealth Conciliation and Arbitration Act.

From a far more limited "conditions of eligibility" Actors' Equity asked for the substitution of the following:—

"The Organisation shall consist of an unlimited number of persons employed as:

actors, actresses, dancers, singers, vaudeville artists, supernumeraries, stand-ins, film extras, understudies, producers, associate producers, directors, assistant directors, stage managers, assistant stage managers, comperes, mannequins, appearing either in private or public in the theatrical, cabaret, ballroom, club, circus, radio broadcasting (wireless), recording, television, cinematographic or other branches of the entertainment industry either casually or permanently, together with such other persons whether employed in the industry or not as have been appointed officers of the Organisation and admitted as members thereof at present or in the future."



Deck the Halls with boughs of Holly,
'Tis the Season to be jolly.

The Directors & Staff of

2UE

Desire to convey a Greeting Sincere
for Happiness at Christmas
and Success in the New Year

£30,540 Raised for Loan in 2½ Hours Sportsmen's Great Effort

In a carefully planned Austerity Loan Appeal directed to the sporting community of Sydney, 2UW in conjunction with City Tattersall's Club, on Sydney's December raceless Saturday (December 5) raised the big total of £30,540 in two and a half hours.

The broadcast emanated from the club rooms of City Tatts, and in the presence of more than 300 club members. With Cyril Angles in charge, an entertainment program was provided by members of 2UW's "Radio Revellers" Club, together with a number of guest stars; and an intensive drive for support for the Loan was addressed both to the club members and the listening audience on the air.

Station 2UW opened the list with a contribution of £2,000, City Tattersall's Club provided £5,000, and from the commencement of the broadcast contributions flowed in, in amounts both small and large. Mr. W. J. Smith, well known racing man and business personality, telephoned a subscription of £5,000, and minute by minute the total mounted in subscriptions to £10, £50, £100 and £1,000, until at the end of the broadcast the grand total had reached £30,540.

In opening the broadcast the chairman of City Tattersall's, Mr. Gus Mooney, said:

"We are assembled this afternoon to make a special appeal on behalf of the 1942 Austerity War Loan, and as sportsmen, especially those connected with racing, have always rallied to a worthy cause, I feel sure that this occasion will be no exception. This War Loan will enable Australia to marshal all her resources for war, and will secure for our gallant fighting men provision of sup-

The chairman of City Tattersall's (Mr. Gus Mooney) hands the club's £5,000 cheque to Cyril Angles (2UW's racing commentator), while Ken Johnston, of 2UW's sporting staff, records the application. The broadcast was made in a complete racing atmosphere, with Cyril Angles armed with a bookmaker's bag and Ken Johnston acting as "penciller."



plies, ammunition and equipment.

"Remembering this club's great record on behalf of patriotic and charitable appeals, I feel confident that this afternoon the well earned reputation will be safe in your hands.

"I want to wish you a pleasant afternoon, and to stress upon you the necessity to dig deep and make your money fight.

"I have an apology to make on behalf of the Prime Minister of Australia, Mr. John Curtin, who unfortunately cannot be here this afternoon, but he has asked me to read to you his message. Here is Mr. Curtin's message:—

"The Government appreciates very much the action of sportsmen, on this raceless Saturday, in organising a rally for the support of the £100,000,000 Loan, which is a vital part of the national war program.

"Australia's sporting record has stood high during the years, the test is upon us all now to demonstrate that we can work and fight as hard as we can play. My best wishes and thanks to you all." Signed John Curtin.

The Postmaster-General (Senator Ashley), in a message to the club, said: "I feel confident that the rally will be attended with the success which it deserves, and I take this opportunity of congratulating your club and Radio Station 2UW for providing the opportunity for sportsmen to show their interest in the Austerity Loan. Please accept my personal congratulations and best wishes." (Signed, W. P. Ashley.)

R.S.L. PROGRAM FROM 3UZ AND "ARGUS" NET

Each Saturday evening at 9.30 the official program of the Returned Soldiers, Sailors and Airmen's League of Victoria is on the air under the title, "Gateway to Memory." This 30-minute program of high-class entertainment is interspersed with short information announcements regarding the activities and services of the Victorian branch of the League.

The opening program was introduced by the State President of the Association, Mr. G. W. Holland.

Sponsorship is by Foy's Department Stores, and relay of the feature goes to "Argus" net stations, 3SR-YB-UL.

CHARITIES SCORE FROM RACELESS SATURDAYS BROADCASTS

On the three raceless Saturdays since the opening of the austerity campaign 2UE and A.S.B. has raised over £800 for deserving charities whose finances have suffered through the war.

Those to benefit in the distribution have been the Sydney Industrial Blind Institution, the Smith Family of Joy-spreaders, and the N.S.W. Institution for the Deaf, Dumb and Blind.

Because of the proximity to Christmas there will be no organised appeal on January 2, but on the raceless Saturday in February a monster drive is to be made to raise money for the erection of a hospital at Boy's Town.

As in the past, this will be conducted on behalf of 2UE and the A.S.B. by Cyril Cary, Allan Toohey and Arthur Carr, with the last named organising a four hours 'live artist program to back the appeal.

Melbourne's Battle of the Sexes Now in Fifth Year

Manton's Consistent Use of Radio

Now in its fifth year on 3UZ, "The Battle of the Sexes" is still waging. Programmed every Tuesday night at 8 p.m. this program pulls a very large listening audience of both sexes.

This battle has been staged in quite a few different ways—at first it was produced in arena fashion with the personnel and competitors in the middle and the audience all around, but later a stage was built to accommodate the whole battle.

There have been on an average of 80 questions per night asked, and as this session has been on once weekly for over four and a half years, the number of general knowledge questions asked works out at about (and if your scribe is any good at arithmetic) 18,720 questions in all. That represents a lot of research. For some time past Ian Mair has been responsible for unearthing all these outlandish questions.

There are two Colonels in this army—Colonel Stephani who leads the women, and Colonel Dexter the men, then there is Major Browne who shoots down the different members of either army when they fail to answer their stipulated two out of three questions. Survivors receive a Manton medal, negotiable at

any of Manton's departments and worth 10/-.

Mr. Ivor Manton has been to America, and he knows American programs and their high standard, so it was interesting to hear his programs views.

"The Battle of the Sexes," said Mr. Manton, "has done a grand job, both over the air and as an advertising medium for our retail store. We know we have an outstanding listening audience, that people are interested in our session from an entertainment point of view, and because they are at the same time learning in an entertaining manner.

"We are quite confident in the way that 3UZ are handling this production, not only from our own point of view but from the point of view of the public. A recent survey proved that we have approximately 150,000 listeners."

It is certainly a firm like Manton's who have adopted radio advertising practically since its inception who can really prove what radio advertising can do. An interesting point is that about 12 years ago Manton's were on the air every Sunday morning for two hours; they were the only ones on the air at that time—this remained so for four years.

ARNOLD MATTERS IN "CALLING THE STARS"

An interesting newcomer to Palmolive "Calling the Stars" program is Arnold Matters, whose voice was described by the late Dame Nellie Melba as the most beautiful basso she had ever heard.

Arnold Matters appeared in the Westminster Choir for five years, and sang more than 50 different operatic roles in England at the old Vic. Sadler's Wells and later at the Covent Garden Opera House, with such well known artists as Richard Tauber, Alexander Kipnis, Tudor Davies.

Since returning to Australia in 1940, Mr. Matters has made many appearances with the A.B.C.

"PERKO'S" XMAS PARTY

On Monday night, December 21, 2KY will broadcast from the Australian Hall the opening of "Perko's" Xmas party for kiddies of men "on active service."

An annual event which never fails to win public interest, the pending function seems to be well on the way to smashing all previous records.

As a result of the appeals "Perko" has made during the 2KY Thursday night variety concert at the Anzac Buffet, donations of money, books, toys and sweets have been reaching him from 2KY listeners for months past. As a matter of fact, this popular personality claims to have received donations totaling £267, which he expects will swell to £300 before the big event.



ON the threshold of a New Year, we express the wish that is in all our hearts that 1943 may bring us peace with victory. And as we face the present with fortitude, and the future with courage, we shall earn the right once again to wish each other the traditional "Happy New Year."

2NZ

NORTHERN NEW SOUTH WALES

Cheery Greetings



AS a rift in the clouds brings the promise of sunshine after the storm, we offer to one and all the Season's Greetings, confident in the hope that soon we will take up the threads of life and work amidst "Peace on Earth—" Against that day, when your most precious possession will be your good name, we offer the service most powerful to lay a new foundation for new success in a newly expanded market.



COMMERCIAL BROADCASTING IN NEWCASTLE

Another Year's Fine Effort by 2CH Women's League



Above: Left to right: Miss Violet Manning, (Red Cross), Meg. McSperrin (2CH), Lady Owen, Lady Fisk, Mrs. V. M. Brooker and Lady Julius.

Below: A sea of women—portion of the crowd of 1,500 who attended the Trocadero.



INTERSTATE RIVALRY RUNS HOT IN TIVOLI'S "HITS AND HIGHLIGHTS"

A week or so ago, during 3XY's presentation of the Tivoli Theatre's Sunday session, "Hits and Highlights," the sponsors gave a "barrack" to Melbourne listeners about the way Sydney was running away with the prize money. Result—the session on December 6 found every single prize going to a Melbourne home.

Based on the votes of listeners, the list of the Seven Hits of the Week scores a prize of at least £20—often more, for if unclaimed this first prize jackpot. Thus, Miss J. Bradshaw, of Hurstville, N.S.W., recently collected £40. 3XY regularly relays the half-hour from 6.15 p.m. to 2UE Sydney.



LET us greet the New Year as the dawn of a new day.

If we pause to look backwards, let it be to reflect on the friends we have made, the good we have done, and the kindnesses we have received. Let us consider the troubles as having passed with the night; and looking upwards, face the New Year with courage.

2GZ - 2KA

That the 2CH Women's League was responsible for raising nearly £10,000 for various charities and war objectives was stated at the League's Christmas Party attended by nearly 1,500 women at the Trocadero on Friday last, December 12.

This was the final gathering to be held by this organisation for 1942, and the occasion provided an opportunity for the presentation by Lady Fisk, patron of the League, of cheques totalling over £1,000 to representatives of various organisations who attended at the invitation of Meg. McSperrin, the League's energetic organiser.

Lady Fisk took the opportunity to congratulate members on their efforts during the year, and said that this demonstration of their continuous effort showed that women were contributing through radio to the nation's war effort. She presented a cheque for £150, raised by the League Bridge Club, to Lady Owen, honorary director of the Red Cross, who was accompanied by Mrs. John Moore, for the Lady Gowrie Red Cross Home; Mr. R. V. Fraser, hon. treasurer of the Red Cross, accepted a cheque for £135 on behalf of the Boddington T.B. Sanatorium, the money having been raised by the Homemakers Club to provide refrigeration at the Boddington Institution. Cheques were also presented to Lady Julius on behalf of the Comforts Fund, Mrs. Vickery of the Y.W.C.A., and to representatives of various other organisations.

The party which was right up to the standard of previous League functions was attended by a large number of sponsors of various 2CH programs. Well known radio artists contributed to the entertainment, while a floor show was provided by the Bodenweiser Ballet.

Source of New Songs

Proving one of the most popular features of the Macquarie Hour Show, "Over Here," sponsored by the makers of Peters' Ice Cream, on all Macquarie stations throughout New South Wales and Queensland, is "A Song is Born."

This feature invites Australian composers to submit the manuscript of original songs, and these songs, providing they show sufficient merit, are then presented as written, and then presented polished up and orchestrated by Reg. Lewis and Jack Lumsdaine with a star singer.

Added incentive is the fact that representatives of leading musical publishing houses are listening in to each program and are willing to publish any songs which show sufficient possibilities of being a popular success. To date many fine songs have been broadcast, but one has been particularly singled out by the publishing house of D. Davies Ltd., for early publication. It is called "The Stars Fell Down," by Raymond Cray.

Among the Sponsors...

Christian Community Centre, of Errol Street, North Melbourne, recently commenced a series of 52 quarter-hour sessions, aired on Thursdays at 3.45 p.m. under the title of "The Friendly Road," by Rev. Reg. Bye chats to listeners upon the work of the Centre, showing the many ways in which it helps less fortunate folk into the "Friendly Road."

Commencing Wednesday, December 16, Hoadley's Chocolates Ltd. sponsor a George Hoadley production, "William the Conqueror," on 3XY, each Tuesday, Wednesday and Thursday at 6 p.m. This spot is now famous for the type of dramatic entertainment which holds the interest of both ladies and adults, Hoadley's having for a very long period sponsored this quarter-hour on 3XY. New serial replaces "Nicholas Nickleby," just concluded.

With the nation-wide presentation on all commercial stations of the special Austerity program arranged by Peters' Ice Cream, quarries stations in New South Wales and Queensland were in the somewhat unpropitious position of broadcasting two full hour programs under the banner of Peters' Ice Cream, as they already had scheduled the weekly hour presentation of "Over Here" from 9 to 10 every Friday night.

Seymour Furs, of Collins Street, have recently signed a contract for 26 quarter-hour sessions on 3XY, timed for 5.30 p.m. weekdays. The program featured is "Seymour Varieties."

The Basement Furniture Stores, of Bourke Street, are newcomers to 3XY's Sunday morning program. Signing a contract covering 52 weeks' advertising, they present a quarter-hour of popular vocalists and musical numbers each Sunday at 12.15 p.m.

New business and renewals at Station 2LA include Foy and Gibson Pty. Ltd., 156 quarter-hours, 52 one hours and 52 30 minutes (ren.); Cassell's, Tailors, 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 Methodist Mission, 52 quarter-hours (new); Sennitt's Ice Cream, 156 100 words (seasonal); Norman's Corner Store, 56 five minutes (new); Bonnington and Co., 104 quarters hours (new); Johnson and Johnson Pty. Ltd., 52 half-hours (new); W. and A. Gilbey, 104 quarter-hours (ren.); Berlei Ltd., 26 100 words (new); Sanitarium Health Foods, 104 quarter-hours (new); Manton and Sons, 52 7 minutes (new); Love and Lewis, 52 half-hours (new); Kiwi Boot Polish Co., 52 20 minutes and 52 30 minutes (ren.); Meek Bros., 104 one minute (ren.); The Savers, 157 one minute (new); Adelaide Tailoring Co., 52 five minutes; Seppelt's, 104 words and 52 half-hours.

McDowell's Ltd., who recently extended presentation of "Hymns of All Churches" to seven days a week on 2GB, is airing this program every Monday to Saturday at 9 a.m. and every Sunday at 10.30 a.m. They have now decided to utilise the Sunday presentation also as a morning feature, that in future, the program will be broadcast every Monday to Saturday at 9 a.m. and every Sunday at a quarter to nine. In addition, McDowell's continue to use the hour dramatic feature—"The Citadel," by A. J. Cronin on 2GB every Friday night at 7.18.

Royal Art Furnishing is now entering on its seventh year of sponsorship of 2UE's "Singers' concert" compered for an hour each Sunday at 4 p.m. by Harry Yates. This is a five artist program, and also features Miss Flo Paton at the piano. Commercials are handled by Allan Toohey.

King Gee Clothing Co. Pty. Ltd. has signed a 12 months' contract with 2UE for announcements in the breakfast session and handling King Gee overalls.

Twin Soda has renewed with 2UE for announcements in the breakfast session, and has also contracted with Associated Sport Broadcasts for spots in the racing session.

N.Z. Radio Entertains U.S. Forces

Members of the American Forces in New Zealand are made to feel at home, and credit for this belongs in a measure to the National Commercial Broadcasting Service. The capacity of radio to foster an atmosphere of cordiality is being demonstrated in the Dominion as in Australia in a strikingly effectual manner.

In a special welcome program a principal feature was a welcome by a Maori choir. The graphic imagery of their greeting to the Americans was superbly appropriate:

"Greetings to you all. Welcome! Thrice welcome the Braves. Come! Bring to me life-giving waters (i.e., assurance of victory.) Wakeful have been my slumbers at night. Now I see bright day (victory)"—words from an ancient Maori chant usually intoned after a hard battle.

The presence of the Americans has occasioned three programs that are heard regularly from all ZB stations. "Command Performance" is broadcast on Sunday nights at 9 o'clock and is a program with which Australian listeners are familiar. Australians, however, will have heard it on short-wave. On the New Zealand commercial network recordings of the show are played. These are imported by special arrangement with the War Department, Washington.

In return, a program is sent from New Zealand for broadcast over the United States networks; a "Kiwi Command Performance." It is an all-American show. Americans play the music, Americans sing the songs, Americans conduct their own quiz program. Between items Americans send greetings to their people at home, where the interest in "Kiwi Command Per-

formance," both for that reason and because of its first-rate entertainment value, is easily imaginable.

Another program, the popularity of which was instantly established among New Zealand audiences, is "The American Hour." The compere is a Sergeant in the Marine Corps. Among his colleagues he is accounted an indispensable personage, since they look to him to keep them posted with the latest in American hit tunes. His program is kept faultlessly up-to-the-minute. His programs have been checked, for curiosity's sake, with the "hit list" published in the American radio paper, "Variety," and found in conformity with it.

The N.C.B.S. has formulated a policy of complete co-operation with the Americans. Nothing is spared to carry that policy to the limit.

Don't Give Up!

Tho' the pace seems slow,
take encouragement and
Good Cheer from this Yuletide.

GREETINGS

From—

A. M. Clubb & Co. Pty. Ltd.
76 Clarence Street, Sydney

Greetings

To all of our many

good friends, we wish a restful Christmas and a happier
New Year.

THE ARGUS BROADCASTING SERVICES PTY. LTD.

3SR - - - 3YB - - - 3UL

A.W.A. Wage Bill £1,600,000

Sir Ernest Fisk replies to critics of Beam Service

An indication of the magnitude and vast expansion in recent years of Amalgamated Wireless (A/sia) Ltd., was given by Sir Ernest Fisk, chairman of the Board of A.W.A., at the 34th ordinary general meeting of the company on December 7. Sir Ernest said the company now employed more than 6,000 men and women in its various activities. During the year under review more than half a million pounds had been paid to Australian Governments by way of taxes, duties, and service charges. A total of £1,600,000 was paid to employees.

Sir Ernest pointed out that with the exception of one or two very small broadcasting companies A.W.A. and its subsidiaries are all almost entirely engaged upon direct war work.

In comparison with the large contributions referred to above to the national economy a total dividend of 8 per cent, amounting to £72,000 paid to shareholders, including the Commonwealth Government, appears so small as to be almost insignificant.

"The total amount shown in the audited accounts as net profit is a little more than one-twentieth of our contribution to the national economy. In addition to those direct contributions, the company and its subsidiaries paid a total of one and a quarter million pounds for goods and services in respect of some of which income tax and sales tax will accrue to the Government and thus to national economy. Dividends paid to shareholders will also be taxed."

Continuing, Sir Ernest said:—

"Shareholders will have noticed some discussion of conditions in the overseas communication services by Beam wireless and by cable. We cannot participate to-day in public discussion of those services because so much of the work being done is highly confidential. I can assure you, without hesitation, that rather than accepting any blame or adverse criticism of A.W.A. services, I could show that, but for the work done by this company in the past 20 years, Australia's overseas communications would have been far more congested than they are to-day. Although severely handicapped by the conditions of this major war, our wireless services have been expanded, our equipment enlarged, and the volume of traffic increased far beyond anything which could have been imagined as necessary, or even possible, 3½ years ago, and the achievements of our manufacturing, erecting and operating staffs in this field will compare favourably with the achievements of similar organisations in any part of the world, and at any time in the history of communications. Those rapid and unusual extensions would have not been possible if the manufacture of wireless equipment had not been developed by A.W.A. side by side with the company's communication services. We should, of course, like to do a great deal more, and we are continuing our developments

in many directions but, like other people, we have difficulties in finding the necessary resources of manpower and materials. We have, however, established in record time every extension of those services which has been asked for by the Government, and have contributed to the general efficiency of overseas communications by special arrangements for co-operation and traffic exchange between the overseas wireless and the undersea cable services.

"In the manufacture of wireless apparatus for other purposes this company has made equally impressive extensions, in full co-operation with the Departments of Munitions and Supply and in cooperation also with the Navy, Army, Air Force, Merchant Navy and other important services. Except in very minor details, production and sale of articles for ordinary trade has practically ceased.

"In addition to the departments already mentioned, I am pleased to say that we are also working in close and friendly co-operation with the Post Office and Treasury and other important departments. . . ."

"More than 6,000 people are now employed in our various activities. As an Australian organisation, they have provided an impressive demonstration of the ability and the efficiency of Australian workers in all branches of this highly technical, thoroughly modern and very complex work. Many of the company's employees are on active service at sea, on land and in the air. Some have made the great sacrifice and others are prisoners of war. Both the latter include seagoing wireless operators in the Merchant Navy."

"REMEMBRANCE" MAKES WIDE APPEAL

"Remembrance," aired from 3XY at 3 p.m. Sundays for one hour, is supporting an appeal by St. John's Home for Boys, Canterbury, for £1,000 for a hostel to accommodate senior boys.

To date, two programs have been aired, the first on December 6, from All Saints' Church, St. Kilda, featuring impressive choral and organ music under the direction of Mr. A. C. Lenton. The Archbishop of Melbourne launched the appeal, supported by Canon C. H. Murray. The following Sunday's presentation originated from St. Mark's Church, Camberwell, where, under the direction of Mr. R. E. V. Church, a fine recital of the music of Joahann Sebastian Bach was given by the choir, soloist Desmond Worthington, and Mr. Church as organist, with Miss Majorie Smith at the piano. Mrs. Clarence Weber spoke in support of the appeal. Next Sunday's "Remembrance" program will come from Holy Trinity Church, Kew.

Carols by Candlelight on Christmas Eve

Station 3KZ's annual Christmas Eve festival, "Carols by Candlelight," postponed last year owing to the war situation, will be resumed this Christmas Eve, with Norman Banks as usual directing proceedings. Miss Gladys Moncrieff will be star soloist.

During the service which will be held in the Alexandra Gardens, between 10 p.m. and midnight on Christmas Eve, messages of goodwill will be radiated from the Lord Mayor of London, and the Mayor of New York, direct to the gathering.

Mr. Erle Dickover, Consul-General for the U.S.A. in Australia, and the Lord Mayor of Melbourne, Cr. Nettlefold, will be present.

On the specially built dais will be the featured artists, the Victorian Line of Communications Headquarters Band, the choir of the Netherlands East Indies Forces, augmented Orpheon Chorus, and Heidelberg City Choir, American soldiers, Australian hospital cases and nurses from Austin Hospital.

Miss Gladys Moncrieff will sing "Home, Sweet Home" and "Holy Night, Silent Night." Souvenir programs on sale for 1/-, contain a full page photograph of Miss Moncrieff, taken especially for the occasion.

At midnight, as the crowd forms groups for the singing of "Auld Lang Syne," the recorded chimes of London's Big Ben will boom out.

On Christmas Day, 3KZ will continue this appeal for the Austin Hospital, Red Cross and Comforts Funds, with an all day appeal from the station.

DRIVE TO KOKODA Graphic Broadcast on 2CH

"The Battle of the Owen Stanley Range," a graphic description of victorious drive by Australian forces to Kokoda by William Courtenay, noted British war correspondent, is being broadcast from 2CH on Thursday nights under the sponsorship of Anthony Hordern's.

Courtenay was a witness when the Australians took the offensive and proved that they knew how to master the Japanese in jungle warfare, for he marched with them over the ranges, carrying his pack over the razor-back ridges of the Owen Stanleys, sharing iron rations with them all the way from Port Moresby to Kokoda. In his description of the drive, recorded by Queensland Transcription, he tells of hardships the Australian forces bore with fortitude, as they pushed along the trail ever wary of the treacherous trap laid by the ruthless Nipponese.

The narrative closes with the entry of our forces into Kokoda itself under the Union Jack was hoisted to flutter at the masthead of this British outpost.

Broadcasting time is 8.30 p.m. on Thursdays.

Heading the News U.S. University Test Shows Popular Speed

Indiana University, U.S.A., recently completed tests to discover the most popular speed of speech in the delivery of news broadcasts. The results as reported in September "Broadcasting," American radio weekly trade magazine, will prove interesting to readers, and may even shed some light on the Australian position.

"A speaking rate of approximately 175 words a minute was found to be the most satisfactory whereas rates of 140 words a minute and 200 words a minute were too slow or too fast for optimum results.

"The experiment was part of a study concerned with the whole problem of newscast efficiency and effectiveness in terms of the attributes of speech and their relation to retention. The students were carefully selected so as to represent an accurate cross section of the student body and as such could be said to represent an audience in the 18 to 22 years of age bracket.

"Prof. Wagner has specialised in radio journalism for the past several years and teaches courses in radio at the University.

"At the 174-word rate the students lost a little more than one-fourth of the basic facts in the newscast used in the experiment. At the 140-word rate retention was approximately 70 per cent, and at the 200-word rate less than 65 per cent.

"The procedure of the test was simple. A news story of approximately 350 words was recorded with the announcer reading it at rates of 140, 174 and 200 words a minute. The newscast was then played to the selected groups of students, and they were asked to answer 10 simple questions on the content of the newscast. The students heard the newscast only once at one rate only.

Average Rate

Results showed the highest average score of 72.640 at the 175-word rate. The average score was 71.958 at the slow rate and only 64.989 at the fast rate.

"On the basis of the slight spread of 692 between the slow and medium rate, it does not seem safe to conclude that the slow rate was more effective than the medium rate. The difference of 7.551 between the medium rate and the fast rate, however, seems to indicate conclusively that too fast a rate of speaking in newscasting reduces the effectiveness, or at least the amount of information a listener retains.

"Inasmuch as the 175-word rate is approximately the average rate of speaking used by newscasters it is not surprising to find that to be the most effective rate. However, there are many newscasters to-day who read at a much faster rate than 175 words a minute, some as

OCTOBER LICENCE FIGURES

	NEW SOUTH WALES		Addi- tional
	Oct. 1941	Oct. 1942	
New issues	4,632	4,549	(1,617)
Renewals	34,951	39,316	
Cancellations	4,953	270	
Monthly total	499,804	507,842	(7,386)
Nett inc. or dec. . . .	-321	4,279	
Population ratio . . .	17.83	18.06	

VICTORIA			
New issues	2,480	3,480	(1,562)
Renewals	29,799	30,998	
Cancellations	1,990	1,281	
Monthly total	367,470	372,416	(6,018)
Nett inc. or dec. . . .	490	2,199	
Population ratio . . .	19.15	19.26	

QUEENSLAND			
New issues	1,954	1,224	(256)
Renewals	13,506	14,111	
Cancellations	1,980	1,351	
Monthly total	172,749	171,620	(1,258)
Nett inc. or dec. . . .	-26	-127	
Population ratio . . .	16.77	16.55	

SOUTH AUSTRALIA			
New issues	1,297	1,326	(709)
Renewals	9,004	9,684	
Cancellations	929	617	
Monthly total	135,042	139,291	(3,384)
Nett inc. or dec. . . .	368	709	
Population ratio . . .	22.19	22.85	

WESTERN AUSTRALIA			
New issues	927	1,253	(258)
Renewals	6,694	7,121	
Cancellations	586	500	
Monthly total	92,220	92,626	(1,055)
Nett inc. or dec. . . .	341	753	
Population ratio . . .	22.25	19.75	

TASMANIA			
New issues	342	433	(139)
Renewals	3,138	3,202	
Cancellations	246	278	
Monthly total	45,251	47,170	(669)
Nett inc. or dec. . . .	96	155	
Population ratio . . .	18.61	19.76	

COMMONWEALTH			
New issues	11,632	12,265	(4,541)
Renewals	97,092	104,432	
Cancellations	10,684	4,297	
Monthly total	1,312,536	1,330,959	(19,770)
Nett inc. or dec. . . .	948	7,968	
Population ratio . . .	18.56	18.74	

The above totals include free licences to the blind—2,580 (1941) and 2,467 (1942).

high as 200 words a minute.

The scores of the study were:—

Rate	Combined Mean Score		
	Women	Men	Score
Slow	71.354	72.209	71.958
Medium	70.739	73.956	72.640
Fast	61.622	66.098	64.989

"Using only the medium rate as a basis, the study showed some interesting, if not conclusive, data about the effectiveness of the newscast.

"The students, for example, made an average score of only 72.640, which means that more than one-fourth of the information contained in this simple newscast was not retained. And at the fast rate this efficiency rating drops to 64.989, a loss of not quite two-fifths of the information.

"Women scored lower averages than the men students in all three rate categories, their medium average score being 70.739 as against 73.956 for the men, a difference of over three points."

National Mentality

"As a matter of fact, I think most of us agree that nationality has very little to do with racial inheritance. National character comes from the mental climate of a country. It is a way of living; a way of thinking and feeling about things. Mr. Wallace Deuel, in "People Under Hitler," one of the books carried by the staff sergeant, defines it as "the qualities that they do not share in anything like equal degree with men of other nationalities."

Russia's Man of Steel

"Stalin himself is a Georgian. I have visited his birthplace, in a tiny village near Tiflis and seen his relatives. There is a small collective farm at the village of Dedi-Lelo which is entirely inhabited by peasants named Djugashvili. Stalin's real name is Josef Vissarionovich Djugashvili, and Lenin gave him the nickname of Stalin, which means steel. These aunts and uncles and cousins of Stalin have broad handsome faces, big dark eyes, and wide foreheads. They are quite Asiatic in their habits. The women never sit down at table with the men."

3HA
WESTERN VICTORIA

ALL THE BEST

3TR **3SH**
GIPPSLAND NORTH VIC.

From the
V. B. N.
(Victorian Broadcasting Network)

Head Office: 239 Collins St., Melbourne
'Phone: Cent. 4124

Sydney: Macquarie Broadcasting Services
136-138 Phillip St. 'Phone: B7887

PERSONALS

Mr. H. G. Horner, general manager of 2GB and Macquarie, has arrived in New Zealand by flying boat, on a business visit to the Dominion. He planned to stay in New Zealand for several weeks. During Mr. Horner's absence Mr. Reg. Lane will hold the reins.

Syd. Morgan, of 3KZ, is looking very fit these days, reason being his week-ends spent in good austerity fashion. If you were to take a trip out to Burney Horticultural Society you would not doubt see him with a number of other Melbourne leading lights, digging as hard as they can dig. This is all for a very good cause, because vegies produced (and they do produce 'em) are all sent to the hospitals.

2UW rep. and Victoria's racing cyclist, Peter Sullivan, is ever so busy these days keeping up his record of six big contracts per day. All the same, we saw him the other day fraternising for a few moments with Bayne Mackay, Cec. Corboy and Capt. Lin Corr, quite a reunion of the old clan.

Streamlined salesman Arthur Banks gave other radio salesmen a bit of a break the other afternoon when he took time off to enjoy a bit of sunshine and really good golf. His pals were Bill Kelton of Adelyn, Jack Clemenger and Phil Gouldstone. "What's your handicap, Arthur?" 23 said Arthur, and so they played. "Has your handicap always been 23, Arthur?" they all chirped as golfing became strenuous! "Oh no," said Arthur, "I used to be on 8!"

The P.M.G. Department has been following Bert Snelling everywhere he has been lately, phones here and phones everywhere—phone calls from the wide open spaces. All because he was organising the big interstate station to station hook-up from the Melbourne Town Hall and 3XY last week.

Absent from the air for the duration of the war is the well known voice of 2GB's announcer, Oscar Mason, who recently received his call-up for the Air Force.

Back again as one of the comedy stars in Jack Davey's "Calling the Stars" presented over 2GB and Macquarie Stations every Wednesday and Thursday at 8 o'clock by Palmolive. George Blackshaw has recently completed a successful visit to Melbourne, where he was starred on the Tivoli circuit. With Jack Davey, Wayne Froman and George Blackshaw, "Calling the Stars" is proving particularly rich in comedy at the moment.

Hugh Anderson, Melbourne rep. of 2SM, was over in Sydney for a few days during the past fortnight. Outside of working hours 2SM manager Lance Quirk and sales manager Bernie Stapleton saw to it that the popular Melbourne resident could not take back with him the memory of one dull moment. In return Hugh Anderson "turned on the lights" for an enjoyable evening as host to a number of friends and business acquaintances at the Hotel Australia. Climax for a rather "eventful" week for the visitor was a visit to Rosehill on Saturday last—or was it an anti-climax!

Harold Darke, ex-radio sales executive and now advertising manager of Rydge's Business Journal, has taken on a new task—to wit, one son and heir. John Warren Darke was born December 7 to Mr. and

COMMERCIAL BROADCASTING

Vol. 11, No. 13, Thurs., Dec. 17, 1942

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

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.

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

Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

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

Mrs. Darke at St. Luke's. Mother, son (and father) are doing well.

Saw Syd Baume, of 3UZ, and Cec. Corboy entertaining in austerity fashion one of radio's very good sponsors, who already has one of radio's most interesting and progressive programs on the air. Looks like some new ideas are being concocted.

Eric Wood, of 3UZ, must have gone into smoke the last few days. Having broken a bone in his ankle and then getting round for weeks on crutches, one could get a chance of seeing him, but now—alas for would-be visitors—gone are the crutches and Eric with them!

Mr. C. T. Sproule, advertising manager of A.W.A. Broadcasting Department, has taken annual leave and will be back "on deck" early in the New Year, and if we know Mr. Sproule there'll be some fish stories circulating after his return. Anything from a whale to a minnow—they all fall easy victims to the genial Tom's cunning hook.

Charles Tingle, former 2CH announcer, has won his wings at the early age of 20. He went to Canada recently under the Empire Air Training Scheme, and little time has been lost before the announcement of his promotion to pilot officer.

A personal letter to the editor of "C.B." arrived during the week from Pilot Officer Jim Joyce, who wishes to be remembered to "all the boys." It seems only a very short time ago that Joyce was sitting behind his glass-top at Artransa headquarters but at the time of writing he was in New Guinea, having already made the acquaintance of centipedes, scorpions, hornets, flies, jumping spiders, snakes, leeches, ticks and crocs. He was suffering from a bad bout of sunburn, but was otherwise his old wise-cracking self. He pays unstinted praise and

respect to our boys of the A.I.F. and A.M.F. who have been on the island for up to nine months.

Captain E. O. Erickson, well known propagandist chief, has had final leave, and left Melbourne a few days ago.

Mr. Gordon Tait, of 3AW, was a visitor to Sydney this week and spent a busy round with the Macquarie folks in the city. He booked back south on to-night's train.

Nance Martell, well known 3XY personality, has found time in her busy life to qualify as a transport or ambulance driver, emerging from a stiff exam. with 87 per cent. to her credit. Now busy being fitted with her uniform, Nance intends to plunge straight into the job, taking up Red Cross ambulance driving in what used to be her "off-the-air" leisure.

Birthday greetings came the way of young Kevin McBeath, 3XY night announcer, a week or so ago—and a share of a very toothsome cake came the way of his station colleagues. McBeath has a great deal of microphone experience to his credit, and his very considerable musical knowledge stands him in good stead when handling the station's many good musical programs. He's also a popular member of the team which handles the children's sessions.

W. G. (Bill) Delaney, well known Sydney advertising executive and former chief of the Radio 2UE service and copy departments, is now serving with the A.I.F. in the Middle East. In recent letters he asked to be remembered to all friends through the columns of "C.B."

"Bobby Filbert" who a few years ago was one of radio's outstanding juveniles, has grown up. He was 18 last month and turned the beam at 6-3. Day after his birthday he was accepted by the R.A.A.F. Bobby is the youngest son of 2UE's Arthur Carr. While awaiting his call-up he is carrying on at Lintas.

At the close of the Austerity Loan, 2KY news commentator, Sid Jordan, totted up the number of meetings he addressed during the campaign. These totalled 106, of which 61 were country meetings. Owing to his being on loan to the Commonwealth Government, Jordan has been absent from the 2KY mike on many occasions of late, but expects now to be giving his commentary from 2KY at 8 o'clock every night without interruption, until his services are again required.

Mr. and Mrs. John Barnes became the parents of a bouncing young Australian a week or so ago. John is of course production manager of 2UW, while Mrs. Barnes is professionally Margaret O'Brien of Arthur Smyth and Sons.

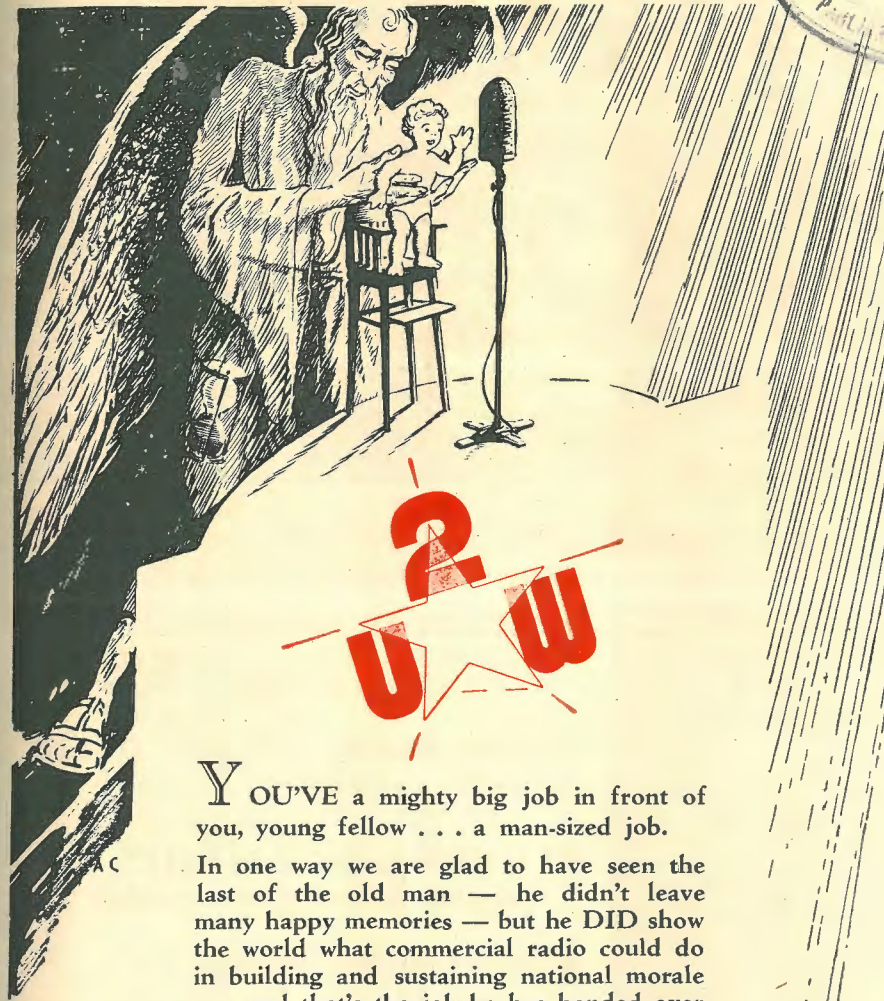
Valerie Chick, who was recently with Goldberg Agency, is now at 2GB working in conjunction with Jack Lumsdaine on the production of Peters Ice Cream show, "Over Here." They must certainly be putting some hard work into the show too for the last week Jack Lumsdaine collapsed in harness and had to have a few days' rest, while this week we learn that Mrs. Chick has succumbed to a severe bout of flu.

Vol. 11, No. 14
139th Issue)
Thursday
Dec. 31, 1942
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



YOU'VE a mighty big job in front of you, young fellow . . . a man-sized job.

In one way we are glad to have seen the last of the old man — he didn't leave many happy memories — but he DID show the world what commercial radio could do in building and sustaining national morale . . . and that's the job he has handed over to you.

It's a big job . . . but it's more than a job; it's a solemn trust which is given to you—and to us. It's our obligation to see that the nation in 1943 reaps an overflowing measure of that immense power for good which is commercial radio to-day.

You can of course rely on us at 2UW to do our full share.

COMMONWEALTH BROADCASTING CORPORATION PTY. LTD.

HOLIDAY ISSUE

Owing to holiday arrangements copy closing date for next "C.B." 31/12/42 has been brought forward to Wednesday next, December 23.