

PERSONALS

Mr. Roy Stanley, secretary of the Australian National Advertisers' Association, who was seriously injured in a street accident some weeks ago, is back again at his office and can hobble around with the aid of a stick.

Miss Sigrid Quist, who has been managing the Australian Copyright Control Agency in Sydney for the past eight or nine months, has received the inevitable call-up for more important war duties and on a full-time basis, and has therefore relinquished the A.C.C. agency.

School holidays keep many radio executives very busy indeed. During the week, Lorraine Russell of 3UZ was seen dining out with five children—but in view of everything we suspect that she was doing a fairy-godmother act.

William Cook, the genial and popular "genral" knowledge in 3UZ's Battle of the Sexes, is going on a well-deserved holiday. Where he is going is something of a mystery, but he was heard asking at a chemist's shop for something to prevent sea sickness.

Michael Noonan, formerly of the 2UE copy department, was a visitor to Sydney last week. Norman now holds the rank of lieutenant in the A.I.F.

Charles Fletcher, 2GB sales and service manager, is feeling very pleased with himself these days. Since adding the acting managership of 2CA to his duties, business for that station has gone ahead by leaps and bounds, and much credit for this is due to his energetic stewardship. He has just returned from a hectic three-day business trip to his new charge.

Visitor to Sydney last week was Mr. J. A. Kerr, proprietor manager of 2BE Bega. Mr. Kerr reports very satisfactory progress being made by the station recently and particularly since the increase of power from 100 to 200 watts was granted about 12 months ago.

Mr. Bernie Stapleton, general manager of 2SM, made a dash down to Melbourne this week carrying a mysterious air about him. It was one of those 48 hours affairs.

Sid Kemp, "Argus" Network manager, spent a few days in Canberra last week.

Frank Rowan who is responsible for so many excellent scripts in Melbourne, and who is doing a grand job of work at Leyshon's, has just returned from Tasmania where he spent a much earned holiday skiing and golfing.

Ron Haig Muir, of the R.A.A.F., and formerly of 2WG Wagga fame, called into "C.B.'s" Melbourne office last week. Muir has just arrived from Port Moresby where he has been for quite a long time, he looks very well and fit and was anxious to hear all the radio gossip; he expects to be stationed in Victoria for a while. He told us how he took Reg Cross of 4BR out for a chop in Brisbane. Reg was due on the air and finished up by dashing to 4BK with a chop in one hand and bread in the other. These times certainly become difficult for a studio manager.

Bill Dobson, aged 17 years and two months, who is an enthusiastic member of the A.T.C., is the latest recruit to 3UL, the voice "in the midst of the mountains" of Central Gippsland. Heard Bill developing his humour in 3UL's breakfast session the other morning, and his whimsical patter ran something like this: "You know listeners I am only new to Warragul, and having nothing to do yesterday strolled into the cemetery to study the tombstones . . . an inscription on one comparatively new grave read as follows: 'This body lies in earth's possession; an erstwhile announcer in the breakfast session.'"

Mr. C. T. Sproule, advertising manager of 2CH and A.W.A. broadcasting department, is the latest Sydney broadcasting executive to succumb to sickness, and it was learned this week that he had been laid low with one of the winter "wogs" which would keep him away from his office for a week or two.

Ru Pullan, scripter at 3AW, is very happy as his "Doctor's Case Book" has been sold in New Zealand.

A new member to 3AW staff, Roma Freedman, will spend her time writing for the children's session. Roma is a capable lass who has done quite a good bit of freelance work.

3KZ publicity officer, Frank Allen, has joined the sick list, which is unusual for him, and we will certainly look forward to seeing him on deck again.

"Adelyn" sponsor, Bill Kelton, is very proud, as another factory for "Adelyn" is to be opened shortly. The new factory is to be very modern, built out of a picture theatre at Wonthaggi. After alteration and dressing up as "Adelyn" know how to dress their factories there should be an opening in about a month's time. Radio certainly must be doing a good job in selling the goods, as this is now the fourth factory to be making "Adelyn" frocks.

Diana Phillips, until recently well known to 6ML listeners as "Diana," is now in Melbourne, holding down a job as scripter with 3XY, and taking part in several of the station's live artist features, including "What Would You have Done?" and "Laconia Blankets, Novelty Quiz and "Radio News-reel." That her Westralian friends have not forgotten her is evident from a parcel received last week from a listener, who gave expression to her opinion of Melbourne's climate by enclosing a section of hand knitted woollens.

Some little time ago we were endeavouring to discover the christian name of one, who by her kindness and willingness to help all interstate managers of commercial broadcasting stations, has made herself quite a personality behind the Federation. For the enlightenment of those who would like to know, "C.B." rep. has solved the mystery—her name is Stella Morgan.

Grocers Still Banking on Daytime Radio

The 9.30 a.m. drama channel established on 2UW Sydney by S. R. Buttle Pty. Ltd. is to continue without interruption under the same sponsorship.

Many outstanding dramatic serials have been presented by S. R. Buttle Pty. Ltd. in this period over the past few years, and arrangements were made last week whereby one of George Edwards notable shows, "The Woman Without a Name," followed on, without interruption, after the conclusion of "West of Cornwall."

"The Woman Without a Name" is an adaption of Wilkie Collins' famous novel, "No Names."

3UL FOR CENTRAL GIPPSLAND

ENGAGED



The reason for that aura of radiant happiness which has been surrounding "Kay" of 3KZ for some weeks, was revealed when she announced her engagement to Jack C. Davidson, only son of Mr. and Mrs. Groves C. Davidson, Aylesford Place, Lexington, Kentucky, U.S.A. Kay is "Winnie" of "Ag and Winnie," the famous comedy team in "Women in Uniform," which she comperes.

Australia ASKS for your money — an enemy would TAKE it. Every War Savings Certificate and £10 National Savings Bond helps to keep you free.

COMMERCIAL BROADCASTING

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Sept. 23, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

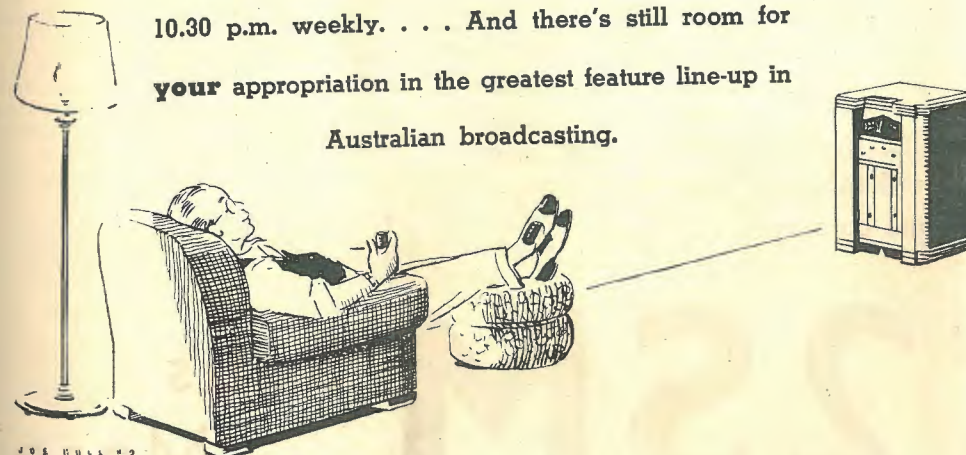


27 HOURS of sponsored features —

and what features —

make up 2UW's night schedule between 6 p.m. and 10.30 p.m. weekly. . . . And there's still room for your appropriation in the greatest feature line-up in

Australian broadcasting.



There's no doubt about the audience . . . everybody knows

Most People listen to 2UW

MELBOURNE: 18 Queen St. (MU 2819)

SYDNEY: 49 Market St. (M 6686)

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

"Refreshing Originality" says another satisfied 2SM Sponsor



CHEESE MANUFACTURERS & PROCESSERS
EXPORTERS & IMPORTERS
35 BATHURST ST. SYDNEY
N.S.W. AUSTRALIA
30th August, 1943.

General Manager,
Broadcasting Station 2SM,
SYDNEY.

Dear Mr. Stapleton:

I feel duty bound to record our unbounded appreciation on the phenomenal coverage resultant from the current "Churchill's Men" session over your Station under our sponsorship.

We feel also that we may share with you a pride that the result with the trailer sessions, announcing the feature, is as far as I can learn unprecedented in the matter of effective commercial radio publicising . . . while, of course, it was the element of luck that destined the second prize in the Lottery, there is no lessening in the reflection it is of the ingenuity, enterprise, creative asles knowledge and co-operative spirit characterising your organisation.

The planning of the competition, and the lure of the prize potentialities smacked of refreshing originality which, as evidenced, effectively caught the listeners' imagination. Undoubtedly an incalculable amount of goodwill has resulted - this being emphasised by the large press space devoted to the stunt, which in itself constituted a splendid instance of first-water radio-newspaper propaganda blending.

Frankly, the whole happy circumstances of our initial link with Station 2SM is beyond our wildest expectation, and that you should have turned in such a thorough example of bridging the gap between buyer and seller by co-ordination of programme-planning appeal and coverage, evokes the maximum praise.

As you know, we have a complete confidence in the worth of radio selling, so far as our particular lines are concerned, and it has been consolidated 100 per cent more strongly by this excellent effort by you and your associates.

Please accept our enthusiastic congratulations to yourself and colleagues.

Yours faithfully,
MAXAM CHEESE PRODUCTS PTY.
(Sydney Branch).

J. J. Barry
J. J. BARRY,
Manager.

Maxam offers unstinted praise for " . . . example of bridging the gap between buyer and seller, by co-ordination of program-planning, appeal and coverage . . ."

That's Why **2SM** Sells More

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS · 10/- p.a.

Vol. 12, No. 7.

Thursday, September 23, 1943.

Price, 6d. per copy.

Thus Far . . .

And How Much Further?

Regulation mania which has infected the administrative departments of the Australian governmental machine must be placed No. 1 on the list of subjects to be dealt with by the new Parliament at Canberra.

The public, the press, the business community, in Australia fully realise and have accepted the necessity, under wartime conditions, for certain measures of control and regulation of our daily lives and ways of living. No sacrifice of liberties will be balked at by the Australian people provided it can be shown to them that such sacrifices are demanded genuinely in the interest of the nation's war effort and that they do in fact contribute in some measure to the more effective prosecution of our national endeavour. But no Democratic community (and in that category we still fondly hold the Australian people) will tolerate the tendency towards regimentation and restriction such as now being displayed in Australia when it has no bearing whatever upon the prosecution of the war effort.

Some recommendations of the last Parliament's Standing Committee on Broadcasting point in that sinister direction. During its life in the last Parliament that committee sought to impose its ideas of cultural development and scientific expansion of radio broadcasting upon the Australian broadcasting industry. To some extent it succeeded. Its recommendations would have a powerful influence with the Government or with the Minister in charge of broadcasting. There was a very noticeable trend by that committee to impose its ideas of what should and should not be broadcast.

There is a marked similarity between that attitude and the attitude and actions of some Government departments which, running mad with regulation mania, have given rise to the accusation of bureaucracy in our administration.

The new Parliament must give consideration to ways and means of curbing or limiting the powers given to understrappings throughout the whole of the legislative machine and brought about mainly by the evil practice of delegating Ministerial powers in a more-or-less wholesale manner.

The problem of broadcasting control (and it is readily admitted that there should be some degree of control) is not peculiar to Australia. The American public was shaken to its roots a few months ago when the Supreme Court upheld the power of the Federal Communication Commission to exercise limitless censorship and compulsion over American broadcasting in the "public interest, convenience and necessity." Those powers had been vested in the F.C.C. for years, but it was not until the F.C.C. overstepped the reasonable limits of interference with the freedom of radio development that they were tested in the courts. When they were found to stand intact against this legal onslaught by the broadcasting industry the public was horrified and demanded through the U.S. press an appeal to Congress to right what is regarded as a grave wrong. Commenting on the situation the "New York Journal-American" said: "It is within the immediate province of Congress to assert its constitutional authority and to reverse and annul the Supreme Court's totalitarian decision, Congress can do this by passing the White-Wheeler Bill pending in the Senate and the companion Holmes Bill in the House of Representatives."

Similarly in Australia it is questionable whether the Parliamentary Standing Committee in the last Parliament did not exceed the scope within which the legislature in the Broadcasting Act desired it to operate.

The FCC in America and the PSCB in Australia may not be comparable bodies, but the principles involved are comparable and the dangers inherent in both cases of limitless functioning in control of public liberties are the same.

The interests of all broadcasters in Australia are at stake. Broadcasting stations, the industrial, and commercial community, which uses the commercial broadcasting service have to-day little if any voice in the planning of the radio services of the future. Complacency and apathy now will have one inevitable result, and that is the eventual conversion of our broadcasting facilities to a purely Government controlled instrumentality operating under the most stultifying regulations.

Calwell Minister for Information

Changes in Standing Committee on Broadcasting

Most interesting development in the appointment of the new Federal Cabinet is that of the inclusion of Mr. Calwell. As Minister for Information he will be closely associated with at least one media of propaganda with which he is by now fairly thoroughly acquainted. That is radio broadcasting. Mr. Calwell was chairman of the Parliamentary Standing Committee on Broadcasting during the last Parliament. His elevation to Ministerial rank of course debarred him from again being on the Committee. Other changes in the P.S.C.B. were brought about by failure at the polls of Sir Charles Marr and Dr. Grenfell Price, who are no longer in Parliament, and by the allocation to Mr. Riordan of the Chairmanship of Committees in the House.

New chairman of the Broadcasting Committee will probably be Senator Armour, who is the only member of the old committee to be re-elected by the Labour Caucus. Other Labour members on the new Broadcasting Committee are Senator Darcey (Tas.), Messrs. C. Chambers (S.A.), W. G. Bryson (Vic.) and D. O. Watkins (N.S.W.).

Drums Across the Sea

The extent to which American radio programs are being directed to the Australian and New Zealand peoples by short-wave broadcast is not generally appreciated, but some idea of the situation can be gauged from the schedules of regular programs "directed to the people and land forces in Australia, New Zealand, Solomon Islands, New Guinea and South Pacific" announced from time to time by the United States Office of War Information, Overseas Branch.

Transmitters used for the beamed programs are KROJ (9879 kC/s) 6 p.m. to 11 p.m. and (15190 kC/s) 6.15 a.m. to 7.45 a.m.; KWV (10840 kC/s) 4 p.m. to 6.35 p.m.; and KWID (9570 kC/s) 5 p.m. to 8.15 p.m.

It will be seen from the foregoing that a total of eight hours 15 minutes of broadcast program is being pumped to Australia daily. While a considerable proportion of the broadcasts are devoted to purely American news and sport and to world news commentaries there remains a rich leavening of straight musical and dramatic entertainment of the highest merit. Sufficient indeed to create a listening habit among Australians and New Zealanders, the development of which in the post-war days will be most interesting to watch.

Great Music For Overseas Listeners

(By C. B. REES, of the BBC's Music
Department.)

The senescence of music in Britain is one of the most remarkable phenomena of the war. It is good—indeed, it is essential—that the great English-speaking public overseas should be made aware of it, share in its delights, draw sustenance from its value and meaning. No language between nation and nation is so swift, sure, intelligible and enduring as the undying language of music.

The BBC, in its short-wave overseas service to English listeners throughout the world, has striven to reflect this tendency in British music with the result that overseas listeners have never been so well catered for in the matter of music as now.

Resulting from the development of its Overseas Music Department the BBC is now transmitting to listeners abroad from ninety to one hundred musical programs a week.

These consist of serious orchestral concerts, first-class light music, recorded programs and relays of concerts in the home service. The collaboration of home and overseas music has never been closer or more fruitful of good results. Works by leading Empire and Dominion composers take their proper place in the musical scheme. Many important orchestral works are recorded, and the discs then sent round the world, so that to-day a new, significant work does not suffer its pre-broadcasting era fate of being produced once and neglected afterwards. Now it can be—and is—heard by millions within a comparatively short time of its first production. Familiar classic and outstanding examples of contemporary music are judiciously balanced.

Works of a highly atmospheric or subtle character, such as some compositions by Delius, or Ravel's "La Valse," do not lend themselves to short-wave transmission, and short-wave listening is best adapted to programs of music that are not usually longer than, say, half an hour. That is why the excellent policy of serialising operas has been adopted, rather than attempting to put over long and important works in one transmission. Music Production Department's Gilbert and Sullivan broadcasts are a popular feature in overseas programs, and often special versions of both grand and light operas are sent overseas with cuts, and simplified in dramatic background to suit short-wave reception.

One of the great aims of the music programs that go overseas is to present to the public a fair and comprehensive

picture of music-making at home. Thus it is that in addition to our most famous orchestras, our big choirs and our best brass and military bands, the characteristic local and regional activities of this country are represented in the programs. Belfast, Clydeside, Wales, Yorkshire and Lancashire, East Anglia and Cornwall—all get their share; and in this way also their contribution to the nation's war effort is worthily indicated. The schools too are given their rightful place in the varied programs. No better way of promoting understanding through vivid knowledge can be imagined than this: of letting people overseas hear what we are doing and playing and singing throughout the country in the middle of total war.

One of the most stimulating features of overseas music-making [is the enlargement of the repertoire of Dominion music through the co-operation of Dominion composers in this country. For example, composers of the standing of Victor Hely-Hutchinson, Gideon Fagan and Arnold Van Wyk have made excellent arrangements of Afrikaans pieces; Warwick Braithwaite and Max Saunders of Maori tunes; Hubert Clifford of Australian songs. The same is being done for the old sea songs of Newfoundland and tunes from the farthest Pacific Islands. This leavening of the repertoire is most desirable. It provides good light music in the best sense. It has human appeal and nationalistic and folk interest. And it avoids the boredom inevitable in a constant repetition of the classical masterpieces.

Men of the eminence of Sir Granville Bantock, William Walton, Thomas Dunhill, Gordon Jacob, Thomas Wood, Ian Whyte, Mansel Thomas, Arwel Hughes, in addition to those I have already mentioned, are writing original marches, suites and rhapsodies based on English, Scottish, Welsh and Irish folk music in order to enlighten overseas listeners and familiarise them with the quintessential music of the home countries. Similarly, the folk music of Bohemia, France, Luxembourg, Norway and Holland forms the basis of all kinds of attractive new orchestral and band pieces. The Empire has opportunities of hearing, in the series "Britain Sings," the great choral societies of the North, such as Huddersfield, the Welsh choirs and Glee Parties, Army choirs, choirs on bomber stations and Civil Defence choirs. These are broadcast "live" with appropriate commentary, and make an immediate appeal to the faraway listener, not only on nostalgic grounds but as an expression of the spirit of the

Readers who have followed "C.B." comments in recent months relative to the development by other countries of their short-wave overseas programs will find this article by Mr. Rees more than usually enlightening. It indicates the powerful planning which goes behind the BBC's world programming, but we must not forget that what the BBC can do in this direction, the broadcasting systems of other countries can also emulate. Are we to take our place in this new field, or is Australia destined to become just a target for "beamed" programs from foreign as well as British countries?—Ed. "C.B."

people at home in time on trial. World orchestras and bands are also heard playing in their bandrooms and canteens. Music is not only a notable and essential contribution to and upholder of morale; it is also the most immediate, vivid and democratic expression of it.

There is no doubt that the Axis powers recognise the value of music at this time. They use it deliberately for propaganda purposes: witness the tour of the Berlin Philharmonic Orchestra. We too can and do use music to take its message of uplift and hope to the people in the occupied countries.

British artists and players are taking their part in a great work. Recent recordings by the Scots Guards, for example, are accepted in some Latin American countries as the standard performances of their own indigenous music! The National Anthem of Tonga in the Pacific, thus recorded, is accepted there as the "authentic performance" and the Queen of Tonga had it presented to her and accepted it as such.

Nor must it be forgotten what a vastly expanded service is going daily overseas to the Forces—seven hours a day at the moment, rising to twelve and three-quarters at the end of May—to the troops in North Africa, India, the Middle East, Gibraltar, West Africa and Iceland. And all the time Kenneth Wright, overseas music director of the BBC, and Dr. Hubert Clifford, Empire music supervisor, with their eager assistants, are constantly seeking fresh worlds to conquer, thinking up new ideas for the enlargement of the musical repertoire and its more effective presentation.

I wonder if it is realised that the Empire Service, for 24 hours a day, and the new overseas service for another 12 (at present) between them cover the whole of the English-speaking world. The wartime achievements of music in Britain, faithfully reflected in the programs of the overseas music department of the BBC, and of the department itself in its constant stimulus to composers and its insistence on freshness and enterprise in its broadcasts, are a source of pride and satisfaction to musicians and the listening public alike.

One Contract Buys Two Audiences

Here is a State-wide daytime program
that combines city and country coverage.
3UZ is a powerful metropolitan station.
3SR is recognised as Victoria's strongest
country broadcaster.

Advertising can be casual or on contract.
Direct announcements of 100
words or a minute. Sessions
of 15 or 30 minutes.
Features on
request.

TWO GOLDEN HOURS

2 p.m. to 4 p.m.

MONDAY TO FRIDAY

3UZ-3SR

AFTERNOON RELAY

Further Honor For Sir Ernest Fisk



Recent cabled advice from London reveals that the General Council of the British Institution of Radio Engineers gave a reception to Sir Ernest Fisk, chairman of the board of Amalgamated Wireless (A/sia) Ltd., and conferred upon him the distinction of honorary membership.

President of the I.R.E., Sir Louis Sterling, referred to Sir Ernest's conspicuous services to radio and electronics and to the development of Empire radio communications.

"CB" to go on Newsprint—see p.16

WHITE HOUSE PRESS MEETINGS NOW "PRESS AND RADIO"

In July last, following representations made by the National Association of Broadcasters in the U.S. to Mr. Stephen Early, secretary to the President, a change in the designation of President Roosevelt's famous White House conferences with news men was announced. The President's meetings with the news gatherers are now announced as "press and radio conferences."

BRITISH LISTENING TASTES IN MUSIC

Mr. N. C. Tritton, Australian representative of the B.B.C., has received a report from the B.B.C. stating that broadcast dance band music was the subject of a very interesting listener research report.

It is shown that roughly one-third of the adult civilian listening public are keen listeners of dance music as against one-quarter who are "Allergic."

Among the enthusiastic third women outnumber men by two to one. Working class listeners are proportionately more numerous and so are listeners in the younger half of the population. Conversely the wealthier class and older age groups have less than their "expected" share of dance music enthusiasts.

A high proportion of the forces can be classed as dance music enthusiasts—a higher proportion than among civilians (it should be remembered that most members of the forces hear the radio in "community listening" conditions, whereas civilians listen mainly in the peace of their own home).

Among the public who do like dance music (but are not enthusiasts) there are very few swing fans. Straight (sweet rhythm) dance music is far more popular than strict tempo. The enthusiasts for dance music prefer the vocal to the non-vocal variety. Other listeners are less definite but tend to prefer the non-vocal.

Football Broadcasts

Radio 2UE and the A.S.B. have established a record as far as Rugby League and the Sydney Cricket Ground are concerned. For the first time a commercial broadcasting network has broadcast every match of the season from the Cricket Ground. All football games were described by Si Meredith.

Australian Association of National Advertisers

Members of 1943-44 Council

The following Council was recently elected by the Australian Association of National Advertisers:—

President: Mr. Basil R. Orr, manager, Lustre Hosiery Ltd.

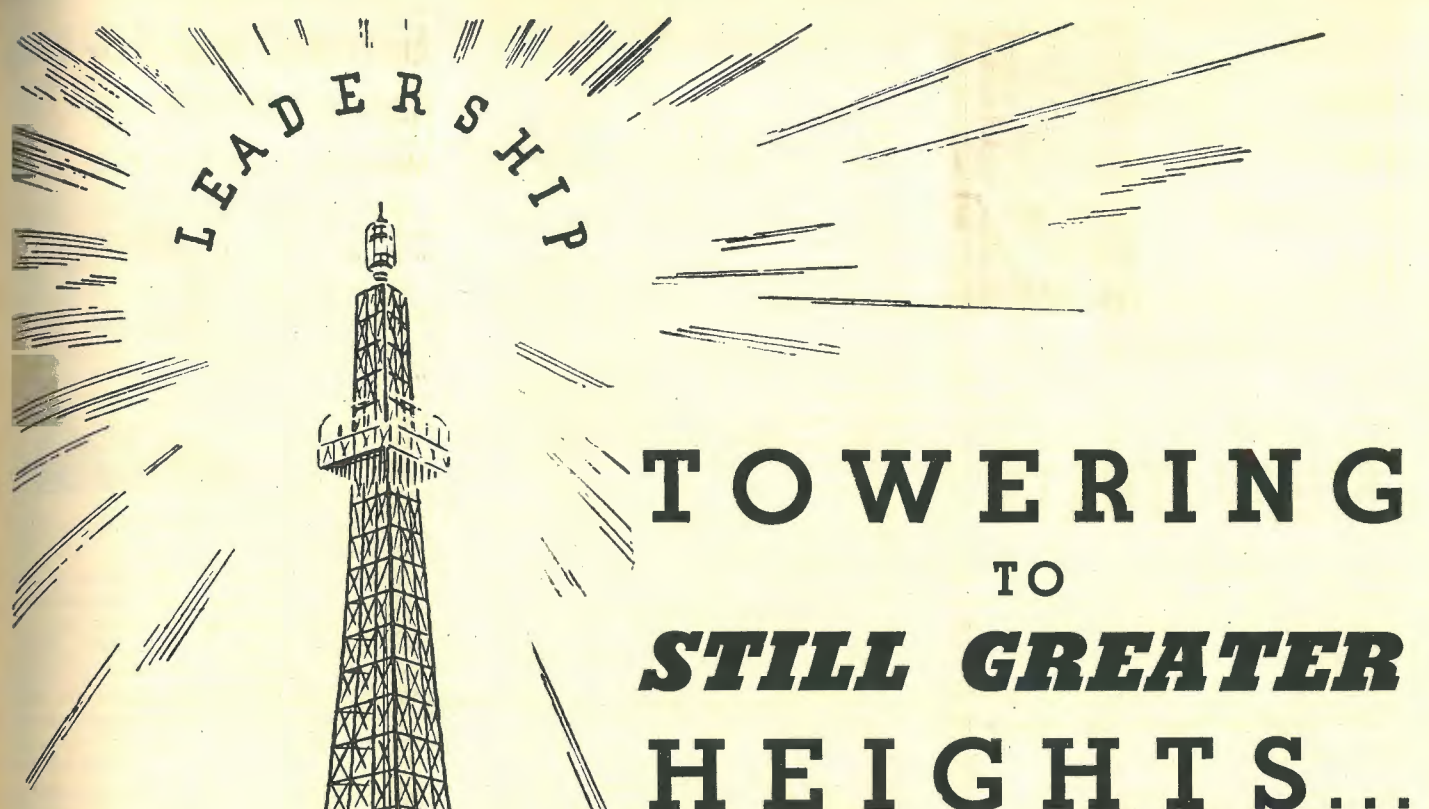
Council: F. W. Larkins, Amalgamated Wireless (A/sia) Ltd.; J. G. Lee, Atlantic Union Oil Co. Ltd.; A. V. Meldrum, Australian Gas Light Co.; R. Jenkinson, Lewis Berger and Son (Aust.) Ltd.; Roy H. Simkin, Dunlop Rubber Australia Ltd.; Mark Patten, J. C. Eno Pty. Ltd.; A. A. Warner, Exide Batteries of Aust. Pty. Ltd.; W. J. Cudlipp, General Motors-Holden's Ltd.; J. N. Walker, Jantzen (Aust.) Ltd.; Ewan M. Milne, Kolynos Incorporated; A. R. Caughey, Kraft Walker Cheese Co. Pty. Ltd.; F. L. Marcy, Lambert Pharmacal Co. (Aust.) Pty. Ltd.; W. McPherson, Levee Bros. Pty. Ltd.; E. W. Foster, Lustre Hosiery Ltd.; E. H. Stennett, Nicholas Pty. Ltd.; M. S. Bleechmore, The Shell Co. of Aust. Ltd.; N. F. Leggatt, Frederick Stearns and Co.; H. J. Morris, Sydney County Council Electricity Undertaking; T. McClelland, Tooth and Co. Ltd.; B. Bellamy, Vacuum Oil Co. Pty. Ltd.

Mr. Basil R. Orr was also recently appointed as president of the Chamber of Manufacturers of New South Wales.

BBC Planning More Programs For Australia

It was revealed in an airgraph letter recently received by Mr. David Syme, of the Victorian Broadcasting Network, from the Controller of Overseas Services of the B.B.C. that the B.B.C. is planning new program features for use by Australian stations.

Letter was in reply to an acknowledgement of the Calling Swan Hill program in the "Calling Australian Towns" series broadcast by the B.B.C. The Controller's letter concluded: "The present series has now been concluded, but we are already planning another set of programs for use by the commercial and national stations throughout Australia and it will give us great pleasure to include Swan Hill again."



TOWERING TO STILL GREATER HEIGHTS...

Towering to still greater heights in the commercial broadcasting field, 2CH has been responsible for introducing the year's Top-line Programmes to Sydney's radio audiences.

"THE ARMY ON PARADE" and "STARS OF THE SERVICES" are the most recent additions to the 2CH Evening Schedule and bring intimate contact between the public and the Fighting Forces.

FOR MAXIMUM LISTENER-INTEREST, AND GREATER COVERAGE, PLACE YOUR PROGRAMME IN 2CH'S ALL-STAR ARRAY OF OUTSTANDING FEATURES.

"RADIO'S STRONGEST SELLING FORCE IN AUSTRALIA'S LARGEST MARKET"

2CH AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

Now in Its SECOND Sparkling Year!

Peters
ICE CREAM

Salutes the Allied Services

Entertainment for Australian and Allied Servicemen and Women
SUNDAYS 9.30 p.m.
3XY
Produced and compered by Alwyn Kurts in the Melbourne Town Hall

SPONSORS

KNOW THAT

WE

"CAN'T BE

OVER-RATED."

"WE," BEING-

3KZ
MELBOURNE

Sydney
Representative
A. L. FINN, 66 King Street

"Passing Show" Sponsored by Patterson's Pty. Ltd.

"You Furnish Well at P.P.L." is a slogan that has, through constant plugging, been instilled in the minds of Victorian radio listeners.

In an interview with Mr. David W. Grieg, manager of Paterson's Pty. Ltd. Furniture Warehouse, "C.B." learned just how much radio advertising has done towards the growth of what is now a most progressive firm. Mr. Grieg said that no stone was left unturned to find radio programs that would please the general public.

Current sponsorships on the air are "Daddy and Paddy" each Monday and Wednesday at 8.30 p.m. over 3DB, a Sunday morning program from 10 till 12.30 p.m. at 3DB, and Paterson's hour from 9 p.m. until 10 p.m. at 3KZ, which includes "Soft Lights and Sweet Music" and the "Passing Show." The "Passing Show" is now in its third year, and is the type of program that need never grow old.

In deciding upon a session for Paterson's, Mr. Lewis Bennet, who was then production manager of 3KZ, believed that they should have a human interest program, one that would reach the people in the home. He then thought, "What is the most human thing about humans?" Everyone has a story, some have many stories—what were they? All these stories must come back to people from time to time as memories—many of these are linked up with a song or melody. The question then arose, "What is the song in every person's life?"

Then came the very human interest side in which listeners would hear stories that had never been told of the lives of people that really mattered. As well as telling the stories of famous or well known people, Mr. Bennet decided that so should stories be told of the smallest people. And so from Lord Mayor's down to newsboys we have stories of royal pageantry, stark drama, tragedy, mystery, romance and comedy, each complete in itself every story climaxing with the song in that person's life.

Well presented with music and effects in the background and a variety of four human life stories in each half-hour session, "The Passing Show" was an instant success.

A similar program has been on the air in America for eight years. So Paterson's may well be pleased that here they have secured a program that need not wane in popularity but gain as years go by.

Congratulations should also go to Mr. Lewis Bennet, who has been responsible for the entire program. As well as "Passing Show" Mr. Bennet has been responsible for many programs "that are different."

Mr. Lewis Bennet
who produces "The
Passing Show."



He produced one of the first big Digger shows in Australia over 2UE, in which so many Sydney radio stars made their start. He has had good experience in radio, having been associated with the A.B.C., 4BH, 2UE, 2TM, 3KZ. Twelve months ago he decided to do a war job, though fortunately he is still able to retain his main programs three nights per week.

LIBRARY USES RADIO

"By These Songs" is the title of "Radio Library's" new half-hour sessions on 2GB. For presentation each Friday afternoon at 5 o'clock, the program should quickly find an appreciative audience. It takes the listener through a satisfying bracket of popular songs written by men who made—or are making—a career of melodious tunes set to words that are now on everyone's lips.

The first program (broadcast September 10) covered some of the popular works of Irving Berlin. It is fitting that his "Alexander's Ragtime Band," written in 1911 and starting the Jazz era, should be the theme for the session. Each presentation deals with a separate composer.

The quarter-hour "Book Reviews" session by Mr. Harold Morton will continue at 11.30 a.m. Saturdays. "Radio Library" also has made available a quarter-hour at 3.15 p.m. Saturday, to the Australian Child Welfare Organisation. Various speakers will be heard on behalf of this deserving cause.

A series of day announcements will also be broadcast each week.

ALFRED NOTT PAGEANT OF MELODY

Alfred Nott Pty. Ltd. have taken half an hour on Wednesday nights over 3UZ to present their "Pageant of Melody." This consists of specially chosen and annotated light orchestral numbers—including ballet—and runs from 9.45 to 10.15 p.m.

Government Control Looms for U.S. Radio

Meeting in Washington May 19 to study the White-Wheeler Bill, the NAB legislative committee considered, among other things, the loss of control of the American System of Broadcasting to a government agency and after due deliberation issued the following statement, which was dispatched to all newspaper, radio wire, trade press and press association channels:—

"Unless Congress enacts a new radio law, Government control of broadcasting in this country is an accomplished fact, a special legislative committee of the National Association of Broadcasters announced to-day.

"The committee assembled to study the Bill introduced by Senator Wallace H. White, Jr., and Burton K. Wheeler, which re-establishes the liberties and limitations of radio, and to consider the effect of the Supreme Court decision of May 10 which "places broad and fantastic powers in the hands of the Federal Communications Commission," the committee said.

"The Supreme Court decision," it was explained, "hands over to the Commission complete control of broadcasting. This government agency now has the power, whenever it wishes, to determine what the American people shall and shall not hear, whether it be news, music, drama, comedy or political broadcasts. The world's last remaining system of free radio has been brought under complete Government domination by this decision, a condition which previously has been bitterly deplored by the people and the press of the United States. This result, astonishing to the radio industry and the public alike, emerged from a case purportedly concerned only with power of the Commission to regulate contracts between stations and networks. The decision went far beyond these issues and constituted an hitherto unsuspected interpretation of 'public interest, convenience and necessity' by the majority of the court, with strong minority dissent. New legislation is the only hope of free radio in America," spokesmen for the committee concluded.

"FAMOUS WOMEN" IN WOMEN'S SESSION

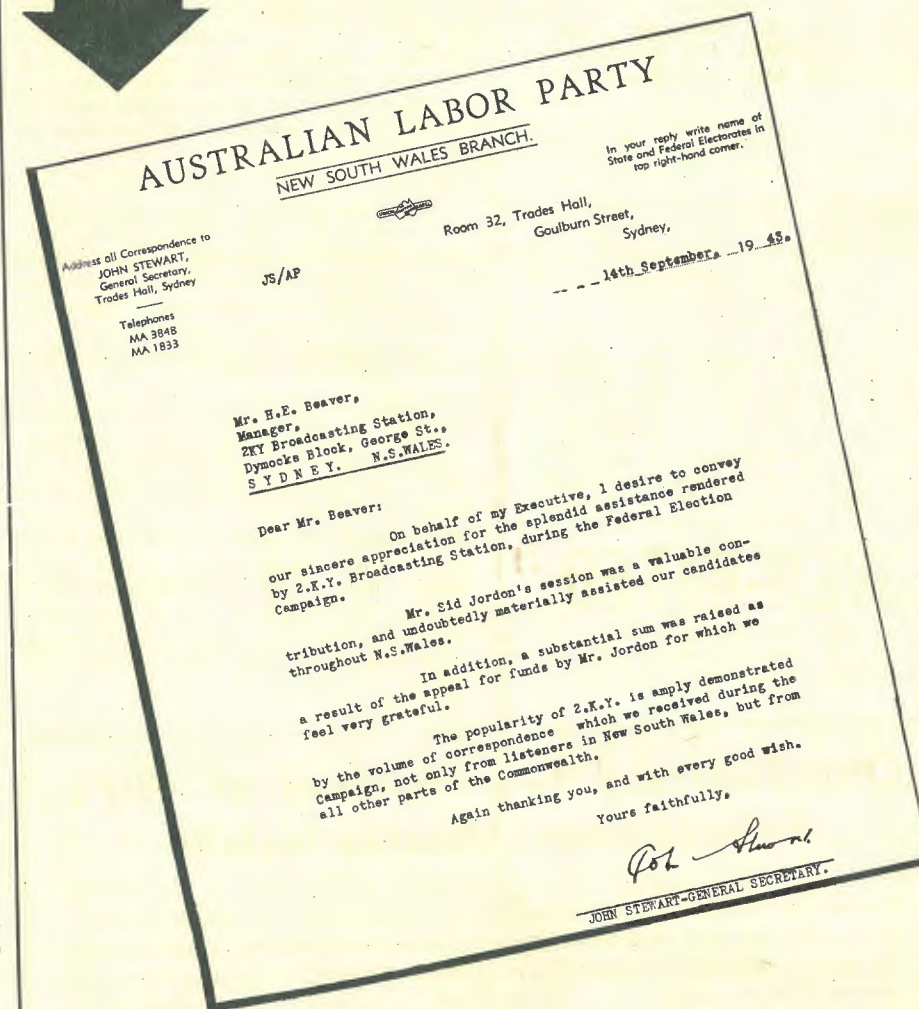
Jenyns Patent Corset Pty. Ltd. have taken the 10.45 to 11 a.m. spot in "Penelope's" session at 3UZ on Mondays and Thursdays, to present the George Edwards feature "Famous Women." The lives of such women as Madame Curie, the Empress Josephine, Christine of Sweden, Florence Nightingale, Marie Antoinette and others are dramatised in serials of different lengths—some four episodes, some eight.

"...the volume of correspondence I have received from practically every corner of the State bears testimony to the popularity of 2KY."

So wrote the Gen. Sec. of the A.L.P. in 1941

READ

WHAT THE HON. J. STEWART, M.L.C.,
(Gen. Sec. of the A.L.P.) says in 1943—



the A.L.P. used 2KY to advantage.
WHY NOT YOU?

PHONE: M 6291-2.

428 GEORGE ST., SYDNEY.

Even the remotest parts are reached by 2KY.

Radio Presentation

The Empire Service of the BBC

The man with one of the biggest jobs in radio to-day is Thom Chalmers, a slightly built, fresh complexioned Londoner, who is the British Broadcasting Corporation's Empire Presentation Manager, responsible for the running of five different broadcasting services, totalling over 29 hours daily. They are a special program for the Forces serving overseas and the Pacific, Eastern, African, and North American transmissions which, following the sun round the globe, give news, talks, and all sorts of radio entertainment on the short waves, and which are increasingly rebroadcast by local stations throughout the world. Tom Chalmers and his staff are "London Calling . . ."

What is a radio presentation manager? Well, his job is rather like that of the traffic superintendent of a big railway system or of the stage manager of a play. He produces the blueprints, so to speak, of the day's, the week's, the month's programs; he is in charge of announcers and news readers, and the technical staff operate according to his general directions. If anything goes wrong it is his fault. If everything goes right, then the listener doesn't even realise that such a thing as a presentation department exists. Split-second timing and artistic production are the presentation manager's aims.

To do this job properly rather special qualifications are required, and Thomas Wightman Chalmers has them. He is a musician who started to play at the precocious age of three, and he is an

engineer with the science degree of the London University (incidentally, he is also partly Scottish, and a member of the Clan Cameron). When he was at the University he varied his engineering studies by taking an organ scholarship and conducting both the orchestra and the Choral Society. He has been with the BBC ever since—as an announcer, as an outside broadcast man (handling actuality events) largely in Ireland, as a presentation assistant—when he played a big part in the creation of the North American transmission—and now as presentation manager. His constant objective is to combine the best features of American slickness and English dignity.

Once during the London blitz Chalmers worked with his secretary for some time entirely unconscious that there was a delayed action bomb in a room immediately above his head. They left only a few minutes before it went off and brought the whole of the upper floor down into their room.

Thereafter life became rather hectic for the Empire Presentation Department—working in one building after another, in improvised studios, with staff sleeping round their feet as the programs went out over the air. But there was the spur of excitement about it all; and though Chalmers and his staff are now fairly well fitted out—for wartime, at least—they look back with a touch of sentiment of those days of blitz and bother.

"THE ART OF SHOPPING" All Stores' Sponsorship

An important departure from the usual type of sponsored session is announced by Station 2CH which, commencing on Wednesday next, September 29, will offer a new and novel method of approach to Sydney shoppers.

Entitled "The Art of Shopping," the program will be sponsored by a different retail store each week, and as all leading city stores will co-operate the station will cover the whole city area.

As its name indicates, the session is intended to aid women listeners in their shopping problems, and to this end 2CH will have the co-operation of the Retail Traders' Training Institute which specialises in selling methods and in the training of shop assistants. Students from the institute will attend at the studio in turn for each broadcast when they will discuss with Meg McSpeerin, of 2CH, the problems or questions submitted by listeners.

Questions on all aspects of shopping are invited, and a first prize of £1 is offered for the best question submitted with a consolation prize of 2/6 for all others used. These may range from advice on the best gifts to buy for birthday or other occasions to methods of coupon economy or queries on the wearing qualities of various types of merchandise. These will be put by Meg McSpeerin as the listeners' representative, to the various students of the Retail Traders' Institute, who will provide the answer.

It is anticipated that with a wide variety of questions submitted by listeners "The Art of Shopping" will make a wide appeal. Buckingham's will be the first sponsors of the session.

JOY NICHOLS NOW ON "CRACKERJACK" HOUR

Talented young Australian artist, Joy Nichols, is now being starred in the 2UE-Paul Jacklin production, "Crackerjack" broadcast on an Australian-wide network every Saturday night at 8 o'clock, under the sponsorship of Clinton Williams.

Joy Nichols is heard in special solo numbers as well as in novel acts with her brother, Tivoli star, George Nichols. The pair make an outstanding entertainment team.

DE WITT SPONSOR "COMMANDO STORY"

Commencing on September 28 E. C. De Witt and Co. will sponsor "Commando Story" over 3DB. This session will be heard three times a week on Tuesdays, Wednesdays and Thursdays at 7.15 p.m. Program was produced at 5AD Adelaide. Authentic colour for this "Commando Story" was supplied by men who had actually taken part in commando activity.

"BACHELOR'S CHILDREN" Famous U.S. Scripts for N.Z.

The ZB network in New Zealand has secured for local production the scripts of "Bachelor's Children," a top line American show now in its ninth year of continuous broadcasting. Recently it was accorded the unique honour of being the only daytime serial chosen by the Co-ordinator of Inter-American Affairs for translation and rebroadcast in South America. Undoubtedly one reason for that is due to the fact that it portrays so simply and graphically life as it is lived in thousands of small towns where folk still turn to the local doctor for moral guidance as well as medical advice. The keystone of the first broadcast—that of a small-town doctor whose wisdom and patience bring's life's richest blessings to the folks he comes to meet and know—is still evident in the story as it is broadcast to-day. Bess Flynn, author of "Bachelor's Children," has the knack of keeping that bright thread of service running through her story pattern and still keeping abreast of present-day happenings in the world. Miss Flynn has grown right along with her scripts. Yet she still remembers her nervous excitement nine years ago when her now popular serial was launched on the air-planes; how she turned from a microphone in one studio, dropped her script, and raced across the corridor to listen to the debut of "Bachelor's Children." She had put her best into that initial script; but at the moment she had no way of telling that, nine years later, her brain child would be broadcast and rebroadcast over 46 stations.

Leading New Zealand radio actors will be cast for this outstanding program, which is expected to be as popular there as it is in the States.

TIVOLI SHOW RENEWED

Contract for the broadcast from 2UE of the Tivoli show, "Hits and Highlights" has been renewed for a further 12 months. Compered by Alec McNish, and relayed from 3XY Melbourne, "Tivoli Hits and Highlights" is broadcast every Sunday at 6.15 p.m. Entertainment side of the program, is the playing of the seven top tunes of every week. Popularity rating is based on public voting and generous prizes are awarded listeners able to forecast the final selection. First prize is 25 War Saving Certificates, and in the event of no one winning it the award jackpots by 25 certificates each week. On several occasions in the past 12 months the prize has reached the 100 mark.

In addition there are second and third prizes of 12 and 6 certificates respectively, as well as consolation awards of double theatre tickets for Tivoli shows. These are awarded each week.

The program provides outstanding musical entertainment, and is very popular with lovers of to-day's hit numbers.

RICHMOND BREWING TO USE "Making Men" "GREYBURN"

Richmond Brewing Co. are replacing their Merchant Navy program with a 15 minute George Edwards serial, "Greyburn of the Salween" on 3UZ. Each episode consists of a self-contained story told by Greyburn to a group of friends gathered in the Moulmein Club; stories of adventures with savage tribes and man-killing beasts; in the wildly beautiful, but scarcely explored Salween region on the borders of Burma and Siam.

Mr. Harcourt Robertson, who wrote these stories for George Edwards was—

Every Sunday afternoon at 1 o'clock, Tony McFayden comperes the N.S.W. Police Boys' Club's session through Radio 2UE. Tony tells boys between the ages of 14 and 18 just how they can fill in their spare hours after work on school on the playing fields, or in the gymnasiums at the clubs. The boys are invited to write to the session, telling Tony of their musical favourite, which he plays during the program. Script is written by Betty Lee.

before the war—one of the very few Europeans who have visited this territory.

LESSONS FROM HISTORY (2).



trial and error..

Henry the Eighth couldn't make up his mind. He adopted a policy of choose and change, cancelling his connubial contracts in the most casual carefree way. All because he picked first and pondered afterwards.

In radio advertising it pays to think first . . . to weigh the evidence carefully and then make your choice. If you do this when you are considering the rich Newcastle market, you will inevitably use 2KO . . . and be well satisfied.

Independent surveys show that 2KO dominates 73.5 per cent. of all listening time in Newcastle.

the premier station >> **2KO** <<
NEWCASTLE

One Thousand Two Hundred of 4BU's Entertainment-Minutes Include

Palmolive Hour, Starnight, Sacred Half Hour, As You Like It, These Old Shades, Quiz Kids, Search for the Golden Boomerang, Lux Radio Theatre, Youth Speaks, Rise and Shine, Brighter Horizon, Academy Award Plays, Big Sister, Bob Dyer Variety Show, Toast is England, First Light Fraser, Memories of Yesteryear, Calling the Front Line, Information Please, Fred and Maggie, The Citadel, Sorrell and Son, Martin's Corner, Over the Teacups, Keyboard Kapers, Last of the Hillbillies, Army on Parade, Hymns for the People, Star Barometer, Voice of Prophecy, To-day's Artists, Bex Melody, Aust. Amateur Hour, Here's a Queer Thing.

AS WELL AS OTHER TOP-LINE SHOWS



226 Metres

1330 Kilocycles

BUNDABERG

Reps.: SYDNEY, BRISBANE, MELBOURNE A.W.A.

John Nesbitt's "Letter to Hitler" to be broadcast October 3

Under sponsorship of S. C. Johnson and Son, makers of Johnson's Wax, the famous John Nesbitt "Letter to Hitler," which caused something of a sensation when broadcast in America about a year ago, will be broadcast in Australia on October 3 at 7.15 p.m. over all Macquarie stations and seven others.

On the night of September 22, 1942, the S. C. Johnson and Son organisation in America, makers of Johnson's Wax and sponsors of "Fibber McGee and Molly," presented John Nesbitt to radio audiences throughout the entire United States. John Nesbitt, writer and narrator, wrote and presented his "Letter to Hitler." So dramatic did his effort prove that without invitation, thousands of listeners immediately wrote for copies of the letter. The S. C. Johnson and Son Australian organisation, feeling sure that Australian listeners would be just as interested as their American cousins in this "Letter to Hitler," arranged to broadcast it in Australia.

The feature has been disc'd for presentation of the half-hour being arranged by E. Mason Wood. Musical direction is by Reg Lewis—the solos being performed by the celebrated Australian baritone, Arnold Matters. Compere will be John Dease, while the reader of the letter is Arundel Nixon.

Stations listed to carry the feature are: Macquarie stations 2GB, 2HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW, 3BA, 3HA, 3SH, 3TR, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA, and stations 3SR, 4BU, 4GR, 4RO, 4TO, 6AM, 6KG.

BEVILLE'S INTRODUCE "HOLLYWOOD SCRAPBOOK"

Beville's Gift Store, Melbourne, long-established 3XY advertisers, recently introduced a new feature in their Sunday morning hour from 10.30 to 11.30. Titled "Hollywood Scrapbook," it's a lively hotch-potch of unpublished facts and gossip of the screen world, interspersed with the latest recordings of the stars and of famous dance bands. It's on the air at 10.30, and is followed at 11 o'clock by Beville's long-famous listener competition, "Guess Your Lucky Stars," which offers a prize of £1 per week for identifying eight stars by their voices as heard in musical recordings. Both programs are compered by Alex McNish.

J. R. LOVE AND CO. BUYS DAYTIME SERIAL

As a special means through which to reach housewives, J. R. Love and Co. have taken 4 x quarter-hours weekly (Monday to Thursday) in the established 10 a.m. serial channel on 2GB. Contract was through Hansen-Rubensohn, and is for 52 weeks, effective September 14.

The serial to occupy the first portion of the campaign is "Doc Seller's True Stories," each of which, in the main, run to five episodes.

They should prove popular amongst the womenfolk, because they possess the desirable emotional human-interest and production has been well carried out.

"Doc Sellers" is a notable writer for the American True Story Magazine, and in the radio adaptations, he gives a personal touch to the broadcasts by carrying out the narration which introduces each dramatisation. The complete series occupies 130 x 15 minute episodes.

JIM DAVIDSON'S BAND IN "ARMY ON PARADE"

Lieut. Jim Davidson's Dance Band is the latest combination to be secured for "The Army on Parade," new Army broadcast presented on 2CH and a chain of stations, including the Major Network throughout Australia.

Jim Davidson's Band was a popular entertainment in pre-war days, and with Davidson's enlistment as a member of the A.I.F. Entertainment Unit, he has provided diversion for the troops in battle areas over a considerable period.

As "The Army on Parade" is presented as an entertainment, both for the Services and the general public, the inclusion of the band in a number of forthcoming broadcasts should be a popular move for listeners at home or in forward areas.

In this latter connection arrangements have been made for the transmission of the program on short wave, thus providing direct contact to members of the armed forces.

While Jim Davidson's Band will be featured in several forthcoming programs the 116 Rhythm Ensemble, another first-class swing orchestra, under the conductorship of Driver Gordon Andrews, will be retained as a regular feature, together with many other talented vocalists and instrumentalists in uniform.

"OUR REPLIES TO AXIS LIES"

Burnard's Straight Talk Relayed to Sydney

Radio 2UE is now featuring the much discussed Victorian session, "Our Replies to Axis Lies."

Relayed from 3XY Melbourne this program is conducted by the hard-hitting Robert Burnard, and is a straight narrative which deals effectively with the Axis propaganda machine.

In Victoria the session has a large public following and it is expected to prove an outstanding "talks" feature in Sydney.

"Our Replies to Axis Lies" will be broadcast at 7.15 p.m. every Saturday under the sponsorship of Pharmacos, through Leyshon Publicity.

DE WITT RENEW WITH ANOTHER GEORGE EDWARDS SERIAL

Following the "Pearl of Pezores," E. C. De Witt and Co. will present the popular Georgette Heyer novel, "The Convenient Marriage," on 3UZ. This is set in 18th century England. How a marriage of convenience develops into something much more lasting, forms the main theme of this fascinating story. Horatio Winwood and the Earl of Rule begin their marriage with a bargain, see it through a series of amusing adventures, and finally discover that their relationship has all the elements of a romantic—though most unusual marriage.

BBC Calling

Extracts from talks and commentaries in the B.B.C.'s overseas short-

Stamps' Escape in Blitz

"South Africa has received a gift that'll always be treasured by her people—a collection of Transvaal stamps, very old and rare issues, actually the most complete and valuable collection in the world. They used to belong to Mr. J. H. Curle, the traveller and author, and are a bequest from him to our Africana Museum in Johannesburg. The ceremony of handing over the stamps took place at South Africa House, where Colonel Deneys Reitz, the High Commissioner, accepted them from the late Mr. Curle's representatives. The collection is kept in a watertight tin, and once, during the blitz on London, it was found floating around in a strongroom, in danger of being damaged by flood water. But when the tin was broken open in Colonel Reitz's office last week, the stamps were in perfect condition, with nothing to show what a narrow escape they'd had. The Curle collection is going to be kept in Britain till the war's over, and then will go out to the Union and certainly be one of our showpieces in the Africana Museum."

R.A.F. Attack War Potentials

"When the Germans bombed London and other British cities, as well as Warsaw, Belgrade and Rotterdam, they were using air power chiefly as a weapon to destroy the courage of civilians. Bomber Command on the other hand is working to a definite plan of war, because in the Ruhr basin lies the great storehouse of German military power. Without it a third of their power to make war would be gone and we have given fair warning to the men and women who tend the machines that we are out to destroy that power utterly. The German High Command is under no illusion. It knows that this battle may well prove decisive. To the defence of the battlefield they have summoned many thousands of anti-aircraft guns, they have lighted the night skies with great batteries of searchlights, and they have called on many squadrons of night fighters to take up the challenge. The Ruhr is the most heavily defended area in the world, and the task that Bomber Command has set itself is hard."

Anti-Explosion Life Jackets

"The Royal Canadian Navy has announced that 75,000 life-saving jackets have been manufactured, and are now being distributed to all Canadian naval craft. These jackets are designed to protect the lower abdomen against underwater explosions. They have a six foot rope with a metal snap, to lash a man to a life raft, and are also equipped with a yellow cap with a light which will flash a distress signal for forty-eight hours."

THE HAT TRICK!

As evidence of the extent of the listening audience that gives ear to Station 1ZB Auckland, New Zealand, the following is somewhat illuminating:—

On August 22 "Uncle Tom" made the first announcement that the box plan would be open at 8 a.m. on Monday for the Friendly Road Children's Festival at the Town Hall. There was a long queue before 8 o'clock, and at lunch time every seat in the Town Hall had been sold.

It was then decided to give a second performance, and on Tuesday it was announced that the second plan would be open on Wednesday morning at 8 o'clock. Again there was a morning queue and before they day closed the seats were again sold out.

On the following Sunday the station announced a third performance, and that the box plan would be open on Monday at 8 a.m. At 5 o'clock on that day there were very few seats left!

The point is, that the response to three announcements filled the Town Hall three times, and that some nine

Y.W.C.A. APPEAL Radio to Co-operate

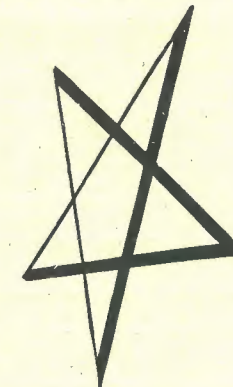
Station 2CH is co-operating with the organisers of the Sydney Y.W.C.A. 1943 Appeal which has as its immediate objective in raising of £5,000.

To help in obtaining funds a Market Day is to be held on Friday, September 24, and to assist the appeal arrangements have been made for the presentation of the 2CH Home Community Hour at the Y.W.C.A. Concert Hall on Friday, when Lady Wakehurst, wife of the State Governor, will officially open the function. Her remarks will be broadcast between 12.30 and 12.40 p.m.

Lady Butters, president of the Y.W.C.A., and Lady Moreshead, wife of General Sir Leslie Moreshead, president of the A.I.F. Women's Club, will be prominent among the organisers.

The 2CH Home Community Hour is a regular feature from the 2CH studios every Friday, and on this occasion a special program, with well known artists, including George Brown, Willa Hokin, Leo Stirling, Leo Baily, and Sid Clark will be presented. Because of this attraction it is expected that a large crowd will be drawn to the hall where prominent Y.W.C.A. workers will conduct stalls to swell the funds.

thousand people purchased tickets for the Friendly Road Children's Choir concerts!



Just one other example of the many clients who renew year after year with 2UE

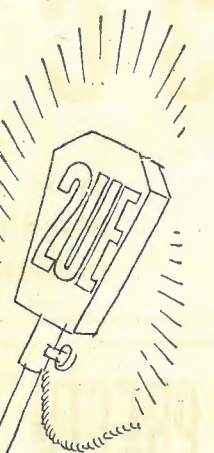
"Radio Newsreel"
7.15 p.m. Sundays

Sponsored by

ROLA Co. (Aust.) Pty. Ltd.
4th Successive Year

... by the way
another new
client starts
Sept. 25, 7.15 p.m.
(Saturday)
Pharmacos Co.
featuring
"Our Replies to
Axis Lies"

R A D I O
2UE



100's of FACTORIES
1000's of HOMES

Listen to Music in

"The Choice of the People"

is designed and selected for and by Factory and Home Workers. Compered by John Masters, daily, in five half-hour brackets

From

3AW

Among the Sponsors

Jenyns Corset Pty. A newcomer to the air, has chosen 4BC-SB as the medium for publishing their products, utilising two quarter-hour sessions weekly during the women's session, with the presentation of a George Edwards feature, "Famous Women." (Johnston Jones Agency).

Nicholas Pty. Ltd. Recently stations 4BC-4SB received through Leyshon Publicity Services a contract on behalf of "Aspro," embracing 208 x 15-minute evening sessions; the feature to be utilised is "Three Generations," a George Edwards production—broadcast four nights weekly, Monday to Thursday, inclusive.

Cribb and Foote. One of 4BC's original advertisers, have arranged to sponsor the well-known Red Cross feature, "Lest We Forget," 4BC-SB, 7.15 p.m. Sundays, for an extended period.

Rhu Pills have placed a contract with 4BC-SB for 104 x quarter-hours, through Goldberg Advertising Pty., utilising two features, "World of Romance" 8.15 p.m. Thursdays, and "Waltz Moods" 7.45 p.m. Saturdays.

Brett and Co. Practically a newcomer to radio, have arranged through Noble-Bartlett to sponsor "Secret Agent K-7 Returns," on 4BC at 8.15 p.m. Mondays, Tuesdays, Wednesdays, as a gesture of goodwill on behalf of Brett and Co. enterprises.

Mynor Pty. Ltd., through George Patterson Pty. Ltd., have arranged to sponsor "Drums" over 4BC-SB two nights weekly, for a period of 26 weeks, Mondays and Tuesdays.

Viogen (Aust.) Pty. Ltd. have arranged 312 x 25-word announcements (156 breakfast, 156 evening), through Stevenson Advertising Service, over 4BC-SB, covering both breakfast and evening sessions.

Hutton and Foggitt Jones have arranged to sponsor, through Johnston Jones Advertising, Donald Novis in "Romance of Music" on 4BC.

Mums Products Pty. Ltd. (through Vincent H. Freeth and Co.) have contracted with 2GB for a series of 100 word announcements for delivery during the women's session. Contract commenced on Monday, September 6, and extends over 52 weeks.

Marsh Pty. Ltd., on behalf of Luna Park (N.S.W.) Ltd., have just let a contract to 2GB for a series of 25 word announcements in "preferred" early evening spots. Contract commenced September 10, and is for 52 weeks.

Lever Bros. have issued instructions covering new schedules embodying one minute preferred times for Rexona, on 3HA and 3TR. The times booked are for Tuesdays, Wednesdays and Thursdays.

New schedules issued by Hansen-Rubensohn Agency on behalf of Nestles and Anglo-Swiss Condensed Milk Co., cover 100 word evening announcements on 3AW, 3BA, 3TR, 5DN-RM, 7HO and 7LA.

Foley Bros. Pty. Ltd. (Foley's Butter) are using "preferred" spots in 2GB's breakfast session, five days weekly from Monday to Friday. Contract covers 52 weeks and was let through O'Brien Publicity.

Haslam's, progressive men's and boys' outfitters, Waterloo, Sydney, have arranged an extensive campaign with 2GB for 50 word announcements in breakfast and early evening sessions. The contract commenced on Friday, September 3, and covers 52 weeks.

After a run of 20 weeks Buckingham's serial, "Spy Exchange," has concluded an outstandingly successful season from 2UE. Broadcast every Monday to Thursday at 9.15 "Spy Exchange," which starred the American radio topper liner Jack Arthur created a large listening audience. A new serial is at present being selected by Buckingham for broadcast on the same time channel, but in the meantime Buckingham's are featuring "Stars of Stage and Radio"—a musical quarter-hour featuring the lives of famous performers. These are scripted by Gwen Plumb.

The Pharmacos Co., manufacturers of Vitol, have taken a new contract with 3XY covering 52 quarter-hours, used for a weekly broadcast on Saturday nights at 7.15 of "Axis Lies and Our Replies," featuring Robert Burnard. The session is relayed to 2UE Sydney and 3SR Shepparton.

Sharpe Bros., drapers, have, through Raphael Advertising Co., renewed for 52 half-hours on 3XY, used each Sunday morning at 10, and featuring a musical program with annotations, entitled "Music of the Allies."

Junipah Mineral Spring Salts (through Goldberg Advertising) have signed with 3XY for a further 26 weeks' sponsorship of "Famous Personalities," a quarter-hour feature aired Mondays to Saturday inclusive at 12.45 p.m.

Manon Shoes Pty. Ltd. have renewed with 3XY for 100 word announcements in the breakfast session, covering 52 weeks.

A new session to recently start at 3AW is called very aptly "The Practical Gardener." The program consists of a series of helpful hints to the home gardener, and is on the air every Sunday morning at 11.30. It is sponsored by Sweet Soil Fertiliser Pty. Ltd.

Western Australian News

Tie-up with the "Lancaster": A unique opportunity occurred in connection with the launching of the second series of the "Coast Patrol" series over 6IX-WB-MD, as the Lancaster Bomber and its crew were in Perth during the same week.

An exclusive interview with the captain of the bomber was secured and the sponsors of "Coast Patrol" (Musgroves Ltd.), stood aside the first episode of "Coast Patrol" to provide space for this.

There was a definite link between the visit of the Lancaster and the local Air Training Corps who, in turn, are receiving publicity space in Musgroves' "Coast Patrol" series which is broadcast at 6.15 p.m. Thursday, Friday and Saturday over 6IX-WB-MD.

"Music While You Work": A familiar title in the radio world, and over 6IX Perth, represents a 60 minute program Mondays to Saturdays. Not only has this musical program, which carries a minimum of announcements between items, been specially designed for factory workers, but is largely chosen by the employees themselves. During the first few weeks of these broadcasts, many letters were received from individual workers in addition to the factory managements. Helpful suggestions, together with lists of items, have been submitted to the program director of 6IX. In one instance recently, 50 or 60 individually written letters were received from the one factory.

Interest is also being taken by the Inspector of Factories, and his department is doing everything possible to encourage the installation of the necessary facilities to provide in all factories—"Music While You Work."

Hospital Programs: At the request of one large country Military Hospital, 6IX-WB-MD is broadcasting a 15-minute session of requests from Monday to Saturday at 9 a.m. "Frances" of 6IX is personally organising contacts in connection with two other half-hour hospital programs broadcast at 3.30 p.m. on Wednesday and Friday. She makes a point of visiting the largest Military Hospital in the metropolitan area every week, and personally collects the details of the request items. Both these programs presented by "Frances" are sponsored by Peters' Ice Cream (Wednesday) and the Economic Stores and Cecil Bros. on Fridays.

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

JUNE LICENCE FIGURES

NEW SOUTH WALES			
	1942	1943	Addi- tional
New issues	4,140	7,209	(1,630)
Renewals	41,653	45,579	
Cancellations	4,256	214	
Monthly total	500,251	533,621	(18,423)
Nett increase	-116	x6,995	(x1,630)
Population ratio	17.80	18.98	
VICTORIA			
New issues	2,470	3,092	(1,163)
Renewals	33,888	32,709	
Cancellations	2,039	3,647	
Monthly total	371,504	375,933	(15,017)
Nett increase	431	-555	(x1,163)
Population ratio	19.17	19.39	
QUEENSLAND			
New issues	1,419	1,257	(276)
Renewals	15,332	16,801	
Cancellations	1,656	—	
Monthly total	172,527	174,783	(3,063)
Nett increase	-237	x1,257	(x276)
Population ratio	16.64	16.86	
SOUTH AUSTRALIA			
New issues	1,302	1,190	(870)
Renewals	12,997	14,155	
Cancellations	1,639	144	
Monthly total	137,244	142,780	(8,478)
Nett increase	-387	x1,046	(x870)
Population ratio	22.52	23.43	
WESTERN AUSTRALIA			
New issues	1,272	1,462	(266)
Renewals	9,188	9,020	
Cancellations	1,214	1,440	
Monthly total	91,945	95,000	(2,735)
Nett increase	58	x22	(x266)
Population ratio	19.32	20.26	
TASMANIA			
New issues	477	343	(234)
Renewals	4,727	5,011	
Cancellations	179	193	
Monthly total	46,404	47,883	(2,027)
Nett increase	293	x150	(x234)
Population ratio	19.44	20.05	
COMMONWEALTH			
New issues	11,080	14,553	(4,439)
Renewals	117,835	123,275	
Cancellations	11,033	5,638	
Monthly total	1,320,075	1,370,000	(49,793)
Nett increase	47	x8,915	(x4,439)
Population ratio	18.58	19.28	

COMMERCIAL INFORMATION

REGISTERED COMPANIES

Chamun Production Pty. Ltd., Reg. 27/8/43. Cap. £5,000 in fl shares. Objects: To carry on the business of makers, manufacturers and producers of motion pictures, etc. Subs.: Charles E. Munro and Charles E. Chauvel (one share each). Reg. office: Sydney. (Lodged by Bartier, Perry and Purcell, 11c Castlereagh Street, Sydney).

REGISTERED FIRMS

Advertisers' Hour, The, 37 Bon Accord Avenue, Bondi Junction, broadcast advertising. Com. 26/8/43. Propr.: Robert H. C. Doneland. Reg. 31/8/43.

Austral American Productions (S.A.), 4 Castlereagh Street, Sydney, producers of motion pictures, etc. Com. 24/8/43. Propr.: Hartney J. Arthur. Reg. 2/9/43.

Austral American Productions (Q'land.), 4 Castlereagh Street, Sydney, producers of motion pictures, etc. Com. 24/8/43. Propr.: Hartney J. Arthur. Reg. 2/9/43.

Austral American Productions (Vic.), 4 Castlereagh Street, Sydney, producers of motion pictures, etc. Com. 24/8/43. Propr.: Hartney J. Arthur. Reg. 2/9/43.

Austral American Productions (Tas.), 4 Castlereagh Street, Sydney, producers of motion pictures, etc. Com. 24/8/43. Propr.: Hartney J. Arthur. Reg. 2/9/43.

Austral American Production (W.A.), 4 Castlereagh Street, Sydney, producers of motion pictures, etc. Com. 24/8/43. Propr.: Hartney J. Arthur. Reg. 2/9/43.

Radio Song Adds, 30 Bon Accord Avenue, Bondi Junction, broadcast advertising. Com. 26/8/43. Propr.: Robert H. C. Doneland. Reg. 31/8/43.

POOR TONY BORDEN!

Tony was one of First Light Frazer's lieutenants. The character was played by Walter Pym, and when Walter went north with the Army some weeks ago, it was necessary to put "finis" to his activities in this popular Colgate serial. So poor Tony was conveniently "purged," and the doing thereof was most realistically portrayed.

In the mail a few days ago 2GB received a touching condolence from two sympathetic followers of Frazer and Co.'s hair-raising exploits. It arrived in an envelope edged in black, addressed: "To Kay and First Light Frazer," C/o 2GB Sydney. Poor Tony—many will miss his energetic pergrinations in war-torn Europe.

"First Light Frazer" is broadcast Monday to Thursday at 7.15 p.m. from the 20 Macquarie Network stations, and

BRISBANE RELEASE EXTENDS TO SYDNEY AND MELBOURNE

"Famous Women," a George Edwards production, which is at present current on 4BC-SB during the morning session, presented by Jenyns Patent Corsets Pty. Ltd., has proved so popular that the sponsors have extended the release to 2UW Sydney and 3UZ Melbourne.

The series will be released over 2UW and 3UZ twice weekly during the women's session—Tuesdays and Thursdays on both stations, and will be broadcast by 2UW at 11.45 a.m. and on 3UZ at 10.45 a.m.

The contract was placed through Johnston Jones Advertising of Brisbane.

15 other stations in N.S.W., Victoria, Queensland and Tasmania.

2MW GIVES GREATER COVERAGE

than any other station north of Newcastle!

	LICENCES		POPULATION	
	25 miles	50 miles	25 miles	50 miles
2MW Murwillumbah	5,780	16,526	38,615	106,250
2LM Lismore	10,019	14,147	59,611	96,492
2NZ Inverell	1,848	5,382	13,383	38,502
2GF Grafton	3,626	5,976	20,335	42,314
2AD Armidale	2,596	3,749	16,138	31,562
2KM Kempsey	2,948	5,233	18,827	40,180
2MO Gunnedah	1,473	6,547	10,190	47,214
2TM Tamworth	3,550	7,483	21,613	50,312
2DU Dubbo	2,795	5,838	16,559	31,227
2PK Parkes	2,852	5,425	17,577	43,808

PROOF! Compare the fifty mile figures above!



SYDNEY REPRESENTATIVE: WALTER J. SMYTH, CARRINGTON ST.

CHANGE OF LOCATION:

3CV CENTRAL VICTORIA

The People's Station

Will soon be transmitting from **MARYBOROUGH**, the prosperous industrial centre of **VICTORIA**.

PRESTO FOR ALL YOUR RECORDING SUPPLIES

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

PERSONALS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"Commercial Broadcasting" to be printed on Newsprint

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

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

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

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

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

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

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

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

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

COMMERCIAL BROADCASTING

Vol. 12, No. 7, Thurs., Sept. 23, 1943

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A. Lippmann,

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

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2TM

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TO OUR PROGRAMME
"BAFFLES"

A COMPLETE CASE IN EVERY 4 EPISODES

2TM

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

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



We have
two words
for it!

ENTERTAINMENT + PLUS!

. . . plus atmosphere

plus showmanship

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

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

LET US SHOW YOU!

MOST PEOPLE LISTEN TO



BROADCASTING