

PERSONALS...

Mr. O. J. Nilsen, president of the AFCBS, and Mr. Ray Dooley left for South Australia and Western Australia on April 4. They will be paying official visits to the committees in both States, and will be away for about a fortnight.

Melbourne broadcasting station managers entertained all the interstate delegates to the War Loan Appeal Conference. The luncheon was held at the Australia on Tuesday, March 28. Mr. O. J. Nilsen, who was not able to be present was represented by Mr. A. N. Kemsley. Mr. Sid Kemp took the chair.

Why did Mr. Frank Marden and Mr. J. Ridley look so terribly disappointed when they boarded the Spirit of Progress to return to Sydney recently? It certainly wasn't because of business, maybe it was because of a game of golf they had that day with Dave Worrall and Jack Clamenger? It looks as though Sydney lost a few holes to Melbourne.

Mr. B. Stapleton, general manager of 2SM, has shaken the city dust from his feet and headed north last week-end for a quiet two or three weeks' rest at one of the north coast rivers. With a business companion he is looking forward to the opportunity of providing his own fish breakfast every morning while away.

One of Sydney's most popular luncheon hosts is John Barnes, that dynamic representative of 3XY Melbourne. Hardly a week goes by but what he doesn't have around his table at the Wentworth three or four friends and business acquaintances. Last Wednesday we noticed in Lionel Shave of Geo. Patterson agency, and Mr. Kelly of Cyclone Fence fame.

John Dunne of 2SM has returned to work after his annual "break." Dom Harnett deputised for him while he was away.

Messrs. Kerr and Mitchell of the 2BE and 2XL combination in the New South Wales South-east corner, were in Sydney again recently, and their Sydney representative, Les Decent, reported later they had enjoyed a most successful visit to the metrop.

Alex McNish has taken over the compering of the Ball and Welch feature "Ports of Call" from 3XY each Wednesday at 9 p.m. from chief announcer Raymond Chapman, who has found his hands full on the rest of the Wednesday night program. Alex began the show at its inception last September.

Lyle Chick has replaced Kevin Bradley who resigned as 3XY's musical director and conductor of the band for the Aspro "Radio Revels," given for troops in Cathedral Hall each Saturday night and aired at 8.15.

Mr. Norman Johnson of 2UW who underwent a spinal operation by Dr. Hertz a few weeks ago is making good progress, although it is likely he will be laid up for many weeks to come. The operation having been successful, second stage of the treatment calls for complete immobility. Although laid up Mr. Johnson will not lose contact with the station, as the management has had installed a phone to his hospital bedside to enable him to carry on with much of his normal work during the enforced sojourn in bed.

The death in action is recorded of Lieut. Lou Paul, fourth of the N.Z. Commercial Service's announcing staff to pass on in the service of their country. Lou Paul had a remarkably fine tenor voice, and after singing for a long period at an Auckland Theatre he visited Sydney for some months and appeared with Jim Davidson's and other dance bands. On his return to New Zealand he joined the Commercial Broadcasting Service as Maori announcer at 1ZB, where he conducted a series of special programs with the 1ZB Maori Choir and toured the other stations as a singer. Early in 1938 he exchanged with Jack Davey of 2GB, and again met with popular success before coming back to this country. He joined the forces and was commissioned some time ago.

Dr. Ralph L. Power, who represented the Macquarie network and its predecessors over a period of ten years as its American representative, and who was in Sydney when the war broke out in 1939, has again resumed the management of his Los Angeles office as a radio counsellor. In 1942 he became an inspector in charge with headquarters in the San Francisco Signal Corps Inspection Zone of the Army, but was immediately assigned to the Los Angeles area. He was later promoted from the grade of inspector to that of a senior inspector, and finally to administrative inspector. Dr. Power took his cumulative vacation leave in February and March, and on April 1 was to divide his time between his own office and the Signal Corps. The new arrangement, seldom authorised, will enable him to devote half of each week to the Corps. The rest of the time he will return to his own office, which will include supervision of the public relations account of the Universal Microphone Co. His agency has serviced this client since 1928. The company, during war days, has added several factory buildings and increased its working force 15 times its former number. Dr. Power is a Companion of the Australian Institution of Radio Engineers.

Gordon Tait, 3AW's program manager, recently spent his fortnight's holiday down the coast, but it doesn't seem to have done him much good. He, like many others, has been down with flu for the last week, but was expected back at work before Easter. Much to his disgust he will have had to spend those holidays catching up on back work.

W. H. (Bill) Berry of the 3XY sales department is recovering gradually from his sinus operation, and hopes to be around and about before very long.

BACK FROM THE BATTLE

Fred Tupper who has recently been released from the Army is back again in radio. Fred started in radio in 1927 at 2BL as a straight announcer. From there he went to 2UW where he became sporting commentator. Later he became one of the first announcers at 3KZ when that station opened, and with Arthur Mathers did the famous "endurance broadcast," which lasted for a week.

When 3AW was opened Fred Tupper was one of the first announcers to be engaged. He has been there ever since. He has covered every kind of sport at that station. In 1931 the Nicky and Tuppy combination commenced, and this team became one of the most outstanding of its kind in Australia. Six mornings a week they worked the breakfast session between 6.30 and 9.30 a.m. The same sponsors sponsored their session for ten years, which proves the value they placed upon this team and what it did for their advertising. Some of the sponsors were Buzolichs, Tafts, Coles and Garrard, T. B. Guest and Co., Teaspoon Tea, and Wittners. Most of these sponsors took quarter hour blocks.

This same duo organised one of the biggest picnics ever held in Melbourne, it was at Greensborough and was attended by invalided children from the Austen Hospital as guests of honour. An official police and traffic estimate was that there were 50,000 people present. There are now Nicky and Tuppy cots in many hospitals in Melbourne.

Fred enlisted as a private in 1940, and went straight to Puckapunyah. He saw service in Darwin and Northern Australia, and later was among the first Australian troops to go to New Guinea. He arrived in time for the Milne Bay battle, and was also at Lae, Buna, Gona and Salamua during the siege. During this time he became a Corporal, Sergeant Warrant Officer and then Lieutenant. Finally being officer commanding his own unit. Suffering from bronchial asthma he was then released from the Army after 3½ years service.

During his time in New Guinea he saw many heroic deeds of our lads, including the incident that won the V.C. for the late Jack French, who was killed at Milne Bay during a sortie in which he disposed of five Jap machine gun posts, and met his

COMMERCIAL BROADCASTING

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

U.S.A. Business Reps.:
William C. Copp and Associates,
303 West 42nd Street, New York.

Ken GoVne (7HD) was in Melbourne last week looking as fit as a fiddle, which is no wonder considering he breathes the pure champagne air of the Apple Isle practically all the year round.

Terry Hill has dropped announcing from 3XY and has installed himself in a cosy corner in the record room in charge of all recorded programs.

death during his final visit to the remaining enemy posts.

Army amenity services are playing a big part in providing entertainment and sporting material for the boys in New Guinea, says Fred, and no stone is left unturned.



Fred Tupper

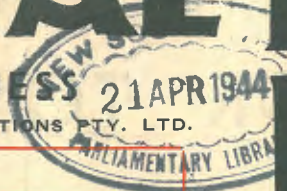
to provide amenities for boys as near the front line as possible. Concert parties are front line soldiers.

Now back on the job at 3AW, Tupper is with the breakfast session and the children's session. In a few weeks he will be broadcasting League football as 3AW have decided not to resume their race broadcasts until Melbourne Cup time.

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20, 1944
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



*This afternoon
business
It's good business*

on



We know - we've proved the audience!

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

THE FUTURE IS ASSURED

FOR TO-DAY'S SPONSORS ON

2AY **2GN** **2GF**
ALBURY GOULBURN GRAFTON

The outstanding programmes of the Nation's principal sponsors broadcast to ever-increasing audiences—to local enthusiastic listeners who always prefer their local station.

NEW BUSINESS and RENEWALS

2AY Albury

Bayer Pharma
Griffiths, Hughes Ltd.
Sheldon Drug Co.
Bushell's Pty. Ltd.
Best & Gee Ltd.
Tillock & Co.
Dudgeon and Arnell
Cox Bros. Ltd.
Gibb and Beeman Ltd.
McWilliam's Wines
Maple's
J. Kitchen and Sons
Cenovis Yeast
Beckers Pty. Ltd.
Godfrey Phillips
Colgate Palmolive
Lever Bros.

2GN Goulburn

Bayer Pharma
Griffiths, Hughes Ltd.
British Med. Laboratories
O.T. Ltd.
McWilliam's Wines
Sheldon Drug Co.
Best and Gee Ltd.
W. C. Douglass Ltd.
Rural Bank of N.S.W.
Gibson's Tea
Nestles
J. Kitchen and Sons
Colgate Palmolive
Lever Bros.
European Labs.
Godfrey Phillips
Beckers Ltd.

2GF Grafton

Bayer Pharma
British Med. Laboratories
Life Savers Ltd.
Bushell's Pty. Ltd.
Rockman's
Sheldon Drug Co.
Inglis Ltd.
McWilliam's Wines
Best and Gee Ltd.
W. C. Douglass Ltd.
Rural Bank of N.S.W.
Bourjois et Cie
Nestles
Colgate Palmolive
Noyes Bros.
Godfrey Phillips
Beckers Ltd.

For further particulars contact

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

Press Ban Concern to Broadcasting All Station

War Loan Rally

New South Wales Stations Plan Afternoon and Evening of Brilliant Entertainment

Australian commercial broadcasting stations received the shock of the newspaper bans which operated in Sydney, Melbourne and Adelaide early this week with a calm determination to step into the breach if need be to carry on the essential dissemination of all important news. Executive conferences were held at most stations for the purpose of formulating plans to provide more extensive news broadcasts within the limits of their news agreements with the news service suppliers.

However the quick action of the Full Court of the High Court sitting in Sydney alleviated the tense situation, and all Sydney newspapers were selling again on the streets on Tuesday.

There was no "Sunday Telegraph" distributed on Sunday last. There were only a few copies of Monday morning's "Telegraphs" and "Sydney Morning Herald" reached the hands of the public, and later in the morning only a limited number of Sydney "Sun" and of the "Daily Mirror" reached the streets.

Censorship claims that the security of Australia may have been endangered by material which the newspapers proposed to publish in completed editions of their papers.

The newspapers concerned claimed that the action taken was "political" and was not related to the question of security of the nation, and arose out of attack and counter attack between the Minister for Information (Mr. Calwell) and the president of the Australian Newspaper Proprietors' Association (Mr. Henderson).

Consolidated Press, publishers of the "Sunday Telegraph" and "Daily Telegraph," "The Sydney Morning Herald," the Sydney "Sun" and the "Daily Mirror" applied to the High Court for an interlocutory injunction restraining the censorship authorities from preventing the publication of certain articles and editorials on censorship which had been banned on Monday.

In giving the Court's decision, the Chief Justice, Sir John Latham, said: "In this matter the majority of the Court—my brothers Rich, Starke and Williams—are of opinion that an injunction should be granted in the case of Consolidated Press, Ltd., against the Commonwealth of Australia and others, restraining defendants until the 21st inst., from preventing or endeavouring to prevent by any means whatsoever, the publication of the article or articles referred to, the plaintiff undertaking not to publish any matter which is prejudicial to the public safety, the defence of the Commonwealth, or the efficient prosecution of the war."

Claiming a declaration that the Press and Broadcasting Censorship Order, purporting to have been made by the Minister for Defence, and published in the Government Gazette on August 6, 1943, was void and of no effect, a writ was issued out of the High Court on Tuesday by the "Herald" and "Weekly Times" Ltd. (Melbourne), against the Commonwealth of Australia, Mr. E. G. Bonney, Chief Commonwealth Publicity Censor, and Mr. T. P. Hoey, the State Publicity Censor for Victoria.

Beating Broadcasters to the Draw

Apparently in defiance of the rules laid down under Mr. Curtin's austerity racing edict under which action was taken in an endeavour to minimise S.P. betting, the Sydney "Sun" and Sydney "Daily Mirror" every Saturday are beating the broadcasting stations to the draw with the publication of betting details.

The matter is causing some broadcasting stations a little concern. Broadcasting stations are not allowed to broadcast betting details of local or interstate race meetings until after the conclusion of the last race of the

respective race meeting.

On the other hand the Saturday afternoon papers are obviously circumventing that rule. In some suburbs in the past few weeks papers containing full betting details of the first four or five races, have been distributed and have been in the hands of the public quite some time before the running of the last race. Indeed, it is not uncommon now for the same edition of the papers to be available to racecourse patrons themselves immediately they leave the gates of the course after the last race.

Commercial broadcasting stations throughout Australia will play a mammoth part on the One-fifty-million Victory Loan on Tuesday next, April 25, when every one which is on the air between 2 p.m. and close down time late at night will devote all air time to specially devised programs in support of the Loan. Nothing like it has ever been attempted before in Australian broadcasting.

At this printing details of plans for all States were not to hand and the New South Wales set-up was not complete. Some salient features, however, have been arranged. Each State Committee of the Australian Federation of Commercial Broadcasting Stations is responsible for plans and arrangements for the individual States.

Landline facilities linking all commercial stations in the country to a central tally room at the G.P.O. have been provided for the purpose of compiling progressive tallies of the total amount subscribed as a direct result of the afternoon and evening broadcast. Country stations also will be granted landline facilities for taking city produced and broadcast features.

In Sydney itself there will be a blanket broadcast by all six commercial stations.

Captain Jim Davidson and his famous band, together with the whole entertainment unit of which he has had charge in forward battle areas, will be lined up in the schedule, as will Bob Dyer. George Edwards will contribute a special recording, and Arundel Nixon a sketch written for the occasion. Other famous artists to be listed are Jack Davey, Kitty Bluett, Jack Lumsdaine, Pauline Garrick, The Big Four, Kerry Lorimer, May Webster, Maudie Stewart, Reg Quartley and Cecil Scott, Cyril James, Gwen Parsons, Lulla Fanning.

John Dunne will be featured as auctioneer in a novel scheme which will hold a number of spots throughout the afternoon and evening. Dunne will "auction" goods which will not necessarily go to the highest subscriber bidder, but to the one whose subscription coincides with the pre-determined "price" of the article.

Commercial Broadcasting Rate Book

In response to numerous requests from all sections of the advertising and broadcasting industries we are happy to announce that a new issue of the "Commercial Broadcasting Rate Book" will be possible this year.

Owing to wartime conditions there has been no issue of the Rate Book since January, 1942. We are fully appreciative of the hardship which this has imposed upon the industry generally, but have been powerless up to the present to offer again that service which we know is of so much value to all sections of industry interested in broadcasting advertising, as well as to all advertising service agencies and broadcast stations.

Every endeavour will be made to produce the 1944 "Commercial Broadcasting Rate Book" by not later than the end of July. Much will depend upon the co-operation we receive from broadcasting stations. It is URGENT THAT STATION MANAGERMENTS IMMEDIATELY ADVISE US WHETHER RATES AS PUBLISHED IN THE JANUARY 1942 RATE BOOK STAND, OR IF NEW RATES ARE APPLICABLE, THEY SUPPLY PRINTED SCHEDULES OF SAME.

Commercial Announcer's Club

Melbourne announcers have banded together to form a social club for the betterment of goodwill between them. Admission is open to all announcers or people employed at regular periods on the air.

Officer bearers are: President, Mr. Norman Banks, 3KZ; vice-presidents, Eric Welch 3DB, Alwyn Kurts 3XY, and Fred Tupper 3AW; treasurer, Gil Charlesworth, 3UZ; joint secretaries, Eric Pearce 3DB and Lewis Bennett 3KZ; committee, Monty Blandford 3DB, Rod Gainford 3AW, John McMahon 3UZ and Ray Chapman 3XY.

There have been several meetings, and the first full meeting of the club which has already a large membership representative of all stations, was held at the Hotel Australia on Tuesday, April 18, at 12.30 p.m. The guest speaker was the Hon. R./G. Menzies.

Wire Recorder Makes Debut in Battle Descriptions

When the Marines hit Empress August Bay Beach, Bougainville, radio history was made, according to a delayed Associated Press release written by Technical Sergt. Harold Azine, formerly of WLS, Chicago, and WBAL, Baltimore, now a Marine Corps correspondent, says "N.A.B. Reports" (U.S.A.).

In this engagement, according to Azine, a man and a microphone for the first time recorded a long operation against the Japanese.

The man was Marine Sergt. Roy A. Maypole, former producer at CBS, New York, whose equipment consisted of a sound-on-wire recorder.

Verbally identifying the ship sounds, gun salvos and bomb explosions, while trying to keep his feet against the concussion, when landing parties started down the rope nets, Roy rushed his mike to the rail of the ship to get several 10-second "man on the move" interviews.

He then followed ashore and continued recording the engagement, although the source of electrical power furnished an obstacle. Abrupt end to his recording came when an enemy bomb landed ten yards from the equipment and caved in the side of its amplifier cover plate, but the wire and its precious story were unaffected. Its release to the public will be through Marine Corps headquarters, Washington, D. C.

The wire recorder was demonstrated at the NAB War Conference last year, and upon other occasions by Col. Ed. Kirby and Major Frank Pellegrin, formerly with NAB.

Sound recording on wire was first applied in broadcasting in Australia about 1931, in which year the Eric Welch description of the Melbourne Cup was recorded in Sydney by this method, and details of which were recently referred to in "C.B.", 27/1/44.

NEW BEECHAM SERIES

In place of the series "A Doctor's Case-Book," which have just concluded broadcasts through the Macquarie Network, Don Joyce, 3AW's producer, has recorded another series written by Ru D. Pullan called "A Doctor's Memories." The starring role of Dr. Gilbert is played by actor Syd Wheeler, and the stories tell of past cases and experiences of a Harley Street doctor, who is reminded of the past by daily occurrences in his life, and who brings the stories of life in dramatized form.

The cast includes such actors as Robert Burnard, Hal Percy, Clifford Cowley and Marcia Hart, and the series consist of 52 quarter-hour single episodes. The sponsors are Beechams Pills Pty. Ltd.

Max Oldaker's Works Featured in "Australia Show"

Among the composers whose works have so far been included in "The Australian Show," 2CH "Radiola Harmony" broadcast, which fosters Australian talent is Mr. Max Oldaker, who is at present appearing with considerable success in Gilbert and Sullivan operas at the Sydney Theatre Royal.

A recent press notice referring to his work as a composer stated: "Max Oldaker is well on the way to fame with his musical composition, 'Bird Market in Pekin,' which has been recorded by A.W.A. for 'The Australia Show' broadcast over 2CH. The composer said it was most exciting listening to Glen Marks and 2CH's 19-piece orchestra playing the piece."

The press notice goes on to state that the new series is causing a great deal of excitement among young Australian poets, song writers and composers whose works are being done. Among the poets whose verse will be recorded, it states, are Douglas Stewart, Rex Ingamells and Gina Ballantyne.

"The Theatre of the Air is doing right by local talent in a substantial way," concludes the article.

Max Oldaker is now composing other pianoforte solos which will be featured in "The Australia Show." The works of many other poets, song writers and composers, some of them well known, and others not so well known, are presented week by week.

"The Australia Show," with a cast of nearly 50 artists, is presented from 2CH every Monday from 8 to 8.30 p.m. It is produced by Humphrey Bishop.

RADIO ALMANAC New McDowell's Show

McDowell's Ltd. are now presenting a new factual dramatisation from 2UE every Monday and Thursday night at 8.45, under the title of "Radio Almanac." The program presents a record of historical events which have taken place in the past.

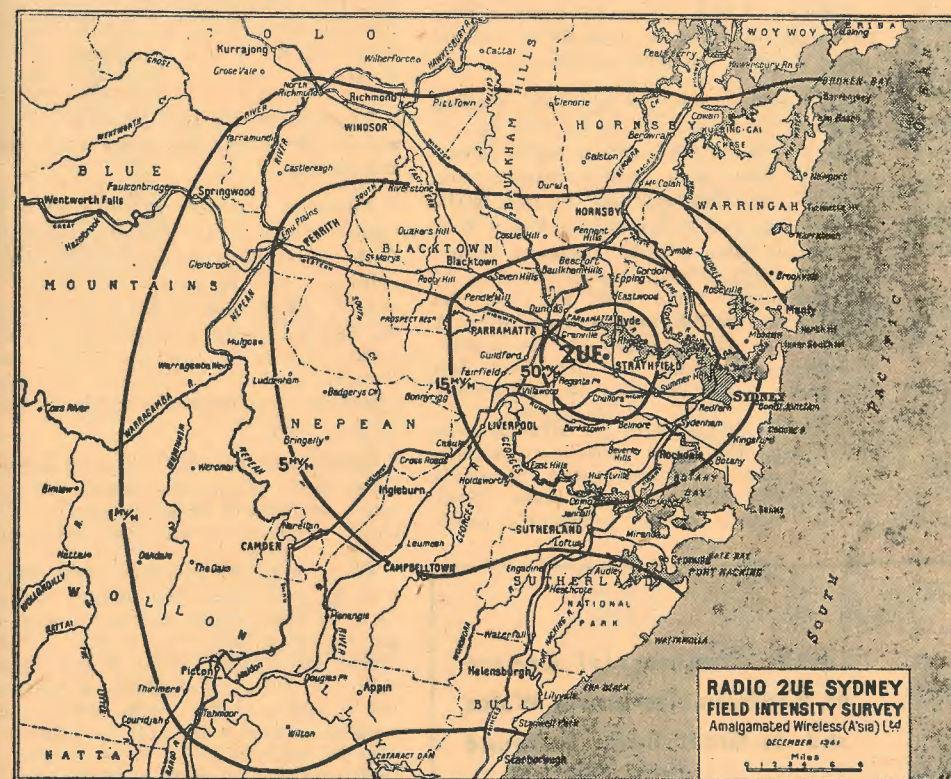
In this series of famous world happenings the dramatisations will be broadcast on the anniversary of the occurrence.

A splendid cast of players not only enact well known events and happenings, but "Radio Almanac" will also reveal many hitherto unknown stories—some of them weird in the extreme and almost beyond the bounds of possibility. These have been unearthed by research writers, and for the first time will be brought in to the spot light of radio. Feature will be presented in complete quarter-hour episodes.

The 2UE account is through Trans Radio Advertising and Program Services.

Not only TOP programmes but COVERAGE also — through RADIO 2UE

The first essential of a radio broadcasting station is a series of programmes that will ATTRACT listeners; the second is the power to REACH THE GREATEST NUMBER of listeners. RADIO 2UE OFFERS YOU BOTH.



The above map shows graphically the result of the field intensity survey conducted for Radio 2UE Sydney by Amalgamated Wireless (A/sia) Ltd. The survey showed that 2UE has the power to reach effectively a larger prospective market than any other prospective market in Australia, covering city, suburban and rural areas, which support a total population of 1,476,020.

2UE has the greatest field strength coverage of any commercial broadcasting station in Sydney.

RADIO
2UE
SYDNEY

New Studios For 2UE In Operation this Week

Rebuilt after Last Year's Fire

Complete new studios, which have taken about 12 months to complete by 2UE engineers, came into operation for that station, at 29 Bligh Street, this week. The studios and attendant offices are modern, airy and efficient.

When the 2UE studios were burnt out by fire about 12 months ago the management was faced with a problem of some magnitude in setting about reinstatement of equipment and facilities for broadcasting, so much material required for the job of rebuilding was in short supply. The finished "product" however leaves little to be desired, and no doubt the station will reap the benefit for all the arduous and painstaking work and worry which has gone into the rebuilding. The management and employees might well be proud of their new studios.

Invited to a pre-opening peep of the new studios, a representative of "Commercial Broadcasting" was last week shown over the remodelled set-up by 2UE Chief Engineer Murray Stevenson.

One is immediately impressed with the simplicity of line and clean design and modern lighting in all departments—fluorescent lighting for instance is introduced in its first application to broadcasting studios in Australia.

Immediate entry from the lift lobby on the fourth floor reveals the producers' office suite on the right, and next to it

the large and airy record room. Straight ahead is the chief engineer's office suite.

Turning left through attractively glass panelled swing doors a 75 ft. corridor opens up giving access to two studio "blocks," one on either side of the corridor. On the left are studios A and B, control room and producer's booth. Glass panels between each provide a visual range through the four sections.

"A" studio, which could have seating capacity for about 35 is 29 feet by 16, with live and dead end acoustic treatment. The live end features non-parallel reflecting surfaces on the walls and ceiling, and a dais which has a floor of special low, natural resonant period designed to assist in the production of low frequency tones such as from the grand piano which stands upon it. A fairly large orchestra can also be accommodated on the dais. A Hammond electric organ is also installed in this studio.

In "A" studio as in all other studios and booths the main walls and ceilings are surfaced with perforated Masonite and walled behind with rock wool. Next to "A" studio is the producer's booth

Mr. Murray Stevenson,
chief engineer of
2UE Sydney



with a four turntable desk of unusual design which will provide for efficient and comfortable manipulation of discs and switch controls on the six-channel mixer.

In the control room, which is next in line, the original equipment which was damaged by fire, has been largely reinstated with modifications that were possible to increase its flexibility in the light of the latest technical developments.

At the end of this "block" is "B" studio, designed for talks and general announcing.

Across the corridor at this end is "C" studio, which is delightfully proportioned with russet carpet and ivory walls and ceiling. Here by comparison with "A" studio, which has a hard surface floor, we find a heavily carpeted surface which helps to provide the desired low reverberation period. This studio is designed primarily for dramatic productions and speech work.

Next door to "C" is the recording room and producer's booth for that studio which will be used mainly in "cutting" productions for disc transcription.

Then on to the audition room where a wall to wall deep blue carpet and comfortable lounge suite provides a vast comparison with all other rooms. The inviting comfort of home living room is reflected here. Nevertheless this room too is equipped for work, and it can be used as a studio by notable talkers who may be made to feel "more at home" in such surroundings and therefore at their ease when doing a broadcast.

Last but not least in our tour was the air conditioning plant, which was supplied and installed by York. This is situated on the same floor at the rear and amply services all studios and booths and adjacent engineering offices.

The whole of the design and supervision of the work which has been carried out rested with the 2UE chief engineer, Mr. Murray Stevenson, and it certainly is a credit to this technical skill and administrative ability. From the ashes of the fire he has resurrected studios and equipment which, while of necessity conforming to all the restrictions of wartime conditions, may well be described as the most modern and as efficient as anything of its kind in Australia.

Surprise Luncheon to H. G. Horner

About a week after Mr. Horner returned to his desk, after being laid up with a fractured leg, he received an invitation to attend a luncheon, at Usher's Hotel, which, he was told, was to be just a little "get together" amongst the executives of Colgate-Palmolive, the Radio Unit and Macquarie Broadcasting Service. It was a pleasant surprise for him to learn the luncheon had been specially arranged as a welcome back, and that he was the guest of honour.

Mr. John Moran, managing director of Colgate-Palmolive Pty. Ltd., said that executives of Colgate-Palmolive Pty. Ltd. and the Radio Unit, and George Patterson Pty. Ltd., were all very pleased to know that Mr. Horner was back at his desk after the absence enforced by his recent accident, and he had arranged the function so that



Mr. H. G.
Horner

they could all get together with Mr. Horner and his colleagues again. He had known Mr. Horner for very many years, and had a great regard for him as a man and a business leader.

Colgate-Palmolive were to-day the largest radio advertisers in Australia, and in reaching this position many problems had to be overcome, and it was a tribute to Mr. Horner that in the solution of them, through his knowledge of the broadcasting business, it was possible to meet in this friendly environment.

Mr. George Patterson said that the mere fact that Mr. Moran had arranged this luncheon proved that the adage "There is no sentiment in business" was quite wrong, but Mr. Patterson caused laughter by adding that did not mean to say that immediately after the luncheon the sentimental side might be temporarily forgotten while problems of business asserted themselves.

Mr. Horner said it was one of the nicest tributes that had ever been paid to him. He congratulated Colgate-Palmolive on the progress they had made with their radio programs, including the latest one "Rhythm Inn," which he thought would build up rapidly in listener popularity.

Mr. Horner referred to the support he had received from the Macquarie executives present and other members of the staff. He also mentioned his old friend Russell Scott, who had "seen the error of his ways" and decided to come back into the fold of commercial broadcasting.

Mr. Horner also made personal acknowledgments of gratitude to other members of Colgate-Palmolive and George Patterson Pty. Ltd., present at the function.

"THE IN-LAWS"

"Lady of Millions," 2GB morning serial, concluded last week and arrangements have been completed for "The In-Laws" to follow on as from Monday, April 17, in the same channel.

This radio comedy in 130 x 15-minute episodes, is brimful of human appeal and spontaneous humour. Its 15-minute climaxes have been most cleverly plotted, and there is no doubt that the serial will immediately gain and sustain the interest of listeners.

Time channel is 9.45 to 10 a.m. from Monday to Thursday inclusive.

INGLIS PTY. LTD. SPONSOR UNUSUAL SCRIPT

Taking Station 2SM's most popular personality, Mr. John Dunne, who is also the studio manager of that organisation, Inglis Pty. Ltd., tea merchants, are responsible for the sponsorship of "John Dunne's Diary." Compered, of course, by John Dunne himself, "John Dunne's Diary" represents a brief insight into the life of a very busy radio personality. Music is also used, and the script is the work of Len Hancock. It's broadcast from 2SM every Tuesday, Wednesday, Thursday and Friday night at 7.45.

LESSONS FROM HISTORY No. 9.



'Air Coverage must be adequate

When Lady Godiva paraded Coventry, all the people stayed indoors. "No one must look", said the lady, "I couldn't bare it!" They all stayed close by their radio sets, and that made the 'air coverage completely effective. Peeping Tom, as we know, didn't have a radio.

If you want complete coverage in Newcastle district, of course you'll use 2KO... for 2KO fills the air with entertainment, day and night.

the premier station >> **2KO** <<
NEWCASTLE
SYDNEY OFFICE: 60 HUNTER STREET. . . PHONE: 85370



2TM

In the Commercial Centre
of Northern New South Wales
and its Great Rural Surround

"Build castles in the air and
then put foundations under them."
—Thoreau.

Thoreau did not then know
about 2TM — He must
have had vision.

Tamworth Radio Development
Co. Ltd.
PEEL STREET, TAMWORTH

OF SYDNEY OFFICE, 30 CARRINGTON STREET. 'PHONE: BW 7376.

Pre-Emphasis Comes to Australia

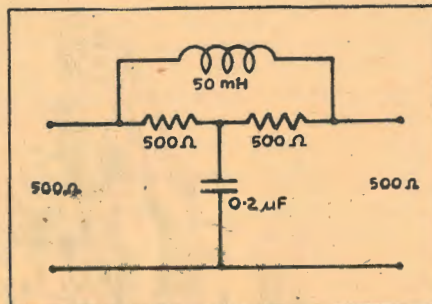
(By ALAN BOYLE)

A few weeks ago our company completed all tests and installations of what is to Australia a new system of sound recording.

Within the last few years, broadcast stations and recording companies have been aware of the general trend in American recording practice known here and in the United States as the pre-emphasis system, and it has been felt for some time that the technical field of recording in Australia should be ready to accept the standards of development which will be apparent in the introduction of the Australian counterpart of pre-emphasis to be known as "Panacoustic."

As would be anticipated in a project of this nature, final laboratory tests were not taken as conclusive, so with the co-operation of a large national sponsor, one of this country's largest shows of music and variety was recorded under the Panacoustic system and broadcast over a

"A sound so perfect that nothing lives
twixt it and silence."—Virginius.



Post equaliser for Panacoustic recordings. For use in 500 ohm circuit and to be inserted after existing pick-up equaliser.

leading city station. The extraordinary response from listeners made it self-evident that Panacoustic sound was here to stay.

A brief history of the introduction of pre-emphasis sound to America, showed quite clearly that technical advance, when uncontrolled, could bring the broadcasting and recording industries to the point of chaos. In 1938 the Radio Corporation of America introduced to that country "Orthacoustic" sound recording, and for a short time their system held the field solely, though, in succeeding months, many and varied departures from "straight line" recording were introduced by discing companies throughout America.

In 1942 the position throughout the United States was so involved that it was almost impossible for broadcast stations to cope with the whole range of recording systems employed, particularly when it was apparent at one stage that stations would have to include among their technical equipment nine different filter arrangements for use in reproducing transcriptions cut to varying specifications.

Mr. Alan Boyle, chief recording engineer of Australian Record Company, who contributes this article on a new development in Australian sound recording technique.



In 1943 the National Association of Broadcasters saw that a complete lack of standards was taking the position rapidly beyond control, and in an effort to stabilise the industry an inaugural meeting was held at which representatives of recording companies, broadcasting stations and film companies, as well as radio equipment manufacturers, sought to restore order out of chaos and to determine a standardised pre-emphasis curve to cope with general convenience and maximum efficiency in the recording and reproduction of transcribed programs. The recording curve decided upon by a committee of delegates is here reproduced and the standards as laid down have been originally adopted throughout America by those companies specialising in other than straight-line recording.

Half-way across the world Australia had its eye fixed on an horizon bearing clouds heavy with impending change, and it was immediately decided that what American advance had been made in the recording world at that date, should be made in this country.

Wartime conditions, however, made the position extremely involved, inasmuch as though it was possible to proceed in theory, the actual practical application of pre-emphasised recording for national broadcast brought us into conflict with restrictions imposed by the scarcity of materials required for wartime uses. This was particularly apparent when it was found that most broadcasting stations lacked the essential equipment which would be required to create the corrective curve in the playback system. For some time therefore, the entire scheme was left as a sheaf of blue prints for future reference.

However, with the advent of a large quantity of American transcriptions issued through the United States Special Services Division for the entertainment of American troops in Australia, it was found that many of the leading broadcast stations throughout the Commonwealth procured the necessary filter equipment in order that these pre-emphasised discs

could be broadcast. It was at this stage that our company's plans for the future became, overnight, plans for the present.

The basic use of a pre-emphasised system of disc recording, is to employ a correction to the equalised curve in order that there may be a maximum improvement in the signal-to-noise ratio when a processed disc is reproduced by existing pick-ups. The first step in this procedure is carried into effect when in the original recording a pre-emphasis equaliser slowly lifts the top frequencies until there is a rise of 16 db. at 10 k/c. The improvement in signal-to-noise-ratio comes about when the disc is reproduced on equipment incorporating in the circuit a filter-arrangement which has a falling characteristic giving a curve complementary to the one recorded. In visualising this set-up it is obvious that there is an appreciable gain in signal-to-noise-ratio.

Having achieved this not inconsiderable result we believe that the general system of pre-emphasised sound recording has fulfilled its normal functions, but at this same point, as becomes evident with Panacoustic sound as introduced to Australia this month there is opened up a second field of technical advance. This is apparent when, with the use of Panacoustic recording, a definite third dimensional effect comes into operation, in which an audible degree of "acoustic feeling" becomes obvious to the ear. This is due in some extent to the fact that, with a heavy rise at 10 k/c, there are recorded on the disc vivid overtones that were not previously audible to the same extent on the normal straight-line recording.

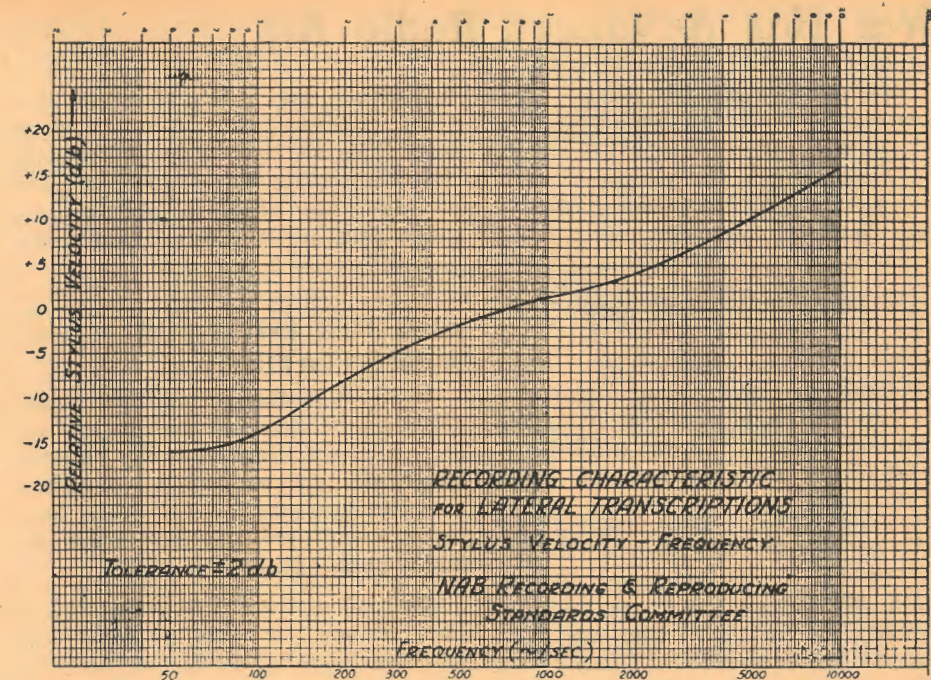
Sound colour of this nature is most apparent in orchestral items taken from an auditorium, and in this may we quote the opinion offered by a leading Australian station—"These are the finest discs that have ever been broadcast over this station, irrespective of the country of origin."

As far as one can see into the years ahead, it is reasonable to assume that Frequency Modulation will make its appearance in the commercial world, and it is axiomatic to assume that, with a method of transmission so entirely bound up with fidelity, all recorded programs for use on F.M. transmission must be manufactured to the utmost possible degree of faithful reproduction.

For a considerable time our company has handled the recording contracts of some of the largest radio sponsors in the Commonwealth, and we believe that the introduction of the "Panacoustic" sound system will bring to large audiences a still greater degree of radio enjoyment.

Reverting again to technical mood, the circuit of the play-back equaliser used in connection with "Panacoustic" discs is reproduced in this article. Should the necessary components be out of stock most station workshops should be able to cope with their construction.

The 50 m/h choke is the only minor problem, and as it may take some little time to have it wound by an outside shop, station engineers can find the necessary data covering this type of choke in the



Pre-emphasis curve used in standard American and Panacoustic recordings.

Admiralty Handbook 1938, Volume 1, pages 154-155.

Stations employing crystal pick-ups may find that no set rule applies to them regarding a concise method for obtaining the required attenuation, but should engineers care to write to Australian Record Co. Pty. Ltd., 29 Bligh Street, Sydney, we will be happy to advise in all instances after receiving from them details of the full circuit in use. At the present time we are preparing a frequency test disc on which are two runs, the first giving a straight line response and the other recorded with the Panacoustic recording equaliser in use. We believe that these discs will assist station engi-

neers in lining up their play-back equipment to the required specification. It occurs to us that stations may encounter minor difficulties during the manufacture or installation of the play-back equaliser, and we would like to make this an open invitation to them to write to us for whatever assistance or advice we can give as a result of our past experience.

We feel, with some degree of pride, that Panacoustic recording is a major step forward in Australian sound recording practice, and we would like to see stations supplied with every facility for introducing this progressive step in radio to their audiences.

Mail Means Listeners

John Masters and his Daytime "Choice of the People" programmes receives an average mail of 60 LETTERS PER WEEK.

Peter Ellis and his Midday Half-hour of "Noon Tunes" received a total of 13,660 VOTES IN 10 DAYS in Sinatra versus Crosby Contest.

3AW Has the Listeners

3CV

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PROSPEROUS INDUSTRIAL
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Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.
MU 3115

Telegrams: "Selos" Melbourne

War Has Advanced Radio Art

Wartime electronic research in R.C.A. Laboratories has greatly sharpened the television camera's eyesight. Ralph R. Beal, assistant to the vice-president in charge of R.C.A. Laboratories, told the San Francisco Engineering Council in February, reports U.S. "Broadcasting."

Mr. Beal told the council that F.M. offers great promise in bringing new realism and tonal quality into sound broadcasting. Standards established for the transmission of sound by F.M. stations make possible the true transmission of all sounds within the frequency range of the human ear.

East will be linked with West through the medium of the television camera, which will be sensitive to the point of recording the flight of a bee, he said. Post-war improvements in home television, he added, and the conversation of the nation's theatres into television outlets, are "one of the brightest prospects of the art." Automatic, unattended radio relay stations, spaced at intervals will enable the people across the country to witness presidential inaugurations, national political conventions, sports classics and the like, he stated. Furthermore, he informed them it was within reason

to estimate that several hundred television stations can be placed in operation within the first ten years following the war, and that television receivers will be within the range of the average pocketbook, due to ingenuity in design and production.

ANOTHER TWIST FOR MUSIC FEATURE

"Eminent in Music," the 2UW Saturday night half-hour (it goes on the air at 9 o'clock), sponsored by Helena Rubenstein, is to continue for a further term—arrangements for the renewal having been completed last week through the A. N. White Agency.

"Eminent in Music," for many months past, presented in each program one world-famous artist in his or her outstanding recordings; but a recent change in the presentation provides for the featuring of the works of great composers in one unit, and a particularly high standard of musical entertainment has been maintained throughout the series.

The Hub Ltd., Sydney, has renewed its extensive daytime contract with 2GB. Announcements are covered for broadcasting from Monday to Thursday inclusive.

VOICE OF FREEDOM AGAIN ON AIR

The "Voice of Freedom" sessions which caused so much discussion last year are on the air again, and will be heard in Sydney from Radio 2UE every Thursday at 8.30 p.m.

Sponsored by the Bureau of National Affairs the "Voice of Freedom" will feature fearless and challenging ten minute talks on topics of public interest.

"Making the World Safe for Bureaucracy" and "Centralise and Die" are the titles of two talks to be delivered within the next two weeks.

In addition to 2UE the sessions will also be broadcast over a network of country stations.

Bayer Pharma Pty. Ltd. (agency, L. V. Bartlett) have issued contracts and schedules for spot announcements on 2AY Albury, 2GN Goulburn, 2GF Grafton, 3BO Bendigo, 4CA Cairns, 4TO Townsville, 4WK Warwick and 4MK Mackay. The announcements will be broadcast during the evening sessions.

Olympic Tyre and Rubber Co. Ltd. New contract for evening announcements in 7HO. (Contract from Arthur Smyth and Son, Sydney).

W. C. Douglass Pty. Ltd. New contract for preferred positions in breakfast session on 2GB, 2CA and 2WL Monday through Thursday. (Contract through J. B. Percival Pty. Ltd., Sydney).

Renewal of Bodega Wines, "The Good Earth" is for another long term on 2GB, as from April 15. Program deals with curious facts about wines from the world over, as well as other products from the "Good Earth"—and selected vocal recordings of a robust character, by world-famous artists, are interspersed to make a most pleasing and informative program. Broadcast Saturdays at 6.45 p.m.

CASTING COMMITTEE

Problem of 50 Quarter Hours a Week

With Macquarie Broadcasting Services Pty. Ltd., producing upward of the equivalent of 50 x quarter-hour programs each week, the management has found that care must be exercised in the constant selection of artists employed.

Fifty quarter-hours each week, with an average of six artists, per program, means the selection of some 300 parts to portray characterisations, so that constant vigilance is necessary to guard against the casting of individual players either too frequently or not frequently enough.

The number of different shows being "cut" for release through Macquarie Network sponsorships, is steadily in-



Mr. H. G. Horner in the chair, and from left to right, Mr. F. C. Coombes, program and productive executive, Mr. J. Cortez script editor, Miss Yvonne Banvard producer, Mr. E. Mason Wood production manager.

creasing. So much so, that script writers also must keep one eye on their stories and plots and the other on talent, so to speak. It is claimed that there is not any dire shortage of radio actors and actresses, although a shrinkage of the

SUNDAY MUSIC FOR FOSTARS

Newest addition to the Sunday programs from 2SM is the session "The Music You Love," sponsored by Fostars Shoes Pty. Ltd.

This new musical feature is broadcast from 2SM every Sunday from 12.30 till 1.15 and incorporates all types of music, classics, light classic, swing and jazz.

On the air at a time when all the family are available to be listening "The Music You Love" promises to be a good boost for both the merchandise of Fostars Shoes Pty. Ltd., and the musical selections of 2SM as a whole.

"I FLY ON ONE WING"

With the date pushed forward a fortnight 3XY's new production "I Fly on One Wing," produced by Arthur Collins, will now take the air on May 14 under the sponsorship of Richmond Brewery.

Telling the stories of heroism associated with the navigators of the R.A.A.F., the show will in many instances introduce to listeners the actual airman whose adventures are being discussed. The title comes from the single-wing insignia of the navigator and observer.

talent pool is apparent because of enlistments and Manpower calls.

The responsibility of casting such a great number of artists for shows has grown to such proportions that a special casting committee has been installed by the management, and each program has to receive meticulous care and consideration.

This committee, which is presided over by Mr. H. G. Horner, meets every week, and not only guards against the too frequent, or too infrequent, use of capable artists, but, also, it ensures that players are given character parts that suit them.

"I guess the war'll be over in six months!"

**DON'T GUESS—
—it's dangerous!**

Messrs. Cocksure, Complacent and Cantlose are a menace to the war effort. They confuse optimism with ostrichism. The road to victory is long and hard. The only way to shorten it is to stop guessing and start *doing*. **SPEED** the Victory by investing every pound of your savings in Australia's First Victory Loan.

SPEED THE VICTORY ...

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for the
future.**

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use—**

Dick Bently - Harry Dearth in A.N.A. Victory Loan Shows

Although they are two of the best known names in Australian radio, comedian Dick Bently and compere-producer Harry Dearth, will appear on the one broadcast program for the first time on Saturday, April 29, when Australian National Airways will present their Victory Loan Show from Radio 2UE to a nationwide network of commercial stations.

Bently, well known on the Tivoli Circuit, has for several years appeared almost exclusively in Australian Broadcasting Commission features. He is regarded as one of the outstanding comedians in the country.

Dearth, before joining the R.A.A.F., in which he holds the rank of Flying Officer, was perhaps best known as the producer-compere of the Lux Radio Theatre and Lever's Amateur Hour.

Both have enjoyed an exceptionally large public following, and now by courtesy of Lever Bros. have been brought to the listening public as co-stars in half-hour Victory Loan Shows to be broadcast at 8 p.m. on April 29 and May 6.

These two programs are Radio 2UE productions, and will emanate from 2UE to stations throughout Australia.

Private auditions of the two shows suggest they will rank very high on the list of radio hits of 1944.

Bently is heard at his best in a straight-comedy role and also in patter with Dearth, while the latter is also featured in particularly impressive loan appeals.

Other members of a very strong cast include the Parker Sisters, George Balmain and Buster Fiddis, while Hector Crawford and orchestra supply a splendid musical background.

Australian National Airways are deserving of the congratulations of all interested in radio for their enterprise and patriotism in making such a fine broadcast possible.

SIMPLE IDEA BACKBONE OF POPULAR FEATURE

Adelyn's "Are You An Artist?"

"Are You an Artist?" the Adelyn Frocks half-hour, programmed as the "amateur show that is different," will continue on 2UW for a further 12 months. "Are You an Artist?" which originates from 3UZ Melbourne, is built on the basis of listener popularity. The program is divided into four sections, embracing all forms of entertainment, and in each section, each week, two artists appear. One is the winner of the previous week's listener popularity poll, and the other a newcomer to the program. Listener votes each week determine the length of time which any artist remains in the program; while, in addition to broadcasting fees paid to each competitor, there is a special prize of £2/2/- awarded by the sponsor to the artist who, in his opinion, provides the best entertainment. This latter prize is divorced entirely from the public vote.

From the point of view of the radio industry, "Are You an Artist?" is notable for the widespread publicity provided by the sponsor in Sydney. Twenty-four sheet posters have been placed on almost every railway station in the metropolitan area and on highway hoardings as direct publicity for the broadcast session.

The program is broadcast by 2UW each Wednesday at 8 p.m. The account is handled by the Leyshon Publicity Services, Melbourne.

CROSBY OUTVOTES SINATRA IN MELBOURNE

Peter Ellis, who conducts a daily program at 12 o'clock for Hoyt's Suburban Theatres called "Noon Tunes," recently asked listeners to send in votes as to which of the two crooners was their favourite, and he played each day in the session one recording of each artist. The Melbourne public rallied to the good cause and outvoted Sinatra by some ten thousand votes. The competition was conducted for a ten-day period, but by the time four or five days had passed it was obvious that Crosby was still by far the most popular crooner in the southern city. The eventual total of votes was Crosby 11,772 and Sinatra 1,291. Considering that no form of prize was offered, extraordinary interest was shown in the program.

JOCKEY BROADCAST HIS RETIREMENT

Shortly after the running of the last race on the final day of the A.J.C. Autumn Carnival famous jockey Ted McMenamin 'phoned Radio 2UE and asked sports editor, Clif Cary, to announce his definite retirement from the saddle.

This is the first time on record that a jockey has "broken" such news to the racing public through radio.

McMenamin 'phoned from a friend's home close to Randwick and asked Clif Cary to say "thanks" on his behalf to a racing and sporting public which had show him such kindness during his riding career.

McMenamin was one of the top-line jockeys to make the grade the hard way. After many unsuccessful attempts to secure rides in Sydney as a young man he returned to his home district, Wagga, and commenced riding in hurdle races. He immediately became recognised as a fearless horseman and, on returning to Sydney, was associated with Greensea, the greatest brush hurdler of all time. On the retirement of Greensea McMenamin again tried his hand in flat races, and within a very short period was rightly recognised as one of the leading six horsemen in the Commonwealth.

He considers Beau Vite the best horse has ridden, and Sarcherie the best mare.

"MELODY HOUR" FOR GRACE BROS

"Melody Hour," a program sponsored by Grace Bros. over a long period on 2CH, has become an established rendezvous for music-lovers judging by the letters of appreciation received by Hilda Morse who conducts this session.

One recent letter was from the patients at "Malahide" Red Cross Hospital at Pennant Hills, who named the pieces they most appreciated in the program. Many others received by Hilda Morse also express the pleasure which "Melody Hour" gives them every week.

Now in its third year, "Melody Hour" is scheduled on 2CH every Thursday from 2 to 3 p.m.

MORE MONEY FOR MERCHANT NAVY

There was a large gathering in 3UZ's main studio on April 12, when Mr. A. L. Prince, 3UZ acting manager, handed a further cheque for £300 to Padre Oliver of the Missions to Seamen. About two years ago "Penelope" set out to raise £1,000 for the men of the Merchant Navy. She is now well into her third thousand.

Quiz for Phone Subscribers

Listeners to 3KZ and readers of Melbourne daily press were intrigued by hearing and seeing the letters D.D.P.Q. everywhere.

D.D.P.Q. stands for Denzil Don Phone Quiz, which started at 9 o'clock on 3KZ on Wednesday night, April 12.

This is a new radio quiz in which anyone with a telephone may compete. Norman Banks, in 3KZ's Studio asks a question, announces the time limit for answers, and whilst the metronome ticks away the seconds, members of the listening audience may find and ring through the answers.

Program offers the excitement for listeners which hitherto has been reserved for studio competitors. The answers to the prize-bearing questions can be found in most homes.

Generous cash awards are to be made to the persons who give the correct answer, and consolation prizes of sporting goods go to those who give nearly correct answers. If no one comes forward before the time limit is expired, then the prize money jack-pots on that particular question.

Out of £9/10/- prize money the first week only £3 was won, making £16 for the next week.

NOVEL STUDIO SHOW

"Tag the Apple" is the title of an interesting and novel studio show devised by 4ZB Dunedin, N.Z. It bears some resemblance to that old parlour game which was concerned with putting the tail on the pig or the donkey, as the case might be.

Briefly, the idea is this: In the studio will be a large cardboard apple, and the contestants consisting mainly of housewives, will be blindfolded and presented with a stalk which they will endeavour to place in correct position in the anatomy of the aforementioned apple. If they perform this feat satisfactorily, they will receive two cases of apples. Failing to place the stalk in proper position, they will have put it against one of the four positions into which the apple is divided. These four sections bear the labels "Household Hints," "True or False," "Ask the Announcer" and "Yes No Jackpot."

The contestant who lands in either of the first two sections will take a question from a box, which is divided into four appropriate compartments, and endeavour to answer it.

In the third section, she will also take a question from the box, but will in this case, ask the announcer a question, and success will be hers if he fails to answer correctly. If she lands in the remaining quarter of the apple, she will have to face the well known "Yes-No" interrogation. Those successful will each receive a case of apples.

4ZB "Tag the Apple" is certainly a quiz show with a novel twist.

New Show Creates Keen Interest in Sydney

Section of the competitors at the first audition at 2CH for "Junior Amateur Night," sponsored on the Major Network by the manufacturers of Vicks Vaporub. Rush of prospective competitors has absorbed auditions for weeks ahead.



DAVIS GELATINE FEATURE Plans for Presentation Overseas

"Our Little Folk," a program for "grown-ups"—the mothers, in fact, of the little folk, is now being presented on 2CH by the manufacturers of Davis Gelatine every Monday at 2.45 p.m.

This is a program written and presented by Hilda Morse, is designed to give mothers sound advice regarding the rearing of their children, the information being culled from reliable authorities on the subject, together with the knowledge gained at first hand by Hilda Morse in the rearing of her own children.

It is planned by the sponsors to make extensive use of the scripts for this session both in Australia and overseas, because the information they contain is of universal interest.

STREET SINGER

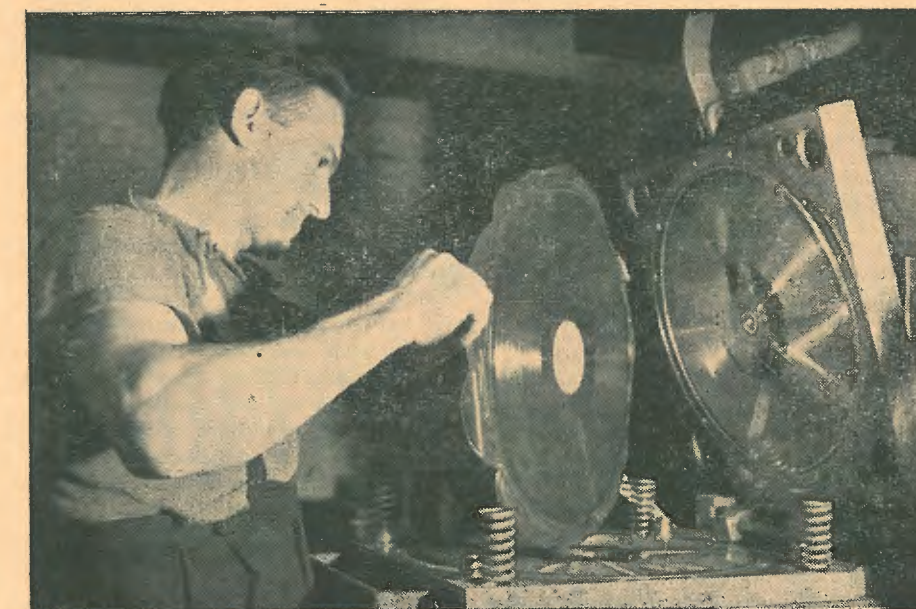
Melbourne listeners are still guessing about the identity of 3XY's mystery singer in the new Friday night "Australian Street Singer" session. This novel idea introduces a street setting with the street singer coming on the scene, singing popular songs and some of the old romantic melodies of the past, with housewives in the street asking for their favourite melodies. The continuity gives a pleasant little quarter hour session, under the sponsorship of Valencia Shoes, aired at 9.30 p.m. each Friday.

Every night, Monday to Friday, at 7.15 "Melody Stars" is the new W. C. Douglass feature on 2SM. Scripts are written and the show is compered by Dom Harnett, whose deft treatment gives this musical session added interest.

No. 8 in the Series

THE STORY OF SOUND

Advertisement



The metal Matrix, after being stripped from the Master Disc, is carried through several delicate stages by matrix-finisher McGrath. At this point the factory processes enter their final phase when the matrix is handed to the Press Room.

Pictured here is Pressman King who has just removed a record from the dies of the Press, in which have been locked a pair of matrices. When edged, tested and examined the disc is ready for despatch. On all departments and at all times the story of sound is told by the skill of operatives directed by experts. These are the guarantees offered by Australian Record Company Pty. Ltd., 29 Bligh Street, Sydney.

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Potent Part for Advertising Seen in Post-War World

By FRANK GOLDBERG,
Governing Director, Goldberg
Advertising (Aust.) Pty. Ltd.

The hour is at hand for Australian business men to do some bed-rock thinking.

The very foundations of old-time relationships between industry and the public have been shattered by the war. They will never be the same again. Our entire industrial, economic and social set-up has been substantially and permanently changed.

The first lesson of this war is that humanity is not individual or national, but global. True, when Peace breaks out, there will be seven million people here in Australia ready to lap up every good thing to eat, wear, use and enjoy. But it would be neither decent nor prudent for seven million people to sit down to a huge banquet regardless of the seven hundred million literally starving people in Asia and Europe hammering at the door. Our banquet, under those conditions, would not get far beyond the first or second course.

It seems as obvious, therefore, as anything can be that our resources for a long time, perhaps permanently, will have to be dovetailed in with a victory plan of progress applied by all the United Nations. The practical implication of this, of course, is that there will have to be some measure of plan and control over many, though not all, of the things we make and grow. This has its dangers. It means that there will be at least a residue of bureaucrats to carry over into the Peace. But my own theory is that the experience being gained under the unprecedented conditions of this war is developing a high type of public servant, and that under peace-time conditions anyway, those who run our Governmental controls will simply have to be men of the very best calibre. In war, muddles are unavoidable. In peace they are unpardonable.

In any event, the controls are not likely to be too extensive or onerous as some people seem to fear. In fact, the key word to post-war prosperity is not control but co-operation. The Government will be advisory rather than regulatory. They will set targets, more especially in the field of primary production and raw materials and seek— and secure by efficient administration and price guarantees—the co-operation of the producers. That in turn will have its impact on the secondary industries, especially in regard to manpower and materials. But the fears, often expressed, of the degree of direct and dictatorial interference by Government over our lives and work seems to me, for one, to be exaggerated. We can, and will, lick

our problems within the framework of democratic principles, which is to say, individual freedom and dignity. There will be plenty of room for initiative and enterprise in our post-war Australia.

Another pernicious idea going the rounds is that the future of Australia is in the hands of vague and sinister forces beyond our control, that we have put ourselves "in Pawn" for the sake of security. Forget it. Our friends and allies in this war will all have problems within their own borders sufficient to absorb their full time and energies. The people who will have the say in fashioning the new Australia will be Australians with the reservation that in the international as well as the national field we must be prepared to act always in a spirit of co-operation if the peace and progress of the world are to be served.

A NEW DEAL FOR WORKERS

A word about employer-worker relations—perhaps as significant a change as any that is coming out of this war. There is no blinking the fact that the control of the majority of workers is not in the hands of the proprietors but in those of militant and powerful unions. The end of unbridled profit making has come. The emphasis is now on better equipped, safer, and healthier factories, with, recreational, educational and other facilities for the workers and their families. Generally speaking, the workers have won a revolutionary advancement on out-moded conditions and they are not going back to the old regime. To the dyed-in-the-wool conservative this is all very worrying. But the immediate post-war world is likely to be a hard place for the dyed-in-the-wool conservative. Concerns that have led the way in enlightened relations with employees have no hamstringing fears as they contemplate what the post-war world has in store for them. They have the confidence of good leadership to start with and, having no domestic ills, they can meet the new conditions with energy and goodwill.

Considering what we have so far said, it seems to me that most of the fears current in regard to post-war conditions cannot be supported by the probabilities. Thoughtful analysis of the outlook projects the certainty that great new worlds are looming ahead to be conquered by new processes, by higher standards, by braver and more honourable objectives. Certainly a great deal of the humbug, "hypocrisy, and even mis-

representation, which flourished under notions of business, will be swept away. On the balance it is a hopeful and healthy outlook.

THE PART OF ADVERTISING

Firms that have been wholly or extensively engaged in war production have had their old customers not only out of sight, but in many cases out of mind, forgetting that sooner or later they will have to turn back to civil production. Probably three-quarters of former peace-time contacts between manufacturers and the general consuming public have been wholly or partially destroyed by the war and obviously part of the effective revival plan for industry in the swing over will be speed and comprehensiveness in establishing the right relationship.

Many firms have maintained advertising of brand names despite the fact that their goods are not available to the civilian market. They will have a clear start over rivals who will have to fish around in the dark for a long time seeking trade revenues, and gauging market possibilities. The wise ones have insured their future by keeping their trade names alive. However, putting aside those fears of what streamlined American industry might do to us (they have an infinitely vaster swing over to accomplish a war-over world will be a decade behind in countless vital needs, there seems to be plenty of grounds for believing that courage and enterprise will be rewarded to overflowing.

Here are some of the highlights of the situation:—

1. A quarter of a million new homes will go up as fast as labour can be found to build them. Here, Mr. Business Man, is scope for you.
2. One million existing homes will be repaired and improved. Here, Mr. Business Man, is scope for you.
3. Three million people at least will be hunting around for items ranging from radios, cars, electric razors, books and magazines, new food lines, clothes to new style hair-dos and confectionery. Here, Mr. Business Man, is scope for you.
4. Private and public companies will spend millions of pounds bringing their buildings up-to-date, installing new machines to handle big market production, appointing staffs, to

(Continued opposite page, col. 3)

Among the Sponsors

Bayer Pharma Ltd. (agency, L. V. Bartlett) have contracted for an extensive campaign of direct announcements on 2CH.

Through George Patterson the Colgate-Palmolive Co. has contracted for extensive use of direct announcements on 2CH.

W. E. Woods Ltd. have contracted through Gotham's for the use of scatter announcements for Wood's Great Peppermint Cure on Station 2CH.

W. C. Douglass Ltd. (agency J. B. Percival) are using 2CH for a campaign of announcements for Breakfast D-light and Fountain Brand products through the winter months.

Gas Accessories, through the Weston Co., have contracted for a series of direct announcements, additional to their half-hour session on 2CH.

Sydney County Council (agency Hansen, Rubensohn) has contracted for the extensive use of 100 word announcements on 2CH.

J. A. D. Gibson Pty. Ltd. (agency, Tradlers) have scheduled a heavy series of spots on 4TO Townsville, in day and evening sessions.

Beckers Pty. Ltd. (agency, Weston Co.) have renewed their 7½ minute sessions scheduled four times weekly in the evening sessions on stations 2AY Albury, 2GN Goulburn, 2GF Grafton, 3BO Bendigo, 4CA Cairns, 4TO Townsville, 4MK Mackay and 4WK Warwick.

Kraft Walker Cheese Co. (agency, J. Walter Thompson) have issued renewals for "Forever Young" broadcast three times weekly on 3BO Bendigo and 4TO Townsville.

Reed Bros. of Bendigo (agency, Successful Advertising Melbourne) have booked "The Everybodies" broadcast each Tuesday and Wednesday at 9 p.m. on 3BO Bendigo.

Cominos of Cairns are sponsors of "The Travellers' Club," broadcast each Sunday over 4CA Cairns.

A. A. Murray of Grafton have selected "John Halifax" as their new feature on 2GF Grafton, broadcast five times weekly, Monday to Friday, in the women's session.

Another new release on 2GF Grafton is "Marco Polo," broadcast four times weekly by Rockmans Showrooms in the 2GF women's session conducted by Miss Elva Evans.

J. A. D. Gibson Pty. Ltd. (agency Tradlers) have released "Dr. Jekyll and Mr. Hyde" on 2GN Goulburn on a four times weekly schedule in the evening session at 6.30 p.m.

Lipton's Tea (Lintas Agency) have scheduled a series of spot announcements on 3BO Bendigo in day and evening sessions.

Irvine, Dry Cleaners of Warwick, are the sponsors of the new half-hour thriller "The Scarlet Widow," broadcast each Tuesday evening on 4WK Warwick.

"Doctor Mac" is the new feature of Foster's Shoes Pty. Ltd. to be released three times weekly in the evening sessions on 4CA Cairns, 4TO Townsville and 4MK Mackay.

Nestles. (agency, Hansen, Rubensohn) have issued instructions for 26 five-minute sessions on ZJV Suva in the evening session on a twice weekly schedule.

Erasmic (agency, Lintas) have increased their weekly schedule of spot announcements on 4CA Cairns, 4TO Townsville, 2GN Goulburn and 4MK Mackay. Announcements are broadcast during the evening sessions.

Armstrong Ledié and Stillman Pty. Ltd. of Cairns, have extended their sponsorship for five 15-minute sessions on 4CA Cairns, broadcast in the women's session each day Monday to Friday, conducted by Miss Ann Weane.

Kolyn's Inc. (agency, J. Walter Thompson) have booked the 12.45 p.m. channel Monday to Thursday on 4CA Cairns for their new feature "Susan Lee."

The following contracts with 3UZ Melbourne have recently been renewed:—Central Springs Works (through Stevenson Agency), quarter-hour musicale, 9.45 p.m. Wednesdays; J. P. Sennitt Pty. Ltd. (through N. V. Nixon), "The Swing-mistress," quarter-hour live artist presentation, 7.15 Fridays; while a new account is Maison de Luxe, five minutes in the women's session.

Sydney County Council Electricity Undertaking (Hansen-Rubensohn Pty. Ltd.) has renewed for announcements in the 2UE women and afternoon sessions.

Sutton's Pty. Ltd. (Paton Advertising Service Pty. Ltd.) has renewed for announcements in A.S.B.

"The Voice of Freedom" has signed for 10-minute sessions in the 2UE evening programs.

Noel P. Ford, chemist, has renewed for commercials in A.S.B.

Gas Accessories (Weston Co. Pty. Ltd.) has contracted for five minute sessions in the 2UE women's program.

Shilliday Bros. have renewed for the second series of "Commando Story" on 3MA Mildura.

Washington Motors have contracted with 3MA Mildura for a minimum of 52 half-hours of the musical reminiscences program "Do You Remember?"

Peglers' Tyre Service are sponsoring the serial-drama "Dangerous Masquerade" three nights weekly on 3MA Mildura.

Mildura Co-operative Fruit Co., manufacturers of the "Padlock Brand" foodstuffs, are the sponsors of the "Blues Chaser" feature program "Meet the Sun," also the home and factory community feature "Smile and Sing," twice weekly on 3MA.

Viogen (Aust.) Pty. Ltd. have renewed on 2GB, 2GZ-KA for announcements in Frank Sturge Harty's session from Monday to Friday. (Contract from Stevenson Advertising Service, Melbourne.)

Proprietary Agencies Aust. Pty. Ltd. ("Califig") have renewed for announcements in day sessions on Mondays, Wednesday and Fridays on 2GB, 2HR, 2WT, 3AW, 3HA, 3SH, 3TR, 4BU, 5DN-RM, 6PR-TZ, 7HO and 7LA. (Contract from L. V. Bartlett Pty. Ltd., Sydney.)

Post-War Advertising

(Continued from page 14)

work out new industrial techniques.

5. State and Federal Governments will spend scores of millions of pounds on long-range plans for construction and development.
6. To all the wide field of industry science will add a host of new wonders—plastics, television, cheap travel by Strato liners . . .

What will be the function of advertising in this new set-up? Quite definitely it will be on the lines of public relations rather than high pressure selling—in a word, "Telling instead of selling." One big overseas agent said the other day, "When we resume selling in advertising, let us build our glamour and our drama, our graphics and our colour, around information and facts that the consumer wants to know rather than on the formula—she loved him, she lost him, she tried our product, she got him! Tooth-paste must have some use besides promoting marriage! This touches on the whole structure of advertising. Feather headed, student and specious advertising are likely to disappear, for advertising like the industries it serves has found useful lessons in the war. It is like a man emerging from the foolish illusions of adolescence. In fact, it has now become generally appreciated that advertising, the art of conveying information to the public, is one of the first needs of a better social order.

As yet the stories of industries have never adequately been told, although inherently they are the material for the most engrossing literature of the age. In the new future for Australian industry, advertising, its dross and superficiality refined away will play a vital part.

Every Friday at 8 From April 14

3XY

FOY'S YOUTH PARADE

Produced and Compered by RAYMOND CHAPMAN

Australia's Up-and-Coming Radio Stars, all Twenty-one and Under, in a Grand Radio Show

DISCS ARE AVAILABLE FOR INTERSTATE STATIONS

PERSONALS...

One of the most pleased men in Melbourne radio advertising in the past few weeks has been Mr. John Hickling, who recently had the pleasure of witnessing the signing up of "Their Finest Hour" for another 12 months for Berlei. Hickling is producer of that fine 3UZ production, and a great deal of his experience and talent as a producer has gone into the building of the feature.

When Lionel Shave was invited recently to be guest producer for the Macquarie Theatre, mention was made of the fact to the George Patterson switch girl. She looked mystified for a moment and then suddenly brightened. "Oh, yes... I thought at first you said 'gas-producer'!"

Tommy Jay of 2SM will return to the stage if only for a week at the end of this month. Popular feature announcer on 2SM for the past 5½ years, Tommy graduated to radio from "The Firm." He has been offered and has accepted the part (as guest artist) of Ko-Ko in the current Gilbert and Sullivan show "Mikado" at the Theatre Royal.

Night announcer Len Maurice has resumed duties at Radio 2UE after an absence of nearly two months. Len was forced to undergo a serious operation, but has made a complete recovery.

It is not often that radio announcers have been known to have a horse running in a big race for a five figure sum. One to enjoy the distinction is Jack Shaw, heard on the 2UE night programs. Jack backed the Goose Boy-Mayfowl double for £10,000 in the Doncaster and Sydney Cup. Goose Boy won and Mayfowl was narrowly beaten by Veiled Threat.

Tal Ordell has resumed duties at 2UE after three weeks' annual vacation. Tal returned to work sporting a beautiful black eye. His friends have accepted his explanation that he received it chopping wood.

Young Edwin Duff, 16-years-old crooner in the third episode of Foy's "Youth Parade" from 3XY, earned himself an A.B.C. contract even before his "Youth Parade" performance went on the air. A member of the band, hearing him at rehearsal, introduced him to Commission authorities, and an audition resulted in a job straight away.

Maxwell Dunn, Macquarie scripter, is on deck again after a month on the sick list; and with his return, Mr. E. Mason Wood, Macquarie's production manager, has left for a well-earned spell at Jervis Bay.

A popular visitor to the 2GB studios last week was Arthur ("Bimbo") Hahn. "Bimbo" is on leave from New Guinea and is looking fitter than ever.

Alf Stone, Macquarie accounts executive, now on duty with the Navy in New Guinea, is enjoying a spot of leave. He is as brown as the proverbial berry and says he has never felt better.

Bert Snelling, manager of 3XY, left last week on a short business visit to Sydney. His baggage was rumoured to contain several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3AW, spent her Easter holidays at Frankston and looked very attractive in her powder blue slack suit as she walked along the beach front; in fact, more than one pair of eyes turned in her direction.

Beverley Roberts who has 3XY's transcription library under her care, returned from annual leave looking a picture of health, and yet with another new "hair-do" to her credit.

Bill Kelton of "Adelyn" has arrived in Sydney and is staying at the Carlton in spite of the fact that Bill is definitely on a strict (?) diet, we feel we should warn Sydney.

Well known scripter, Frank Rowan, who is responsible for the excellent scripts at Leyshon Publicity, has certainly a big job ahead as he is writing the script for the all day program on Anzac Day for the Victory Loan. Knowing Frank's style he should do a "wow" of a job.

Noticed Frank Goldberg dining at Menzies the other night. He was in Melbourne for a few days looking over the business, and generally very busy.

Sickness kept 3XY's Raymond Chapman at home in bed on the first night of the airing of his pet "Youth Parade." However, as the show is on discs for quite a few weeks ahead, there was no need for Raymond to worry, and he could listen to himself and his youthful stars with a clear conscience, if not exactly a clear head. Over the same week end 3XY's ace compare, Alwyn Kurts, also went down with prevailing flu, and a hurried rearrangement of announcers rosters was necessary.

**Buy
WAR SAVINGS
CERTIFICATES
AND 6d. WAR
SAVINGS STAMPS
AND SMASH
THE JAPS**



3XY MANAGER RESIGNS

Mr. Bert Snelling, manager of 3XY Melbourne, has tendered his resignation for the purpose of engaging in activities in another sphere. He will carry on until June. A complete statement from the station directorate and from Mr. Snelling will be made public about that time.

There was a happy gathering at 3AW last Friday, when golfers from the various radio stations who in prewar days played for the John Haig Cup, gathered together to chat about the good old golfing days. This gathering was the brilliant idea of John Haig, whisky distributors, who felt they would like to renew old acquaintances, and as 3AW are still holding the John Haig Cup the party was held at their station.

It never rains but it pours. At any rate in Melbourne. Saw Hector Harris and Don Joyce dash in 3AW's door with water teaming off their back last week, and understand that Hector has developed a nasty cold from the same wetting.

That very, very busy personality, Jack O'Hagan, is looking forward with a feeling of relief to his holidays which happen very shortly. Jack will be packing up his golf sticks and will be heading for the Emerald Golf Club.

Thelma Seaman feels at last that she is a true blue member of 3AW's Chatterbox Corner. She has found herself a desk upon which to write scripts and also found herself a name. 3AW offered a £5 prize to the boy or girl who selected a radio name for her, and "Annabella" has been decided as her future nom de plume. Fifteen kiddies selected the name and they decided amongst themselves to share the prize.

A hearty welcome home was given in Melbourne Sunday night to Grace Gibson, who has just returned from the U.S.A. A quantity of radioites gathered in Hugh Anderson's flat, the party including Fred Tupper and Stan Clarke from 3AW and Macquarie respectively. Everyone is wondering where the host had been hiding a bottle of American Bourbon which he produced late in the evening. As you can imagine, a good time was had by all.

COMMERCIAL BROADCASTING

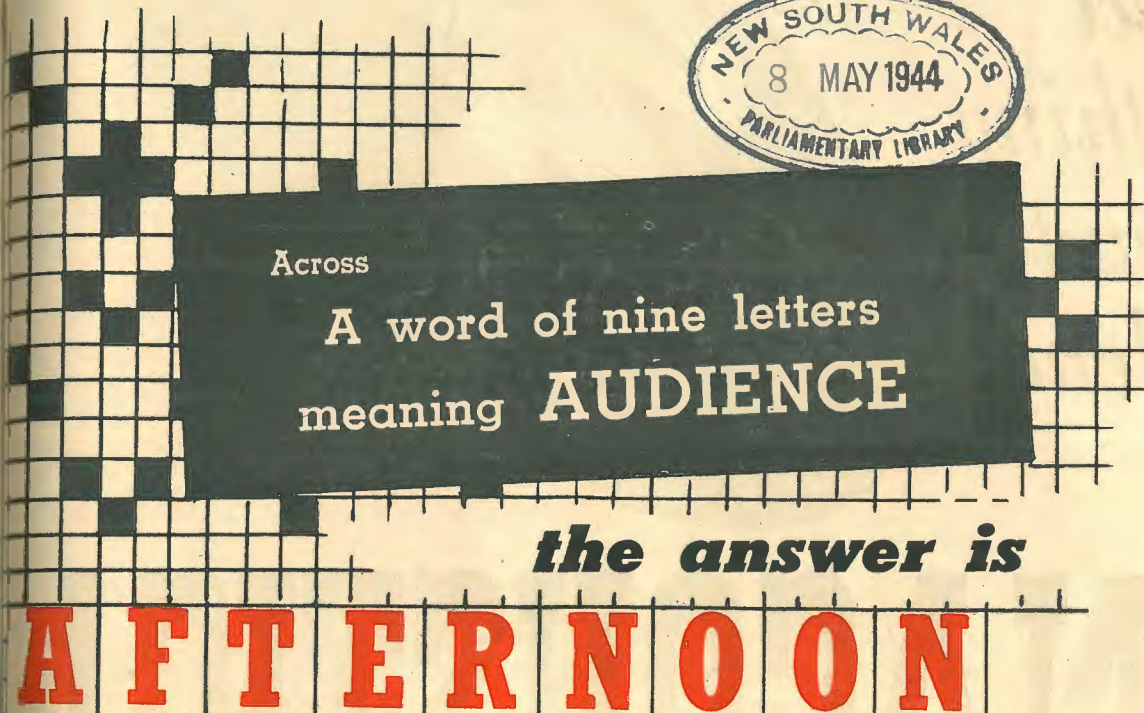
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INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



Across
A word of nine letters
meaning **AUDIENCE**

the answer is

AFTERNOON

**Provided of course
it's Afternoon on**



We know—we can show you PROOF

BROADCASTING

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