

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 5 1/2 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.

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COMMERCIAL BROADCASTING

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.

*"Sound
so perfect
that nothing
lives 'twixt it
and silence"*



PANACOUSTIC!

Broadcasting stations and recording companies have been aware of the general trend in American recording practice known here and in the States as the pre-emphasis system, and it has been felt for some time that the technical field of recording in Australia should have been ready to accept the standards of development which will be apparent in the introduction of Panacoustic Sound. The tempo

of modern scientific development has been so whipped up by the demands of war that each day the achievements of yesterday fall into the discard. Today brings you Panacoustic Recording, the ultimate in modern "sound" bringing to your audiences the voice, the very note itself beyond any illusion known in former perfect reproductions.

AUSTRALIAN RECORD COMPANY

Proprietary Limited

Offices and Studios, 29 Bligh St. Factory, 2-8 Harrington Street, Sydney

Over Million and Half Raised For Victory Loan by A.F.C.B.S. Effort

Treasurer and Postmaster-General Pay Glowing Tributes to Splendid Organisation

For 10 hours on Anzac Day every commercial broadcasting station in Australia demonstrated that the promise made by the Australian Federation of Commercial Broadcasting Station to the Commonwealth Government of complete co-operation in the First Victory Loan drive, was no empty pledge. 22,335 subscribers entered £1,528,760, mostly for £10 bonds.

The historic Victory Loan radio appeal to the people of Australia carried out on Anzac Day by the commercial broadcasting stations throughout the Commonwealth received a magnificent response with the final tally touching over a million and a half pounds additional subscriptions to the loan.

Greatest amount subscribed through the appeal in any one State was registered in Victoria (£587,910) from 7,566 subscribers. New South Wales induced a greater number of subscribers (9,614) for £533,430. Final total for the Commonwealth was £1,528,760.

The appeal was a triumph for the commercial broadcasting stations of Australia and for those executives of the Federation responsible most directly for its organisation and planning. To those employees of the stations, announcers, artists, and other staff who so energetically played their allotted parts in the hard day's work a tribute is also paid. They did a splendid job.

Scores of famous Australian radio stars contributed to the appeal program—many who had prepared scripts and parts were not heard because of the pressure of subscription announcements—but they were standing by and are deserving of equal approbation.

Throughout the whole Commonwealth the appeal was launched simultaneously through every commercial station at 2 p.m. and carried on until midnight. All sponsored programs and commercial announcements were eliminated with the ready co-operation of the business and trading community. The program was a hundred per cent drive for the Loan.

The Federation, the individual stations and the members of the staffs of those stations made a most important contribution to the progress of the Loan, a contribution which was immediately recognised by the Treasurer (Mr. Chifley) who, from Perth, telegraphed the president of the Federation (Councillor O. J. Nilsen), Melbourne, in the following terms:—

"Sincere congratulations Federation's Victory Loan achievement. Result is most pleasing and desire to extend deepest thanks for gifts of time. Also pay tribute to remarkable organising by station executives and staff. The whole link-up and results splendid.

(Signed) CHIPLEY, Treasurer.

The drive will go on record as having raised something over a million and a half from rather more than 22,000 subscribers, but its value does not end there. The figures, of course, are of great importance, but of at least equal importance to the fillip which the concentration of publicity on the loan is expected to give to it in the final two weeks. Many thousands of homes which have wireless sets but no telephones must have been influenced by the extremely appealing and entertaining way in which announcers and artists dealt with their national subject.

The Government has expressed its thanks through Mr. Chifley. The Commonwealth War Loans Organisation acknowledges a great debt to the Federation executive, and through it, the station executives and staffs for the enthusiasm and the skill with which they applied themselves to a drive without precedent in the history of broadcasting in Australia.

The arrangements provided that programs and announcements were undertaken completely by the Broadcasting Federation. Complicated landline and trunk line installations were provided by the Postmaster-General's Department, which performed an excellent job without a hitch. Telephone users, invited to advise their subscriptions by telephone, were dealt with by voluntary telephonists supplied by the Postmaster-General's Department, and from commercial establishments. All of these volun-

teers cheerfully surrendered their holiday in the interests of the loan. Tally rooms were staffed and controlled by the War Loans Organisation. Considerable assistance was also given by members of the staff of the Commonwealth Bank. Each party to the drive dovetailed its work admirably with that of the other parties.

In metropolitan areas individual stations sunk their identities and participated in common programs, pooling their talent in the interests of the loan. Most of their entertainment highlights were carried to country stations, which thus were enabled to keep their listeners closely in touch with what has happening in the city, and with progressive results from all States.

DRAMA IN PHONE CALLS

In New South Wales hub of the appeal was the tally room at the G.P.O. Here a bank of 49 telephones operated in shifts by 100 volunteer girls from the G.P.O. and Commonwealth Bank staffs handled the incoming metropolitan calls, promising subscriptions, and also the trunk line services from country broadcasting stations reporting local tallies. The dim murmur of their voices provided a thrilling background sound effect for the announcers who hour after hour gave the names and addresses of subscribers who had answered the appeal.

At the end of the first hour subscription promises amounted to £41,080. From then on the total rose steadily and calls were still rolling in at midnight. About mid-way through the evening Victoria headed New South Wales in the total money tally, and the New South Wales program was "on its toes." Punch as they would, however, the Southern State was not again headed, and ran out a money winner at the close of the appeal. These were the only two States where there was any keen sense of rivalry, reflecting once again the historic competition existing between the two great capitals.

Opening the appeal in New South Wales, the Senior Vice President of the Australian Federation of Commercial Broadcasting Stations, Mr. A. C. Paddison, who was introduced by Mr. John Dunne, told listeners that the occasion was unique in the history of commercial broadcasting in Australia. For the next

(Continued page 6)

NETT RESULT

Commonwealth Loans Director, Mr. Banfield, announced the final figures as follows:—

		Subscribers
N.S.W.	£533,430	9,614
Victoria	587,910	7,566
Queensland	209,840	2,214
Sth Australia	83,380	1,388
West Australia	56,520	906
Tasmania	57,680	647
Total	£1,528,760	22,335



Orthacoustic

REPRODUCTION
STANDARD ORTHACOUSTIC
EQUALISER

Recording . . .

ORTHACOUSTIC reproduces the warmth, realism, and atmosphere of live shows.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

ORTHACOUSTIC Recording seals "live talent" flavour into your transcriptions . . .

ORTHACOUSTIC is "tops" in recording—puts your shows on the air with all the flavour and character of L-I-V-E sound . . .

AMALGAMATED WIRELESS (A/SIA) LIMITED now offer Broadcasting Stations ORTHACOUSTIC RECORDINGS on 12 inch Discs.

TITLES

Loves Last Word is Spoken
and

- (a) My Old Kentucky Home
- (b) Shortnin' Bread
- (c) Carry Me Back to old Virginy
- (d) Ol' Man River

California
and
Lady in Red

Love is a Song
and
Rogue Song

Carolina in the Morning
and
Stardust

A Little Maiden
and
Wild Rose

Swanee River
and

- (a) Two Guitars
- (b) Volga Boatmen
- (c) Black Eyes

Mean to Me
and
Sunrise Serenade

RENDITIONS VOCAL, INSTRUMENTAL and ORCHESTRAL

ARTISTS:

A.W.A. LIGHT OPERA COMPANY and Orchestra under the Direction of HUMPHREY BISHOP.

Vocalists: George Brown, Johnny Wade, Norma Beatty, Walter Kingsley, Norma Francis and Albert Miller.

Instrumentalists: Al Hammett and Glen Marks.

A Trio from 116th Rhythm Ensemble, R. Williams, K. Gleeson, and E. Cockman.



ten hours until midnight the commercial stations of the Federation would combine in paying tribute to Australia's fighting services. He went on:—

"For 29 years Anzac Day has symbolised the Australian as a fighter—his daredevil courage, his initiative in a tight spot and his breezy nonchalance, whatever the circumstances.

"Those traditions have been handed down to a new generation, who are doing the fighting to-day. So no more appropriate occasion could be selected to pay a nation-wide tribute than Anzac Day.

"The Australian Federation of Commercial Broadcasting Stations invites you to join in making this Anzac Day a memorable one.

"From now until midnight you will have presented for your entertainment the outstanding artists in commercial radio. Every section of the industry has combined in the creation of the program you are to hear. Your leading radio personalities are standing by.

"This program also makes history for yet another reason. For the next ten hours commercial advertising has been eliminated from every program in Australia. Our advertisers have been requested to stand aside, and on behalf of the Federation I desire to extend our thanks for such ready co-operation in enabling us to make this effort.

"No more fitting tribute could be paid to the Australian soldiers than a nation-wide recognition of his services to his country. So to-day the Australian Federation of Commercial Broadcasting Stations invites you to join in giving such recognition. We believe that can best be done by responding to the Victory Loan Appeal. We have accordingly arranged with the Victory Loan Appeal Committee to acknowledge amounts promised to the Loan by broadcasting your name, address and amount over the air.

"On behalf of the Australian Federation of Commercial Broadcasting Stations, I appeal to you to make the response worthy of Anzac Day and everything it means to Australia."

Mr. Paddison again went on the air at midnight with the following brief tribute:—

"On behalf of the Australian Federation of Commercial Broadcasting Stations, I desire to express the thanks of the commercial broadcasting industry to the people of Australia for their truly magnificent response to-day.

"It has been a memorable occasion. We feel that we have enabled you to pay your tribute to the Australian fighting services in a manner best befitting to this Anzac Day. By this time next Anzac Day we trust that we have those 850,000 men back with us marching with the men whose tradition they have so gallantly carried on.

"The Federation desires to thank voluntary workers who have been in attendance since 2 p.m. at the G.P.O. tak-

Historic Loan Appeal

(Contd. from page 3)

ing the record phone response. We are also indebted to the many thousands of postal employees who have stood by throughout the day to look after the calls.

"Every section of the commercial broadcasting system has played its part in this historic broadcast—the hundreds who participated in creating the program, the announcers and the technicians. The Australian Federation of Commercial Broadcasting Stations to-night is proud indeed of the results attained in this unique hook-up.

"In conclusion, I desire to acknowledge the following message from the Commonwealth Treasurer.

"For our part, we feel that we have been amply repaid by the nation-wide recognition you have given to the claims of the fighting services by subscribing so freely to the Loan."

Proud Achievements

Justifiably proud of the achievement of members stations in the various States, the A.F.C.B.S. president, Mr. O. J. Nilsen, sent a congratulatory telegram to Federation executive officers in each capital the morning following the appeal.

The telegram read:—

"Please convey to all concerned appreciations and congratulations of Dooley (secretary, A.F.C.B.S.) and myself at wonderful success of War Loan appeal. This is yet another manifestation of public service rendered by stations and of spirit of co-operation by members.

(Signed) "Nilsen, President."

P.M.G. Describes Appeal as Historic Event

Following the appeal the Postmaster-General, Senator Ashley, paid a striking tribute to the successful effort. He congratulated the Australian Federation of Commercial Broadcasting Stations on the result of their 12 hours nation-wide appeal on all broadcasting stations which brought more than a million and a half for the Victory Loan.

Senator Ashley said that the Commercial Federation had been eager to assist the Government throughout the war period, and had established a special liaison committee to ensure the maximum co-operation in this regard.

"Yesterday's organisation by the Federation individual licensees of every station and broadcasters was an achievement of outstanding merit," he added. "There has never been such a concerted publicity drive on a voluntary basis for the public benefit in Australia's history!"

Senator Ashley went on. "It was an example of the influence of broadcasting on the people and of result that can be achieved by non-Government authorities sharing the responsibility for the successful prosecution of the war.

"Commercial broadcasting stations have given an example to all other avenues of private enterprise."

Senator Ashley, who at the time was touring the Tamworth district in connection with the Loan Campaign, telegraphed the A.F.C.B.S. president, Mr. O. J. Nilsen, in the above terms of congratulation, and asking that the sentiments expressed be conveyed to all members and personnel concerned in the Appeal.



Senator Ashley, P.M.G.

COUNTRY CENTRE TALLIES

Some remarkably high returns were registered by some country areas while others fell far below expectations. Certain influences however had a very definite bearing upon the result. It must be remembered that individual efforts have been carried out by numerous country stations in co-operation with their local loan centres, and some of these appeals had been carried out shortly before the big nation-wide drive.

In Western New South Wales, for example, on Sunday, April 23, a western towns War Loan Rally was broadcast by 2DU resulting in a nett gain of £61,710, subscribed from nine of the townships.



Can you spare this copy of "C.B." from your files? If so, put a wrapper on it and send it to someone in the forces overseas who you know is interested in what is going on in broadcasting and advertising.



NEW FEATURES ON 3UZ

DARROD'S THEATRE OF THE AIR

After the highly successful run of "Ravenshoe," on May 7th comes another outstanding serial, "THE CHILDREN OF NIGHT," a thrilling dramatisation of one of Lord Lytton's greatest novels. Sundays at 7-08 p.m. Sponsored by Darrod's Pty. Ltd. A Columbia-George Edwards Production.

MUSIC THAT MATTERS

A delightful half-hour of music for relaxation, selected from the most attractive works of great composers, and featured by the world's outstanding artists. Thursdays at 8 p.m. Sponsored by Ball and Welch Ltd.

FAMOUS ESCAPES

Dramatised episodes built around famous escapes, from the earliest days of history to the present time. Mondays at 8.15 p.m. Sponsored by Beecham's Pills Ltd.

RADIOLA HARMONY

A half-hour of lifting melodies with a universal appeal. Mondays at 10.30 p.m.—Sponsored by Amalgamated Wireless (A/sia) Ltd.

3UZ

NILSEN'S BROADCASTING SERVICE
45 Bourke Street, Melbourne
Telephone: Central 1925

Melbourne
for
Feature Programs

Sydney Representative:
ERIC WOOD
49 Market Street
Telephone: MA 3352

Tribute from Loan Director

"Commercial broadcasting stations have made a great contribution to the First Victory Loan campaign by their magnificent Anzac Day drive," the Director of War Loans, Mr. C. Banfield, said.

"We owe a great debt to the Federation and to its stations and their staffs for the excellent way in which they responded to our request for help.

"While the immediate financial results of the drive are sufficient cause for everyone concerned to feel delighted at the result, I am sure that the continuing influence of the special broadcast in the remaining period of the loan will be of tremendous value.

"The Commonwealth War Loans Organisation desires everyone associated with commercial broadcasting to accept the warmest possible tribute for an ex-



President
O. J. Nilsen
A.F.C.B.S.

ample of completely ungrudging co-operation.

After the appeal the A.F.C.B.S. president, Mr. O. J. Nilsen, wrote the following letter to all State vice-presidents:—

Dear Sir,

In confirmation of my telegram to you on 26th instent, I wish to inform you how pleased I am at the excellent result of the appeal conducted on Anzac Day in aid of the "First Victory War Loan." The total of £1,500,000 from over 22,000 subscribers is a very substantial contribution tot the loan, and I know that the Treasurer is very gratified. It can confidently be expected that the indirect affects of the appeal will be felt throughout the loan campaign as many thousands of listeners without telephones would have been unable to subscribe on the day.

Would you kindly convey to all those in your State who contributed to the success of the day my deep appreciation and congratulations.

Yours faithfully,

(Signed) O. J. NILSEN, President.

Lancaster Boosts Appeal

In connection with the First Victory Loan campaign, Station 4MB Maryborough, Queensland, worked a splendid stunt. The idea was conceived by announcer Ron Grimstone, and carried out by Grimstone and Mr. A. P. Wynne (managing director of 4MB), with the collaboration of the Loan organisers and the R.A.A.F. Advantage was taken of the fact that the famous Lancaster bomber, under the command of Flt./Lt. Isaacson, was touring Queensland, and Messrs. Wynne and Grimstone travelled from Brisbane to Maryborough, and from Maryborough to Bundaberg in the plane. A description of the flight was made, passengers, including the Acting Prime Minister, the Hon. F. M. Forde, and members of the crew, were introduced, and solid Victory Loan plugs were interspered at frequent intervals.

Flt./Lt. Copley transmitted the show short-wave from the bomber to 4MB's transmitter, where it was picked up and re-broadcast.

The privilege of re-broadcast was extended to 4BU Bundaberg, and both Maryborough and Bundaberg quotas for the First Victory Loan got a big lift.

He Could Sell Anything!

A great kick to the New South Wales program was given by the "auctioning" of various articles and etc., by John Dunne. These were spotted right through the afternoon and evening's schedule, and without fail each time had the effect of pepping up the phone calls. Many and weird were some of the things donated for the "auction." A dozen bottles of brandy realised £3,000 in subscriptions to the Loan, while £5 worth of groceries brought £1,500, and a bottle of whisky £200. Paintings by Lister Lister proved popular, and there was a great run on a number of Japanese swords, helmets, shells and other trophies from the New Guinea jungles. The privilege of taking two Tivoli ballet girls out to dinner was worth £1,000, and a like amount was subscribed for a tea set. A trip to Hornsby riding on a locomotive engine with the Railways Commissioner, Mr. Hartigan, was eagerly bid for, although a visit to the lion's den at Taronga Park Zoo did not meet with an overwhelming demand. Japanese "invasion money," as well as coinage souvenirs from Greece and Crete went over in a big way. A greyhound racing dog was responsible for rolling in several thousand pounds, while there was eager bidding for such things as the cap which jockey J. Thompson wore when he rode Freckles to victory in the Epsom, suitably autographed, and for the shoes which Flight wore at her last winning outing.

MIKETOON—



"Mildred, darling, I just want to lift you in my arms and take you away from all this . . ."

ANTHEM

A great tide of controversy has been swelled by the recently reported request by the Minister for Information, Mr. Caldwell, that the well known Australian song, "Advance Australia Fair," be played virtually as a national anthem at all places of entertainment and over broadcasting stations.

The number, while expressive of a certain flavour of Australia, falls far short of an anthem either as a lyric or musically. It has for a long time been played consistently over the air, particularly in the Eastern States, and is a popular theme for introducing or closing the news sessions.

Quite obivpusly Australia's national anthem has not yet been written. It may not eventuate for another hundred years. It must spring from the very heart of our soil, the embodiment of ALL our national traditions. Meantime it would be very unfortunate if by some Government direction we were precipitantly forced to adopt something which falls so far short of the desirable. It is however significant that no move has so far been made to have the number freed from copyright control which would be the logical step if the Government was really determined to foist it upon the nation as a national anthem. Copyright of "Advance Australia Fair" is understood to be held by the Presbyterian Church, which body receives the performance fees.

And meantime also while Australia remains a member of the British Empire it might not be a bad idea to regard the BRITISH National Anthem as our own national anthem.

— and —
Frequency Modulation?

We quote an authoritative British Review of POST-WAR PLANS—

"Among other prospects envisaged are a nation-wide series of frequency modulation transmission, a vast extension of television, on a scale comparable with present-day sound broadcasting; and a greater measure of co-operation between various sections of the radio trade . . ."

Assuredly the next technical development in the radio industry will be frequency modulation

But in the meantime **2SM** carries on with a transmission service equal to the best in present-day broadcasting technique plus programmes that are different—

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

Night or Day - the swing is to

MACQUARIE

ANNOUNCING THREE NEW MACQUARIE NETWORK SPONSORSHIPS

*Lounsbury's
"Lasting
Loveliness"*

7.15-7.30 P.M. SATURDAYS

COMMENCED APRIL 15

*Kolyas'
"The Spy of
Susan Lee"*

12.45-1.00 P.M. MON. to THURS.

COMMENCING APRIL 10

*Kraft's
"Melodies and
Memories"*

8.00-8.30 P.M. SATURDAYS

COMMENCING MAY 6



MACQUARIE BROADCASTING SERVICES PTY. LIMITED
136-138 PHILLIP ST., SYDNEY

MELBOURNE ADDRESS: 239 COLLINS STREET



2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3H, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA.

A.W.A. Orthacoustic Recording

Some Principles Explained

The new orthacoustic recordings recently released by Amalgamated Wireless (A/sia) Ltd., for use by broadcasting stations, make a first-class contribution to Australian radio programs.

The quality of the recordings is amazingly life-like, being particularly free from high frequency distortion that so often mars an otherwise commendable work, whilst the reduction in background noises lends an air of realism, warmth and colour that will make for better broadcasting and better listening. It is hoped that A.W.A. will be able to make regular releases of these high-class records in spite of the fact that shortages of manpower and basic materials are becoming steadily more acute.

In discussing recent developments in recording, Mr. V. M. Brooker, broadcasting manager of A.W.A., said that the pre-emphasis of certain audio frequencies in connection with recording, television and general broadcasting, was finding an ever widening field of application. In some types of radio transmission, interference he said, was substantially reduced by the application of pre-emphasis circuits which build the high audio components before the modulation process commenced and subsequently restored them to their original values in their original values in the audio frequency section of the receiver. In recording systems this pre-emphasis of the upper audio frequencies has been named Orthacoustic, and is practised in both vertical and lateral disc recordings as well in connection with the light systems used in film work. The system is also used in the sound channel associated with television for the purpose of increasing the ratio between wanted signal and unwanted noise. Pre-emphasis in these circumstances, is based on the fact that most of the power in the audio frequencies is contained in the lowest frequencies so that multiplying all of the high audio components by a factor proportional to the frequency does not materially increase the peak amplitude. A weighting factor of:—

$$\frac{1}{\sqrt{1 + \left(\frac{f}{1600}\right)^2}}$$

has been found to be a satisfactory compromise. The use of such a factor does not appreciably change in the peak amplitude of a signal wave, but if noise or interference having power or energy uniformly distributed with respect to frequency is combined with the signal at some point in the system, the use of the reciprocal weighting factor at the receiver enormously reduces the interfering power at the output while merely restoring the signal to its original unweighted distribution of power.

Pre-emphasis is often employed to meet unusual conditions, said Mr. Brooker, and instanced the hundreds of recordings made by A.W.A. of pathological conditions of the heart. Generally, he said, there was no particularly involved problem in recording heart

Mr. V. M. Brooker



sounds as heard at the aortic, pulmonary, tricuspid and mitral areas, but the multiplicity of murmurs, chest and breath sounds presented difficulties, that were mainly overcome by the use of pre-emphasis.

Mr. Brooker pointed out that A.W.A. commenced this specialised recording in 1940, and although the great work was not yet completed it had reached such a stage that the recordings were used in connection with a lecture delivered to members of the British Medical Association on May 28, 1942.

With the advent of the football season, 2KY is again presenting a Friday night preview of the two Australian Rules football matches to be held every weekend from now until August. John Harper is handling the broadcast, timed for 7.30 p.m. every Friday. The Australian Rules League sponsors the review.

Industry Must Tell the Facts

"When the war ends—and before, whenever possible—industry must reveal the facts about its achievements. This will be the only effective reply to those whose aim it seems to be to hand over our national heritage to the dead hand of the civil servant," says the English trade newspaper, "Advertisers' Weekly."

"Lord McGowan, in this connection, has given a lead in a speech to the Glasgow Chamber of Commerce. In refuting the charges launched against private enterprise, he outlined the work of Imperial Chemical Industries. I.C.I., during war, has—

- (1) Built new factories at a cost of £61,000,000.
- (2) Devised a process for converting straw and chaff into food for livestock.
- (3) Developed a substitute for quinine.
- (4) Devised secret weapons; and
- (5) Produced special paints which increase the speed of aircraft.

"The company plans enormous expansion after the war, and is to spend many millions of pounds over the next five years on the replacement of machinery, the erection of factories, and the development of new products.

"How far would they get in the post-war fight for world trade were they forced to cede control to a Government department?"

A.N.A. Show

At the conclusion of the first broadcast of the Victory Loan show, "Top Flight" from 2UE (April 29) a number of listeners phoned the studio promising to purchase bonds.

One resident of Wollongong said that he was so impressed by appeals made by Harry Dearth and Dick Bentley that he intended to subscribe £1,000.

Produced by 2UE, under the supervision of Paul Jacklin, "Top Flight" was sponsored by Australian National Airways on nation-wide hook-up on behalf of the Loan.

The program brought together Dick Bentley and Harry Dearth for the first time in their long association with radio, and Dick Bentley's first appearance in commercial radio.

Others in a brilliant cast included the Parker Sisters, Buster Fiddes, Hector Crawford and his 18-piece orchestra.



Ron Shands (of the J. C. Williamson "Katinka" Company) who plays Mr. Leander Tosh, and Miss Gwenda Wilson, who plays Janie Jones in the A.N.A. program "Top Flight," heard on 3KZ at 8 o'clock Friday nights.

George Bellmaine, Gwenda Wilson, John Morgan, Ron Sandes, and an American, Monica Lynch.

The show, broadcast on successive Saturday nights, had an immediate listener reaction, 2UE receiving letters and phone calls of appreciation from all parts of the State.

Beginning FRIDAY, MAY 12, at 8.30 p.m.
I FLY ON ONE WING
 Thrilling new dramatised stories of valiant deeds by Australian "one-wing" flyers . . . the Observers and Gunners of the R.A.A.F.
 Produced by ARTHUR COLLINS for THE RICHMOND BREWERY

Every FRIDAY at 8 p.m.
FOY'S YOUTH PARADE
 Australia's Young Radio Stars in a Grand Musical Show
 Produced and Compered by RAYMOND CHAPMAN

Every WEDNESDAY at 8.30 p.m.
STATE SCHOOLS QUIZ
 Provided by Seven Melbourne Firms for UNCLE BOB'S CLUB
 to help the Orthopaedic Section of the Children's Hospital . . . 32 Melbourne and Metropolitan State School Youngsters battling for big Prizes and the QUIZ PREMIERSHIP

Princess Theatre Building
 Spring Street, MELBOURNE, C.1
3XY
 Sydney Representative:
 MR. J. BARNES
 Room 34, 3rd Floor
 44 Bridge Street, SYDNEY

New Zealand Smacks at Feature Costs

To Take Over All Imports Direct from Principals

A move by the commercial division of the National Broadcasting Service in New Zealand to gain absolute control of the importation of all features for broadcasting may have a far-reaching effect upon Australian transcription makers and agencies. The plan, promulgated by the Director of Broadcasting, James Shelley, would come into operation after March 31, 1945.

The following circular letter was sent by the Service to agencies and feature importers in New Zealand last month:—Dear Sir,

IMPORTATION OF FEATURES

For some time it has been apparent that a radical change was necessary to ensure an adequate supply of features in New Zealand at prices within the range of all advertisers—national and local. The position has steadily deteriorated in that competitive importations have failed to keep pace with the ever-increasing schedule of feature users. This applies particularly to the local market which admittedly involves financial risks and as a consequence the liability for maintaining supplies in this field has been left entirely to the service.

The obvious remedy is for the service to take over the importation business, and it has therefore been decided that no further authorities will be granted to agencies for the importation of radio features after the 30th September, 1944. Consideration of applications within the next six months will be limited to importations having as their objects the commencement of playing not later than 31st March, 1945. In this connection it will be necessary to indicate the name of the sponsor and commencing date on all applications. Applications will be subject to the usual audit approval of this office before submitted to sponsors.

In some cases it is the practice of agencies to purchase Australasian rights for certain features through their overseas house, followed by requests for transfer of funds to cover the assessed value of New Zealand playing rights. Subject to the features measuring up to our playing standard we will raise no objection to such features being used over the New Zealand network, but it must be clearly understood that overseas funds will not be made available to meet the cost of assessed New Zealand playing rights. In other words, such importations will be permitted on a "no remittance" basis only.

It is regretted that this change must react adversely to a varying degree on business connections which have enjoyed some measure of benefit from this source up to the present, and for this reason we have deferred the introduction of the scheme until we were in a position to present a constructive alternative. The new scheme is aimed at the maintenance of adequate

stocks of features in New Zealand, coupled with a reduction in costs which will be passed on to advertisers, and when it has been given a fair trial we feel confident that it will merit the whole-hearted endorsement of commercial radio users.

If you or your clients have any special problems peculiar to your own interests, we shall be glad if you will submit details to this service for our consideration without delay.—Yours faithfully,

(Signed) JAMES SHELLEY,
Director of Broadcasting (Commercial Division).

Hartford Agency Closes Down

The Hartford Advertising Agency has withdrawn from the advertising field, effective April 30, according to official notification to us by Mr. A. C. Shaw, managing director of Clinton Williams Pty. Ltd., whose very extensive advertising activities were handled by Hartford.

Mr. Shaw also announced that as from May 1 the Goldberg Advertising Agency had been appointed to act as advertising agents for Clinton Williams.

A.S.B. RESULTS COME THROUGH "SUN"

Associated Sports Broadcasts (stations 2UE, 2KY, 2GZ, 2CA, 2KA and 2HR) is now providing a complete service embracing all Saturday afternoon sport. Progress scores in all football games and general sporting fixtures are phoned from the "Sun" sports room to the A.S.B. central studio, and this service also covers outside racing, trotting and dog meetings. The "Sun" service has enabled a general speeding up of interesting, and at times, vital sporting broadcasts.

In addition A.S.B. provides a full broadcast of all Sydney race meetings by Ken Howard, while the main Rugby League match of the day is described by Si Meredith.

The complete service is under the supervision of Sports Editor Clif Cary who, each Saturday afternoon, broadcasts racing previews and general sports talks.

RECORD ONE-STATION APPEAL

£18,862 for Melbourne Children's Hospital

An all day appeal on Good Friday for the Children's Hospital, conducted by 3DB-LK and "The Sporting Globe," resulted in the collection of £18,862. This is an all Australian record for one station radio appeal. The broadcast commenced at 9 a.m. and by midnight there were still thousands of contributions unacknowledged, so the station arranged to broadcast them next day in between the regular programs. More than 14,000 separate donations were received, many from distant parts of the State.

In former years 3DB was helped in its Good Friday charity appeal by outstanding actors and entertainers, but as these took up much time, leaving many contributions unacknowledged, it was arranged this year to devote the whole time to broadcasting the donations. This was carried out informally, and there was a good deal of studio fun.

The American Women's Auxiliary took over "The Herald" cafe and supplied meals for the 300 workers. Telephone girls from the Post Office Exchanges gave up their holiday to help, and 150 were employed during the day and night. Holiday transport difficulties at night were overcome by the use of hospital ambulances.

A cheque for £13,000 was paid over to the Children's Hospital a few days after the appeal, and the remaining amounts are coming in freely.

HOLFORD'S SPONSOR "TENA AND TIM"

Holford's, milliners, of Market Street, Sydney, with five branch stores, have undertaken sponsorship of 2CH of "Tena and Tim," comedy feature, which will be presented on Tuesday and Thursday afternoons from 3 to 3.15, commencing on Tuesday, May 9.

Commercials will feature Holford's slogan: "When you think of hats think of Holford's."

"Tena and Tim" is a rollicking, new-type radio comedy, built around the tribulations of a Swedish character and an Irish janitor. Tena is played by Peggy Beckmark, who comes of both Irish and Swedish stock. Telling a Swedish story in dialect on one occasion she was heard by an American radio executive, and was asked if she could write a comedy script around a character like that. "Tena and Tim" was the result. Tim is played by James Goss, well known in American radio. Formerly an opera singer he eventually decided he would do better in spoken parts.

The program has already been well received in other States.

Three Six-State Contracts to Macquarie Network

Announcement is now made of three, new, national sponsorships on the Macquarie Network. Contracts cover evening and daytime channels, as follows:—Lournay Cosmetics (through Geo. Paterson Pty. Ltd), are sponsoring "Lasting Loveliness."

Although radio listeners in every State of the Commonwealth have come to know Montague Brearley (previously leader of the B.B.C. Orchestra) for his conducting of orchestral presentations such as "Passing By" and "As You Like It," few of them have any idea of his prowess as a violinist.

In "Lasting Loveliness," which features an octet, Lournay will present him for the celebrated violinist he is, and listeners will be offered some of the best playing in the country.

Australia's finest string players will be featured in this new program. There are violinists Phyllis MacDonald, Claire Simpson and Inez Lang, double bass player J. Blitz, cellist Lal Kuring, harpist Elizabeth Vidler, viola player William Krasnick, and pianist Harry White.

The octet will include in its programs popular classics and the most beautiful of the modern numbers. From time to time the Lettie Keyes Quintet will contribute a number, and the whole tone of the program will be restful.

Ron Randall, the young radio actor who recently returned from America where he did quite a deal of work, will handle the continuity.

"Lasting Loveliness" made its debut on Saturday night, April 15, at 7.15 p.m., and will be heard every Saturday night at that time from all Macquarie Network stations.

Kolynos Inc. (through J. Walter Thompson), are the sponsors of "The Story of Susan Lee," which is written and produced by the agency. It will be broadcast from Monday to Thursday each week in the 12.45 to 1 p.m. channel immediately following the "News."

Because "Susan Lee" will strike a chord in the heart of every mother, it is an excellent daytime story—full to the brim of the very spirit of motherhood—its sacrifices and its suffering—plus the romance that need not cease when motherhood begins.

Commencing date of this feature was April 10, on all Macquarie Network stations and five co-operating stations.

Kraft-Walker Cheese Co. Pty. Ltd. (through J. Walter Thompson) are presenting "Melodies and Memories," and as the title implies, this half-hour program is of memories from the past. The hinge upon which it will sing, will be reminiscences of well known stage personalities, who, through spontaneous interviews, will be asked to recall musical numbers which still linger in their memory.

These songs will form an integral part of the program, and great care is being exercised to present altogether a de-

Time Buyers' Guide

Advertising Agencies, National and Local Sponsors, there's a new Commercial Broadcasting Rate Book in production. Efforts are being made to have it issued in July. It will contain rates and other data for every commercial broadcasting station in Australia and New Zealand. Order your copy now and be sure, rather than sorry. Five shillings each, post free. Of necessity it will be a limited edition.

LORD LYTTON DRAMA FOR DARROD'S

"The Children of Night," a Columbia-George Edwards production, will replace "Ravenshoe" in Darrod's Theatre of the Air from 3UZ on Sunday, May 7, at 7.08. This is one of strongest stories Lord Lytton ever gave to the world. Being a student of human nature his object was to show the effect of early environment on the development of character, and in this much discussed and frequently criticised work he has drawn a story from the darker side of life. "The Children of Night" is a drama of passion, intrigue and ambition.

lightful session with certain listener-appeal. "Melodies and Memories" commences shortly on all Macquarie Network stations.

Murdoch's Renew Macquarie Radio Theatre

Now in its third year of sponsorship, "Macquarie Radio Theatre," is an example of the heights of popularity to which radio hour plays on Sunday night have attained.

The majority of Macquarie hour plays are adapted from original scripts supplied by J. C. Williamson.

By far the greater proportion of radio sets are tuned to one or the other of the several hour plays, broadcast on Sunday nights in Sydney (the same would probably apply in other capital cities), and they have developed a strong listening habit.

Production of Macquarie's hour plays is principally in the capable hands of John Alden, and leading acting talent of Australia is always available for selection, plus J.C.W. stage-play scripts.

In addition to 2GB-HR-CA (sponsored by Murdochs Ltd., Sydney) Macquarie hour plays are locally sponsored on 2MW, and interstate on 3AW, 4BH, 5DN-RM, 6PR-TZ and 7HO. Time channel throughout is from 8 to 9 p.m. every Sunday night.

The Australian Labour Party, through Hansen Rubensohn, has contracted with 2CH for a series of one minute, 100 word and 50 word announcements during the State election campaign.

An Easy Addition

THREE AW SPONSOR

BIG SALES ANSWER

Sums up the best way to Efficient Advertising

ADD 3AW to your Allocation

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne

SOUTH-EASTERN NEW SOUTH WALES

2BE BEGA 200 WATTS

2XL COOMA 200 WATTS

J. A. KERR

COOMA BROADCASTERS PTY. LTD.

Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

PRESTO FOR ALL YOUR RECORDING SUPPLIES

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B 3408

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

Television Up and Coming

Informed American opinion on television seems now to be looking towards the future (post-war) development of the service on commercial lines with a confidence that sweeps aside all the practical difficulties (present and potential) as if they had already been solved. That, in fact, remains to be "seen."

One of the most concise reviews of the present status of television in America appeared in the March last issue of the American trade magazine "Sales Management." Here it is pointed out that while only seven television stations are now operating, three in New York City, and one each in Schenectady, Philadelphia, Chicago and Los Angeles, estimates of the total number of receivers in the United States range from 8,000 to 10,000, of which more than half are in the New York area.

Allen Du Mont, president of the recently incorporated Television Broadcasters' Association, claims that more than half the receivers are tuned in on each broadcast, with each set attracting an average of five "lookers" making a total audience of 15,000 for each broadcast.

Pioneer television advertisers are reported to be very pleased with results. They have begun to prepare for the day when, it is visualised, forty-five million tele-receivers will be operating in the U.S.A.

Thomas F. Joyce, of R.C.A., believes that within ten years of the resumption of commercial television programs television will become a billion dollar industry and retail volume of television sets will be over 600,000,000 dollars a year.

The transmitters in New York City, Schenectady and Philadelphia are already linked as a network.

"Sales Management's" review further states:—

"Federal Communications Commission tells SM that eight commercial television stations are now operating and 27 experimental stations either are operating or have been assigned wavelengths. The experimental stations cannot sell time, and among the commercial stations only NBC's WNBT, New York, is now doing so. Applications for about 75 stations are now on file with the Federal Communications Commission.

"The commercials and their owners are WCBN, of CBS, and WNBT, of NBC, at New York City; WBKB, of Balaban and Katz, and WTZR, of Zenith Radio Corp., at Chicago; WRGB, General Electric Co., at Schenectady; WPTZ, Philco Corp., at Philadelphia; KPSL, Don Lee Broadcasting System, Hollywood, and WMJT, Milwaukee Journal Co., Milwaukee.

"Certain experimental stations, such as Du Mont's W2XWV, New York City, as well as commercial stations, have been active in helping advertisers develop television program technique.

"General Electric Co. reports that it has already several orders for television transmitters for post-war delivery. One is from the Chicago 'Tribune.'

"NBC's station WNBT has three regular advertisers—Bulova Watch Co., presenting pictorial time signals; Botany Worsted Mills, with pictorial weather reports, and Firestone Tire and Rubber Co., with a series of two-reel industrial films. Gillette Safety Razor Co. recently became a television advertiser over WNBT, sponsoring the Beau Jack-Sammy Angott fight at Madison Square Garden. NBC also telecasts other Garden events, such

as track meets, hockey and basketball games, unsponsored.

"The CBS station, WCBW, telecasts only films, and has no advertisers yet. On Du Mont's W92XWY, however, three regular and several now-and-then advertisers are experimenting. The regulars are Lever Bros., with a news analysis series, including maps and entertainment; Adams Hats, presenting Sam Taub's sports interviews, and Press-On Mending Tape, with the "Hobby Hall of Fame." Chesterfield Cigarette sometimes presents Fred Waring's orchestra and a singer on W2XWV, spending more than 1,000 dollars to put on the show. Kirkman Soap and Tintex put on variety shows, and I. J. Fox fashion shows.

"In six months, Batten, Barton, Durstine and Osborn has produced 23 shows over General Electric's Station WRGB at Schenectady. These ranged from full-hour programs to time breaks—for such advertisers as Easy Washing Machine, G-E lamp and electronics departments, B. F. Goodrich, Blackstone Cigar, Hamilton Watch, MY-T-Fine Puddings, Remington Arms, Royal Crown Cola and Wildroot Hair Tonic. Full-time commercial were used on all of them. Most of them were half-hour shows, with commercial running three or four minutes.

"Among other agencies which have produced television shows for advertisers are N. W. Ayer and Son, Newell-Emmett, Ruthrauff and Ryan and J. Walter Thompson Co."

"FRESH FIELDS" AT THEATRE ROYAL

Ivor Novello's outstanding London comedy success, "Fresh Fields," is the current 2GB-Macquarie-J. C. Williamson presentation at the Theatre Royal's (Sydney) late afternoon performances.

Enid Lorimer, Aileen Britton, Ethel Bashford, Lesley Pope, John O'Malley, Kevin Brennan, Marshall Crosby and Frances Dillion are the nucleus of this delightful show, which swings along in the happy, crisp exaggerated way the writer intended.

Sydney playgoers are well pleased with "Fresh Fields," and are showing their pleasure in the way the management likes—through first-class box office receipts.

"SWAP SHOP" FOR MELBOURNE

Starting on 3KZ on Monday, May 8, at 8.30 p.m. the "Swap Shop" brings to Melbourne radio something new and decidedly novel. The idea of the program is that listeners may write in giving details of anything they have to swap. At the same time they are asked to explain what they would like in exchange for their own particular articles. Names of listeners will not be mentioned on the air, articles themselves merely being described. Stamped addressed envelopes must accompany each "Swap," and this will enable the station to forward to listeners any replies received in relation to the article to be exchanged.

Among the Sponsors

Through Hansen Rubensohn J. R. Love have taken out a further contract providing for the extensive use of one minute announcements on 2CH.

J. A. D. Gibson have contracted through Traders for a further long term for 25-word and one minute announcements on 2CH.

Nestle and Anglo Swiss (agency Hansen Rubensohn) have contacted for a big series of 100 word announcements on 2CH, advertising the company's products.

Salmon and Spraggon, through Willmott's 2CH for the use of 100-word announcements Advertising Agency, have contracted with a campaign for Lactogal.

The Democratic Party (agency Goldberg's) have placed an extensive contract with 2CH providing for the use of 100 word and 50 word announcements and five minute sessions during the coming State election campaign.

Betteheim and Reiszfeld, perfume manufacturers (agency Goldberg's) are using 2CH for a series of 100 word announcements.

S. R. Buttle are using 2CH for a series of 100 word announcements. Agency, Traders.

Salmond and Spraggon (Aust.) Pty. Ltd. New contract for 2CB, 2HR, 3AW, 4RH, 5DN-RM, 6PR-TZ, 7HO, 7LA. Contract through Willmott's).

J. R. Love and Co. Pty. Ltd. Renewal contract (through Hansen-Rubensohn) for 2WL.

Hean's Essence Pty. Ltd. New contract through Gothams) for 2CA, 2WL, 3AW, 7HO.

Hoadley's Chocolates Ltd. Renewal contract (through Traders) for 2WL, 3CV, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA. Contract covers announcements and renewal of "Golden Boomerang" feature.

Nestle and Anglo-Swiss Condensed Milk Co. Renewal contract (through Hansen-Rubensohn) for 2GB, 2WL, 3HA, 3TR, 6PR-TZ, 7HO, 7LA.

Berkers Pty. Ltd. Renewal contract (through Weston Co.) for 2CA, 3HA, 4BU, 5DN-RM.

J. A. D. Gibson and Co. Ltd. (through Traders' Advertising Service) have renewed their extensive contract for breakfast session announcements on 2GR. Every morning of the week, except Sunday, will be used.

J. R. Love's contract for announcements on 2GB women's session has been renewed for a further long term. Contract (from Hansen-Rubensohn) covers every day except Sunday.

Sargents Ltd. (through Goldberg Advertising) are using a series of special announcements in 2GB's breakfast session.

Quickstrvo Chemical Pty. Ltd. have announcements current on 2GR from Monday to Friday inclusive (daytime). Contract through Goldberg Advertising Ltd.

Goldberg Advertising Ltd. have released a contract on behalf of Potter and Bicks for daytime announcements on 2GB. Schedule is for every day of the week.

Australian Gas Light Co. are sponsoring a special series of five-minute spots on 2GB at 11.10 a.m. Tuesdays and Fridays.

Bonninetons now famous "Mrs. Ohbs" feature has been extended to include a number of Macquarie stations during the winter months. Time channel is 7.30 to 7.45 p.m. Monday through Thursday on 2GR-FA, 2CA, 3AW-CV, 3TR, 6PR-TZ, 7HO and 7LA.

Radio Does a Job

The National Association of Broadcasters in America reports that the tremendous contribution which the domestic radio broadcasting industry through the 913 independent stations and the networks is making to the war effort is revealed by the study of figures for 1943, which have been compiled by the N.A.B. Research Department.

In monetary terms the value of the time, sustaining and sponsored, devoted through radio programs, and announcements directly in the war interest, totals for that year 202 million dollars, including 28 million dollars of talent costs.

N.A.B. is preparing a brochure so that the story of radio's part in the war effort will be completely documented.

JANUARY LICENCE FIGURES

NEW SOUTH WALES			
New Issues	5,177	2,638	(484)
Renewals	33,049	33,786	(986)
Cancellations	2,638	4,440	(288)
Monthly Total	516,321	536,275	(20,500)
Nett Increase	2,539	1,802	(196)
Population Ratio	18.37	18.98	

VICTORIA.			
New Issues	3,306	1,445	(116)
Renewals	21,464	22,908	(1,094)
Cancellations	2,904	1,863	(12)
Monthly Total	373,469	383,315	(16,466)
Nett Increase	402	418	(104)
Population Ratio	19.26	19.63	

QUEENSLAND.			
New Issues	967	909	(76)
Renewals	11,042	11,040	(176)
Cancellations	709	969	
Monthly Total	172,276	174,797	(3,391)
Nett Increase	258	60	(76)
Population Ratio	16.62	16.85	

SOUTH AUSTRALIA			
New Issues	1,046	647	(115)
Renewals	8,266	8,461	(547)
Cancellations	1,101	851	(48)
Monthly Total	139,575	143,702	(9,517)
Nett Increase	55	104	(67)
Population Ratio	22.90	22.70	

WESTERN AUSTRALIA			
New Issues	917	662	(67)
Renewals	5,280	5,367	(156)
Cancellations	830	830	(10)
Monthly Total	93,704	94,973	(3,169)
Nett Increase	87	168	(57)
Population Ratio	19.98	20.33	

TASMANIA.			
New Issues	373	201	(39)
Renewals	2,856	2,782	(133)
Cancellations	355	447	(88)
Monthly Total	47,167	47,624	(2,272)
Nett Increase	18	246	(49)
Population Ratio	19.75	19.74	

COMMONWEALTH.			
New Issues	11,786	6,502	(897)
Renewals	81,957	84,343	(3,092)
Cancellations	8,537	9,400	(446)
Monthly total	1,342,512	1,380,586	(55,315)
Nett Increase	3,249	2,898	(451)
Population Ratio	18.90	19.37	

Don't stay out in the cold!

KEEP THE SALES FIRE BURNING WITH THE SURE-FIRE FUEL — 2KY AIR-TIME

2KY has the solid support of over •250,000 wage-earners

That's why 2KY Advertising Pays!

• N.B. 250,000 was the peace-time estimate. Double that number would be nearer the present day mark.

PHONES: M 6291-2.

428 GEORGE STREET

Open
Up
a
New
Sales
Front
by
Using

3KZ

MELBOURNE

Sydney
Representative
A. L. FINN, 65 York Street

COMPREHENSIVE SPORT COVER

The winter sporting coverage of 2UW Sydney again this year will include ball-to-ball descriptions of the leading Rugby League games, in addition to a detailed racing broadcast, and a comprehensive "flash" service of results of all other outstanding sport.

The audience, which tunes regularly to 2UW for their Saturday afternoon sport, received a pleasant surprise last week, when 2UW, alone among Sydney stations, gave them an eye-witness account of the Great Public Schools Head-of-the-River Carnival.

The winter sport program provides for Keith Dunbier to cover the Rugby League football from the Sydney Cricket Ground each Saturday, while Cyril Angles will broadcast detailed descriptions of the racing. The football broadcast will not only cover the first grand match, but also the two preliminary games, and the usual sporting result service will continue from the race room of the "Daily Mirror."

The schedule provides for an ever-full service with continual cross-overs from racecourse to studio, to the football, and to the "Daily Mirror."

CATERING FOR FILM FANS

The big mail which compere Bill McColl handles each week is sufficient to prove the popularity of his bright and breezy session, "Hollywood Highlights," presented over 2KY every Sunday between 9.30 and 10.30 p.m. on behalf of 20th Century Fox.

Now in its fourth month, this 60-minute broadcast links excerpts from the latest films, and new song-hits with tidbits about Hollywood topliners, rising stars in filmdom, current productions, etc. It is arranged and compiled by the compere, who reflects his intimate knowledge of motion picture publicity by his clever handling of the broadcast in general, and "Hollywood Replies" in particular. The latter supplies answers to listeners' queries.

Cut from a slightly different pattern though reflecting the compere's same breezy microphone style, is 2KY's Thursday film session at 1.30 p.m. As in the Sunday "Hollywood Highlights," prizes of double theatre tickets are offered during this feature to listeners who know their films.

"GOOD ADVICE"

"Good Advice" is the title of a new quarter-hour nightly session now being presented by W. C. Douglass Ltd. over 2KY at 8.15 p.m.

As its sub-title—"Stars of Melody"—indicates, this presentation is devoted entirely to items by world-famous vocalists, a different artist being featured each night.

2KY's musical director, Harcourt Garden, arranges the program well in advance so that, when possible, he can include request numbers from listeners.

ANZAC DAY DAWN SERVICE

At 4.15 a.m. on Anzac morning, Tuesday, April 25, 2GB exercised their sole broadcasting rights in presenting over the air, one of the most impressive Anzac dawn services yet brought to listeners in their own home.

It was suggested to listeners that they leave their radios on all night so that they would be awakened at the crack of dawn, by a massed choir singing Beethoven's immortal "Hymn of Creation," followed by "March of the Legion."

The broadcast took place under the direction of Mr. Frank Grose (Uncle Frank), who is widely known for his indefatigable work for the 2GB Community Chest.

The ceremony of Remembrance was at the Cenotaph, Martin Place, Sydney, in the presence of his Excellency the Governor, Lord Wakehurst.

Thousands of people in the Sydney metropolitan area and far beyond were able to join in the service on this sacred day, which marked the 29th anniversary of Australia's inspiring confirmation of nationhood.

SYDNEY COUNTY COUNCIL RENEWS "BANISH DRUDGERY"

The Sydney County Council's "Banish Drudgery" session, which has been broadcast from 2GB for the past 12 years, has been renewed for a further long term. Every day of the week except Sunday, will continue to be used, the time channel being 10.15 to 10.30 a.m.

"Banish Drudgery" is a session purely of recipes, which, in these rationed days, are helping to smooth out the cooking problems of the harrassed housewife.

Mrs. E. M. Savage, who conducts the program on behalf of the Electricity Undertaking, is fully cognisant of what can and cannot be purchased in pre-war quantities—if at all—and accordingly her suggestions are of a most practical nature.

The great number of recipes being forwarded in acknowledging enquires each week, shows how eagerly her recipes are sought by listeners. So much so, that for some time past Mrs. E. Savage has been compelled to ask listeners to take down recipes in writing as she gives them, the reason being the great difficulty being encountered in obtaining paper for printing.

TO BROADCAST FOOTBALL

Starting on Saturday, May 6, 3KZ will, for the 12th successive year, broadcast League football matches from available football grounds in and around Melbourne. Owing to war conditions, many will be unable to see the games, and 3KZ will provide a welcome service to that section of the community by broadcasting a description of a leading match each Saturday. The commentators, as usual, will be Norman Banks,

NEW FAMILY DRAMA IN "FOUR SISTERS"

In the past 10 years family dramas have played a very big part in radio entertainment, first in America and then in this country.

With "family life" as a background there have been many outstanding successes, and one likely to be classed in that category is "Four Sisters," which commences a long season from 2UE on Monday night next.

"Four Sisters," dramatised in serial form by Robert Alexander, is as the title suggests the story of four girls, daughters of a Melbourne solicitor. From well written scripts a cast of more than 20 well known players, under the direction of Dorothy Crawford, turn in a succession of splendid performances.

The big cast includes Claude Fleming, Marcia Hart, Beryl Walker, Gloria Melody, Thelma Seaman, Joan Moss, Roley Barlee, and Eric Conway.

"Four Sisters" is to be broadcast from 2UE every Monday through to Thursday at 9.15 p.m., under the sponsorship of Buckingham's. The account is through Goldberg's.

MR. MENZIES STOPS BROADCASTING

The Leader of the Federal Opposition, Mr. R. G. Menzies, M.P., has ceased his Friday night news commentaries from 2UE to stations in N.S.W., Victoria and Queensland. Reason given was "pressure of business."

Mr. Menzies started these broadcasts after his term as Prime Minister. His talks created world-wide interest, and on several occasions he was quoted in the overseas press as well as in the House of Lords and the Commons.

BEVILLE'S SUNDAY MORNING

A half-hour of variety and community singing under the title of "Beville's Home Community Singing" has been added to 2UW's Sunday morning schedule on behalf of Beville's Gift Store, Pitt Street, Sydney.

The program features members of the 2UW Radio Revellers, including Reg Quartly, Cecil Scott, Bill Miller, Lulla Fanning and Gwen Parsons, with Nancy Kerr and Phyllis Coutts on two pianos. The first half is given over to variety and solo numbers, and "Professor Ancient" Quartly, and "Professor Modern" Scott then take over to lead the community singing.

who has done this broadcast for the past 10 years, and Mr. Jack Green. The sponsors, as in every previous year, will be Wardrop, My Tailor, and the first match to be described will be that between South Melbourne and Carlton from the St. Kilda ground.

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PERSONALS...

Mr. Dave Worrall, manager of 3DB Melbourne, was a visitor to Sydney last week and appeared to be rushing hither and thither on serious business—in fact, the only time he seemed to get for sitting down was when listening to auditions.

Mr. V. M. Brooker, manager of the broadcasting department of A.W.A., is back in harness after a couple of weeks respite at Whale Beach.

Letters from L.A.C. Rion Voigt (former wrestling commentator), Staff Sergt. Brian Howard (of "Happy Hour" fame), and L.A.C. Jim White (technician) were received at 2KY during the week. During Brian's recent five weeks' leave from the north, he was invited by Manager H. E. Beaver to conduct 2KL's Sunday "Bing and Swing" session inaugurated by Brian over four years ago. Brian writes he is still answering his fan mail.

News commentator Sid Jordan's absence from the 2KY microphone at intervals during the past month has been due to the fact that he's been touring the country as a First Liberty Loan Speaker. From Monday, May 3, however, he'll be back on the air with his 8 p.m. "Views on the News," and doesn't anticipate further interruptions to this regular nightly broadcast.

Mr. Bill Eve, chief control operator of Australian Record Co., recently joined the wedded ranks quietly, but not secret enough to prevent a host of friends in the industry gathering him in for presents and congratulations. Bill's bride was Miss Mollie Ramsay, who for several years was Mr. Pegan's private secretary before joining the U.S. Army Staff.

Mr. Eric Wood, manager of 3UZ's Sydney office, flew down to Melbourne last week and was to stay south for a week or so. Look out Melbourne, here's that man again!

Congratulations to all those announcers and other members of station staffs who performed such sterling service in the great commercial stations Victory Loan Appeal last week.

The Editor has received a personal letter from Flying Officer Allan Hannam, now stationed in England, in which he asks to be remembered to all those good friends in broadcasting and advertising to whom he has not yet had an opportunity of writing. Allan is a navigator on a Sunderland Flying Boat of the Coastal Command. He says P/O Ron Morse is a member of the same squadron. Allan says life is "not bad at all, and if my luck holds good I reckon we will all be home before very long. I hope so, as I'm yet to see my daughter—born after I left." Now then ye old friends of Allan Hannam, what about all writing him some letters. He's hungry for news from the old circle of trade pals. And while you're on the job keep up the correspondence to ALL the lads you know, even if only briefly, who are doing their big job overseas. They'll want to keep in touch with "what's cookin' in" back home.

Another visitor to Sydney last week was Mr. H. F. Sleath, sales manager of Brisbane station 4BH. With Sydney, rep: Walter Smyth, the Brisbane man was certainly kept moving, and by the ground covered he no doubt made up for the three years since he was last in the sunny south.

That popular station rep. of Melbourne, Mr. Hugh Anderson, arrived in Sydney this week to spend a few days. Rumour has it that as soon as it was learned "Hughie" was coming to Sydney, several of the broadcasting industry's best golfers got out their clubs and started to polish the rust off them in the fond hope of getting a spare couple of hours with the Victorian "champ."

20 Commercial Broadcasting, May 4, 1944

COMING UP!

Publication of the Commercial Broadcasting Rate Book is to be resumed and efforts are being made to have the next issue published in July. Station managers, can we count on your co-operation? You received a circular letter last week, with full details. Please let us have your replies with the greatest despatch so we can get on with the job. Thanks.



A very enjoyable cocktail party was given by Mr. O. J. Nilsen, president of the A.F.C.B.S., last week, to all those members of radio who helped in the big Anzac Day Victory Loan appeal. The party was held in the Gold Room of the Hotel Australia.

Rod McGregor, old-time champion Australian Rules footballer, and one of the first sports broadcasters in Australia, has been signed up by 3UZ to give running commentaries on this season's League matches.

Alf Winn, of Winn's "Five Big Friendly Stores," has a record for picking radio features which the public like. A pioneer of radio advertising for a department store—the first big feature he chose was "Frank and Archie," the first high ranking humorous serial in Australia. When he went into "live artist" he chose as his producer Mr. Jack Davey long before big national sponsors had put "Heigh ho, everybody!" into homes all over Australia. Now Alf Winn has apparently rung the bell again with his own production "Serenade," which he personally produces and which features an ensemble of top-line artists.

Former 2UE producer John Appleton, now in the R.A.A.F., has returned to a northern base after several weeks' leave in Sydney.

Radio 2UE's Melbourne manager, Noel Dickson, has returned south after a visit to Sydney.

Last month "Sally" Harten, who conducts the factory and munition workers' session from 2UE every Monday to Friday at 2 p.m., organised two afternoons at Romano's for 50 girl factory workers and 50 returned soldiers from a military hospital.

April 1 (contrary to tradition) was a day of great seriousness at 3TR Gippsland. For on April 1, Ray Young, late of the R.A.A.F., took up his duties as "chief announcer" and production manager, and great plans were launched. Previously associated with Norman Banks in handling night programs at 3KZ, and in pre-war days night announcer at 3DB, Ray, with his energy and enthusiasm, has already transmitted these qualities to the staff with which he is now associated, and 3TR is branching out with live-artist shows.

CLASSIFIED ADVERTISING

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Box Replies: If replies are to be sent to the publisher's office, the Box Number is counted as 9 words and charged accordingly.

Reports from Jack O'Hagan, 3AW's sales manager, who is holidaying in the hills, state that he is hitting the little white ball with exceeding accuracy and practically holing out in one every time at the nineteenth!

Radio certainly makes a "ready man": in fact, you have to be ready for anything. John Dexter of 3UZ has found this out. During Herb Rothwell's absence John has been giving racing followers his opinion of the relative merits of gee gees. Prior to this he admits that he had very little interest in racing, but he is doing quite a nice job and has picked up quite a lot of winners, but sorrowfully admits he hasn't backed any of them.

3XY manager Bert Snelling arrived back from Sydney complete with "fun," we should like to remind him that one doesn't have to go to Sydney to get this as there is lots of it floating round Melbourne these days.

Dave Duff, Junior, son of 3AW salesman Dave Duff, has had a few days' leave from the Army and practically wrung off every hand of the 3AW staff before he returned to his unit this week. He is a good six feet and appears to be about 14 stone. A true son of his father.

3UZ continuity chief, Shirley Ebbott, who recently has conducted the afternoon matinee from that station, has been suffering from a nervous breakdown. During her absence Laurel Berryman has been conducting Shirley's popular "Backstage" interviews with theatrical celebrities.

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HERE'S PROOF

AFTER four years' continuous use of 2UW's Afternoon Session, the SYDNEY COUNTY COUNCIL ELECTRICITY UNDERTAKING has renewed for a further twelve months their one hour "live" artist presentation, "Your Home, Your Family and You," from the 2UW Theatre every Thursday Afternoon.

Proving again that in the afternoon, too—

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