

Vol. 11, No. 1
26th Issue
Thursday
July 2, 1942

Price 6d.

COMMERCIAL

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

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Presenting the Light Opera Company
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THE MELODY MADCAPS . . . OUR
STAR OF TOMORROW . . .

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...and "LEST WE
will follow WE

FORGET

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In the star-studded musical triumph

"The
BRIGHT HORIZON
from **2UW**

EVERY SATURDAY AT 8.00 P.M.

PRESENTED BY McWILLIAM'S WINES PTY. LTD.

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



"Hi diddle, diddle
The cat and the fiddle,
The cow jumped over the
moon
The little dog laughed to
see such fun
And the dish ran away
with the spoon."

Yes—we all enjoyed our nursery
rhymes—labourously learnt from
our "rat-cat-bat" books, but —

Today's children, our children, have something more than
nursery rhymes as they listen every evening to Uncle Tom's
sessions broadcast by 2SM — they have enjoyment plus.

* It is the plus value that will
interest radio advertisers. A
recent investigation revealed
that over 58% of radio sets in
Sydney Metropolitan area tuned
to 2SM during 5 to 6 p.m.

That's
why —

2SM Sells
More

*Full details of this investigation on application

COMMERCIAL BROADCASTING

Incorporating
BROADCASTING BUSINESS

Sydney: FL 3054

Melb.: Cent. 4705

Vol. 11, No. 1

Thursday, July 2, 1942

Price, 6d. Subscription, 10/- p.a.

WHAT OF THE FUTURE?

Will Broadcasting Act Stultify Development?

The Broadcasting Act has been assented to. That means that its provisions now become law, all nicely done up in a package entitled "Thou shalt not" and addressed to the broadcasting industry of Australia.

It is perhaps only significant of the extreme emergency in which this country finds itself that such a measure as the Broadcasting Act with its terrific effect upon the future of what we now know to be the greatest single social force in all times—radio broadcasting—should be passed by two Houses of responsible Parliament with as little constructive debate as would normally be accorded the passage of a Bill to regulate the bee industry.

We have read the Hansard record of the Senate and the House of Representatives debates on the Broadcasting Bill. Both august chambers must have reeked with the perfume of flowers while the bouquets flew fast across the benches.

Praise was laid on thickly for some of our otherwise brilliant officers of the Post Office Wireless Branch whose stilted outlook on one or two major problems of broadcasting led to the establishment and maintenance of such official foibles as the restriction of operating power for commercial stations; men who, despite overwhelming evidence of the inestimable contribution of commercial broadcasting to the science and practice of broadcasting persist in their support of the outdated doctrine upon which the otherwise sound dual broadcasting service was founded in Australia; i.e., that eventually the national service would provide the whole of the broadcasting requirements of the continent and that commercial broadcasting should be used merely to build up the demand for listeners licences and to service such areas as the Post Office transmitters were unable to satisfactorily service.

That same lack of appreciation of the future of radio was displayed in the

statement in the Senate when Senator Gibson said that he had "little faith in the future of television".

For assuredly so far as technical services are concerned in Australian broadcasting someone in the Post Office also displayed "little faith" in the future of sound broadcasting.

Australian broadcasting today is hamstrung by the restriction on operating power. Our most powerful national station serving the pound-a-year listeners is 10,000 watts while a handful of country commercial stations are permitted 2,000 watts maximum and the highest city station power granted is 1,000 watts.

Evidence of how far we are behind the rest of the world in the matter of operating power for stations is shown in the following list of foreign and British broadcasting station powers —

Budapest No. 1, 549.5 m.	120,000 watts
Budapest, S/W (building)	100,000 "
Argentina, LR3 Buenos Aires	135,000 "
Hilversum I., Holland,	125,000 "
415 m.	125,000 "
Hilversum II., Holland,	125,000 "
301 m.	125,000 "
Cucuresti (building),	120,000 "
Rumania, medium	120,000 "
Maroc-Tiflet Morocco	120,000 "
(building), 345.6	120,000 "
Mortala, Sweden, 1,388 m.	150,000 "
Falun, Sweden, 276.2 m.	100,000 "
Velke, Kostalany, Slovakia	120,000 "
Lahti I., Finland	150,000 "
Turku, Finland	40,000 "
Uruguay, CX6 (building)	100,000 "
Coimbra, Portugal	50,000 "
Bucharest, Rumania	120,000 "
Cincinatti, S/W, U.S.A.	75,000 "
Cvp, Denmark, S/W	50,000 "
Droitivich, 1,500	150,000 "
Moorside Edge, 449.1 m.	70,000 "
Westerglen, Washford,	70,000 "
Brookman Park, all	70,000 "
Lisnagarvey	100,000 "

The American FCC have prescribed a minimum power of 50,000 watts for all S/W stations under construction.

It is now known by every keen student of the subject of broadcasting that a Government or semi-government controlled broadcasting service alone is not and could never aspire to be a satisfying broadcasting service to the majority of Australians. Yet we find in the

Broadcasting Act certain provisions which are deliberately designed to stultify development by private enterprise of the potential future fields of broadcasting expansion. One might countenance such restrictions as a war time emergency measure, but that they should be incorporated in an Act designed to meet the requirements of peacetime procedure is repugnant to the average man.

Additional Fee Slug

One of the most glaring examples of this is in the imposition of an additional tax for radio listening which is introduced under the guise of an additional licence fee for secondary receiving sets in the home. Admittedly the Australian public is well served for a pound per year per home reception for the wealth of entertainment now being broadcast (a fact due mainly to the variety provided by commercial stations), but to impose a further 10/- per set for additional home receivers has little if any real justification. For a household to receive the full and proper benefits of radio entertainment and cultural instruction at least two or possibly three or four receiving sets may be necessary. The curse of the "blaring" radio that is tuned so loudly that it can be heard all over the average house (and incidentally the whole neighbourhood) should be destroyed—not fostered. As a wartime measure the additional tax on additional sets may be a worthy effort (it will increase revenue to the Post Office and it will put a lot of second-hand radios on the market to perhaps fill the gaps caused by the wartime shortage of new replacement receivers) but it has no logical place in the peacetime conception of broadcasting development.

On the whole the new Broadcasting Act whittles away some of the precious freedom which rightly should be enjoyed by an industry which has proved able to conduct itself in the best interests of the majority which it serves. A politically free radio is as vital a concept today as a free press. But in the Broadcasting Act we find this—". . . where the Minister has reason to believe that any person has rendered for broadcasting an item, or has passed or selected for broadcasting any matter broadcast from any broadcasting station which has caused or may have caused offence to any section of the public, he may call upon that person to show cause why an order should not be made directing that he be prohibited from rendering any item", etc., etc.

(Continued next page, col. 1)

Will Broadcasting Act Stultify Radio? (contd. from page 3)

Then we have the subject of political broadcasts. The Act gives the Australian Broadcasting Commission amazing power in that "Subject to the provisions of this section, the Commission may determine to what extent and in what manner political speeches or any matter relating to a political subject may be broadcast from national stations, and the licensee of a commercial broadcasting station may arrange for the broadcasting of such speeches or matter from that station.

That provision on its own may prove dangerous to the freedom of radio as a voice of political criticism, but when taken in conjunction with other sections which provide that the Minister may prohibit the licensee of a commercial station or the Commission from broadcasting "any matter, or matter of any class or character" or require them to refrain from broadcasting any such matter; the potential restriction upon the broadcasting of political criticism becomes more clearly evident.

On top of that we have the provision that the Minister may require the

licensee of a commercial station to include without charge, in any program such items of general interest as the Minister from time to time determines, so long as it does not entail the broadcasting of such matter for a period in excess of 30 minutes in any period of 12 consecutive hours.

While there is no question but that these provisions are highly desirable during the national war emergency, nor that the present Government might be responsible for a misuse of the powers conferred, it is borne in mind that the Act is, or should be, a charter for the whole future development in this country of the science of radio broadcasting. That being so the Act fails completely to provide safeguards against the possible misuse by future Governments of the powers which it confers.

Bluntly, it would be possible under the Act for an unscrupulous Government to stifle all effective political criticism. Such a tragic circumstance may not have been envisaged by those who have framed the legislation, nevertheless, it now exists in fact.

Unity, for the Industry, for the Nation

The war, the exigencies of war time business methods, the necessity for close co-operation between private industry and the Government of the day in relation to rationalisation problems, accentuates the needs for unity in the broadcasting and radio trades.

There should be unity of purpose and of endeavour between the two main branches of wireless broadcasting—on the one hand the broadcasting stations and on the other hand the radio receiving set manufacturers and the distributors and retailers of radio receiving sets.

There should be unity of purpose and of endeavour within the trading structure of each of those branches; and, collectively, as between those various associations.

Wireless broadcasting with its apparently limitless ramifications of the future, with its present deep trust and responsibility to the public, along with so many other industries either essential or non-essential is rapidly becoming engulfed in the gigantic machine of war organisation. But wireless broadcasting is so different from all those other industries; it is at once an industry sponsored, in the main, by private enterprise and at the same time a public institution, a dramatic force destined to contribute in untold measure to the moulding of all human conceptions of culture. As such it is an industry, a public utility—call it what you may—which cannot be lightly toyed with. The present emergency calls for the deepest concentration of wisdom by the best available brains in this sphere so that the immediate future and the post war period will not find the industry and the science of broadcasting unprepared for the unknown, or for the already patent, difficulties which lie ahead. In war there must be a front line of every battlefield. That front line is a line of unity or else it will not hold. Today there is a second front line—the home front—which again is a line demanding unity. It is composed of a multitude of industries. In each industry there must be unity, else the chain break where the link is weakest.

Television — — and Senator Gibson

Senator Gibson who was the Chairman of the Joint Parliamentary Committee which spent many months of last year and of this investigating broadcasting in Australia and on whose report and recommendations was based the Broadcasting Act 1942, has personal views about the future of television. In fact they are, we feel, so personal that they should never have been expressed in public.

But during the debate on the Broadcasting Bill in Parliament Senator Gibson said this:—

"Personally, I have little faith in the future of television . . . I do not think that television sets will be within the financial reach of people of moderate means."

Those are amazing statements to have come from the man who has played such a very important part in the framing of legislature designed to be a charter for the development and conduct of wireless broadcasting in this country. Nobody who read in the past two issues of "Commercial Broadcasting" the articles reviewing "six months of commercial television in the United States" could possibly share Senator Gibson's views on the question of television. As for his comment upon the possible future price of television receiving sets one has only to point to the present Australian licensed listeners' figures of over one million three hundred thousand and to remember that sound receiving sets a comparatively few years ago cost 50 or 60 guineas have their modern counterparts, so far as efficiency is concerned, in sets costing 12 to 14 guineas.

Senator Gibson preferred to visualise a brighter "future" for the type of broadcasting which would send a facsimile of the daily newspaper into the home via the air waves. Facsimile is a marvellous thing, not so marvellous as television, but somehow smacking of the idea of using a modern miracle to sustain an antiquated method.

Both television and facsimile, and in addition ultra high frequency and frequency modulation sound broadcasting, have their "future" in the scheme of things to come. To deny this, to lack faith in any one or all of these amazing adventures is to deny the inevitability of progress.

A.C.I. Sponsors "Lest We Forget"

It was learned as this edition went to press that Australian Consolidated Industries has contracted for sponsorship of "Lest We Forget" on 2UW Sydney. Contract was negotiated through Hansen Rubensohn agency. Believed first time huge A.C.I. has gone "on the air".

A.W.A. TRANSCRIPTIONS

Recorded Programmes of
exceptional merit now
available for immediate
release

"GOLDEN SANCTUARY"

Sacred and Semi-Sacred Musical Programme. 52 x 15 mins.

"NOBODY'S ISLAND"

A Beatrice Grimshaw Drama—26 x 15 mins.

"TRAVELLERS' CLUB"

FEATURING MR. F. S. BURNELL
52 x 15 mins.

"ADVENTURE ON THE HIGH SEAS"

13 x 15 mins. of Adventure, featuring
Dr. E. Allen Petersen

"AIRSHIPS"

Featuring Dr. Guy Harris—13 x 15 mins.

"BRIGHT HORIZON"

52 x 30 MINUTES

A SUPER MUSICAL, PLUS COMEDY

(Not Available for N.S.W. or Queensland)

"HALLIDAY AND SON", 104 x 15 mins.

"WE WERE YOUNG", 52 x 15 mins.

"HOME SWEET HOME", 286 x 15 mins.

"WHEN DREAMS COME TRUE", 26 x 15 mins.

"ABRAHAM LINCOLN", 52 x 15 mins.

"FOR RICHER, FOR POORER", 104 x 15 mins.

ALL DRAMATIC FEATURES TO MEET ALL TASTES

Phone, Wire, or Write—Transcription Dept.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

Ashley's Take Day Hour

Daytime Audience Shows Growing

Following the decision of the Sydney County Council to sponsor a one hour presentation in the 2UW Theatre each Thursday afternoon at 2 p.m. (as told in last issue of "C.B."), Ashley's, Sydney Fashion House, have taken sponsorship of the hour following (from 3 to 4 p.m.), thus making possible a two hour presentation in the presence of an audience of 400.

The County Council's hour entitled "Recipes and Rhythm", is a session of cookery and household hints (conducted by Miss Joyce Williams), into which is blended a musical presentation by Micha Dobrinski and his Trio, supported by members of the 2UW "Radio Revellers" company. Ashley's program, entitled "Matinee Revue", features the entire cast of the 2UW "Radio Revellers" in a series of fast moving one hour, live-artist musical comedy revue presentations.

So far as is known, this is probably the first occasion in Australian broadcasting, in which a professional theatrical company has been scheduled to present regularly, a full-scale revue program in the afternoon transmission, and the listener response to the first broadcast suggests that the demand for seats will equal the extraordinary popularity of the other live-artist programs staged in the 2UW Theatre.

One interesting angle on the show is the extent to which the two sponsors have co-operated to publicise and popularise the combined presentations. In publicising "Recipes and Rhythm", to their customers—the new program is featured prominently in the Council's monthly publication "The Contractor"—

the Council also has highlighted the fact that their program is only the first half of a two hours' presentation . . . similarly, Ashley's in publicity displays in their stores, have given prominence to the fact that the "Matinee Revue" follows the County Council's cookery hour. Seats for each performance are available free, on application to either sponsor.

The programs presented are principally comedy—of the type which has become so familiar to vaudeville patrons—and the quick tempo comedy moves through a setting which ranges from comedy drama to farce, and which includes background of music both sweet and popular.

The 2UW "Radio Revellers", whose engagement by 2UW made news a few weeks ago, now present two hours of community singing on Wednesday and two and a half hours of variety program on Friday night, in addition to this newly announced program on Thursday afternoon.

The Ashley contract was negotiated through the Goldberg agency.

MODEL K'S AVAILABLE

A visit to A. M. Clubb and Co.'s factory last week revealed that this organisation is still very busy manufacturing and assembling recording equipment. Mr. Clubb explained that they were still able to import essential parts for assembly work here including the very efficient little Model K Presto recorder, which nowadays is finding a strong demand.

ASHLEY'S "MATINEE REVUE" GOES ON THE AIR



Top :—
From left to right: Eileen Barlow, Lulla Fanning, Peter Brooks, Betty Lambert, Will Miller, Gwen Parsons, Cecil Scott, Reggie Quartly and Dick Matthews.

Below :—
Mischa Dobrinski's Trio and Misses Joyce Williams and Winifred Sinclair.

"FORTY GLORIOUS YEARS"

A new feature which will command a great measure of interest with the radio public is "Forty Glorious Years" which was released from 3AW on Saturday, June 27.

Written and produced by Donovan Joyce, continuity manager of that station, "Forty Glorious Years" is actually a pageant of memories since the year 1900. Each broadcast is of one hour's duration, and contains the outstanding events which occurred during the year under review. Intensive research has gone into the compilation of these works as it was felt that apart from entertainment value they should be historically correct thus making it an authentic work. It is therefore interesting to note that much of the dialogue which has a bearing on the political, historical, geographical and dramatic happenings over the period is a true and correct reproduction of the actual words spoken by the principals.

The music selected to co-relate and heighten the dramatic incidents is most impressive, and records from old music-hall productions were secured from the various States so that the years should maintain their correct atmosphere.

An entirely new technique was devised for the production of the show. A sound booth and equipment, similar to those used in the making of sound films, was introduced, and the harmonious blending of voices, sound effects and echoes, etc., contribute in no small measure to the results heard over the air.

"Forty Glorious Years" is sponsored by The Mutual Store, and will be broadcast each Saturday night at 8.30.

MAX ASHTON TESTIMONIAL FUND

A testimonial fund for the benefit of the widow and two young children of the late Mr. Max Ashton has been organised by a committee constituted for that purpose.

The late Mr. Max Ashton who died suddenly a few weeks ago was one of the best known and most dearly loved men in the advertising world, particularly in Sydney where he was at the time of his death employed on the sales staff of Macquarie Network and 2GB.

Mr. Ashton's widow and very young children were left in difficult circumstances, mainly owing to heavy medical commitments over the past few years and it is felt by the originators of the Fund that the many hundreds of Max's warm friends would appreciate an opportunity to lend a helping hand to his dependents.

The organising committee which was formed comprises Mr. Charles Fletcher, chairman; Mr. John Hamilton, organiser; Mr. A. Lippmann, treasurer; and Mr. George Matthews, hon. secretary. Other members of the committee so far include Messrs. F. Hawley, E. Badgery-Parker (representing the Legacy Club).

Arrangements have been made for all donations to the Fund to be acknowledged through the columns of "Commercial Broadcasting" unless otherwise expressly stipulated.

ANOTHER BIG SHOW FOR COLGATE-PALMOLIVE Soap Firm Takes Up "Quiz Kids"

Colgate-Palmolive, now one of the biggest radio sponsors in Australia, have added further to their big program set-up by taking over sponsorship of the 2GB feature "Quiz Kids" broadcast for half an hour from 7.18 p.m., Sundays.

Show was originally launched a few weeks ago as a sustainer feature with John Dease as Quiz Master. The feature will be broadcast over a network of stations touching all States. Three other network shows currently running

under the Colgate banner are "Rise and Shine" (camp concerts), "Ladies First", and the "Youth Show".

The Youth Show, incidentally is to have a new conductor with the appointment of Fred Quintrell to relieve the pressure of work on Fred MacIntosh who has his hands full with the other two quiz-musical shows.

The Colgate orchestra has been built up again to 17 members.

ANOTHER AMBULANCE FROM HAPPINESS CLUB WORKERS

Supplementing the fine work done by Mrs. Stelzer's 2GB Happiness Club in presenting an ambulance to the Military authorities, the Newcastle branches of the Club has now raised sufficient money to present a second ambulance.

The presentation will be made on the steps of the Newcastle City Hall on July 10, with Mrs. Stelzer present.

An interesting development in the Happiness Club's work has been the appointment of a War Savings Certificate Secretary. The duties of this Secretary are to regularly visit all branches, and so far she has persuaded them to invest many hundred pounds in War Savings Certificates.

Vital Regulations Under New Broadcasting Act

New regulations under the Broadcasting Act 1942 have been issued this week, but their full text was not available as this issue goes to press.

It is known, however, that one regulation will give commercial broadcasting stations power of discretion to refuse to broadcast certain advertisements.

This week also the Minister for War Organisation of Industry, Mr. Dedman, has issued an Order as a defence measure that all broadcasting stations be declared prohibited places, excluding parts ordinarily open to the public.

Representatives: Walter J. Smyth, Carrington Street, Sydney; Chandlers Broadcasting Services, Adelaide Street, Brisbane; Macquarie Network, 239 Collins Street, Melbourne.

2MW

MURWILLUMBAH

and yet another!

Yes! Another national advertiser signs up with 2MW . . . 15-minute feature "SAXON PARADE" with sponsors E. Sachs & Co.

"The Bright Horizon"

McWilliams Wines selected 2TM for their Northern N.S.W. coverage with "The Bright Horizon"—great new musical half hour which has its world premiere on July the Fourth at 8 p.m., thence broadcast every Saturday night.

This adds another top rating national program to

2TM

Commercial Centre of Northern N.S.W.



Leviathan Serenaders, William Herbert — tenor, Lola Graham — pianiste, Beatrice Oakley — soprano, who sing twelve songs in twelve minutes on 3KZ each Wednesday night at 9.30. Sponsor is Leviathan Ltd.

S.A. STATIONS RAISE £552,540

Outstanding "Loan Show" Success

An outstanding illustration of how highly competitive interests can cooperate with conspicuous success has been given in connection with South Australian contribution to the Second Liberty Loan.

All six commercial stations in South Australia — 5AD-PI-MU-SE and 5DN-RM were linked together by landline from 9 to 10.30 on a recent Saturday night. Comperes Jack Burgess (5AD) and Alan Sanders (5DN) provided a first-class live-artist show which included several performers from local American troops.

As a result of this joint effort, £552,540 was subscribed to the War Loan.

Idea was for listeners to telephone promises of amounts they were prepared to subscribe and these were acknowledged giving names and addresses of subscribers, during the progress of the "Loan Show". Ten telephone operators manned posts at a central point and recorded details of all calls which were passed into the studio.

Over 200 individual contributors were recorded ranging from £200,000 from the State Savings Bank to £10. One promise of £500 if another £500 was forthcoming before the show ended was covered within ten minutes. In several cases a whole family contribution of £100 or more representing four or five individuals was received as one call.

The State War Loan Committee was both amazed and delighted with the response which exceeded their wildest dreams.

Alan Sanders and Jack Burgess, each a talented concert artist in his own right, both contributed items to a really excellent program and although they had not met prior to the rehearsal for the show teamed as though they had worked together for years.

Although strongly competitive in ordinary events the South Australian Commercial Stations have always worked very closely together in various matters concerning the war effort. As an instance the overseas news from the combined commercial stations of S.A. is provided by a special staff of trained journalists employed by the S.A. stations. This service was instituted within a month of the outbreak of war and provides a most comprehensive service throughout the whole day and night.

Incidentally the sum of £552,540 must be surely an all-time record for any single appeal by radio in Australia.

DIRECT RADIO SERVICE FROM U.S.A.

A daily two hour short-wave program for U.S. troops in Australia was inaugurated last week-end by Schenectady station WGEO. The session which runs from about 10 p.m. Sydney time is available for rebroadcast by Australian stations, while New Zealand is also linked in the broadcast.

Mainly the session will provide home news and entertainment for the U.S. troops in Australia including dramatizations of the biggest baseball games.

COMPILING "JUNIOR INFORMATION"

To hear "Junior Information" each Tuesday night at 7.25 on 3KZ, doesn't give much indication of the tremendous amount of work and research that Norman Banks has to put into the compiling of the questions used. As it's recorded every Friday night for the Tuesday's broadcast, Fridays sees Banks surrounded with weighty tomes of wisdom and piles of encyclopaedias, not to mention maps, for every answer must be correct to the last detail. It's all this which accounts for the very worried looks on the staff every Friday, for the questions are tried out on everybody. A general census of opinion is that all agree it's a good job they're not contestants, for the answers given would make a session well titled: "Junior Misinformation". The actual contestants certainly do display an amazing amount of knowledge. Program is sponsored by Brockhoffs Biscuits and is also presented on 3HA, 3TR, 3SH, 3SR, and 3UL.

CENOVIS CONTRACTS

Cenovis Yeast Pty. Ltd. through Stevenson Advertising Service have renewed their 3UZ contract for a further 52 quarter hour health talks by Mr. G. V. Russell. Also there is a renewal of 104 scatters over 3DE women's session and new contracts signed for the popular Cenovis Yeast presentation—"Doctor's Courageous" which is to be aired over 3SR, 3YB, 3UL every Sunday and 3CV every Wednesday.

As we were saying:

UP GO YOUR SALES

When you "air your wares" before the 250,000 wage-earners affiliated with 2KY

★ ★ ★

P.S.: These 250,000 wage-earners spend £1,000,000 every week

★ ★ ★

P.P.S.: Every 2KY advertiser gets a share of these spendings.

★ ★ ★

WHY NOT YOU?



The measure of a radio station is the size of its Audience

We confidently rely on any 1942 Report from Melbourne on Station Ratings

3UZ
MELBOURNE

N.Z. ANSWERS THE CALL

Radio's Big Part in Effective Publicity Campaign

Unqualified success attended the flotation of New Zealand's £15,000,000 Liberty Loan, which was over-subscribed by £2,500,000. The issue was in three forms, namely 2½% stock repayable 1947; 3% stock repayable 1952-55, and £1 Liberty Bonds, the latter being included for the first time in the history of Government loans. The price of issue was £100 per cent and the minimum investment of stock £10.

To put over the Loan one of the Dominion's biggest publicity campaigns was organised, every available medium being used. Radio and Press took the lion's share but there were also striking posters, "Liberty" concerts featuring Peter Dawson, stunts of every description, including the exhibition of a Messerschmitt 109, films, military parades, Air Force "fly-overs" and many ingenious exploitation ideas. One very successful idea was a personal telegram sent by the Prime Minister, the Hon. P. Fraser, to the head of every firm and association of consequence in the Dominion. The response to this personal appeal was astounding.

In Wellington, "Liberty Corner", was established at the busiest part of the city. Officially "named" by the Mayor at a big midday rally, it was the focal point and headquarters of all Loan activities, and so successful was the idea that the place is still called "Liberty Corner"!

A big platform was erected and on it splendid music was provided each midday by the Air Force and Military bands. "Minute Men" representing all sections of the community made appeals between items and girls of the WWSA and WAAF sold Liberty Bonds to the audiences.

An interesting point about Liberty Corner was that it being on AMP Society's property, that company agreed to invest £1 for every £1 taken at the corner, providing a total of £200,000 was secured. However despite the fact that the amount was not secured, the Company paid in the £200,000, making its total contribution half a million pounds!

Special attention was given to securing purchases of stock and bonds by employees, part of the special publicity urging employers to make purchases for their staffs and recover by weekly instalments. The scheme was highly successful and contributed to the success of the Loan.

One of the biggest outdoor signs that was ever seen in New Zealand was erected across the entire facade of Wellington's main railway station.

A display of military power and aviation thrills, the like of which had not been seen hitherto, was arranged at Palmerston North in support of the Loan. It was witnessed by the Prime Minister. Throughout the day military units of all kinds exhibited their arms and equipment, ranging from heavy tanks to rifles, and erected a pontoon bridge in the lake in the centre of the city. Later Army and Air Force units paraded, taking an hour to pass a given point where Lieutenant General E. Puttick, C.B., Commander of the New Zealand forces, took the salute.

"Battle Snapshots" was the title under which a military display was presented in Blenheim in support of the Loan. For an hour ordinary activity in the centre of the town was suspended while offensive tactics were demonstrated by representative army units. Specially appreciated was a rousing bayonet charge by a parade of Maori warriors, reminiscent of the exploits of their brothers at Crete.

Press advertising for the Loan comprised 21 different designs of striking appeal. The aggressive note was predominant but the "liberty" theme was included in them all as well as in the four colour posters. A splendid distribution of the posters was secured and within a few days of issue they were to be seen literally all over New

Zealand in shops, factories, offices, trams, trains, and buses and on all types of commercial vehicles.

A feature of the newspaper advertising campaign was the ready response to an appeal for sponsored advertising.

As in all previous war campaigns radio did a great job. There were special announcements, slogans, liberty programs, talks, etc. "Spots" were written with a good deal of care, the sales message being tied up with special war news of the day. A slogan competition brought in thousands of entries, the first prize (Liberty Bonds) being divided for two excellent entries, namely "The more you lend the sooner the end" and "Lend for Liberty, lest Liberty be lost".

The half-hour Liberty programs were specially selected and included "Bombers to Britain", one of the latest American series entitled "American Challenge", "Monsieur V" a play written by a British officer in the Middle East dealing with the "V" campaign in France; a continuity of the latest American patriotic songs; and other similar programs.

At 9 o'clock each night following the one minute silent prayer all stations broadcast the daily Loan figures. Talks were carefully planned to avoid duplication. Each dealt with the contribution that different sections of the community could make. Of special value was a series in which "John Citizen" interviewed an officer of the Reserve Bank on the different types of investments. The "Liberty Loan Question Box" broadcast daily at 11 a.m. for women was also successful. Many questions were submitted and the broadcasting of the replies was excellent publicity for the Loan. Advertisers freely donated their commercials and many sponsored additional Liberty Loan programs.

Mr. Peter Dawson, the famous Australian bass-baritone, who happened to be in New Zealand on a broadcasting tour during the Loan generously offered his services and a series of Liberty Concerts was arranged in which he was the guest artist. The proceeds (over £2,200) were given to patriotic funds. Mr. Dawson sang at open air loan rallies in all the main centres with military band accompaniment and attracted huge crowds, traffic in most cases being entirely suspended.

The success of the Loan was most gratifying and in announcing the final figure, the Prime Minister expressed deep appreciation of the Government and War Cabinet for the generous response which all classes of people had made to the Loan. "Not only is the amount a record," said the Prime Minister, "but the number of subscribers is far and away ahead of anything we have had in the past."

The Loan issue was controlled by the Reserve Bank which entrusted the campaign to a special Publicity Committee headed by B. T. Sheil, a member of the Government War Publicity Committee. The services of Messrs. K. W. Kilpatrick, G. Boyle and E. Bradwell (of the ZB Network) were co-opted by the Committee, the former taking charge of all exploitation activities.

Over £1,500 for Red Cross

Support for Broadcast Appeal

As a result of a drive for funds for the Red Cross Prisoners of War Appeal organised by 2CH, considerably more than £1,500 will be raised when the proceeds of various efforts to obtain funds have been totalled.

The 2CH drive was associated with a big "home party" effort organised on behalf of the 2CH Women's League by Meg McSpeerin.

In addition to this, various announcers and personalities participated in an appeal over the air, the response being most gratifying in view of competitive appeals in other directions during the period of the appeal.

Apart from the effort by the Women's League, Joan Read, who conducts the 2CH Home Harmony session, obtained the biggest response with over £650 received exclusively from donations from her listeners. This figure is incomplete. Other announcers met with considerable success in proportion to the time at their disposal on the air.

Margaret Herd during her half-hour children's session raised over £100 with "penny" contributions to make a "copper cross" representing over 25,000 pennies.

The Women's League effort was brought to a close with a community concert presented to a full house at the Parramatta Town Hall on Friday, June 26, where, apart from the amount obtained in admission money, £5/10/- was raised through contributions in pennies and small coins thrown into a flag carried down the aisles for the audience's contributions.

Results from efforts organised by the 2CH Women's League have not been finally checked, but indications show that the total amount will be well over the £1,500 mark.

Because of the appeal by the Red Cross for funds for Prisoners of War the results of the 2CH drive will be very acceptable to that organisation at the present time.

Mr. Clive Ogilvy Joins Army Public Relations

Mr. Clive Ogilvy, country vice-president of the Australian Federation of Commercial Broadcasting Stations has joined the military staff of the Director-General of Army Public Relations which appointment will necessitate his relinquishing all broadcasting activities at least for the duration of the war.



Mr. Ogilvy is managing director of 2CA and a director of 2HR. He is also alternate director of Macquarie Broadcasting Services Pty. Ltd. and 2WL. In the film field he is a director of Fig Tree Studios Pty. Ltd.

The broadcasting industry will miss the services of Mr. Ogilvy for he has taken a leading part in all problems affecting the industry over the past few years.

"FORTY GLORIOUS YEARS"

A Pageant of Memories since 1900

At the premiere of this epic broadcast on June 27th, a new form of radio entertainment was realised!!

40 Years of Magnificent Achievement Unfolded in 40
Enthralling Episodes, each of one hour. The Music—
News—Drama—Personalities of Each Year, Hour by Hour.

Live a Year of the Past in an Hour of the Present

Written and produced by DONOVAN JOYCE

It's a **3AW** Feature — Broadcast
SATURDAYS at 8.30 p.m.

INDUSTRY
IS AT PEAK OF PRODUCTION
TO SELL TO ITS
THOUSANDS OF WORKERS
USE
THE VOICE OF THE SOUTH COAST —
RICH INDUSTRIAL AREA
AND A MACQUARIE UNIT

2WL

Gilbey's Goodwill Program Packs Interest Punch

One of the biggest radio contracts placed over recent months provides for a campaign for Gilbey's on all Macquarie Network stations, and in addition 4GR Toowoomba, 4MB Maryborough, and 4RO Rockhampton. This contract, which marks the first use of Gilbey's on the entire Macquarie Network, was placed by the O'Brien Publicity Pty. Ltd.

In accordance with Government regulations, the programs will be confined to the purpose of keeping the name of Gilbey's fresh in the public mind, and the program chosen provides an excellent tie-up for this purpose. It is "What's in a Name", a Macquarie production featuring John Dease and Jack Lumsdaine.

Listeners are invited to send in their surnames to the various stations so that they can be incorporated in the session, which will give the origin, associations, and the history of people's surnames. Much research is entailed in the preparation of each program, and John

Dease as the expert, brings the right tone of authority to it. Jack Lumsdaine, on the other hand, provides the lighter moments, whilst each session introduces a musical number based on some name.

The title itself, "What's in a Name?" allows the introduction of commercial copy, in complete keeping with the session. One of the advantages of the session is universal interest, for even though people do not write in asking the history of their own name, they will eagerly listen in, in the hopes that somebody else with the same name has done so. The time chosen for the program on the majority of stations is 8.45 p.m. Monday and Wednesday.

In addition to "What's in a Name", Gilbey's have taken a third quarter-hour per week on 2GB-HR and 3AW. For this program they have chosen a Melbourne production, "You Shall Have Music", featuring two popular artists, Peggy Brookes and Margot Sheridan.

RELAYED PROGRAMS

3XY's "Mutual Store Red Cross Half Hour", aired each Wednesday at 9 p.m., is now regularly relayed to 3CV, Charlton, while "Crofts' Radio Revels" goes to 3BO, Bendigo, each Saturday night at 8.15.

I.R.E. EXAMS

The Institution of Radio Engineers (Australia) will be holding its half yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution on Saturday, August 1, 1942. Intending candidates are invited to apply to the Head Office, The Institution of Radio Engineers (Australia), Box 3120, G.P.O., Sydney.

MACROBERTSON SHOW FOR "THE BOYS"

Commencing on Sunday, June 21, MacRobertson's, Fitzroy, took over the Sunday evening concerts for the Fighting Forces, given in the Melbourne Town Hall.

Program arrangements and broadcasts will be in the hands of 3XY of the last half-hour of the concert, commencing at 9.15. Admission is free to men and women in uniform, and each may take a companion of the opposite sex. The program commences with organ music by Leslie Curnow from 6.45 to 7.15, then comes community singing with Will Sampson, followed at 7.40 by a variety program given by leading radio artists with a theatre orchestra under Manuel Raymonde. The broadcast half-hour has Alwyn Kurts for compere. The contract covers 52 sessions.

LOAN BOOST PROVIDES GOOD PROGRAM MATERIAL

A series of short speeches from men in all walks of life were broadcast by 2UE in a final effort to boost the second Liberty Loan. The broadcast was conducted throughout the evening presentation on the Saturday before the loan closed.

First speaker was the N.S.W. Premier, Mr. W. J. McKell. He was followed at 15 minute intervals by many well known personalities including Senator Armstrong, Lieutenant Cutler, V.C.; Jack Shaw (bookmaker), J. C. Banks (artist), Jack Crawford (tennis international), Stan McCabe (cricketer) and Billy Cook (jockey).

Each speaker dealt with the Loan from a fresh angle and the station logged numerous appreciative phone calls.

TRANSCRIPTION SALES

Recent transcription sales announced by A.W.A. Transcription Department include: "Golden Sanctuary", 52 x 15 mins. Sacred and Semi-Sacred Musical—5AD-PI-MU-SE, 3XY, 2KO, ZJV, 2CH.

"Adventurers on the High Seas", 13 x 15 mins. Adventure—2KO, 3XY, ZJV.

"Rapid Fire", 39 x 15 mins. Comedy—2KO, 3XY.

"Masked Masqueraders", 13 x 30 mins. Musical—3XY, 2CH.

"Plays for the People", 26 x 15 mins. Drama—3XY.

"MacGregor Fairy Tales", 82 x 15 mins. Fantasia—2GZ-2KA.

"George Wallace", 26 x 15 mins. Comedy—2AD.

"Adventures of Ace Williams", 117 x 15 mins. News Reel Adventure—2GZ-2KA.

"The Lone Ranger", 78 x 30 mins. Adventure—5AD-PI-MU-SE.

"Betty and Bob", 509 x 15 mins. Drama—2BH, 6IX-VB-MB, 6KG.

"Coast Patrol" (2nd series), 52 x 15 mins. Air Drama—2KO.

"Lost Property", 26 x 15 mins. Comedy 6PR-TZ.

"Team Work", 26 x 15 mins. Comedy—6PR-TZ.

"Cloudy Weather", 26 x 15 mins. Comedy 6PR-TZ.

"Home Sweet Home", 286 x 15 mins. Drama—2AY.

"Rally to the Flag", 13 x 30 mins. Music-Drama—2AY.

"The Everybodies", 208 x 15 mins. Comedy—2GF.

A.W.A. point out that the enquiry for their new musical release "Golden Sanctuary" is exceeding all expectations and promises to be their most popular release of 1942. Almost every station that hears it is making a booking for early local release.

Ban on Use of Certain Words Will Affect Advertising

An Order under National Security (supplementary) Regulations 61, gazetted on June 22, provides for the prohibition of the assumption or use, except with the consent in writing of the Minister, of a number of words and groups of letters in connection with any trade, business, calling or profession.

The following words and groups of letters are those which Regulation 61 is made to apply by the order.

WORDS:

Air Force, Army, Australian Imperial Force, Australian Comforts Fund, Australian Military Forces, Defence Force, Military Forces, Naval, Repatriation.

GROUPS OF LETTERS:

R.A.N., R.N., A.I.F., R.A.A.F., R.A.F.

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for your printing

PHONE FOR SERVICE—FL 3054

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ALL your
RECORDING SUPPLIES

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

ANOTHER COLGATE FEATURE ONE MORE REASON WHY THEY STAY TUNED TO 4BH

"QUIZ KIDS"—Has now been added to the big three—
(LADIES FIRST — YOUTH SHOW — RISE AND SHINE)

MR. ADVERTISER—Features mean Listeners—
ASK TO SEE THE FULL LIST OF 4BH AUDIENCE BUILDERS

A CHANDLER

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

4BH

STATION

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



NEEDLESS SPENDING

There is a clear duty for all—your every penny must be weighed first in the light of National duty before you spend it—every penny you can save must be applied to the National effort.

BUY
**£10 NATIONAL SAVINGS
3% BONDS**

AND WAR SAVINGS CERTIFICATES

APPLY TO ANY BANK OR MONEY ORDER POST OFFICE



Sunrise or
Sunset

IN THESE DAYS OF
STAGGERED HOURS
YOUR LISTENING AND
BUYING PUBLIC IS
DISTRIBUTED RIGHT
ROUND THE CLOCK.
YOUR MESSAGE WILL
REACH MORE PEOPLE,
FROM EARLY MORN
TO LATE AT NIGHT,
WHEN IT'S ON —

3KZ
MELBOURNE

Sydney
Representative
A. L. FINN, 66 King Street

Among the Sponsors

Mauri Bros. & Thompson Pty. Ltd., have renewed with 2GB for a further year with a comprehensive series of announcements. These will be used for Cornwell's Extract of Malt, Cornwell's Vinegar, and Champion Vinegar. The contract was placed by A. N. White Pty. Ltd.

Colgate-Palmolive Pty. Ltd. (Agency, George Patterson) recently instructed 2GN Goulburn and 2GF Grafton for an intensive campaign using daytime spots for Klex, Protex, Dental Cream and Palmolive Soap. Instructions were also issued for Klex advertising on the AWA stations—2AY, 3BO, 4WK, 4CA, 4TO and 4MK and 4BU.

Wilkes Todhunters, men's wear specialists, of 325 Flinders Lane, have renewed their contract with 3XY covering 52 weeks, for quarter-hour sessions at 7.45 p.m. on Mondays to Thursdays inclusive, when the program featured is "Royal Routine". The renewal also embraces announcements in the breakfast session 6 days per week.

W. C. Douglas Pty. Ltd. (Agency, J. B. Perceval) has issued instructions to renew announcements on 4CA Cairns and 4TO Townsville using daytime positions.

Tillock & Co. Pty. Ltd. (Agency, Weston Co.) have instructed 4MK Mackay and 4BU Bundaberg to renew for a further period.

Mauri Bros. and Thomson Ltd. (Agency, A. N. White) have again renewed for Cornwall's Malt Extract and Champions Vinegar on 2GF Grafton using day and evening spots.

E. T. Moulden & Son have extended their country radio advertising to scatters over 3HA Hamilton. This is being handled through Stevenson Advertising Service.

Bruce Small Pty. Ltd. (Agency Vincent H. Freeth) have booked special position spots on 2GN Goulburn.

McWilliams Wines Pty. Ltd. (Agency, Weston Company) will present "The Bright Horizon" a super 30-minute musical from the AWA studios over 2AY, 2GN, 2GF each Saturday evening commencing July 4, 1942.

Matthews Bros., the Busy Red Emporium of Hargreaves Street, Bendigo, are the current sponsors on 3BO of a four evening weekly schedule of "Two Destinies"—Matthews Bros. have been unbroken users of 3BO space for many years and they have presented some 25-30 features to their listeners on 3BO.

Brown and Jolly Limited, Furniture Warehouse of Grafton are consistent users of 2GF Grafton time. Now in their sixth year this sponsor takes up the country release of "The Everybodys" with a twice weekly schedule plus a heavy booking of direct announcements.

Another renewal for 12 months on 2GF, Grafton, is **W. A. Wunderlich** of Bent St., South Grafton, also using the luncheon session.

Proprietary Agencies (Aust.) Pty. Ltd. (Agency, L. V. Bartlett Pty. Ltd.) have secured space on 3BO, Bendigo for a series of one minute announcements in the breakfast session, on an extended schedule.

C. M. Stephenson, radio dealer, etc., of Townsville, has booked a long term contract on 4TO, using space in the 4TO women's session.

R. Sykes of Prince Street, Grafton, has renewed for a further 12 months, using morning and luncheon sessions.

J. H. Werner & Co. have booked announcements in 3XY's shopper's session for 12 weeks, commencing May 25. These are used to advertise Noomer Steam Pudding Mixture.

The **Kornie Food Co.** are featuring recorded announcements for Turban Brand Coffee during both day and night sessions on 3XY, the contract covering a period of 17 weeks from May 11.

Renewals of contracts on 3XY include **Junipah Mineral Spring Salts**, who have renewed for 13 weeks their contract for quarter hour sessions at 12.45 Monday to Saturday inclusive, featuring "Famous Personalities of Screen and Radio".

W. A. Caulder, hairdressing salon, have taken out a contract for a further 13 weeks' announcements in shoppers' session.

The **St. Moritz Ice Rink** has renewed its contract for sponsorship of the 6.15 News Service, Monday to Friday inclusive, on 3XY, contract covering 13 weeks.

A welcome addition to the Sunday evening program of 2MW is the "Saxon Song Parade" which takes the air immediately following "Dr. Goddard and the Book of Time" at 6.30 p.m. The "Saxon Song Parade" features a quarter hour of topical tunes of modern patriotic and martial music.

New features to be broadcast from station 3AW early in July will include "Quiz Kids", sponsored by Cashmere Bouquet, and "What's in a Name" sponsored by Gilbey's. Former will be aired Sundays at 7.15 p.m., and the latter on Mondays and Wednesdays at 8.45 p.m.

Consolidated Press Ltd., through Hansen-Rubensohn, has signed with 2UE, for one-minute announcements for 12 months to publicise the Sunday Telegraph supplement, "Time".

Digestif Rennie (through Catts Patterson) has contracted with 2UE for one-minute evening announcements for 52 weeks.

W. Arnott Pty. Ltd. renewal with 4BH, Brisbane, calls for 12 direct announcements weekly—6 x 50 in the Women's session and 6 x 25 in the night sessions, over 52 weeks.

"Music to Please" is the title of the new quarter hour session every Friday night from 4BH for **John Hicks & Co. Ltd.**, Brisbane House Furnishers. In addition 50 word direct announcements are being used six mornings a week in the women's session. Contract is for 52 weeks, through Johnston Jones Advertising.

"Quiz Kids", the new Colgate half-hour show has been added to the same firm's three big features "Ladies First", "The Youth Show" and "Rise and Shine", being aired through station 4BH Brisbane.

UNIQUE STUDIO ON STAGE

A collapsible, or should we say "retractable" studio is the latest addition to the very modern broadcasting facilities now provided by the 2UW Theatre in George Street, Sydney. To meet the requirements of special drama broadcasts made from the Theatre such as the Sunday night Lux Show, engineers of 2UW applied themselves to the job of devising and constructing a special stage studio. Two side walls and the back wall slide into position from the wings while down from the tabs above settles a complete roof which is arranged on the retractable principle.

It requires seven minutes for this startling transformation to take place so cunningly devised is the whole scheme. The walls of the "studio" are set with all the necessary lighting built in and flushed to the surfaces.

EXPLOITING INTER-CITY RIVALRY

From July 5 Beville's will present a new style Sunday morning live artist show from 2UE Sydney and 3XY Melbourne.

Programmed as Beville's Radio Rivals the session will be broadcast on alternate weeks from Melbourne and Sydney, every Sunday at 10 a.m.

Comperes Harry Yates (2UE) and Alwin Kurtz (3XY) will endeavour to create an air of rivalry between the Sydney and Melbourne performers.

Already both States have lined up a number of top radio artists to feature in a program which will comprise a full band, community singing, quizzes, and talent quests for cash prizes.

CLASSIFIED ADVERTISING

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

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

POSITIONS VACANT

Woman Announcer wanted. State age, experience, ability. Also details of selling and copywriting experience if any. If currently on the air give station and schedule in confidence. Apply 2KO, Box 300, P.O., Newcastle.

MAY LICENCE FIGURES

NEW SOUTH WALES		May 1941	May 1942
New issues	5,534	5,534	3,378
Renewals	38,828	38,828	37,555
Cancellations	4,300	4,300	6,807
Monthly total	495,238	495,238	500,565
Nett increase or decrease	1,234	1,234	-2,929
Population ratio	17.65	17.65	17.81

VICTORIA		May 1941	May 1942
New issues	2,507	2,507	2,591
Renewals	31,744	31,744	31,435
Cancellations	1,343	1,343	2,816
Monthly total	361,864	361,864	371,072
Nett increase or decrease	1,164	1,164	-225
Population ratio	18.94	18.94	19.14

QUEENSLAND		May 1941	May 1942
New issues	2,130	2,130	1,346
Renewals	13,868	13,868	15,463
Cancellations	1,025	1,025	535
Monthly total	167,705	167,705	172,764
Nett increase or decrease	1,105	1,105	811
Population ratio	16.41	16.41	16.67

SOUTH AUSTRALIA		May 1941	May 1942
New issues	1,563	1,563	1,241
Renewals	11,368	11,368	11,882
Cancellations	1,428	1,428	1,044
Monthly total	130,727	130,727	137,631
Nett increase or decrease	135	135	197
Population ratio	21.57	21.57	22.58

WESTERN AUSTRALIA		May 1941	May 1942
New issues	1,157	1,157	1,030
Renewals	8,144	8,144	7,438
Cancellations	1,103	1,103	1,863
Monthly total	91,087	91,087	91,887
Nett increase or decrease	54	54	-833
Population ratio	19.48	19.48	19.81

TASMANIA		May 1941	May 1942
New issues	462	462	424
Renewals	3,983	3,983	3,884
Cancellations	370	370	561
Monthly total	44,710	44,710	46,106
Nett increase or decrease	92	92	-137
Population ratio	18.79	18.79	19.31

COMMONWEALTH		May 1941	May 1942
New issues	13,353	13,353	10,510
Renewals	107,930	107,930	107,657
Cancellations	9,569	9,569	13,626
Monthly total	1,291,331	1,291,331	1,320,025
Nett increase or decrease	3,784	3,784	-3,116
Population ratio	18.32	18.32	18.58

The above totals include free licences to the blind—2,535 (1941) and 2,519 (1942).

Special Announcement

A special Transcription Issue of "Commercial Broadcasting" will be published August 27. Questionnaires seeking assistance in compiling data have been mailed to all known disc houses.

THIS IS HOW LOCAL ADVERTISERS ARE USING MONDAY NIGHT

- 6.00 The Dinner Bell Programme
- 6.30 Variety — Spot Announcements
- 6.45 LOCAL PRODUCTS LEAGUE TALK
- 7.00 B.B.C. NEWS
- 7.15 "LUCKY VICTIMS OF MISFORTUNE", West Australian Lotteries
- 7.20 "MELODY LANE", Plaza Newsagency
- 7.30 "KOMEDY KORNER", Cox Bros.
- 7.45 "JEZEBEL'S DAUGHTER", Wyper Howard
- 8.00 "POWELL PERSONALITIES", Powell Gas Producers
- 8.15 "KRAZY KAPERS", Foy and Gibson
- 8.45 "PARKER OF THE YARD", Cecil Bros.
- 9.00 B.C.C. NEWS
- 9.15 Recorded Programme — Spot Announcements
- 9.30 "TUNETITLES", Metro Theatre
- 10.00 Danceland
- 10.30 Good Night!

Consult:

FRED. THOMPSON
Asbestos House, Sydney

* * *

OATEN WARD
379 Collins Street, Melbourne

6KY

TO ALL AUDEX USERS

Help us to maintain service by returning promptly all empty containers and spacing washers of AUDEX SUPER QUALITY RECORDING DISCS.

Help us to help you!

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED
47 York Street, Sydney

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NO COUPONS REQUIRED!

for the best "buy" of all . . .

TIME

on

3XY

TRY IT!

We have the Listeners . . .

We have the Programmes . . .

MAY WE SELL FOR YOU?

PERSONALS

Popular Bert Button who was sales manager of 2CH when he went into the RAAF a couple of months ago has joined the "franks" of his former fellow employees in Stan Wallens and Abe Sharland. All three are now pilot-officers. Button's appointment being announced this week.

Two well known "southerners" were in Sydney last week-end. Mr. Ray Dooley, Federation secretary, was over for a special meeting of The Federation executive. Mr. Randal White, manager of 5DN-RM in South Australia arrived in Sydney via Melbourne at the week-end and planned staying for about a week.

Miss Joy Morgan, acting sales manager for Artransa, is convalescing in Gloucester House after an operation for appendicitis. Miss Morgan hopes to be back on the job in a couple of weeks, and in the meantime she is busy transacting business with the aid of a bedside phone.

Greatly to the regret of all who have been associated with her over many years, Madge Thomas, organiser for 3XY of many clubs and activities, including the "Good Companions" and the 3XY Service League, has resigned in order to make her home with her sister in Sydney. Madge has been guest of honour at several gatherings of her radio followers, and has received many gifts in appreciation of her fine and untiring work. Succeeding her on the air is a personality to be known as "Sally" who has already made many friends on 3XY's air through her regular sessions on behalf of a sponsor, and will take over Madge's "Housewives" sessions and the "Good Companions" Club. Nance Martell steps into the position of social hostess to the 3XY Service League.

Listeners to 3KZ still hear the voice of John Bhone. Although engaged in his old trade of engineering six days a week for the war-effort, Bhone is still keeping in touch with radio by handling all of 3KZ's day-time announcing on Sundays.

Commenting on the autographed photo of a very beautiful woman opposite Eddie Balmer's desk, our Melbourne rep. was told that it was Alice Delicia, who was out here several years ago with "Mother o' Pearl". She broadcast once or twice from 3KZ, and her portrait now adorns Balmer's office. When Lieutenant George Bellmaine, early P. and A. winner, returned from the Middle East the other day, he walked in, and broke off in the middle of shaking hands to say—"What a woman". He's seen her company entertaining the troops in Syria.

"Radio & Electrical Retailer", "Commercial Broadcasting" and several other periodicals, technical and non-technical publications, books, etc., are printed by Radio Printing Press Pty. Ltd., specialists in general printing.

We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes from your own trade printers—you'll find our prices are right.

RADIO PRINTING PRESS PTY. LTD.

146 FOVEAUX STREET (BOX 3765, G.P.O.), SYDNEY. 'Phone: FL 3054

Fred Clarke-Cottrell, who is O.C. of 2UW's beautiful radio theatre these days has had his share of troubles lately. First a serious injury to his knee, followed by a severe lout of flu with complications. He was just about recovered from the shock of all this when the worst blow of all fell. Mrs. Cottrell was savagely attacked by a bagsnatcher almost outside her own gate last Saturday week. Her injuries, though not serious were extremely painful.

Well-known Sydney journalist, Miss Colina Lynam, has joined the announcing and writing staff at 2UE. Prior to taking up radio as a career she was regularly heard as a representative of her paper on the 2UE afternoon sessions. It was this association with broadcasting that prompted her to relinquish press work. Miss Lynam will now appear with Sid Everitt in 2UE afternoon presentation as well as dramatisations and the Thursday audience participation show, "The Get Together". In this session she will conduct quizzes on cooking at which she has a wide reputation.

Mr. A. J. Ryan, late of 2CA Canberra, has entered the Administrative section of the RAAF as Pilot-Officer A. J. Ryan, after only a few weeks as the newly appointed manager of 2CK, Cessnock.

The wedding took place last week in Sydney of Miss Coralie Enid Bells Skinner, daughter of the late Mr. W. G. Bells Skinner and Mrs. E. M. Worth of Mackay, Queensland, and Sergeant S. O. Beilby. Sergt. Beilby's father is the managing director of the Douglas Drug Co., well known broadcast advertising sponsors, and before "joining up" Sergt. Beilby was a leading executive of the firm. He is also the owner of the racehorse Jazbeau. The reception was held at the Hotel Australia and it was noted that amongst the big guest list was that well known radio personality, Mr. John Dunne of 2SM.

RADIO VERSE IN PRINT

"Here's Hal Percy"

in 56 pages of verses

— Well known over the air —

Only 3/- from

MINGAY PUBLISHING CO.

Box 3765, G.P.O., Sydney

COMMERCIAL BROADCASTING

Vol. 11, No. 1; Thurs., July 2, 1942

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

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.
Melbourne Rep.: S. M. Allan, 2nd Floor, Newspaper House, 247 Collins Street. 'Phone, Cent. 4705.

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

Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

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

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

CENTENARIAN IN 2SM'S "50 AND OVER" SHOW

Sydney station 2SM has probably the world's oldest broadcaster. He turned the hundredth milestone in years on June 18.

The man is Mr. Albert Crouch of Norton Street, Leichhardt. He was featured this week in that very popular 2SM session, "50 and Over".

An expected visitor to the 2SM Auditorium for the broadcast in which Mr. Crouch was featured was Mr. Douglas Elliott, compere of the Melbourne "50 and Over" show on 3UZ. No doubt there will be keen competition now between Elliott and John Dunne (2SM compere) to see who can bring the oldest inhabitant to the microphone.

The show, simple in conception, was originated by 2SM last year and found immediate success. Interesting old people who sing or narrate are brought to the microphone by the compere to "do their piece" and they seem to get just as much fun out of it as does the audience.

Vital*
-urgent*
-imperative*

Put all your Savings into

£10 NATIONAL SAVINGS BONDS

Vol. 11, No. 2
27th Issue
Thursday
July 16, 1942
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COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



They DO listen
on Saturday nights...
.. or at least they listen to 2UW

AND here's the proof!

On Saturday night, July 4, 2UW proudly presented the first broadcasts of McWilliams Wines' outstanding half-hour, "The Bright Horizon", and the sensational new A.C.I. Red Cross programme "Lest We Forget" . . . followed by Messrs. Bebarfalds famous presentation, "A Salute to Victory".

Do you know what happened? . . . 131 people, during the evening, spontaneously rang 2UW to say "Encore!"

Only 131? . . . But have you, in these days, heard of 131 spontaneous, unsought, "Thank You" calls coming to any station, on ANY night? . . . AND THIS WAS A SATURDAY NIGHT!

If it's Saturday night . . . it's

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