

## PERSONALS

Popular compere and singer, Johnnie McMahon, has gone for a quiet holiday in the hills at Healesville. John is a great favourite every Monday night at Earl's Court when "Star Night" is produced to a big live audience.

We have many keen cyclists among the radio fraternity, and among these enthusiasts is 3UZ sales chief, Sid Baume. Sid now spends practically all his spare time taking his children on biking excursions.

Jack Clemenger, of Leysohn Advertising, works from morning till midnight these days with so many big shows to look after, especially now that Aspro have hit radio in a big way. Jack was a visitor to Sydney this week, probably hoping for a little relaxation, but like most visitors when they get into Sydney atmosphere he will likely double the pace.

Mixing a little business and looking up old friends again in Sydney is Joyce Tidmarsh. Joyce is radio copywriter for Paton's Advtg. in Melbourne.

At 3DB's audition of Aspro's new show we noticed sponsor Bill Kelton and wife. Bill, as well as taking a very keen interest in his own program, is an enthusiastic listener of other radio shows. As well as a fair idea of radio programs he has learnt by bitter experience all about things they call "Klinkers" in gas producers.

There have been quite a number of Melbourne visitors to Sydney lately, but this week Sydney came to Melbourne. Alf Mallalue, of Murdoch's, was given quite a welcome back by many of his old pals.

Rupert Fitts, of the Victorian Broadcasting Network, was also in Sydney this week, must have been business or he wouldn't have procured such a good priority.

"C.B." Melbourne rep., Miss Beatrice Touzeau, was over in Sydney for a few days this week to attend a conference at head office. She will return to Melbourne at the end of this week—probably with a few of the current issue—hot from the press—tucked under her arm.

A furrowed brow dashing around between Hartford Advertising Agency and 2UE and A.R.C. every day for the past couple of weeks belonged to that popular agency exec., Harry Gellatly. The rest of him was surrounded and obscured by sheafs of scripts and proofs, and all the other impediments one collects in the course of launching a six months' radio and press campaign with more than the usual "build-up." Gell is certainly enthusiastic about the two new Clinton-Williams shows "When To-morrow Comes" and "Cracker Jack."

Men are definitely "taboo" in the strictly feminine precincts of many of Victoria's women's service camps and hostels, and consequently Eddie Balmer, producer of 3KZ's "Women in Uniform," feels a little timid each time the ban is solemnly lifted for his benefit. He and the male request star keep constantly within call of one another. Last week, however, they received an addition to their ranks, in Flying Officer Les Raphael, who, as State Welfare Officer, is also privileged. . . . privileged to enter

the camp, but not to be part of the audience of "Women in Uniform." The difficulty was overcome, when Eddie remembered that Flying Officer Raphael is an exceptionally good pianist. So he joined the ranks of the artists and contributed his share to the entertainment.

Following much valuable war work by Mrs. Stelzer's 2GB Happiness Club, including the presentation of two ambulances to the army authorities, the club has decided on the presentation of a mobile cooker. It will cost £600, and Mrs. Stelzer, president-founder of the club, believes it will not be long before the full amount is in hand. Already the club has raised £350 towards the purchase. Recently a tribute was paid to the 2GB Happiness Club by the Cooindoo Home for Orphaned Children at Enfield. In recognition of the help given by the club a plaque was erected over one of the beds recording the home's gratitude to Mrs. Stelzer and her fellow workers.

### DECENT JOINS 2KY

Mr. Leslie S. Decent, formerly sales manager of 2WG and 2BS, has been appointed to the 2KY sales staff, effective from Monday, April 19.

Mr. Decent, who is already well known to Sydney advertising executives, was practically "born" into the advertising world, his father, Mr. J. H. Decent, being one of the pioneers of advertising in Australia. (It was J.H. who set the advertising ball rolling in the "dailies" of the horse-and-buggy era; it was he, too, who steered the course for ferry boat advertising.) Thirty years of advertising experience lie behind Mr. Les Decent, whose initials suggest that he should be "in the money!" L.S.D. answered to the No. 72 during the Great War



Mr. L. S. Decent

I. After being twice wounded, he accepted a commission in the citizen forces, but later resigned to take up active duties with the Government in New Guinea.

During his association with his father as advertising representative for the N.S.W. Government Railways and Tramways, Mr. Decent gained a wealth of advertising experience, the untiring activity and ideals of his father acting as a stimulus.

With the formation of Country Broadcasting Services Ltd., he allied himself with this company as representative for 2GZ Orange and 2NZ Inverell, which post he held until joining the staff of Riverina and Bathurst Broadcasting Services.

Mr. Decent is out to make personal contact with 2KY advertisers to cement old friendship—and to create new ones.

L.S.D.'s hobbies include golfing, surfing, tennis, cricket and archery. Yes, he's an excellent marksman.

## COMMERCIAL BROADCASTING

Vol. 11, No. 23, Thurs., May 6, 1943

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

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

# 3 SR 2 YB UL

LICENCES . . . . . 61,098

POPULATION . . . 378,110

Argus Broadcasting Network

365 ELIZABETH ST., MELBOURNE  
F 0411

Sydney: Fred Thompson — B 2085

★ For  
ALL your  
**PRESTO**

RECORDING SUPPLIES

**A. M. CLUBB & CO. PTY. LTD.**  
76 CLARENCE ST. SYDNEY  
TELEPHONE B 3908

### FEATURE PROGRAM FOR---

"THE MYSTERY OF DARRINGTON HALL"

SYDNEY OFFICE: BW 7375

# 2 TM

Commercial Centre  
Northern N.S.W.

Another

24 Commercial Broadcasting, May 6, 1943

11, No. 24

(9th Issue)

Thursday

May 20, 1943

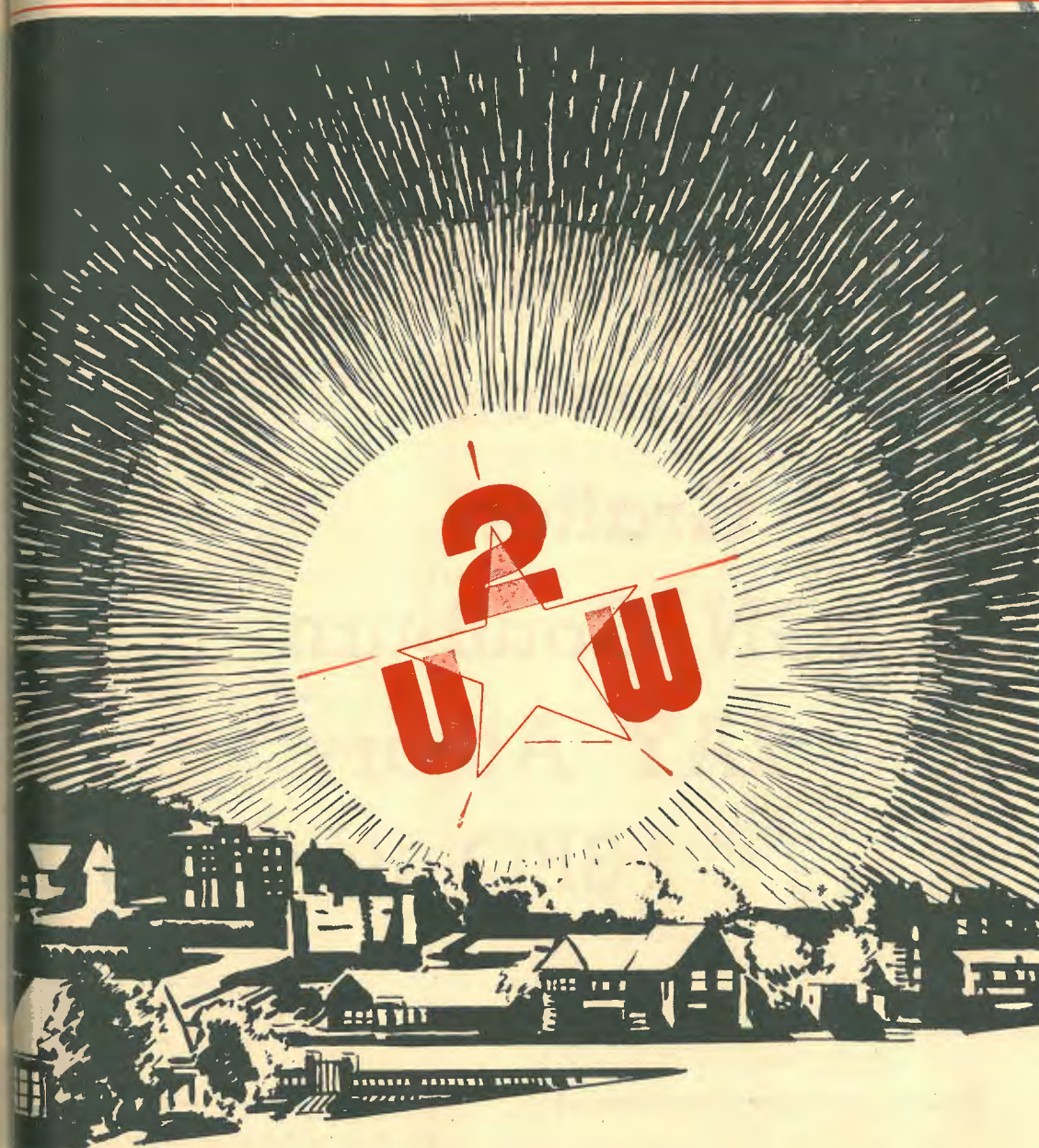
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

21 MAY 1943



## In the still of the night

Companionship . . . the glow of a fireside . . .  
and radio . . .

To most people of course radio means 2UW . . .  
because 2UW always means entertainment—the  
enjoyment of the greatest schedule of outstanding  
features on the air.



SYDNEY: 49 Market Street (M 6686).

MELBOURNE: 18 Queen Street (MU 2819)

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

# COVERAGE...

with the **A.W.A. PROVINCIAL NETWORK**

**4CA Cairns**

**4TO Townsville**

**4WK Warwick**

**2GF Grafton**

**2GN Goulburn**

**2AY Albury**

**3BO Bendigo**

Radiating from thickly populated areas in three States, the stations of the A.W.A. Provincial Network ensures for you the maximum listening attention day or night.

For immediate listener-response place your programme among the leading musical, comedy, and dramatic features, presented by Australia's leading national advertisers on these stations.

For full particulars apply to

**AMALGAMATED WIRELESS (A/SIA) LIMITED**

47 YORK STREET,  
SYDNEY.

TELEGRAMS:  
"EXPANSE."

167 QUEEN STREET,  
MELBOURNE.

## Test Case on "Music While You Work"

### English Performing Right Society Secures Injunction Against Factory

After a hearing lasting three days, judgment was given in the test case brought by the Performing Right Society in England against Gillette Industries Ltd., to decide whether the managements of factories are at liberty to broadcast to their employees gramophone records, or music provided by the BBC, in their "Music While You Work" programs, without licence by the owners of the copyrights. The case opened on January 13 before Mr. Justice Bennett in the Chancery Division, and on January 26, after reserving judgment on January 15, he finally declared for the plaintiffs, giving them leave to apply for an injunction against the defendants.

The following interesting account of the proceedings was given in a recent issue of the "Wireless and Electrical Trader":—

The Performing Right Society sought an injunction to restrain Gillette Industries Ltd., of Isleworth, Middlesex, from infringing the Society's copyrights by broadcasting music in their factory without licence.

For the defence it was pleaded that the performances in the factory were not in public, and therefore were not an infringement of the copyrights.

Mr. Charles Harman, K.C., for the Society, said the case turned upon the question whether the music heard by the employees in the factory was heard in public or private. When the BBC started their programs the Society took up the matter with the Industrial Welfare Society and arrangements were made whereby licences were granted to factories at a nominal fee of £1/1/- per annum. A certain number of those licences were taken up.

Mr. Justice Bennett: Has the BBC a licence?

Mr. Harman: Yes, and they are authorised to broadcast to private licence holders, but I submit that the use of the programs by the factories is not a private or domestic use of them. It helps production and increases the profits of the employers and ought to be paid for.

#### Tariff Introduced

Counsel said that in March, 1942, the Society put an end to the issue of licences at £1/1/- and introduced a tariff calculated on the number of employees.

Mr Charles Freak James, general manager of the Performing Right Society, said the Industrial Welfare Society in June, 1940, raised the question of the

broadcast of "Music While You Work" programs to factories, and the Performing Right Society then agreed to grant licences to factories at a nominal fee of one guinea. Only about fifty of those licences were taken up. The Society afterwards fixed a tariff which worked out at the rate of one penny per employee per year for an hour's music per day.

Mr. Justice Bennett said he should like to see the licence granted by the plaintiffs to the BBC. He supposed it was an authority to give performances of music in which the Society owned the copyright. The licence was included in, and the judge said it was as he expected.

Mr. Roxburgh interposed to say that while such a term as "public performance" occurred, the clause "for domestic and private use only" was also to be found.

Mr. James calculated that 1,100 employees in a factory would hear six hours' music a day for £28 per annum under the licence. About 500 factories were licensed from March, 1942, to the end of last year under the tariff; the Ministries factories were not included in these figures, but they had paid the tariff.

Mr. Wynford Reynolds, who organised for the BBC the "Music While You Work" programs, said that the effect of the music on factory workers was to brighten their day and it created a benefit on production.

Mr. Leslie Arthur Boosey, chairman of the Performing Right Society, said his firm published a wide range of popular music, but (in answer to a question from the Judge) he agreed that this war had not produced such good war songs as the last.

Mr. John Abbott, director and general manager of Messrs. Francis Day and Hunter, said the sale of song music might be, and was, damaged by broadcasting.

The defence was opened by the chief metallurgist of Gillette Industries Ltd., Mr. John Frederick Kayser, stating that though the factory had 33 loudspeakers, at some points you could not hear the music immediately beneath them because of the noise of the machinery. Only about 600 people would hear the music which was being put over, and two rooms had voted against having it at all.

"It would not be right to say," added the witness, "that everybody likes the wireless. If you want a comparison, my

experience is that 80 per cent of the girls like it; with the men the percentage goes the other way."

The defendants' joint managing director, Mr. H. L. Claisse, declared that he put in amplifiers as a social amenity, and did not regard the broadcasts as a public performance.

Mr. Roxburgh submitted that factory broadcasts were not public performances, but an amenity to improve the conditions of labour. The factories had the word "private" written large on the door. To a community inside the management gave its own performance, but not with the object of providing an entertainment, but of alleviating conditions.

#### Wireless in Factories Unique

Mr. Roxburgh pointed out that the case of wireless in factories was unique. Many judgments had been given on the law of broadcasting entertainments, but the court had now to look at the character of the audience in all its aspects. It was not the audience in the concert room or the drawing room. It was in its home or its quasi-home.

Mr. Justice Bennett: Just as this court is my quasi-home, without any of the accessories of domesticity. I am impressed by the statement that a song composer would prefer less broadcasting. He finds the practice is prejudicial to the song's public favour.

Mr. Roxburgh thought it material that the public was not invited to attend the factory performances, and that for performances with the wireless apparatus in private there should be no fees beyond the wireless licence.

Mr. Roxburgh was saying that the BBC licence to users of wireless sets was, as expressed on the licence, "for domestic and private purposes only," when Mr. Harman, for the Society, intervened to say he had his wireless licence with him (though few people could find it when they wanted it); and it declared "this licence does not authorise the licensee to do any act which is an infringement of copyright."

Mr. Harman, in reply, said the factory must pay fees for playing copyright music unless it could show that its performance was domestic and private, all in one—domestic as well as private, the words used pleonastically. He disputed that the test of publicity was that the public should be invited to listen.

Mr. Harman said he had invented a beautiful axiom for the test of this case. It was that everything was in the public domain which was not in the private one, and that nothing was in the private domain which was not in the domestic activities of the human race. (Laughter.) Since the time of William IV the object of all these Acts had been to protect the author and the composer and those to whom they had assigned their rights, and it was these rights of protection that the court had to consider before it considered anything else.

"Through my voice," said Mr. Harman, "your Lordship heard the voice of the composers and authors of England, and they say 'Thousands of factories are entertaining three million workers with strains which proceed from our brains, and they are seeking to get this artistry for nothing, despite the fact that all these Acts since William IV have been passed to preserve our rights of performance.'"

Delivering judgment on January 26, Mr. Justice Bennett said that the Performing Right Society, by its agreement, licensed the BBC to broadcast its music "for domestic and private use only." Copyright, by the Act of 1911, meant, in this respect, the sole right to perform a work in public, and it was settled law that a man in control of a wireless set who "picked up" a musical composition was "performing" it.

(Continued on page 16)

# Advertising Awards

## Two U.S. Shows Outstanding in 1942

"Advertising and Selling" magazine annually conducts a survey of American advertising in which a jury allocates awards for merit for excellence in the various phases of advertising and for services to the industry.

Two awards of special interest to broadcasters are those made in relation to Young and Rubicam Inc. Agency in respect of "The March of Time," and Sayre M. Ramsdell and Associates Inc., for "Our Secret Weapon" (sponsored by Philco Radio and Television Corp.).

The citations are as follows:—

### Commercial Program

An advertiser, agency, broadcast facility, or individual for outstanding skill in commercial program production.

Swift growth in radio audiences is a consummation hoped for when distinctive new programs are launched but is decidedly untypical in the instance of programs that have been on the air for extended periods. "The March of Time" is definitely in the latter category, having been on the air for a total of 69 months out of the past 13 years.

When the program returned to the air in October, 1941, however, its dramatisation technique had new competition to face and the program's audience rating reflected the impact of the new competition.

In midsummer of 1942, however, against the seasonal trend, a pick-up in listener interest became evident. On July 25, its C.A.B. rating was 6.6. On August 15, 7.7. By September 29, 11.5. On November 10, 18.0. And, finally, on December 8, 21.4. As "Time marched on," so had the program's popularity.

Preceding the rise in rating had come a change in technique schemed to tie the program more directly into the needs and news of the day and differentiate it from others treating the same material. Conceived by its creators as a "Variety News Program," the altered program utilised a greater diversity of appeals.

Six ingredients are used: (1) Trans-oceanic pick-ups, in which a member of "Time's" foreign staff, often accompanied by an important guest, speaks from Cairo, London, or other distant point. (2) Interviews with "Time" correspondents returned from war fronts. (3) Talks by prominent personalities on the home front, opposing viewpoints often being presented on the same program. Guest speakers have in-

cluded such people as Wilkie, Wickard, Jeffers, Quezon, Ruml, Truman, Girdler, McNutt, Kaiser and Henderson. (4) Dramatisations of unusual incidents, primarily those with a war background, such as the "Children's Underground" in Holland. (5) "Essays," a term borrowed to label a technique in which many voices, punctuated by music, present the different angles of such controversial topics as the Detroit labour situation. (6) Music, newsworthy songs, both from this nation and from our Allies, an example being the "Song of the Merchant Marine," featured twice shortly after its publication. Two institutional commercials are included in each program and each closes with a minute and a half of news bulletins.

That the 1942 radio audience likes the fast-paced tempo of a program into which even five of the elements above have been fitted is amply demonstrated by the rise in audience rating. Because the "March of Time" has contributed a new technique in this blending of techniques, it is designated for the medal award."

### Radio—As a Social Force

An advertiser or agency for a commercially sponsored program which contributes most to the advancement of radio advertising as a social force.

"Our Secret Weapon" is a counter attack against enemy propaganda. Conceived by Freedom House, New York City, as a program of social force which would be of definite help toward winning the war, and accepted by C.B.S. in early August as a Sunday evening sustaining feature, it was taken over by Philco Corporation in mid-October and has since been sponsored on a nation-wide basis on Friday evenings at 7.15 Eastern War Time with later re-broadcasts for western audiences.

To-day an audience estimated at 7,200,000 (audience rating 7.2 on December 15) listens to Rex Stout's analysis and refutations of Axis short-wave broadcasts beamed at the United States and other Allied Nations. In addition, 1,200 scripts go weekly to public schools, high schools and colleges, to several army camps and to a number of newspapers for local publication. Many educational institutions have made "Our Secret Weapon" required listening for classes in current events, history, sociology, psychology, journalism and other subjects. The program has even been reproduced in Braille for the blind.

In technique the program is simple but effectively dramatic in the manner in which it sustains a degree of interest which might be lacking in a straight monolog on the topic. Three voices—one for Hitler,

Goebbels and Goering; one for Mussolini and other Italians; and one for Japanese spokesmen—give verbatim translations of messages picked up by C.B.S. short-wave listening posts and selected for attention from some 60,000 words of such material gathered each week.

Culled from this material are the most often repeated lies, the most timely in relation to the news of the day, the most humorous examples of Axis stupidity. Especially chosen are the "divide and conquer" lies planned to disrupt the unity of this country and increase racial and religious misunderstanding. When controversial subjects are discussed, careful research is undertaken, the help of a diversified group of American organisations and representatives of United Nations and governments in exile in this country being used to supply documentary and affidavit evidence.

Author Stout, acting as "The Lie Detective," then answers individually each claim selected for comment with a statement of the actual fact, being able in many instances to quote his contradiction or rebuttal from the same source from which the latest lie emanated and in the actual words of the speaker or writer.

In conception and in performance—the latter as indicated by audience-growth—"Our Secret Weapon" soundly merits a medal for its national service."

## £13,250 in Good Friday Appeal

### 25,000 Telephone Calls

The impact of radio on the masses was never better illustrated than in the Good Friday appeal for the Melbourne Children's Hospital conducted by 3DB-LK and the "Sporting Globe." Nearly 25,000 telephone calls were received and £13,250 promised. This is an Australian record for this type of appeal.

Practically nothing was heard over the station from 9 a.m. to 1.45 a.m., but the acknowledgment of donations, the great majority of which were in small amounts. All of the 3DB and "Sporting Globe" staffs were employed and 82 girls from the P.M.G.'s Department gave their services, 140 people in all being employed.

Many collecting posts were formed in country centres all over Victoria.

# 3DB Averages 40.3% OF LISTENERS

- ✓ Independent research experts have conducted a new survey in Melbourne. It shows 3DB higher in favour than ever.
- ✓ 40.3% of 6,133½ hours of listening was spent tuned in to 3DB.
- ✓ 3DB's average was more than three times greater than its nearest rival.
- ✓ In 14 out of 17 hours daily 3DB had more listeners than any other station.
- ✓ The eight most popular shows were on 3DB.
- ✓ Of the 25 leading programs 20 were on 3DB.
- ✓ No attempt was made to estimate listeners to 3LK, the 2,000 watt station in Central Victoria, over which all 3DB's programs are relayed without any extra cost to the advertisers.

## £13,250 in Record Day

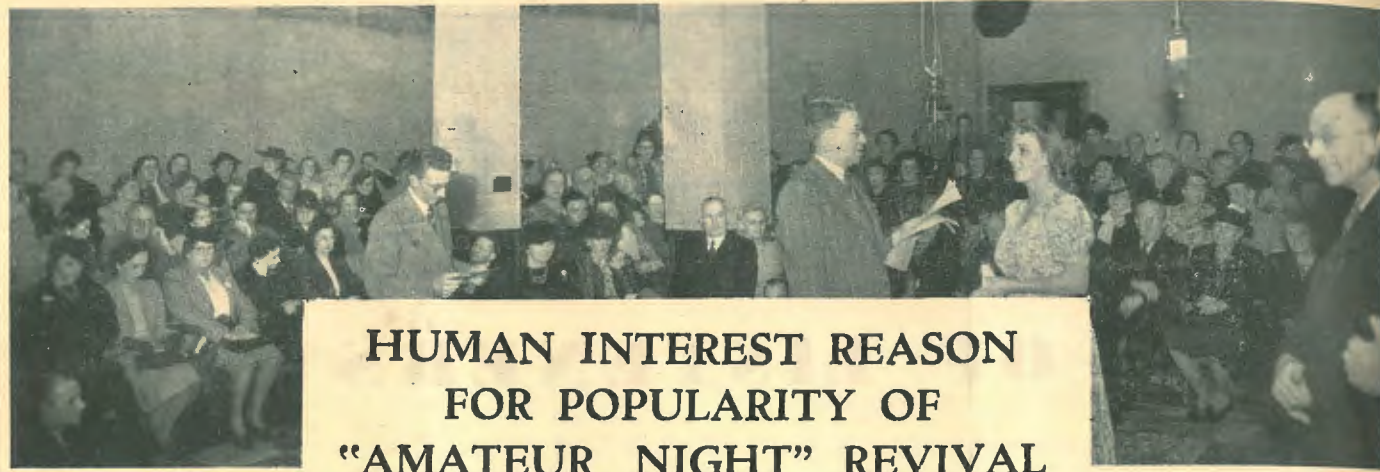
On Good Friday an all day appeal for the Children's Hospital was broadcast over 3DB-LK, in conjunction with the "Sporting Globe." Promises of £13,250 were received, and to date more than £12,000 in cash has come in. This is an Australian record.

It was an amazing demonstration of goodwill to the Children's Hospital, the "Sporting Globe," and to 3DB-LK, "The Herald" Stations.

# A U D E X

The Recording Blank of Perfection

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.  
47 York Street, SYDNEY. 167 Queen Street, MELBOURNE.



## HUMAN INTEREST REASON FOR POPULARITY OF "AMATEUR NIGHT" REVIVAL

Few shows in the ordinary way can stand up to a revival as an evening feature in radio, but when the human interest appeal is strong the problem of "staleness" does not enter into calculations. Thus 2SM has been able to revive, with outstanding success, their "Amateur Night," which in its way did a pioneering job for radio some years ago.

The original "Amateur Night" which John Dunne instituted at 2SM back in 1935, was about the forerunner of "amateur" entertainment for commercial sponsorship in Australian broadcasting. Featured on Friday nights it did much to break down the bias amongst advertisers against Friday night broadcasting.

About Xmas time 1934 John Dunne was in New York, and spending much time with his pal of school days, Albert Deane, of Paramount Pictures. One night Deane invited Dunne to accompany him to the second performance of "Amateur Night" at the studio of one of the smaller New York broadcasting stations. Show there had clicked on its first presentation.

John Dunne brought the idea back to Australia, together with many others gleaned from U.S. radio. But try as he would Dunne could not for many weeks induce any Australian sponsor to share his enthusiasm for this kind of broadcast.

But eventually in the early months of 1935, Mr. Hirst, of Tucker and Co., realised that Mr. Dunne could be right. Although he had already undertaken sponsorship of that eminently successful home drama, "One Man's Family" on 2SM, he was willing to take a further step into radio and get behind "Amateur Night." The first few broadcasts amply justified his faith. "Amateur Night" had clicked. Crowds fought for admittance to the studios each Friday night.

The Tucker and Co. sponsorship continued for several years, and at its close Paling's, the music warehouse, had a ready-made stepping stone for launching their "Gateway to Fame." "Amateur Night" became the "Gateway to Fame" and a similar set-up was established through 2KO in Newcastle, under the

organisation of the Transradio Advertising Agency, which was handling the Paling's account. After its allotted run the "Gateway to Fame" came to an end. That was over three years ago.

Inspired by the great popularity of "50 and Over," the Gartrell White feature on 2SM John Dunne was recently searching around for another show, which also had the richness of human interest appeal. He decided that nothing could better answer the problem than a revival of "Amateur Night."

And now the new "Amateur Night" is meeting with the same enthusiastic reception as greeted it eight years ago. Streamlined, it is a better show than the old. McNiven Bros., manufacturers of ice cream, are behind it for sponsorship. There is a very genuine effort to encourage amateur talent, and in the six broadcasts so far conducted, there has been no dearth of good performers. Prizes of £50, £10 and £5 will be given at the end of each three months, while each performer selected for the mike receives a broadcasting fee.

Interviewed last week, John Dunne revealed that each week a lot of absolutely new talent was being auditioned for the broadcasts—some had outstanding ability. In one recent broadcast not one of the performers had ever broadcast before in any radio "amateur" entertainment.

Auditions are held every Monday night and Tuesday afternoon and nights when Claude Holland and Betty Smith (at the piano) puts aspirants through their paces. The utmost encouragement is given anyone showing promise. Applicants for auditions to date would provide a full year's broadcasting material, Mr. Dunne stated.

Judging in "Amateur Night" is done by the 200 studio audience each Wednesday night. A different audience attends each broadcast, and no friends of any competitor is given a voting card.

In addition to the items performed by the amateurs, interest is added to the program by the short interviews given with John Dunne by the aspirants. Ambition flies high in most cases with the competitors mostly desiring to win their

way into regular radio work. A desire to get jobs with swing bands appears to run a close second.

Mr. Dunne pointed out that of the six "nights" already broadcast, five were won by men and one only by a woman. In every case, however, they had been straight singers. The public voting had undoubtedly been accurate, as investigation showed that the winners had all taken singing seriously, had trained their voices and definitely made a study of singing. Several competitors had already received professional engagements.

## Service Titles Banned From Advertising

Service titles and groups of letters denoting any of the Services may not be used in advertisements without consent, the Acting Attorney-General (Mr. Beasley) announced in Canberra last week.

Titles and letter groups affected are:

National Emergency Services (N.E.S.), Civil Defence Force (C.D.F.), Civil Defence Council (C.D.C.), Civil Defence Legion (C.D.L.), State Emergency Service (S.E.S.), Royal Navy (R.N.), Royal Australian Navy (R.A.N.), Royal Australian Naval Nursing Service (R.A.N.N.S.), Women's Royal Australian Naval Service (W.R.A.N.S.), Australian Army Medical Women's Service (A.A.M.W.S.).

Australian Women's Army Service (A.W.A.S.), Volunteer Defence Corps (V.D.C.), Royal Air Force (R.A.F.), Royal Australian Air Force (R.A.A.F.), Royal Australian Air Force Nursing Service (R.A.A.F.N.S.), Women's Auxiliary Australian Air Force (W.A.A.A.F.), Women's Air Force Services (W.A.F.S.), Australian Imperial Forces (A.I.F.), Australian Comforts Fund (A.C.F.), Australian Military Forces (A.M.F.).

Also the words Air Force, Army, Defence Force, Military Forces, Naval, Repatriation, Australian Army Nursing Service.

## JEFFREY C.B.C. REP. IN MELBOURNE

Peter Sullivan Joins Army



Mr. J. Jeffrey

Mr. Peter Sullivan, one of the most popular figures in the Melbourne broadcasting world, who has represented the Commonwealth Broadcasting Corporation stations, 2UW, 4BC, 4RO, 4MB, 4GR and 4SB, in Melbourne for the past seven years, is one of the latest radio men to join the Forces.

Peter will be missed by his many radio friends amongst the personnel of the agencies and the stations.

Mr. L. Jeffrey has been appointed to succeed Mr. Sullivan, and he will be remembered as, until recently, the Melbourne representative for Columbia-George Edwards Productions. Mr. Jeffrey has had wide radio experience. In 1935 he was on the selling staff of 4BC Brisbane. Later he transferred to 4BH Brisbane, and in 1938 was appointed general manager of 2CK Cessnock. After two years at Cessnock he went to Melbourne with George Edwards Productions, and was later transferred by

## Coincidence!

It could happen only once in a thousand years.

A 1ZB musical dialogue production was being recorded by Radio 1ZB Auckland, N.Z., up in the studios on the third floor. Down in the Radio Theatre, Eric Bell waited at his Novachord for the signal marking the commencement of production. Most features requiring the use of Novachord are made via the control room overlooking the stage, and Eric looked up there to see darkness. . . . Probably the panel operator was delayed somewhere but would arrive at any moment.

Eric scanned his script again—his big moment was on page 2.

Waiting, he idly played bits and pieces, then rested, playing whatever came into his mind as the mood and moment gripped him.

After a while he began to feel anxious and rang through to the third floor control room "When are we going to start?"

The operator was amazed. "Start," he said, "we're nearly finished—just at the end of page four."

"But what about me?" Eric was frantic.

"You were O.K.—came in exactly on the cue."

Eric was astounded as one could well imagine.

And here is the remarkable coincidence—he hadn't remembered what he played or when, and there were no cues sent to him! But when the feature came to be played there was Eric's bit—exactly right—tune, time, place and fade.

that organisation to Sydney, where he subsequently joined the staff of 2UW.

Mr. Jeffrey's knowledge of Queensland and his association with 2UW will enable him to successfully handle the representation of these important stations, especially as he is well known to the industry generally in Melbourne.

## WARDROP AGAIN SPONSOR FOOTBALL BROADCASTS

For the eleventh successive year, starting from Saturday, May 8, 3KZ will broadcast football matches from available football grounds in and around Melbourne. The Government has approved of football being conducted again this year, because the game provides a healthy form of relaxation for the people during these strenuous times. 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. One of the commentators will, as usual, be Norman Banks, who has done this broadcast for the past 10 years. When this paper went to press the other commentator had not been decided upon, though it will probably be Jack Green again. The sponsors, as in every previous year, are Wardrop, My



Mr. Norman Banks

Taylor, and the first match described was between Melbourne and Fitzroy at Richmond. Broadcasts start at 2.40. At 6.25 full sporting results for the day are given.



Since then

A LOT OF WATER  
HAS FLOWED UNDER  
THE BRIDGE SINCE  
WE FIRST CAME ON  
THE AIR. SINCE  
THEN OUR  
PROGRAMMES,  
OUR PRESENTATION  
AND OUR PUBLIC  
HAVE IMPROVED  
A HUNDREDFOLD.



Sydney  
Representative  
A. L. FINN. 66 King Street

# Design for Leadership

45

Quarter-hours of National Sponsorship per week... with still more to come... marking the Peak Achievement in Australian Network Broadcasting

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6.45	THE GENERAL DIED AT DAWN (Aspro)				ELMER DAVIS		
7.0	NATIONAL SERVICE				ELMER DAVIS		
7.15	FIRST LIGHT FRASER (Colgate-Palmolive)				QUIZ KIDS (Colgate)		
7.30	MRS. 'OBBS (Bonnington's)				YOUTH SPEAKS (Nyal's)	THE HORLICK SHOW	STAR BAROMETER (Schumann's)
7.45	HIT TUNES OF THE HOUR (Cadbury's)				LOCAL SPONSORS		
8.0	RISE and SHINE (Protex)	YOUTH SHOW (Cashmere Bouquet)	PASSING BY (Lournay)	LOCAL	CALLING THE STARS (Palmolive)	AUSTRALIA SINGS (Johnson and Johnson)	LOCAL SPONSORS
8.15						DR. MAC (De Witt's)	
8.30	WHAT'S IN A NAME? (Gilbey's)	REFLECTIONS IN A WINEGLASS (Seppelts)	WHAT'S IN A NAME? (Gilbey's)				
8.45	PERFECT SONG (Pepsodent)		PERFECT SONG (Pepsodent)	DO'S CASOK (Beil's)			
9.0							

RADIATING FROM **2GB** AND  
**THE MACQUARIE NETWORK**

SYDNEY: B7887. MELBOURNE CENTRAL 4634.



# Quiz the Public and They Come Back for More

*Is the audience-participation quiz still as popular as it was a year or two ago?*

This article seems to answer the question very definitely in the affirmative.

It is a story from 2UW Sydney, one station which has never ceased to pin its faith on quiz presentations.

For some years past 2UW has paid keen attention to the various facets of quiz problems. This discussion of results arose from an announcement that the presentation of J. R. Love and Co.'s program, "Food, Facts and Fun" on Friday night meant that the station was presenting 90 minutes of quiz in the first one and three-quarter hours of its Friday night live-artist show from the 2UW theatre.

2UW's Friday night show has long been one of the accepted successes of Sydney broadcasting. Four years ago, when Friday night everywhere in Sydney was almost void of sponsorship, 2UW decided to test audience reaction to a totally new form of entertainment. Two outstanding comedians, Reggie Quartly and Cecil Scott, were taken on to the company's staff, a band was engaged, the Assembly Hall was booked for each Friday night, and the 2UW Friday night show came into being.

With Reggie and Cecil in the star roles, and with the participation of regular station personalities, the show was an instantaneous success, and during the ensuing three years, attracted something like 200,000 people who paid for admission to a program of quiz, variety and general entertainment.

Last year, with the opening of the new 2UW Theatre, the Friday night show was transferred to the new venue where, ever since, there has been an overwhelming demand for the 400 seats

**3** SR  
YB  
UL

LICENCES . . . . . 61,098  
POPULATION . . . 378,110

Argus Broadcasting Network  
365 ELIZABETH ST., MELBOURNE  
F 0411  
Sydney: Fred Thompson — B 2085

On the air with the Aeroplane Jelly "Whiz Quiz," Cecil Scott has just selected a volunteer from the audience to answer the question. A wandering microphone (carried by a twin of the page in the picture) is on its way to the competitor.



The complete 2UW "Radio Revellers" Co. who provide the variety side of 2UW's Friday night show.

available each Friday night. The demand for seats, in fact, is so heavy that applications are now received only by mail to ensure an equitable distribution in order of priority of application.

With the opening of the theatre, too, 2UW engaged a full-time variety company of six well known vaudeville stars to team with Reggie and Cecil; and arrangements also were made for the regular appearance of Maggie Foster's famous girls' band. The company is assisted in each presentation by well known members of 2UW's announcing staff, and the entire presentation is a combination of straight quiz, comedy, and music, plus a constant opportunity for every member of the audience to win good prizes.

The first presentation is "The War of the Sexes" which, since the inception of the Friday night show, has been sponsored by Mark Mayne, Sydney Dry Cleaning House. In its original form, the "War of the Sexes" was conducted with teams of men and women on stage; but the presentation now takes each question direct to the audience—to men and women in rotation—with Cecil Scott (General "Dyer") and Shirley Ann (General "Cleaner"), championing respectively the interests of the women and men competitors. Each correct answer to the general knowledge questions earns for the member of the audience concerned an open order on the sponsor's service.

Following "The War of the Sexes," the manufacturers of Five-In-One Dental

Cream present "Musical Moneybox." This session invites listeners to submit the names of popular hit tunes which they challenge any member of the audience to sing. The name of the song is not announced until the volunteer singer is selected from the audience, and if he or she successfully negotiates the song, word perfect, there is a cash prize of 10/-, together with a tube of Five-In-One. If the contestant breaks down on the song, then the person sending in the title receives the 10/-, in addition to the prize originally given when their entry was chosen for use in the session.

The third unit of the presentation is the Aeroplane Jelly "Whiz Quiz." The stage setting for "Whiz Quiz" (see picture) includes a wheel divided into numbered sections, an "Ask-it Basket," and an hour glass. Each numbered section of the wheel corresponds to a heading on the list of subjects covered by the quiz, and as the wheel stops after each spin, so the pointer indicates the subject matter of the next question.

The headings, by the way, corresponding to the eight divisions on the wheel, are: Music, general knowledge, geography, sport, science, spelling, history and aeroplanes.

Each section carries with it varying prize money ranging from 2/- to 5/-, while there is also each night one "King Questions" which is worth £1, and which jackpots if not won. The "King

(Continued foot col. 1 next page)

## Macquarie Radio Theatre Goes Interstate

Two announcements of interest have been made in connection with the Macquarie Radio Theatre. In the first place, Murdochs Ltd., have signed a new contract undertaking the presentation of the Macquarie Radio Theatre for the next 12 months on 2GB, 2HR and 2CA. The name of the House of Murdoch's has been associated with the Macquarie Radio Theatre since its inception over a year ago.

The account is handled by the Paton Advertising Service.

The second development is the release of the Macquarie Radio Theatre in three States. In future it will be heard under individual sponsorships over 3AW, 3SH, 6PR-TZ and 7HO, with the possibility of its extension to 3BA Ballarat.

Myers, the big Melbourne store, will sponsor the shown on 3AW.

Chosen for the premiere interstate presentation is the play "The Outsider," starring Lloyd Lamble with Irene Harpur. "The Outsider" proved one of the most successful of the series. This will be followed by "Bella Donna," "Polly W'ith a Past," "The Great Lover," and "Nothing But the Truth."

In recent weeks Arundel Nixon has shown himself as capable a producer as he is an actor.

Question," by the way, has been won only twice—once at £15 and once at £12.

The "Ask-it Basket," is the repository of the typewritten questions each located in its respective position.

Following "Whiz Quiz" there is a quarter-hour musical interlude by the band, and then comes "Food, Facts and Fun," a half-hour quiz presentation by J. R. Love and Co. Ltd., manufacturers of Mother's Choice food products.

"Food, Facts and Fun" is a straight quiz on questions of food preparation, household hint facts, and, for lighter relief, a comedy section, in which members of the audience are called on to supply the tag line of current gag stories. Prizes in this session are 5/- parcels of Mother's Choice foodstuffs, while any prizes not won go to the Anzac Buffet. Listener interest is strengthened by the provision of open orders for the purchase of Mother's Choice groceries, which are sent to all listeners submitting questions for use in the session.

Now 2UW is broadcasting each week 3½ hours of quiz in the daytime sessions, and in a later issue of "Commercial Broadcasting" we will continue the quiz story with some details on those daytime presentations.

## Aspro's Vivid Serial of the China Seas

### "The General Died at Dawn"

The dramatic series, "The General Died at Dawn" has been chosen by Nicholas Aspro Pty. Ltd. for their new campaign over 2GB and Macquarie Network Stations, 2HR, 2CA, 6PR and 7HO. The program will be broadcast four nights a week, Monday to Thursday (on 6PR-TZ Tuesday to Friday) at 6.43 p.m.

As "The General Died at Dawn" only runs 26 episodes, plans are already in hand for an important new program to follow it. "The General Died at Dawn" is a radio adaptation of the famous novel by Charles Booth, which achieved considerable success as a motion picture, starring Madeleine Carrol and Gary Cooper, with Akim Tamirov. The setting is on the China Seas, and the period a few years before the outbreak of the present war. It has plenty of current interest in its picturisation of conditions in China, before that country became united under Chiang-Kai-shek, in its struggle against the Japanese.

The cast is a particularly brilliant one, with John Nugent Hayward and Lyndall Barbour in the starring roles, supported by such artists as Arundel Nixon, Lou Vernon, Bettie Dickson, George Hewlett, John Saul, Ron Randall, and many others.

The new program to succeed the "General Died at Dawn" will be a Macquarie production.

The contract was placed with Macquarie by the Leyshon Publicity Service, Melbourne.

## KEITH HOWARD'S FOUR UNITS

As from Monday, May 24, Keith Howard will be conducting the midday session from 3AW between 1 p.m. and 2.30 p.m., under the title of "Keith Howard Presents," this program will be in four units—the first under the general title of "Salute to Our Factories, Munition and Land Workers." It will be a program somewhat on the line of "Choice of the People," but will have a slightly better type of music. The second unit will be "Mother Looks Back," a program that is designed for mothers' relaxation after lunch, comprising ballads, light classics, etc.

The third unit will be a serial drama in which will be revived for a start Beau Geste, which will be programmed on Mondays, Wednesdays and Fridays, and Imperial Leader which will be heard on Tuesdays and Thursdays. The fourth unit will be a variety program with quips from Howard in between records.

## MARYBOROUGH CAN GIVE IT!

Among many reports, which are still coming to hand of outstanding efforts during the closing days of the Third Liberty Loan, is a particularly attractive report from Maryborough, Queensland, where 4MB, on the closing night, raised £3,010.

According to the local press the Maryborough total was the highest record in any Queensland town on the closing night—higher even than Brisbane.

The presentation took the form of special appeals throughout the evening, under the direction of the manager of 4MB, Mr. A. P. Wynne.

*"as large a charter  
as the wind"*

Long before the world knew Radio Shakespeare caught a glimpse of it in seven words. To-day through our entertainment 3AW HAS broken down all barriers of time, space and rank.

To-day, WE are the dominant voice in the Home. We are the successful sellers of ALL KINDS of products at ALL TIMES.

SELL YOUR GOODS AT THE FIRESIDE THROUGH . . . . .

**3-A-W**

## GIRL DEBATERS JOIN IN "YOUTH SPEAKS"

An interesting development in the presentation of "Youth Speaks," heard over 2GB and Macquarie Network stations every Friday night at 7.30, is the introduction of girl debaters in subjects upon which a woman's angle is particularly pertinent. Whilst the girls do not prove quite as logical and factual in their arguments, their more emotional approach to the subjects under debate adds considerable human interest to a half-hour feature which is becoming more and more discussed by the general listening public every day. "Youth Speaks" is sponsored by the makers of Nyal Family Medicines.

May, 1943.

Dear Mr. Business Man,

You don't need a slide-rule to figure this out.

Since 10th September, 1942, we've been giving you the names of 14 SYDNEY FIRMS who've been BUYING BIG CHUNKS OF OUR TIME CONSISTENTLY FOR 6 YEARS AND LONGER.

For your further information, we again quote these names, together with the number of years they've been SPONSORS OF 2KY PROGRAMME-FEATURES.

MILLARDS LTD.	12 years
FOSTARS SHOES PTY. LTD.	12 "
SAMUEL BROWN PTY. LTD.	12 "
MAX PATMOY	12 "
WILSON'S MUSIC STORE	12 "
G. L. GELLATLY	12 "
SAM LANDS	10 "
EMPIRE THEATRE	8 "
ALBERT PALAIS	7 "
MORLEY JOHNSON LTD.	6 "
STANLEY JOHNSTON PTY. LTD.	6 "
SUTTONS PTY. LTD.	6 "
R. H. GORDON & CO. LTD.	6 "
TRADERS PTY. LTD.	6 "

Sort of reminds you to phone M 6291 re that new campaign, doesn't it?

Sincerely yours,

# 2KY

## New Show Succeeds

### Jackpot Soars in "Pounds for Sounds" Contest

"Pounds for Sounds," novel new contest, sponsored on all stations of the Major Network by Nicholas Pty. Ltd. to aid the Australian Red Cross, has achieved immediate listener-interest at its opening broadcasts, and on present indications it will be voted one of the most interesting and entertaining broadcasts in Australia during the next few months.

Prior to the first broadcast a special preview audition was given at the 2CH studios at which there were present Lady Wakehurst, wife of the State Governor, Sir Ernest and Lady Fisk, the



Her Excellency Lady Wakehurst, wife of the State Governor, was among those who were present at a special preview audition at 2CH of "Pounds for Sounds" prior to the first broadcast of this program on all Major Network Stations throughout Australia. From left to right: Lady Fisk, the Lord Mayor of Sydney, Mr. R. J. Bartley, Mr. J. Cleminger, Leyshon Advertising executive, Mr. L. A. Blythe, Director of Red Cross Appeals, Mr. S. G. Stitt, Sydney manager for Nicholas Pty. Ltd., Lady Wakehurst, and Mrs. Meg. McSpeerin, organiser of the 2CH Women's League.

Lord Mayor of Sydney, Mr. G. J. Bartley, and many representatives of the Australian Red Cross, and Nicholas Pty. Ltd.

"Pound for Sounds" idea was one of the greatest successes presented over the B.B.C., and as a result a considerable sum was raised for the Red Cross in Britain. It is expected that the Australian organisation will also benefit to a considerable extent.

Prize money, made available by the sponsors is £50 each week, and under the terms of the competition the amount jackpots if more than seven correct entries are received. Thus, at the second broadcast on Friday last it was announced that the prize money had jackpotted to £100, thus heightening the interest in the broadcast. All entries for the contest must be accompanied by 6d. in stamps, and the whole of this money, without any deduction, will go to the Australian Red Cross.

"Pounds for Sounds" is produced and recorded for broadcasting throughout

Australia in the studios of 3DB Melbourne, and in the opening broadcast Mr. Dudley Turner, chairman, expressed thanks to Nicholas Pty. Ltd. for sponsoring the program and donating the prize money, thus making the entertainment possible.

Major Network stations carrying the feature are 2CH, 2KO (N.S.W.), 3DB-LK (Vic.), 4BK-AK (Q.), 5AD-MU-PI-SE (S. Aust.), 6IX-WB-MD (W. Aust.), 7BX, 7HT (Tas.).

The account for Nicholas Pty. Ltd. is handled by Leyshon Publicity Services.

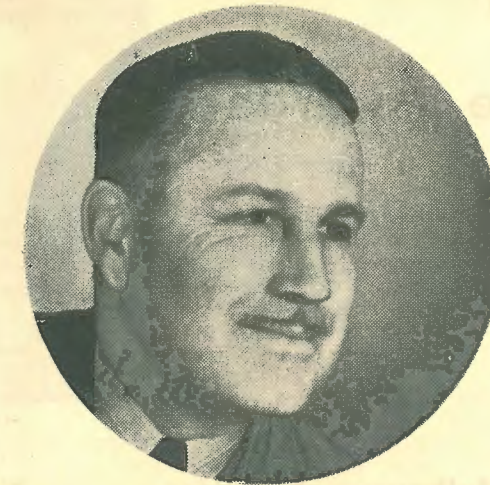
### GRIFFITHS SWEETS SPONSOR FOOTBALL BROADCASTS OVER 3UZ

Griffiths Sweets, makers of Kool Mints, are sponsoring the football matches every Saturday afternoon on 3UZ as from May 8. Compering the match is Arthur Mathers.

### FILM MEMORY TEST

Spruso Co., manufacturers of Peach Bloom Beauty Preparations, are running a competition on Radio 2UE at 7.30 a.m. Friday, in which listeners are asked to name who played opposite screen beauties in past films, such as who played opposite Greer Garson in "Mrs. Miniver." The successful competitor will receive a cash prize of £1/1/-, and there are 12 consolation prizes of a bottle of Peach Bloom Beauty.

## Famous Friend of Needy Killed by Tram



Frank Perkins, familiarly known as "Perko," died on Sunday, May 9, as a result of injuries sustained in an accident the previous night. He was a regular broadcaster on 2KY Sydney.

"Perko" was beloved by many, and with his passing, the radio fraternity loses one of its most popular broadcasters, and one of its truly big men. "Perko" died as he lived—proffering a helping hand to one in need. While driving in the city he saw a man lying on a tramline. He stopped his car and went to assist the man but was struck down by an oncoming tram.

The high regard in which he was held was demonstrated by the hundreds of floral tributes, and by the huge crowds which attended the funeral service at Kinsela Chapel, completely blocking the traffic at Taylor Square. Thousands of people lined the route along which the cortege, led by 50 Diggers of World War 1 and 2, passed on its way to Botany Cemetery. The R.S.S.A.I.L.A., the Grand Masonic Lodge, all broadcasting stations and charitable organisations were will represented, as were the fighting services.

From 2KY's Roy James, who served with him in the 1st Field Artillery Brigade in the last war, when "Perko" was a mere lad of 18 years, comes the story of his being twice wounded—at Bullecourt and at Anzac Ridge—and of his eventual return to Australia, almost a hopeless case. But he lived—to serve his country—and his countrymen—in an equally worthy way.

His early life in the "outback" had given him an insight into the hardships of the people living there, whilst his close association with men "on active service" had given him an intimate insight into the mind of the Digger. These people "Perko" set out to help. As soon as he was able, he organised concert parties which toured the Far West Queensland towns, meeting with an appreciation far exceeding the expectations of the organiser. The fact that he continued to take entertainment parties to these outback areas every Easter throughout the years until this year, when transport difficulties prevented him from carrying out his normal schedule, serve to show that, despite his many other activities, "Perko" never forgot the Far West-ites.

Nor did he overlook the Diggers. It was in 1926 that he started organising large-scale concert parties to take round the hospitals—anywhere, in fact, that old soldiers could be found. The galls, too, received the attention of this lion-hearted entrepreneur, and every month he provided the inmates with a feast of entertainment. One of his most treasured possessions was a cabinet inlaid with 300 pieces of wood in a dia-

mond pattern and polished like glass, made by the inmates of the Parramatta Gaol, and presented to him in 1941 as a token of their appreciation.

Organiser and compere of 2KY's three-year-old variety concert at Anzac Buffet; organiser and compere of the Sunday night show at the Tivoli; founder of the Father Christmas Club for destitute children; foundation member of the Entertainment and Welfare Committee of the R.S.S.A.I.L.A.; organiser and compere of 200 concerts per year for the Diggers—all these activities point to "Perko's" keen desire to make brighter the lot of his fellow-men.

What he could do, he did with a happy heart, to which anyone can testify who saw him in the role of Santa Claus at the Xmas parties which he organised year after year for the kiddies of the Diggers. "Perko" was won't to say that he was never happier than when surrounded by these youngsters, and felt that, could the donors of the toys, sweets, books, etc., see the 1,000 happy faces, they'd have been amply repaid for their generous response to his appeals over 2KY.

He had only to ask listeners for—"cigarettes for the boys at the Anzac Buffet"; "toys for the kiddies of men on active service"; "donations to ease the lot of a hard-pressed Digger's family"; and from all over Australia—and as far afield as Tasmania—would come what ever was asked for in

## MUSIC HOUSE AIRS MUSIC CAVALCADE IN N.Z.

Fittingly sponsored by Charles Begg and Co. Ltd., a feature serial, "Cavalcade of Music in New Zealand," is currently aired by the ZB stations in New Zealand.

This absorbing account of the musical life of New Zealand since the arrival of the early settlers is bound up with the history of the Dominion—the feature presenting an attractive blend of entertainment and authentic information.

Music of every type is incorporated, each period contributing its share of ballads and dance tunes, bands, orchestras, opera and ballet music.

Equally interesting for its musical and its historical appeal, "Cavalcade of Music in New Zealand" provides enjoyment to all listeners. The younger generation finds in this original feature a wealth of entertainment and information, whilst older listeners avidly renew memories of days gone by.

"Cavalcade of Music in New Zealand" has been specially produced for Begg's by the N.C.B.S. to tie in with their present advertising campaign, the theme of which is "The story of music in New Zealand is the history of Begg's." (Begg's having been established over 80 years ago.)

greater quantity than could be imagined. And "Perko" was truly grateful, so much so, in fact, that he personally wrote a note of thanks to every donor.

It is not generally known that he had several books of verse to his credit, and that from the sale of these, he furnished a room at the War Veterans' Home. The uplifting nature of his poems afford an intimate insight into the character of the man who invariably signed himself—"Gratefully yours, 'Perko'."

# 3XY

Announces Yet **ANOTHER** Newcomer!

## The Top Dog Session

Clever musical "contrasts" make up this fascinating programme . . . classics versus popular numbers.

It's a half-hour session, heard on Wednesdays from 10.15 to 10.45 p.m., with Alan Grant at the helm.

**A £3 Prize Weekly for Listeners!**

Three £1 War Savings Certificates weekly for the listener submitting the two best musical contrasts!

Presented by the Manufacturers of "Top Dog" Men's Wear . . . Who Wisely Chose **THE QUALITY STATION!**

## "Name the Pony" Prize Awarded

A little girl named Louise Murnane was the lucky winner of £5 in War Savings Certificates for naming the world's two smallest ponies, "Wendy and Winkie." Louise received her prize during 3XY's children's session recently. The contest was conducted in connection with a Zoo party organised by "Crispies," and a record number of entries was received. Second prize £3, third prize £2, and 10 consolation prizes of £1 each were awarded. The "Crispies" party was an outstanding success, being held in glorious weather, and "Connie and Johnnie" were surrounded all day long by a hilarious crowd of kiddies who were admitted free to the Zoo and the party on "Crispies" invitation.

Alwyn Kurts and "Connie" with a happy crowd of youngsters at "Crispie" 3XY Zoo Party. The two ponies, "Wendy and Winkie," featured in the "Name the Pony" contest run in conjunction with the party.



## Melbourne Agencies Contribute to War Effort and Charitable Appeals

The secretary of the Accredited Advertising Agencies of Victoria, Mr. William R. McFerran, is responsible for the handling of the roster for the Patriotic and Lord Mayor's appeals. It has recently been decided that all large appeals controlled by the Lord Mayor will be handled by different agents in turn. Each agency will be allocated with a certain appeal.

This decision was reached a couple of months ago. Formerly agencies had been doing this work in conjunction—usually four or six. Although much good work was done it has now been felt that if one agency had the sole responsibility of looking after one appeal any confusion would be avoided.

Since this new scheme has been in force there have been four large appeals looked after by agencies. "The Chinese Famine Relief Appeal" was handled by Mr. N. V. Nixon. "The Junior Red Cross" competition went to George Patterson Pty. Ltd. Mr. K. M. Campbell was responsible for the R.A.N. Relief Appeal, while the "Allies Day" appeal will be handled by Goldberg's.

This is a contribution to the war effort, and for the charitable appeals by the agencies, we must congratulate them on the excellent job they are doing.

## "THREE GENERATIONS" FOR ASPRO

Nicholas Pty. Ltd., manufacturers of Aspro, have secured an outstanding new George Edwards production, "Three Generations" for sponsorship over 2UW Sydney, and the first broadcast went on the air this week.

The contract, arranged through Leyshon Publicity Services, Melbourne, covers the time channel 7.30 to 7.45 p.m. on Tuesdays, Wednesdays, Thursdays and Fridays of each, following the "Watchman's" news commentary.

"Three Generations" is an intimate family story which possesses unlimited continuity. Three generations live under the one roof—Grandpa MacDougal, his daughter and her family. Grandpa is a retired sea captain—a four old Scot, but with a sense of humour which gives George Edwards one of the greatest character roles in his extraordinary long list of successes.

"Three Generations" is a very human story complete with all the ingredients which make up a popular George Edwards success. There are thrills, laughs and surprises all set in an atmosphere of completely acceptable reality.

## Riverina Station Rallies Listeners for Third Liberty Loan to Nett £94,000

When the Riverina station 2QN set about the task of rallying its listeners to subscribe to the Third Liberty Loan the enthusiasm brought surprisingly good results.

On April 6 2QN's manager, Dick Best, packed his equipment and journeyed to the Victorian border town Echuca where they raised £20,750 for the night. The next rally was at Kerang, Victoria, on April 8, where £22,140 was announced as the effort for the night. The small

N.S.W. town of Finley was next. They held their radio rally on April 12 and created a record by doubling their quota of subscribers and they very nearly reached their quota in money on that night too, with £9,500. The next night 2QN conducted a splendid rally in their home town Deniliquin and brought their town's figure to £20,200. The next night the Station's equipment was taken to Cohuna, Vic., where versatile Dick Best conducted the rally proceedings and finished the night with £11,250

## "LEARN A TUNE" SHOULD LIVEN INTEREST

Commencing date for "Learn a Tune" on 2GB every Monday to Thursday at 5.45 and on Friday at 5.30 p.m., conducted by Jack Lumsdaine, has been set for May 24.

The idea of the session is to present Jack Lumsdaine at the piano as a music master of popular songs, and in the course of a quarter of an hour he will feature a new song hit, and teach his listeners the words and the tune of the chorus.

It is expected that this session will prove popular with younger listeners. There is a tremendous interest in popular song hits, and it is the ambition of many young people to know the words and the tune of the latest numbers available.

The session opens with an orchestral presentation of the number to be featured, after which Lumsdaine at the piano runs through the tune, going over the words a number of times, until listeners should have picked up both words and tune. The session then closes with the number to be featured on the following evening. On Friday nights the session will be half an hour, and a number of young people will gather in the studios to run through the songs learned during the week.

Lumsdaine will be assisted by 14-year-old Joan Clarke, who has achieved considerable prominence for her singing in "Over Here," and more recently "The Youth Show."

subscribed, a good effort for a small town. Balranald, 120 miles away, then claimed the services of 2QN. This rally was held on April 19, and the efforts of Manager Dick Best and Balranald's Mayor, Alderman J. C. Lloyd, were so well responded to, that Balranald more than doubled its quota of subscribers and £10,200 was raised.

A total of those figures shows that 2QN was instrumental in raising over £94,000.

## MARCH LICENCE FIGURES

NEW SOUTH WALES.		
	1942	1943
New issues	3,309	4,551
Renewals	34,371	34,969
Cancellations	948	2,711
Monthly totals	502,810	522,734
Nett inc. or dec.	2,361	1,840
Population ratio	17.89	18.59

VICTORIA.		
	1942	1943
New issues	2,959	2,945
Renewals	23,670	25,319
Cancellations	2,109	1,310
Monthly totals	372,010	375,952
Nett inc. or dec.	850	1,635
Population ratio	19.19	19.39

QUEENSLAND.		
	1942	1943
New issues	1,186	1,600
Renewals	9,219	10,398
Cancellations	1,729	7
Monthly total	173,265	174,568
Nett inc. or dec.	-543	1,593
Population ratio	16.71	16.84

SOUTH AUSTRALIA.		
	1942	1943
New issues	1,165	1,050
Renewals	8,702	9,502
Cancellations	857	365
Monthly totals	137,141	140,891
Nett inc. or dec.	308	685
Population ratio	22.50	23.44

WESTERN AUSTRALIA		
	1942	1943
New issues	738	960
Renewals	5,413	5,954
Cancellations	825	197
Monthly totals	92,861	94,226
Nett inc. or dec.	-87	763
Population ratio	19.80	20.09

TASMANIA.		
	1942	1943
New issues	532	392
Renewals	2,891	3,182
Cancellations	150	241
Monthly totals	46,037	47,561
Nett inc. or dec.	382	151
Population ratio	19.20	19.92

COMMONWEALTH.		
	1942	1943
New issues	9,889	11,498
Renewals	84,266	89,324
Cancellations	6,618	4,831
Monthly totals	1,324,124	1,355,932
Nett inc. or dec.	3,271	6,667
Population ratio	18.64	19.09

## TOP DOG SESSION PROVIDES NEW LISTENER INTEREST

The manufacturers of Top Dog Men's Wear are sponsoring a half-hour session on 3XY each Wednesday night at 10.15, introducing a musical program with a novel angle. Records are grouped into four pairs of "contrasts," in which "straight" music is compared with popular numbers. As an example, Liszt's "Liebestraum" is played in contrast to Irving Berlin's "White Christmas," and the result is a program that appeals to all shades of taste. Before commencing his broadcasts, the sponsor took a census on the popularity of various numbers throughout his warehouse and factories, and the batch of replies proved most illuminating, and a good basis on which to compile programs. Each week listeners are invited to submit two "contrasts," and a weekly prize of £3 in War Savings Certificates is awarded for the best entry. Alan Grant presents the session.

## Western Australian News

"Adopt a Digger": In connection with the Citizens' Reception Council activities, a very novel drive is now being conducted, mainly over radio stations.

For the sum of 10/-, any person may "Adopt a Digger" (which can be regarded as including soldiers, sailors, airmen and all women in the uniformed services). This adoption will provide entertainment facilities while the Digger is on leave in the city, for a period of 12 months. Each person adopting a Digger receives a neat lapel badge.

On a recent Saturday evening, 6IX-WB-MD, in conjunction with 6ML, made a drive for adoptions throughout the evening programs, and as a result, over 400 more Diggers were added to the list, which already had run to four figures.

Prior to Saturday evening, a great deal of appealing had been done over 6IX-WB-MD through the goodwill of many patriotic firms who have purchased 15 minutes and willingly donated the entire space to the cause of this "Adopt a Digger" appeal. Country listeners, in particular, have shown great interest as evidenced by heartfelt letters accompanying liberal adoptions of up to 10 or more Diggers.

New Features for 6IX-WB-MD: Both local and national advertisers have been particularly active in securing space for sponsored sessions over 6IX-WB-MD during the past few weeks. Amongst these are:—"The Bright Horizon" (Foy and Gibson's W.A. Ltd.), 30 minutes Thursdays, 9.15 p.m.; "Pounds for Sounds" (Nicholas-Aspro), 30 minutes Fridays, 8 p.m.; "Mr. Chalmers, K.C." (The House of Faulding), 15 minutes Mondays and Wednesdays, 8.30 p.m.; The Clinton-Williams "Crackerjack," 60 minutes Saturdays, 8 p.m.; "The Pearl of Pezores" (E. C. De Witt and Co.), 15 minutes Monday and Wednesday, 7.45 p.m.; Down Every Street" (Bex A.P.C.), 7½ minutes Wednesdays to Saturdays, 7.15 p.m.; "Music for Remembrance" (Clifford Love and Co.), 15 minutes, Monday, Wednesday, Friday, 10.15 a.m.; "When To-morrow Comes" (Clinton-Williams), 15 minutes Tuesday and Thursday, 11.30 a.m.; "Chins Up" (Kiwi), 30 minutes Saturdays, 7.30 p.m.; "Stories from the Great Book" (Edments Ltd.), 60 minutes Sundays, 4.5 p.m. (IX only); "Forever Young" (Kraft Cheese Co.), 15 minutes Monday, Tuesday, Wednesday, 6.13 p.m.;

in addition, there are a growing number of political and denominational interests purchasing time for talks, etc.

War Loan Contribution: Commercial and national stations combined in a special all-station hook-up during the latter stages of the Third Liberty Loan. Each metropolitan broadcasting interest was responsible for the production of a short unit, and this was pieced together and compered by the national stations and simultaneously broadcast over all participating stations in the form of a powerful 60 minute program.

## CAPITOL THEATRE'S NIGHTLY SESSION

As comper of a new 10-minute film session from 2KY every night, Kerry Lorimer has been given the title of "Kerry—King of the Capitol."

Capitol Theatre is the sponsor of this feature, which presents news of forthcoming releases at the theatre, tit-bits about the stars, and vocal items by Kerry himself.

This well known community singing leader, who is one of the regular entertainers at 2KY's "Friday Frivolities" at the Radiatorium, is a great favourite with 2KY listeners, and until recently compered a regular afternoon broadcast from various suburban picture theatres.

★ For  
ALL your

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A.M. CLUBB & CO.  
PTY. LTD.  
76 CLARENCE ST. SYDNEY  
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AUSTRALIA'S ONLY  
ALL-NIGHT SERVICE

3AK

MELBOURNE

ENTERTAINS THOUSANDS OF LISTENERS  
BROADCAST YOUR SALES MESSAGE TO AUSTRALIA



## PERSONALS

The Warwick Broadcasting Station, 4WK Warwick, has been in the charge of Mr. Collins during the absence on recreation leave of Mr. H. Cox. Mr. Collins is due to return to 2GF Grafton to resume duties on the Clarence River station.

Mr. W. T. McClelland, managing director of Hartford Advertising Agency, has been appointed hon. director for Australia of the newly-formed Public Relations Bureau of the Australian Comforts Fund.

News was received at Weston Agency recently that Allan Hannam, who used to handle radio for that agency, has received his commission in the R.A.A.F.

Mr. S. L. Lane, popular manager of Recording Products Pty. Ltd., manufacturers of Audex blank recording discs, has hit upon a happy thought in having secured reproductions of the famous John Alcot painting of the sinking of the Bartolomeo Colleoni by H.M.A.S. Sydney, for presentation to his friends in the trade. In a note accompanying the picture Mr. Lane says: "To us this picture seems to typify, in heroic manner, the indefatigable spirit of this great country of ours. It suggests to us that courage which has spurred our service men and women to blazon Australia's name across the war-torn skies of the world. In no less vivid manner does it suggest the same kind of spirit which has reared in this remote country the smoking, flame-shot chimneys of commerce which must supply the nation with steel sinews in wartime, and necessities, comforts, and aesthetics in peacetime." The reproductions, 20 ins. x 15 ins., are beautifully mounted and ready for framing.

Les Stelling, who is Melbourne representative of the Major Network, has arrived back from a well-deserved holiday. Seems to have spent most of his time in playing golf. Les has every reason to be looking well and happy with so many national contracts signed up recently.

Cliff Paray, manager of 3CV Charlton, was in Melbourne last week. Always with a keen eye to new business and new shows, Cliff certainly spent a very busy day. He informs us that Norrie McPherson, who was pianist to Sir Harry Lauder on his Australian tour, is now broadcasting every week over the Charlton station.

Arthur Banks should certainly feel proud as he was the recipient of a letter from the Commander in Chief, General Sir Thomas Blamey, in which he was congratulated and thanked for the excellent job he was doing for the Allied Forces at the "Dug Out." The letter arrived in time for the occasion of the Dug Outs' first birthday on Saturday, May 8. Arthur has been manager ever since the Dug Out opened. . . . what with signing new business for 3KZ and seeing that this excellent refuge for the Forces is kept well organised with entertainment in full swing, Arthur can't have too much spare time on his hands.

As well as his work with Lord Mayor's appeals, etc., Mr. William McFerran is also on the Lord Mayor's committee for morale. Much can be expected from a committee of this nature as so much depend upon the morale these days.

Olaf Abramowski, 3UZ salesman, well known to all sponsors, has a little farm a few miles out of town where he breeds chickens in his spare time and other feathered friends.

Melbourne sighed with regret when Murdoch's manager, Alf. Mallalue, boarded the "Spirit" en route back to Sydney. Alf. spent most of the week before last in Melbourne, and judging by the worn expression of especially one of Melbourne's big sponsors, Alf. certainly must have kept him busy.

16 Commercial Broadcasting, May 20, 1943

"When a Boy from Alabama" is popular with Gracie Fields, as she has already broadcast it several times during her program over the N.B.C. Network, sponsored by Pall Mall Cigarettes, Australian can certainly be proud of songwriter Jack O'Hagan. Jack, by the way, also reports excellent results at 3AW, where he informs us the smallest sponsor could not possibly be fitted in any evening before 10.30 p.m. What with such success with songs and everything else, Jack should be feeling mighty good.

Helen Drummond McDougall is the new publicity officer for 3AW. She started her career studying a massage course at the University, but gave it up to become a journalist. She became editress of "Fashion and Home," and was then later assistant sub-editress of the "New Idea." She then did as a war job the organising of the War Nurses' Comforts Fund. With such experience as this we feel sure that Miss McDougall will find her niche in radio, and we wish her every success in her new sphere.

Mr. Alan Fairhall, of Radio and Signal Supplies, Sydney, paid a very hasty visit to Melbourne last week.

Captain K. Lin Corr, of Legionnaire and Broadcast Exchange fame, is trekking northwards within the next few days. Lin has for the last year been doing a big job of work at Victoria Barracks. His friends will be glad to know that Army life agrees with him, as he is looking as fit as a fiddle.

Mr. Lionel Shave, of George Patterson's, Sydney, was a visitor to Melbourne recently.

Don Joyce, 3AW producer, has gone on a well deserved holiday.

Congratulations are the order of the day for Anne Harvey, very well known in radio circles, and until recently on the staff of 3XY. Anne, in private life Mrs. Stan Clark, is the proud mother of a son born on May 4. Papa Stan, who was 3DB's program manager until he donned uniform, hasn't glimpsed his heir yet, as he's up north at a battle station.

Mr. O. F. Mingay, chairman of directors and founder of Australian Radio Publications, who is now serving with the Ministry of Munitions as representative of the Radio and Signals Directorate, in Washington, is having a very busy time judging by the cryptic letters which some of his friends have already received from him. He has met a few Aussies in Washington and in New York, including Arthur Millingen of E.T.C. and Claude Plowman of Airzone.

Cliff Cary of 2UE, well known sports and news commentator, was laid low last week with an attack of appendicitis. Rushed to a private hospital in Cremorne, Cary had the offending piece removed and latest reports are that he is progressing very well. Bored with being confined to bed at the week-end, Cary insisted upon preparing last Saturday's form notes and comment which were broadcast by Allan Toohey, acting in his stead at the microphone.

Leyshon Advertising's Jack Clemenger, along with officials of the Aspro Co., have faded out of Sydney, leaving behind them a trail of signatures on dotted lines (metaphorically speaking), and some stations gaping in astonishment at the magnitude of the whole Aspro campaign.

Norman Johnson, of 2UW, is nowadays one of broadcasting's most ardent gardeners, and judging by some of his recent crops in his Longueville backyard, he certainly has "green fingers." Particularly can he now wax eloquent upon the subject of chives.

Sh-h-h-h-h! That man Bellemore's around. There have been a few "casualties" in the advertising world. Some people are wondering how the next war loan will get along without the 100 per cent aid of advertising.

## COMMERCIAL BROADCASTING

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A. Lippmann.

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

## MUSIC WHILE YOU WORK TEST CASE

(Continued from page 3.)

Mr. Justice Bennett went on to say that, without attempting in any way to define what was meant by a performance in public, he thought the half-hour performances given by the defendants at their works were programs of music. He ended: "I have come to the clear conclusion on the facts of this case that the defendants when every day they broadcast these half-hour programs are giving performances in public, and the plaintiffs have established that their rights in the five musical compositions have been infringed by the defendants.

## Judge's Declaration

"I therefore make a declaration that the performances by the defendants of the five musical compositions mentioned in the statement of claim, by means of a wireless receiving set, connected with loudspeakers, were performances in public of the musical compositions and infringement by the defendants of the sole right of performing the same in public owned by the plaintiffs during the continuance of copyright therein or in any extension thereof owned by the plaintiffs. The defendants must pay the costs of the action."

Mr. Harman then applied for and was given liberty to apply for an injunction against the defendants in addition to the declaration. It was stated that the plaintiffs in a following case in the list, Ernest Turner Electrical Instruments Ltd. v. the Performing Right Society desired that their action should be heard in the usual course.

RADIO PRINTING PRESS  
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Vol. 11, No. 25

150th Issue)

Thursday

June 3, 1943

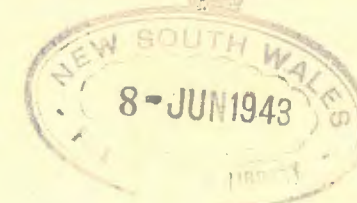
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# COMMERCIAL BROADCASTING

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

## Features?



What are the six biggest programmes on the air in your coverage?

You can fill in the names . . . but here's betting that at least four out of your six emanate from 2UW.

That's why most people listen to 2UW.

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MELBOURNE: 18 Queen St. (MU 2819)

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