

PERSONALS

Bill Kelton, of "Adelyn," takes many trips countrywards to Warragul, where the White Manufacturing Co. have a very modern factory, so Bill has bought a very modern gas producer. He has now learnt through much bitter (?) experience all about klinkers, coke and the general working mechanics of said producer.

Melbourne had many interstate visitors last week, one being Mr. E. M. Barker of 6PR. Mr. Barker attended a conference of the Federal Institute of Accountants, of which he is president. As well as his many activities he is also vice-president of the Federation of Commercial Broadcasting for Western Australia.

Noticed in Melbourne last week were many interstate radio executives who attended the Major Network Conference. Alec Robertson, manager of 4BK-AK; 2CH manager, Viv. Brooker with Mrs. Brooker; Alan Fairhall, managing director of 2KO; Maurice Chapman, of 5AD; I. Phillips, Sydney rep. for Major Broadcasting Network; A. E. Evans, manager of 7EX; R. C. Brearly manager of 7HT.

David Worrall, manager of 3DB, had a very busy time last week with so many Major Net visitors; in fact, it was a big week for most of the radio fraternity. Melbourneites in spite of austerity and all that, was glad to meet old friends again and gave them the warmest welcome possible.

We noticed Les Stelling, of 3DB, giving a great cheerio to many visitors as they departed. No wonder Les has a happy look these days with the number of national contracts being booked up recently.

Uniformed visitors to 3XY during last month included the station's first sight of Kev. McBeath in uniform, and a lunch-time call from Sergeant John Storr. The latter came in bearing what he announced was a replica of his traditional lunch when on the 3XY staff—four very small scones and a piece of cheese! When told it was no meal for a soldier, John compared it gravely—and favourably—with stew.

Reg Johnston, popular young 2GB announcer and compere and one of the original "finds" of the "Youth Show," has resigned from 2GB to take up a position with the J. Walter Thompson Agency in Sydney.

Another broadcasting station man who has recently transferred to radio production work for an advertising agency is Mr. Clifford Arnold, who was for years studio manager for 2UW. He has joined J. Walter Thompson.

Mr. S. Rubenstein, of Communications Engineering Pty. Ltd., and Mrs. Rubenstein (well known under the name of Maimie Reid as an ace pianiste), have recently returned from a nine weeks' visit to New Zealand—their home country. The New Zealand broadcasting interests were not slow to realise their opportunity so far as Maimie Reid was concerned, and she was booked on arrival for some broadcasts on the National Network. She also made a number of recordings for the Commercial Broadcasting Service.

Lieut. E. R. Badgery-Parker, of the Army Educational section, was in Sydney last week on a couple of days' leave. It was however a busman's holiday so far as E.R. was concerned. One of his leave jobs was to prepare and deliver a lecture to the Sydney advertising fraternity on the work of the Army Education Service.

Listeners to 2SM were recently treated to participation in an impromptu presentation to Mr. John Dunne when as a token of respect and appreciation of all he has done for "the old-timers," the McNiven's Minstrel Show cast gave him a handsome marble inkstand. Mr. C. R. McNiven, a director of the well known ice cream manufacturers, made the presentation on behalf of the cast. The gesture came as a complete surprise to John Dunne.

Back in Sydney on short leave, the well known 2GB announcer, now L.A.C. Mason, of the R.A.A.F., appeared for one night only as compere of the Macquarie Radio Theatre. His return was hailed with delight by the audience, whilst listeners expressed their welcome by means of 'phone calls and letters.

A big welcome back was accorded "Bimbo" by his former work mates at 2KY when he paid the studio a visit two days after his return from the Middle East. "Bimbo," who is one of the "Tobruk Rats," reports that he finds Sydney quiet after Tobruk!

The Department of Information Security Slogan competition, which was conducted by 3UL Warragul, was won by Mrs. I. M. McLennan, wife of 3UL's second engineer, whose entry was "What the Jap doesn't know will hurt him."

The recent death of the famous Russian composer, Sergei Rachmaninoff at Beverley Hills, Calif., brings back pleasant memories to Mr. Harry Earl, manager of Melbourne's all-night service, 3AK. Mr. Earl who spent many years on the Continent worked with Rachmaninoff on the translation of the composer's memoirs into English. One of the highlights of the A.K. manager's association with Rachmaninoff was the occasion when, after dinner, the great musician held an impromptu concert in his music room for the benefit of an audience of three—Mr. Earl, the Rachmaninoff chef, and the Rachmaninoff chauffeur-cum-butler.

A luncheon was given by Melbourne commercial stations last week at the Naval and Military Club to Colonel Kemsley to congratulate him on his new appointment in army administration. The luncheon was held on the very day that "Kem" started on his new work, and incidentally was also the occasion of his birthday. Those who were there to wish him all the best were: Dave Worrall, manager of 3DB; Eric Colterill, secretary of Oliver J. Nilssen; Hec. Harris, manager of 3AW; Bert Snelling, manager of 3XY; Arch Murray, sales manager of 3KZ; Sid Kemp, of the "Argus" Network; Rupert Fitts, of the V.B.N.; Ray Dooley, secretary of Federation, and Tom Barker, of 6PR Western Australia.

Friends of Vic. Dinneny, manager of 3SR, will be pleased to hear that he has made a good recovery from his recent illness and is at present recuperating at the Alpine Hotel.

Edward H. O'Brien, governing director of O'Brien Publicity Pty. Ltd., was in Melbourne for a week recently on business.

Alan Fairhall, who is doing a big job with Radio and Signal Supplies, Ministry of Munitions in Sydney as supervising engineer to that department, and is president of the Commercial Broadcasting Federation, had very little time when in Melbourne last week. As managing director of 2KO Newcastle he attended the Major Network Conference. Alan spent some time in Melbourne when he at first joined Radio and Signal Supplies, and during that period made many friends who were very glad to see him whilst he was there last week, even though his stay was very brief.

Mr. George Edwards, prolific producer of radio drama, was back at his work at the Columbia studios toward the end of last week within a few days of his release from hospital. It will be recalled that Mr. Edwards was badly knocked about in a motor accident a few weeks ago.

A new appointee to 2GF Grafton is Master Ray Williams, who will be heard time to time through the 2GF microphone.

On the sick list for a few days is Miss Jean Cleary, lady announcer of 2AY Albury and president of the 2AY Women's Club—club which has contributed in a large measure to local charities and Australian-war appeals.

Wedding bells were ringing up the Clarence River way the other day for Elva Creighton, the popular 2GF lady announcer.

On a well-earned recreation leave is Mr. H. Cox, at present managing 4WK Warwick. Mr. K. Collins, of 2GF Grafton, is relieving in Mr. Cox's absence.

Sid Everitt has resumed duties at 2UE after three weeks' vacation. Everitt is again conducting the afternoon programs with Colina Lynam and is also heard in the Sunday morning session.

Mr. A. Campbell Jones, manager of 2UM, was host at a luncheon at Romano's to welcome producer, Paul Jacklin, to Sydney. Jacklin has joined 2UE.

The many friends in the trade of Una Pritchard will be glad to learn that she is back at her desk at O. P. Sellers following several weeks sick leave, doctor's orders are that she must take things quietly for a while—but, of course, doctors don't know the radio game!

RADIO PRINTING PRESS

for your printing

PHONE FOR SERVICE — FL 3054

COMMERCIAL BROADCASTING

Vol. 11, No. 21, Thurs., April 8, 1943

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

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.

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."

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

Vol. 11, No. 22
(17th Issue)
Thursday
April 22, 1943
Price 6d.

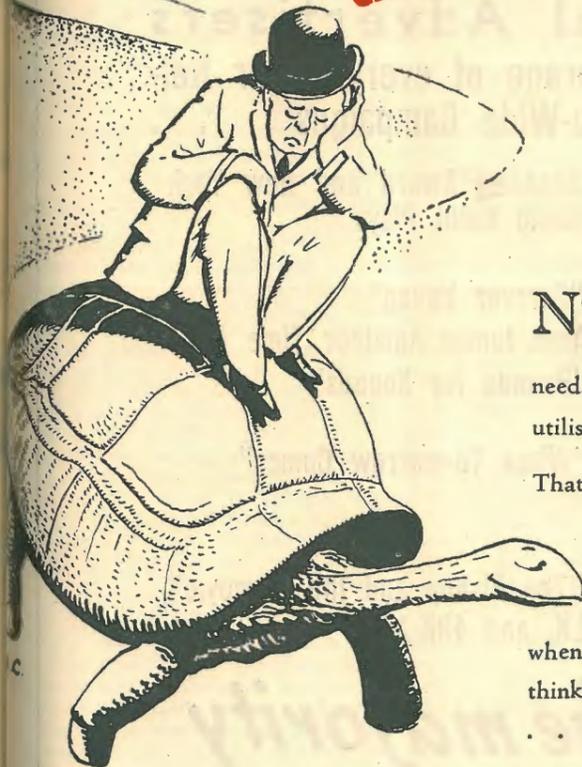
COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



there's a quicker way



NOBODY to-day can afford to waste time . . . it's the Nation's time . . . and the needs of to-day demand that every hour be utilised for the good of the Nation.

That's where we can help you—by saving your time in maintaining contact with your customers of to-morrow . . . Let radio do your essential advertising — and when you think of radio, you naturally will think of 2UW.

. . . . You can't waste time on 2UW

Most people listen to . . .

2UW

The MAJOR NETWORK.

Announces
5

New National Advertisers
Using the complete coverage of every Major Network Station in Australia-Wide Campaigns . . .

- | | |
|------------------------------------|--|
| VINCENT CHEMICAL COY. | Academy Award and New York Radio Guild Plays |
| KRAFT WALKER CHEESE COY. | "Forever Young" |
| VICKS VAPOR RUB | Aust. Junior Amateur Time |
| NICHOLAS PTY. LTD. | "Pounds for Sounds" |
| CLINTON WILLIAMS PTY. LTD. | "When To-morrow Comes" |

Plus

- | | |
|--|-------------------------------|
| LAMBERT PHARMACAL COY. PTY. LTD. | "The Bishop and the Gargoyle" |
|--|-------------------------------|
- on 2CH, 3DB-LK, and 4BK-AK

The MAJOR for the majority

Place your programme in this All Star Array of Australia-wide sponsored features.

STATIONS 2CH, 2KO (N.S.W.), 3DB-LK (Vic.), 4BK-AK (Q.), 5AD-MU-PI-SE- (S. Aust.), 6IX-WB-MD (W. Aust.) 7EX, 7HT (Tas.)

Full particulars from all Network Stations, or

I. W. PHILLIPS,
47 York Street,
SYDNEY.

L. W. STELLING,
36 Flinders Street,
MELBOURNE.

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Vol. 11, No. 22

Thursday, April 22, 1943

Price, 6d. per copy.

ECONOMIC OBJECTIVES OF THE WAR

(By Milo Perkins, Executive Director,
Board of Economic Warfare, U.S.A.)

Throughout the world many minds are now creating neat little time compartments labelled pre-war, war and post-war; but these are like such labels as childhood, youth and manhood to the individual who lives through them. This war is part of a single and continuous struggle to achieve one goal. Complete victory will not be won until there is a full and increasing use of the world's resources to lift living standards throughout every country. The twentieth century is a time set apart for the winning of this total triumph. Humanity is not going back to the wolf stage.

To-day we realise as we never did in peace time how important all-out production is. With all our energy we are building the machines with which to wipe the tyrants from the face of the earth. With all our might we are fighting to keep this a free world.

When final victory is won, we shall have the greatest production of raw materials, the greatest industrial plant and the greatest number of skilled workers in all history. All this will exist side by side with intense want throughout every land. The bridging of that gap will present the greatest challenge the peoples of this world have ever faced.

Full-blast production for a gradually rising standard of living throughout the world will be necessary to win the peace as all-out production is now to win the war. It is physically possible. Our first post-war job will be to help make it fiscally possible. If we can do that, our free enterprise system will enter upon an era of unparalleled activity.

UNTAPPED MARKETS FORESEEN

The greatest untapped markets the industrial has ever known will open before us. There will be difficult distribution problems. There will be the problem of how to get purchasing power into the hands of potential customers so they can become real customers. There will be the problem of how to develop a productive peace-time job for every displaced worker in armament industry.

But these are problems that we are confident can be solved.

The plain people of all lands want a chance to work and be useful. They want an income which will give them enough food and clothing and shelter and medical care to drive the fear of want from the family fireside. They want these simple things within a society that guarantees their freedom of self-expression.

Idleness, be it of men or money or machines, will be the one unforgivable sin of the post-war world.

Some people ask, "How are we going to achieve full employment?" The question at first sounds reasonable enough. Actually, however, only the timid ask it. The courage ask, "Which method do you think will work best?" In the first place, the questioner really doubts that much can be done to make the world work any better in the future than it has worked in the past. In the second case, that hurdle has already been cleared, and the concern is with the most efficient and businesslike ways of getting the job done. The "how" people are afraid of the future. The "which" people welcome it. And, make no mistake, the future belongs to them.

PLANS ALREADY DRAWN

Many men in the United States are already discussing interesting new ways of financing, housing in the post-war world. We are studying the creative use of long-term credits to industrialise the economically backward areas of three continents. A decent diet for everybody would greatly increase farm income in every country. Hundreds of preliminary blueprints for economic readjustments in the post-war world have already been drawn. We need only the spirit which comes only to those who know there is a solid basis upon which welcome to-morrow with sense of adventure.

When a whole people is dedicated to one goal, no obstacle on earth can stand against that singleness of purpose.

These are times of great crisis, but we need not be terrified by them. The Chinese write the word crisis with two characters, one of which means "danger" and the other "opportunity." That is worth remembering.

When the history of this period is written a couple of centuries from now, the present war may be treated as an incident of adjustment to the scientific realities of our times. In every civilisation of the past, all that was possible to produce, divided among all who were alive to share it, would have provided a miserable standard of living.

Within our lifetime, men have entered an era dominated by the machine and test-tube. If we take all that can be produced at the end of this war and divide it among the people who will then be alive to share it, we shall be within reach of a universally good standard of living for the first time in all history. That will be the most important material thing that has happened to the human race since the discovery of fire and the invention of the wheel.

TO BUILD MASS CONSUMPTION

The job of the future will be to build a mass consumption great enough to use this mass production. That will require a bold and daring use of long-term credit by every enlightened Government of the world. Governments must enter fields where private finance cannot without assuming risks that are too great to take with other peoples money. By that very act, however, the area of private investment will be broader and safer than heretofore. A world at work at decent wages is a world of economic stability. Idleness is the greatest of all threats to confidence.

The war is toughening us for the greatest conquest men have ever faced—the conquest of unnecessary poverty.

What does all this mean to us as individualists? It means that our personal fortunes will be tied to what happens to groups of other men in this world as those fortunes never were in the past. If we can lose ourselves wholeheartedly in the job of keeping the world at work on all-out production for a century to come, we shall find personal completeness as men have never found it before.

So far as our physical needs are concerned, life can become a journey to be enjoyed rather than a battle to be fought.

CUSTOMS (OVERSEAS EXCHANGE) REGULATIONS

A general resumption of trade with French Somaliland, Reunion, Madagascar and the Dependencies of Madagascar (i.e., the French Islands adjacent to the mainland of Madagascar, including the Comoro Archipelago, Nosy Be and Ste. Marie) has now been authorised.

Subject to compliance with Customs requirements and approval in respect of any goods under export restriction, licences for exportation of goods to those territories may now be granted.

Radio Men Wanted for V.D.C. Signals

Enquiries are invited from men in the N.S.W. radio industry who are between the ages of 18 and 60 to be recruited to the V.D.C. Signals Section.

Recruits are required by the V.D.C. to bring to full strength Signal Platoons of Battalions within the metropolitan area of Sydney and Wollongong. Technical knowledge or previous signals experience is not essential.

Equipment is available and recruits will commence training immediately. The training schedule is carried out at week-ends and one night weekly, and is arranged so that it will not interfere with the civilian occupation of the recruit. Men who are in protected undertakings and/or exempted occupations are eligible for enlistment, and as previously stated, training must not interfere with civilian occupation.

Personnel are enlisted in the C.M.F., of which the Volunteer Defence Corps is a unit and performs part of the Australian Military Forces.

Written or personal enquiries should in the first instance be made to:—

V.D.C. "C" Group H/Q.,
147 Castlereagh Street, Sydney.
Phone: MA5446.

MAN-POWER PROBLEM

Program Units "Outside" Station Protection

As reported in last issue ("C.B.", 8/4/43) broadcasting stations are to be declared protected undertakings for purposes of manpower call-ups.

This ruling apparently will apply to broadcasting stations and not necessarily to broadcasting in the whole. Numbers of executives in the sections of the industry associated with broadcasting are wondering where they stand. There are for example the considerable number of artists and other employees of radio program production units, recording organisations, etc.

There is merit in the claim of this section that the program production units are playing no small part in the provision of some of the major shows broadcast throughout Australia. Their morale effect is important. Additionally these production units provide a great amount of direct entertainment given free to the army camps within a fairly wide radius of the city. As in Sydney, so it is in Melbourne.

The biggest program producing units occupying time on the networks are associated with the big advertising agencies. There are other program producing units which also are not on the payroll of any broadcasting station and fall therefore outside the broadcasting station "protection" ruling so far as their staff is concerned.

ARTHUR TAIT NAMED G.M. OF WHITEHALL

Mr. Arthur J. Tait, who for the past 12 months has been publicity manager for 3AW, is to take over the general management of Whitehall Productions Pty. Ltd., the theatrical firm whose operations in Australia have extended very considerably since its inception two years ago.

Directed by Miss Kathleen Robinson and Mr. Alec Coppel, the object of this firm has been to present to Australian theatre lovers the most outstanding plays produced overseas, and that their efforts have been rewarded is indicated by the success which has attended each season in Melbourne, Sydney and Adelaide.

Mr. Tait was for a number of years concert and theatrical manager



Mr. Arthur J. Tait

for J. C. Williamson Ltd. and J. and N. Tait, and handled many of those firm's most outstanding international celebrities and attractions. In 1933 he was appointed the representative in South Africa for J. C. Williamson Ltd. and after presenting the Gilbert and Sullivan Opera Company and the musical comedy success, "Rose Marie," went to England where he was attached to the London office of that firm.

Notable attractions managed by Mr. Tait included the Grenadier Guards Band, Pavlova, Lawrence Tibbett, Richard Crooks, Chaliapin, Galli Curci, Sybil Thorndike, Fay Compton, several ballet companies, and three grand opera companies.

Mr. Tait, who will be accompanied by his wife, is due to leave Melbourne towards the end of the current month, and will be located at the Minerva Theatre in Sydney.

CHURCH RECORDINGS

The Commissioner of Taxation has announced that Item 65 (I) recordings for use in church services have been exempted from sales tax charges.

FIVE NEW CONTRACTS FOR MAJOR NETWORK

Five new contracts for well known national advertisers have been placed with the Major Network during recent weeks, these providing for a complete 14 station hook-up throughout Australia in each case.

In addition to the "Academy Award" and New York Radio Guild plays sponsored by the Vincent Chemical Co. (agency, Marsh) and "Forever Young," new family drama sponsored by the Kraft Walker Cheese Co. (agency, J. Walter Thompson) already announced, the Major Network has placed "Pounds for Sounds" (agency, Leyshon Advertising) on all stations for Nicholas Pty. Ltd. "Junior Amateur Time" for Vicks Pty. Ltd.—Vicks Vapor Rub—(agency, Willmotts) and "When To-morrow Comes" for Clinton Williams Pty. Ltd. (agency, Hartford).

"Pounds for Sounds," a 15-minute show will incorporate a "sound guessing" contest in which listeners will be invited

to guess various sounds made in the who name the correct sounds. Proceeds from the contest will be in aid of the Red Cross.

"Junior Amateur Time," which will be an hour show presented in the studio on 3DB and 30 minutes on all other Network stations, will provide entertainment in which many talented amateurs will be featured.

"When To-morrow Comes" is a daytime show with a war-time flavour, and it will have a direct appeal to women-folk.

In addition to the foregoing the Major Network recently placed "The Bishop and the Gargoyle" on three network stations for the Lambert Pharmacal Co. (Aust.) Pty. Ltd.

Major Network stations are Stations 2CH, 2KO (N.S.W.), 3DB-LK (Vic.), 4BK-AK (Q.), 5AD-MU-PI-SE (S. Aust.), 6IX-W/B-MD (W. Aust.), 7EX, 7HT (Tas.)



"SWING MISTRESS"

Penny Lucas, the sweetheart of swing, with Laurie Wilson at the piano, in a bright, fast, modern 15 minute musical specialty.

3UZ at 7.15 Fridays for SENNITTS

Available Interstate

★ The Station that Creates
top programs.

3UZ
MELBOURNE

Twenty Years of Broadcasting

Some Radio Points In Retrospect

(By OSWALD ANDERSON)

So John Logie Baird, that wizard of television, says that shortly after the war he will establish in Australia his third dimensional colour television. And I believe him, too.

Let us take his television camera and scan back over the years, to those early days when we tickled a crystal with a "cats-whisker." It may seem a long span, but having just completed 20 continuous years in broadcasting in Australia, America and England, it is just a flick of a few of memories pages.

To compare present-day radio with early broadcasts of 20 years ago is like putting a 1923 plane against a Spitfire.

But the early models worked.

In February, 1923, with a £100 and a mandate from W. H. Paling and Co., I set out to see what was in this "nine-days wonder," then established in America and just broken into England. Apart from the enthusiastic work of the amateurs Charlie McClurcan, Jack Davis and others, the public knew nothing, and had seen less of wireless (a name by the way which should give way in common use, to radio.) From some magic hat Joe Carroll, then of New Systems Telephones, produced a brand new English 10-watt transmitter, and Ray Allsop with itching and enthusiastic fingers put together a microphone of amazing ingenuity. Antedating by 10 years the American "parabolic" microphone he made a large wooden basin and screwed into it the mouthpiece and parts of an ordinary telephone. If Ray had been a "commercial proposition" instead of an enthusiast, he could have perfected his idea.

Anyhow, we swung this contraption on a pillar in Paling's concert hall, ran a lead to the roof, built a rough shed as a control room, and worked this gear for the next seven months in constant and regular broadcasts, attracting thousands of people who night by night stared open-mouthed or incredulously at our attempts.

The artists who broadcast during that first week, if paid on present-day rates, would have earned £500, but they, like us, worked for sheer joy. Look at some of the names. The late adorable Lee White and her dapper husband, Clay Smith, Anona Winn a headliner in London now, Lindley Evans, Frank Hutchens, Laurence Godfrey Smith, Roy Agnew, Navarre (recently killed in an air raid in London), Emily Marks, and a host of others.

When the wireless regulations arrived in September, 1923, we ceased our interesting experiments and passed over official broadcasting to 2FC and 2BL, who commenced operations in December that year. I then took over control of 2FC, and with the backing of Farmer and Co., was privileged to establish broadcasting on a sound and cultural basis. If you look at a graph of licences

over the last 20 years you will see a succession of peaks caused by some publicised broadcast which created an intense desire in the public to own a set. The peak in 1924 was the broadcasting of the grand opera season, with Toti Del Monti as the star. The whole of 1925 and 1926 at 2FC was a stunt period to create interest, such as first world broadcast from a plane 10,000 feet up, from two divers at the bottom of Sydney Harbour, first descriptions of horse racing, football, cricket, rowing, church services, political debates, etc. A short-wave transmission from the top of Mt. Kosciusko, and another one from the Balmain colliery 1,000 feet under Sydney Harbour; in fact, we set such a pace that the utmost rivalry and friendliness existed between 2FC and 2BL.

1927 and 1928 were outstanding for the first Empire broadcasts from Sydney, relayed on many occasions by the B.B.C. 1929 brought the amalgamation of 2BL and 2FC, a good commercial move but one that brought the listeners of that time little benefit.

In 1930 as the A.B.C. thought very little of a scheme to broadcast the Test matches in England, I left the National service and took over 2UW. Statistics prove that these ball by ball cricket descriptions created the biggest stir in radio, with the sudden increase of licences of 30,000. Having proved that advertisers would carry an ambitious program on the commercial station at least 25 new B class stations came into being in the next 12 months. When we repeated the ball by ball descriptions on



Mr. Oswald Anderson, doyen of Australian broadcasting, who contributes this article. Mr. Anderson to-day is manager of the extensive Colgate-Palmolive Radio Production Unit.

the next series of matches in England in 1934, 8,800 licences were the immediate result, by this time stunting had ceased and commercial broadcast entered into a phase for better programs.

After seven years with the National services and seven years with the commercial system I spent three years in London studying television and creating programs of British origin for use in the Empire. Returning to Australia in 1939 I came back to a broadcasting system amazing in its completeness.

Here are some figures that will stagger you. There are seven million people in Australia against 45 million in England, 125 transmitters in Australia against 12 in England, a total of 450,000 hours a year in Australia against England's 120,000 hours. In Australia one broadcasting station to every 56,000 people in America, one to every 137,000 people, in England one for every 3 1/2 million people.

This country so far removed from the Old World and dependent to a great extent on its own resources has done a marvellous job in the establishment and extension of its radio activities.

Perhaps this terrific radio-mindedness of the Australian people is one of the reasons contributing to Mr. Baird's expressed desire to make an early start on television in this country.

Now what about standards? In many ways we can put together a better program than can the B.B.C., our sporting sessions are miles ahead; in fact, the B.B.C. has studied our methods from recordings and adopted many.

Three years ago before the embargo on overseas transmissions came into being we imported from America 70 per cent of the electrical transcription programs, commercial advertisers asked for. Since the wartime restriction on importation we have built up a technique which to-day makes us independent of overseas sources with all our commercial programs created in this country.

To me one of the most striking developments in programming of the commercial stations over the past few years is the gradual and very definite shifting of the creative motive from the stations themselves to the radio-minded advertising agencies, and in many cases directly to the program sponsors' organisations.

As evidence of this we have to-day such program production units as that with which I am associated—the Colgate-Palmolive Radio Productions Unit which was developed by the agency, George Patterson Pty. Ltd. The unit creates and produces program features providing many hundreds of engagements to Australian artists and musicians every year. Only an organisation such as this could have produced the three recent "Australia Story" hour broadcasts which were given to the Australian Liberty Loans.

Then we have the program producing units of the J. Walter Thompson Agency, Goldberg's Agency, Lintas Pty. Ltd., and Leyshon Publicity, to mention just a few.



Dear Mum,
It's the best night's
leave I've ever spent—
Saturday at Radio Revels!

He's Right Too!

RADIO REVELS

now presented every Saturday Night by

ASPRO

IS TOPS WITH THE TROOPS AND THE PUBLIC AS WELL!

Nicholas Pty. Ltd. invites hundreds of members of the forces weekly . . . a gesture they're quick to appreciate.

There's a generous hand-out of cash prizes to servicemen taking part in the spontaneous "Soldiers' Quiz!"

Broadcast by **3XY** Saturdays 8:15.

It Brings You
THE SOLDIERS' SHOW
A BEAUTY BALLET
PROFESSIONAL ARTISTS
BRILLIANT VAUDEVILLE

You'll Find It
AT CATHEDRAL HALL
BRUNSWICK STREET
Just Near Victoria
Parade

Alwyn Kurts is comper of the most unusual show in Australia! Just one hour is on the air . . . but a full night's entertainment to those attending in person.

It Has
Australia's Largest
Listening Audience

P.S. Why don't you go too?
You can book at
Glenn's 3/- plus Tax!

Dubbo Station's Great Effort

Over £72,000 Subscribed to Liberty Loan

A total of £59,440 was subscribed by 1,465 persons in the course of the Third Liberty Loan appeal conducted by 2DU Dubbo on Sunday, April 11.

This probably constitutes a record for a one day appeal conducted by a 200 watt country radio station.

Outstanding features of the effort were the number of Western towns which contributed to the loan through the radio. Brewarrina, which is 290 miles west of Dubbo, subscribed £1,210, which was made up by 195 persons.

Mendooran, 40 miles from Dubbo, was the first town in N.S.W. to reach its quota (£7,120), which was accomplished before the launching of 2DU's appeal. An additional £8,040 was subscribed to the loan by 229 Mendooran residents through 2DU. Mendooran, therefore, more than doubled its quota, which was a remarkable effort for a town boasting a population of only 2,000.

Other towns to subscribe were Dubbo, Coonamble, Gilgandra, Wellington, Warren, Peak Hill, Narromine, Nyngan, Tooraweenah, Cobar and Coonabarabran.

The appeal was organised by Messrs. K. N. Coen (secretary, Dubbo War Loans Committee) and V. G. Laxon (manager 2DU). Listeners were asked to phone their local War Loans Committee, who in turn, phoned through lists of subscribers to the station, at frequent intervals, for acknowledgment.

Only four telephones were in operation to handle the calls, both local and trunk, but the whole program went smoothly.

On Saturday night, April 17, 2DU again called on their listeners and a further £12,600 was contributed by 226 subscribers, which made a grand total of £72,100. Truly a magnificent effort for a small country station.

NATIONALS NOT NEGLECTING QUEENSLAND

National advertisers operating from the Southern capitals are not neglecting the Queensland market if recent station bookings "up north" are a criterion.

Bundaberg station 4BU reports the following recent "signatures":—

Lournay ("Passing By"), 52 half hours; Dr. Williams Pink Pills and Pinkettes, 520 25 words; Liberty Loan, 100 and 50 words; Andrew's Liver Salts, 78 one minutes; Oriental Tea Co., 52 x 5 minutes; Macs Motors, 56 25 words; Country National, 26 15 minutes; Ipana Toothpaste, 78 1 minutes; Bex A.P.C., 7½ minutes.

Another Cheque for Red Cross

2UW CONCERTS
TOTAL NOW
£2,000



Mr. C. F. Marden, 2UW General Manager, handing over another cheque for the Red Cross on the stage of the 2UW Theatre.

When Her Excellency, Lady Gowrie, last week attended the 2UW community singing presentation in the 2UW Theatre to receive from the general manager of the Commonwealth Broadcasting Corporation Pty. Ltd. (Mr. C. F. Marden) a cheque for £750 on behalf of the Red Cross Society, it was announced that this latest cheque had lifted the total donation from 2UW community singing concerts to the Red Cross to £2,000.

In a happy word of welcome to Her Excellency, Mr. Marden emphasised the point that the total proceeds of the concerts, without any deductions whatever, were paid to the Red Cross, and in accepting the cheque on behalf of the

society, Her Excellency paid warm tribute to 2UW for making possible such an outstanding contribution to the work of the Red Cross Society.

The success of 2UW's community singing concerts has been one of the features of Sydney's daytime broadcasting for many years. Previously held each week in the Sydney Town Hall, the concert, last year, was transferred to 2UW's new 400 seat theatre, where the two hour presentation each Wednesday from 12 to 2 p.m. now draws a crowded house each week. Frank Hatherley conducts the community singing brackets, while the 2UW "Radio Revellers" Company provide variety entertainment.

U.S. O.W.I. Chief on Air in Australia

As Director of the United States Office of War Information, Elmer Davis is certainly in the news these days, and the Macquarie Network has been able to arrange for a special broadcast over 2GB and capital city stations of the Macquarie Network of Elmer Davis' weekly war commentary. This has already been heard on 2GB for several weeks every Sunday at 6.45.

These weekly news analysis from the United States are particularly interesting to Australian listeners, because they reflect the official American viewpoint. In addition, their broadcast is a service to the American armed forces at present stationed in Australia.

When, in August last year, President Roosevelt appointed Elmer Davis, head of the new Office for War Information, Davis put many years of writing books and news commentating behind him, and went after the job, which had already licked two or three other men. It has not licked Elmer Davis, needless to say, and now that his immense "factory" of War Information is operating smoothly at last, Mr. Davis has found time to go back to his new commentating.

Whilst reflecting the official viewpoint, Elmer Davis succeeds in making his commentary sufficiently provocative to cause discussion wherever it is heard.

Television Progress Receiving Sets for all After War

Mr. John L. Baird, world famous for his pioneering work in the television field, has recently stated in London that "I could market commercially now stereoscopic colour television sets so good that looking at the screen would be like looking through a window."

"A receiver with a screen 24 inches by 30 inches showing full stereoscopic natural colour and twice the intensity of pre-war transmissions should be available at £15 to £20 as soon as we can start production."

Listed among other results that have become possible through secret technical advances made by British scientists since the war began are: Telephones that can see as well as hear; radio-cameras transmitting immediate images over many miles; and television to cinema screens.

RED CROSS APPEAL FROM 3AK

Melbourne's all-night service, 3AK, has donated 15 minutes to Red Cross every week for the past four years. This spot in their program has developed to the stage where some of Melbourne's best artists have been offering their services in a purely voluntary capacity to help this very worthy cause. Last year 3AK's manager presented a cheque for £6,000 to the Red Cross secretary.

VARIETY

belongs to Saturday NIGHT

8 p.m.

"It laughs as it sings as it plays!"

9 p.m.

B.B.C. NEWS

9.15 p.m.

STAR NIGHT

RADIO

2UE

It's startling — and it's starting soon

Millards 14 Years of Radio Advertising

With the renewal of their contract for another year on 2GB, Millard's Pty. Ltd. enter on their 15th year of association with that station and radio advertising. In fact the house of Millard's was one of the first sponsors to use 2GB, and their first experiment has proved successful to the extent of their continued association with broadcasting and 2GB ever since.

The new contract provides for one quarter-hour session every Sunday afternoon, plus a series of announcements.

Millard's have proved to their own satisfaction that daytime is ideal selling time for the retail house, and their entire advertising schedule on 2GB now is fitted between 6 a.m. in the morning and 6 p.m. in the evening. Yet another interesting point with regard to the use of radio by Millard's has been their association with the same piece of theme music throughout the years. To-day, in the minds of 2GB listeners, that theme by Victor Herbert, is almost indelibly associated with the name of Millard's.

For the quarter-hour broadcasts on Sunday, Millard's continue to use "Popular Orchestras," a carefully chosen recorded session featuring well known combinations week by week.

O'BRIEN PUBLICITY PLACE NEW I.C.I. CONTRACT

Albright and Wilson (Australia) Pty. Ltd., who are world-famous manufacturers of food phosphates, distributed by Imperial Chemical Industries, are sponsoring a 7½ minute daily talk on the nutritional values of food. The program will be heard in all capital cities over the Major Network four mornings a week at 10.15 a.m.

These informative talks are prepared and given by Professor W. A. Osborne, M.B., D.Sc., F.A.C.S., who is an authority on nutritional matters.

In choosing this session for their radio campaign, Mr. Bride, of O'Brien Publicity, points out that a session of this nature does much to help the housewife in building a strong and healthy nation. Australia is said to be very lacking in calcium phosphates, which is now being used in place of cream of tartar. Phosphates is doing a much better job in every way, as it is giving Australians a food value which has been necessary for them to obtain. Through this session Australian housewives will learn and gain many new nutritional ideas. The feeding of armed forces and of civilians is a major national issue.

Big Sunday at 8 Variety Musical

"Women in Uniform" Starts May 2 in Sydney

Commencing on May 2 Radio 2UE is to present an entirely new form of "Sunday night at 8" entertainment for Sydney. It's "Women in Uniform," sponsored by Bebarfalds Ltd.

"Women in Uniform" is a 60-minute fast moving musical variety and is novel in as much as every member of the cast, with the exception of one male guest star, is a woman.

Producers have combed the entertainment world for a cast of outstanding female artists. Show was made in Melbourne by 3KZ and created quite a stir when first aired from 3KZ some months ago.

Stars include a new comedy team, "Ag and Winnie," while the accompanist is the very talented Margot Sheridan.

The entire broadcast is compered by "Kay of KZ."

"Women in Uniform" is dedicated to the many thousand women in the Australian services, and at each performance members of the various services are interviewed on subjects of interest.

Radio 2UE and Bebarfalds both consider the program will fill a long-felt want in Sydney's Sunday night radio entertainment. The shows are brightly written and splendidly produced, and the artists are up to the highest possible standard.

"Women in Uniform" will be heard every Sunday at 8 p.m.

Uniformed Audiences

The program in Melbourne has been presented before 10,000 women in uniform.

Travelling to various stations the players, under the direction of Eddie Balmer, have appeared before members of the W.A.A.A.F., the A.W.A.S., the W.R.A.N.S., the A.M.W.A.S., and even American nurses stationed "somewhere in Australia."

Jacklin at Work Producing for Radio 2UE

Noted radio producer-comper, Paul Jacklin, now with Radio 2UE, is at present at work on a new variety show to be broadcast from 2UE and over a network of stations commencing on May 15.

Outstanding entertainers have been lined up for the broadcasts, full details of which will be given in the next issue of "Commercial Broadcasting."

Paul Jacklin produced "Merry Go Round" and "Strike Up the Band" for the A.B.C.

"Come On Australia"

Loan Slogan Tie-in with Flashes of Sporting History

Among the many outstanding radio contributions to the closing days of the Third Liberty Loan, considerable interest was created by an intensive weekend campaign sponsored by Beckers Pty. Ltd. on 2UW Sydney, covering 60 two minute announcements between Friday morning and Monday evening.

The presentation called for the re-creation of the atmosphere of the great sporting events in Australia's history—those days when the crowd roared "Come on Australia"—and when the idea was discussed with the Weston Advertising Agency, they immediately arranged for sponsorship by the manufacturers of Bex.

Under the title of "And the Crowd Roared," a total of 60 announcements were prepared and recorded by Cyril Angles, 2UW's sporting commentator, and the whole of the 60 were broadcast over the four-day period; each announcement crystallising in emphasis on the Liberty Loan slogan—"Come on Australia."

The broadcasts covered the whole range of sporting history—great events in Test cricket, in the boxing ring, in tennis, in swimming, in athletics, and in every other field of sport in which, on red-letter sporting days, the crowd roared "Come on Australia!"

JOAN READ'S TALENT QUEST AS CAMP CONCERT

Talent that has been forthcoming in Joan Read's Talent Quest for Women in the Home was utilised early this month when this popular program was broadcast from an Australian military camp.

On this occasion the whole of the entertainment, with the exception of that given by Joan Read herself and the guest artist, Nohu Toki, well known Maori singer, was provided by past prize winners in this weekly quest.

A feature of the quest is the provision that successful competitors become eligible for engagement as guest artists at future 2CH broadcasts.

For the camp broadcast a special selection of talent quest winners was made, and these included both vocalists and instrumentalists of a high standard, and in view of the success attained at this broadcast it is probable that other military camps will be visited during the coming months.

At the close of the broadcast Joan Read and her company provided additional entertainment which was supported by the Regimental Pipe Band at the camp visited.

Joan Read's Talent Quest is sponsored by Goodland's. The account is handled by Goldberg's.

1,465 LISTENERS

CONTRIBUTE

£59,440

DIRECT TO

2DU

WAR LOAN RALLY ON SUNDAY, APRIL 11

WESTERN TOWNS TO CONTRIBUTE

Dubbo	£12,310	Mendooran (40 miles distant)	£8,040
Coonamble (103 miles distant)	£7,930	Gilgandra (40 miles distant)	£7,690
Wellington . . (32 miles distant)	£7,460	Warren (88 miles distant)	£3,490
Peak Hill (44 miles distant)	£3,430	Narromine (25 miles distant)	£3,340
Coonabarabran (100 miles distant)	£1,490	Nyngan (90 miles distant)	£850
Tooraweenah (60 miles distant)	£1,120	Cobar (200 miles distant)	£1,080
Brewarrina (290 miles distant)		£1,210	

And a further £12,660 on April 17, making Grand Total £72,100

COMPLETE COVERAGE OF WESTERN AND FAR WESTERN TOWNS

THE STATION THAT DEFINITELY GETS RESULTS

CONTACT

SYDNEY REP.:

D. N. SCOTT
56 YOUNG STREET

PHONE: B 5586

Western Broadcasters Pty. Ltd.

BOX 44

DUBBO

N.S.W.

MELBOURNE REP.:

STANFORD ALLAN
247 COLLINS STREET

PHONE: CENT. 4705

NEWCASTLE EARLY MORNING SESSION EARNS £218 FOR A.C.F.



Jim Max, 2KO's early morning man, is here seen handing a cheque for £218 to the Newcastle secretary of the Australian Comforts Fund, Mr. Trebor Edmunds. The amount was raised by a "bob in" fund conducted by Jim Max in his early morning session.

ANZAC-EASTER HIGHLIGHTS AUSTRALIAN SONGS

Since Anzac Day and Easter Sunday coincide this year, 2GB will present a series of outstanding programs in keeping with the occasion. Once more the Anzac Day program on 2GB will open at 4.15 a.m. with the Dawn Ceremony of Remembrance, broadcast from the Cenotaph, Martin Place.

Mr. Frank Grose, who will conduct the broadcast initiated this presentation on 2GB 14 years ago. At 6 o'clock 2GB will take its mike to a site by Government House and the Conservatorium for the broadcast of the Easter Sunrise Service, introduced by 2GB some years ago. The highlight of the service itself, is the sunrise which illumines a living cross of high school children dressed in white, who sing "The Lord is Risen To-day." It is planned that the cross will be larger than on the last occasion, and approximately 300 to 350 choristers will be framed by V.A.D.'s.

At 4.15 p.m. 2GB will broadcast the official Anzac Day Commemoration Service from the Sydney Domain.

All three broadcasts will be in the hands of Mr. Frank Grose. The speaker for the Easter Sunrise Service is a distinguished layman, Mr. R. J. F. Boyer, M.A., who was leader of the Australian delegation to the conference of the Institute of Pacific relations. He is at present director of the American division of the Department of Information. The prayers will be offered by the Assis-

tant Chaplain-General Second Army, Col. Alex. Stewart.

Since opening up his arranging and musical service office in Sydney last May, Mr. David Samuel has received enquiries from all parts of Australia for arrangements for vocalists, orchestra, small combinations, acts and choirs. He has also had requests to do transcriptions, transpositions and harmonising melodies.

Mr. Samuel says the greatest demand seems to come from amateur composers who desire to have their song prepared for submission to a publisher. The war has influenced the amateur songwriter, as a great number of compositions submitted have a martial flavour. Also quite a number are on Australia, and, of course, the sentimental love song is well represented. An interesting point in the survey of songs submitted over the past nine months, is that men have submitted twice as many compositions as women. Those submitted by men are generally "victory songs" and numbers dedicated to the services. However, they also write some very attractive love songs.

The Australian Government's recent stipulation that at least 2½ per cent of numbers broadcast over all Australian stations, be composed by Australians, has done a great deal to encourage the local composer.

tant Chaplain-General Second Army, Col. Alex. Stewart.

BODEGA WINE TELLS OF THE GOOD EARTH

A newcomer to the list of 2GB-HR sponsors is the Bodega Wine Cellars of 9 Barrack Street, Sydney. They are using the quarter-hour program every Saturday night at 6.45, entitled "The Good Earth." This is not a dramatisation of the famous novel by that name, but a musical program interspersed with interesting and strange facts concerning the products of the good earth. The selling copy is cleverly worked into the general layout of the session, and week by week famous singers are featured in appropriate song numbers. The opening program features those two world-famous basses, the New Zealand Oscar Katzke, and Malcolm McEachern, the Australian.

The program commenced on Saturday, April 17, and the contract was placed by the Weston Co. Pty. Ltd.

OLD-TIME MUSIC HALL New "Radiola" Broadcast

With a big cast of well known radio artists who were also well known in the music hall firmament "Radiola Harmony" is featuring a novel new program from 2CH under the title of "Ye Olde Time Music Hall."

Scheduled at 8 p.m. on each Monday the show has been recorded in the studios of Amalgamated Wireless and produced by Humphrey Bishop, with popular artists such as Dan Agar, Minnie Love, Bert Harrow, Walter Kingsley, George Brown and Paul Kain, supported by the full A.W.A. Light Opera Company and orchestra.

The show is presented in typical old music hall style, with audience from the pit to the gallery joining in, with typical remarks, complimentary and otherwise, passing to and fro across the footlights. Music hall songs which are as popular to-day as ever they will be featured in each program and will be sung by various artists in the good old music hall style with the audience (recorded) joining in the choruses.

A half-hour show, this program will bring new music hall memories, together with music hall comedy (supplied by Dan Agar, Bert Harrow, etc.) to listeners each week.

The continuity for "Ye Olde Time Music Hall" was written by Hal Saunders. The show will be sponsored on 2CH by Amalgamated Wireless (A/sia) Ltd., makers of the Fisk Radiola.

"Waltzes Old and New" is a 10-minute program broadcast from 2UE every Monday to Friday at 7.45 p.m. The session features an old and modern waltz every evening, and is sponsored by W. C. Douglas through J. B. Percival agency.

RADIO CLUB'S CITY ROOMS

Officially opened during March, the 2KY "Smilin' Thru" Club Rooms are now providing facilities for members from 10 a.m. to 8 p.m. daily.

Situated on the 4th floor, Post Office Chambers, 333 George Street, Sydney, the rooms are attractively furnished, with one portion set aside for the special use of the recently-formed Younger Set. Facilities for a brush-up, change of dress and light pressing are available, whilst light refreshments are served throughout the day.

With the opening of these rooms, one of Myra Dempsey's fondest wishes has come to pass, as at the first meeting of club members six years ago, she said she wouldn't be satisfied until the club had its own city rooms. And now it has.

★ COMPERED BY "KAY"



ANOTHER BIG PROGRAMME FOR 2UE



★ PEGGY BROOKS



★ THE PARKER SISTERS

Women in Uniform...
COMMENCING Sunday May 2

8 P.M.

SPONSORED BY BEBARFALDS

IT'S

... 6 ...

YEARS OLD
and
"STILL CLICKING"

2KY's

"MUSICAL TASTES"

SUNDAYS — 12.15 — 12.30 p.m.

presented by the courtesy of the original sponsor

TRADERS PTY. LTD.



Winter

WINTER TIME IS LISTENING TIME. A BIGGER AND MORE APPRECIATIVE AUDIENCE WILL HEAR YOUR SALES MESSAGE WHEN IT GOES OVER —

3KZ

MELBOURNE

Sydney Representative
A. L. FINN. 66 King Street

Popularity Parade is Selling Perfection

"Popularity Parade," the Perfection Tobacco show on 3UZ 8 p.m. Saturdays, is an apt named half-hour. Featuring Bob Gibson and his "music for moderns," the show pulls a healthy bag of mail consisting of entries for the substantial prizes offered by the sponsors.

The program is based on sheet music sales, six of the most popular numbers are played and a seventh called "A Tune with a Future." Listeners are asked to forecast this and the sender of the title that Gibson selects receives 10/6. If within a fortnight that "Tune with a Future" makes the grade and gets into "Popularity Parade," the sender of the suggestion receives 10/6 when his or her number is played. £5/5/- is the prize given every week for the person who correctly forecasts the "Popularity Parade." If no one gives the correct solution the money is jackpotted and grows to a large sum. Listeners are asked to select six numbers, but in awarding the prize at least the first four must be in correct order.

Vocalists used in the program are John McMahon and Pam Corrigan. There is always a guest artist. The scripting and production of the shows is in the capable hands of John McMahon, with Doug. Elliot as compere.

**3 SR
YB
UL**

LICENCES 61,098
POPULATION . . . 378,110

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

Change Over in Sponsorship of Radio Revels

For three years Croft's Radio Revels has been one of Melbourne's popular Saturday night programs. Now being presented from the Cathedral Hall this live entertainment broadcast by 3XY was originally staged from the Princess Theatre.

The program has quite a romantic history. When Mr. Jack Clemenger was attached to 3XY he had much to do with founding Radio Revels and interested the late Honourable Archie Croft in sponsorship. From the very beginning Mr. Croft took a personal pride and interest in presenting this entertainment to the boys of the fighting forces. The program grew in popularity and during the last few years thousands of our lads have been given free entertainment. But the war brings many changes. Radio Revels is to go under new sponsorship.

With so many changes brought about by war conditions Crofts Pty. Ltd. find they must regretfully relinquish their program.

Mr. Stan Thomas, sales manager of 3XY, informed Jack Clemenger, of Leyshon Publicity, that his own original program was available for sponsorship. It didn't take Mr. Clemenger long to decide that here was a natural set up for Aspro to be associated with in their new radio campaign. Negotiations then took place on April 24. Crofts Pty. Ltd. will withdraw from their radio activities for the time being.

In an interview Mr. Arthur Croft expressed regret in taking this step, though at the same time there was consolation in that such a well established firm as Nichols Pty. Ltd., manufacturers of Aspro, are ready to get right behind this program which will continue to give listeners and the men of our fighting services such good entertainment.

G. and S. Show Darrod's Sponsor Half-Hours

Darrod's sponsorship of the exclusive Gilbert and Sullivan "anecdotal" programs on 3AW got away to a flying start on April 11. Time channel sets is 8 p.m.

These sessions embrace 30 minutes of the glorious melodies made famous by the inspired genius of Sir W. S. Gilbert and Sir Arthur Sullivan, and are interpreted by a cast of Savoy artists, including Henry Lytton, Derek Oldham, Leo Sheffield, Bertha Lewis, George Baker, Winifred Lawson, Aileen Davis, Arthur Hosking, names which are well known throughout the English-speaking world, exemplifying this form of entertainment.

All recordings in the broadcasts were made under the personal supervision of Mr. Rupert D'Oyley Carte. The opera in the premiere broadcast was the celebrated "Gondoliers."

The account is handled by Leyshon Publicity.

Mutual Gives Hour Show to Red Cross

"Is It Nothing to You," broadcast through 3KZ last night, April 21, went far towards furthering the gigantic work of the Red Cross. The hour's presentation was based on the story of the Life of Christ. It was produced and directed by Hector Crawford. To accommodate the show the "Lest We Forget" program was withdrawn, and the "Song-a-Minute-Serenaders" were heard at 10 o'clock. The artists in "Is It Nothing to You," which was compered by Norman Banks, included Thea Phillips, Anthony Strange, William Laird, and organist, Max Balderson. On the acting side the cast included Robert Bernard, Clifford Cowley, Agnes Dobson, Frank Brooks, David Reid and John Morgan. Sponsor was the very patriotic Mutual Store.

GOODLAND'S BUY "I LIKE IT"

Goodland's Pty. Ltd. Cash Stores, through Goldberg's, have purchased the "I Like It" program on the 2UE breakfast session.

"I Like It" is a 15-minute spot broadcast every Monday to Friday morning, comprising programs selected by listeners. Prizes are awarded the compilers of all programs played in the session.

Listeners are invited to send to the stations the names of four musical recordings which they consider would blend into a popular 15-minute bracket. Hundreds of entries are received every week, and the selected programs are compered by Allan Toohey.

FEBRUARY LICENCE FIGURES

NEW SOUTH WALES		Additional
New Issues	1942 1943	(1,291)
Renewals	3,222 6,132	
Cancellations	27,827 29,490	
Monthly total	6,119 1,559	
Net inc. or dec.	500,449 520,894	(12,703)
Population ratio	-2,897 4,573	
	17.78 18.53	
VICTORIA		
New Issues	2,552 2,759	(1,062)
Renewals	21,623 22,264	
Cancellations	1,472 1,911	
Monthly total	371,160 374,317	(10,546)
Net inc. or dec.	1,080 848	
Population ratio	19.15 19.31	
QUEENSLAND		
New Issues	1,058 922	(215)
Renewals	9,259 10,094	
Cancellations	1,951 223	
Monthly total	173,808 172,975	(2,173)
Net inc. or dec.	-893 699	
Population ratio	16.77 16.63	
SOUTH AUSTRALIA		
New Issues	1,085 903	(548)
Renewals	7,499 8,312	
Cancellations	1,144 272	
Monthly total	136,833 140,206	(5,722)
Net inc. or dec.	-59 631	
Population ratio	22.45 23.00	
WESTERN AUSTRALIA		
New Issues	666 766	(177)
Renewals	4,801 4,460	
Cancellations	457 1,007	
Monthly total	92,948 93,463	(1,844)
Net inc. or dec.	209 -241	
Population ratio	19.82 19.93	
TASMANIA		
New Issues	408 378	(150)
Renewals	2,279 2,552	
Cancellations	319 135	
Monthly total	45,655 47,410	(1,295)
Net inc. or dec.	89 242	
Population ratio	19.12 19.86	
COMMONWEALTH		
New Issues	8,991 11,860	(3,443)
Renewals	73,288 77,172	
Cancellations	11,462 5,107	
Monthly total	1,320,853 1,349,265	(34,283)
Net inc. or dec.	-2,471 6,753	
Population ratio	18.59 18.99	

Among the Sponsors

In addition to "Masterpiece" at 10 on Sunday nights, Metropolitan Funeral Directors are using 8.55 to 9 a.m. Monday to Saturday inclusive, for featuring the Mitcham Choir singing a hymn, effective from April 19.

"Golden Boomerang" has been renewed by Hoadley's Chocolates Ltd. for another 12 months with Station 3CV.

Steel's are sponsoring "Dr. Davey, the Happiest Man on Earth" from 3UZ at 10 p.m. on Wednesdays. This comedy routine featuring Jack Davey, is full of laughs and has some quite good musical numbers too.

Scott's Brass Works, Hambrook Plating Works and Lion Metal Goods have signed long term contracts in connection with 3AK's patriotic war drive programs.

From May 3 MacRobertson's half-hour of "Fine Music" will be broadcast from Radio 2UE every Monday at 8.30 p.m. Previously the session had been heard every Sunday at 7.45 p.m. "Fine Music" is a half-hour bracket of well chosen classical, and near classical, numbers, and are free from any commercial interruption.

Bureau of National Affairs (through Patham's) are sponsoring "The Voice of Freedom" from 2UE every Tuesday at 7.20 p.m. The program is one supporting among other things the traditional ties of Britain and Empire.

Rhu Pills (Goldberg's, Melbourne) have contracted for spots in the evening sessions for a further 12 months.

Australian National Service League is to conduct a 10-minute talk from 2UE every Thursday at 7.20 p.m.

Malt Cup (through O'Brien Publicity) are using the 2UE evening program for spot announcements.

WESTERN AUSTRALIAN NEWS

Sacred Broadcasts: Whether or not the recommendations of the Parliamentary Standing Committee are adopted, in respect of the compulsory church service broadcasts on Sundays, an analysis of the programs of 6ML, 6IX-WB-MD will show that these stations have been making their contribution to the field of listeners who desire to hear sacred programs.

Over 6IX a church service is broadcast every Sunday morning for the benefit of metropolitan listeners, and the absence of this over the country stations is rather balanced out with a recorded sacred hour program on Sunday night, which is relayed from associate station 6ML. Also on Sunday over 6IX-WB-MD is the Bushmate's Sunday School of the Air, a non-denomination sustaining feature conducted by various Sunday schools. The 15-minute "Jungle Doctor," broadcast at 6 o'clock on Sunday is a program in the religious vein.

On week days, Mondays to Saturdays, at 8.45-9 a.m., the Thesaurus feature, "The Church in the Wildwood" is broadcast, and the "Mormon Tabernacle Choir" is heard at 9.20 p.m. Fridays.

The "Sacred Hour" broadcast over 6ML-WB-MD has been a sustaining feature on Sunday evening for many years.

One of the most recent and looked forward to sessions is a short devotional service on 6ML at 1.30 Mondays to Fridays entitled "This Above All." Each day there is a guest minister of religion, and one or two favourite hymns are always included.

Vitatone: 6ML has secured exclusive rights in Perth for Vitatone high fidelity recordings. This "hill and dale" library (previously known as Diamond Point)

has been a noticeable addition to the already extensive record library of over 30,000 titles.

B.B.C. News Scoop: With a resumption of the winter time-table it is possible to make good use of the Indian Time Zone B.B.C. News Bulletin which is heard at 11 p.m. West Australian time. 6ML is remaining on the air to broadcast this each night Mondays to Saturdays, and is the only station at present making available this bulletin. The first few broadcasts have proved that the reception is not only superior to the 7 and 9 p.m. re-broadcasts, but often contains important news breaks.

During March new business, including renewals, have been received from national advertisers for 6IX-WB-MD as follows:—
Kiwi (26½ hours, evening); Edments Ltd. 13 1 hours, day); Kraft Walker (156 ½ hours, evening); Jantzen (52 100 words, evening); Berlei (78 1 minute, evening); Nestle's (16 100 words day and evening); Vicks (26 half hours, evening); Radio Corporation Pty. Ltd. 52 half hours, evening).

★ For **PRESTO**
ALL your

RECORDING SUPPLIES

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

Don't be left
out in the
cold

Get that Winter campaign of yours away
to an early start.

Let 3AW tell your
Winter's Tale — and
you'll get results.

Reach the maximum

Winter audience in
the most direct and
effective manner.

Tell 'em and sell 'em
... through ...

3AW

PERSONALS

Sid Kemp, of the "Argus" Network, who has been an instructor of the Air Training Corps, has recently been appointed their publicity officer for Victoria with the rank of Flying Officer. Sid had a very busy week-end recently when the A.T.C. marched through the city. Following the march were swimming sports, etc., and a church parade on the next Sunday morning.

Most recent visitor to Sydney from Melbourne is Jerry Bride, of O'Brien Publicity, who is over on a business conference.

Brilliant radio actor-announcer, Ron Morse, was a recent visitor to the 2UE studios. Ron is now air gunner in the R.A.A.F., with the rank of Pilot Officer.

"Starnight" at Earl's Court, the Leyshon Production had visitors Paul Jacklin and Paddy Campbell Jones the other night. This show is usually attended by interstate visitors as well as Melbourne radio personalities. Noticed conductor Harry Jacobs and wife enjoying the show for their first visit. Harry provides sweet music for the Sunday night Leyshon Productions "Are You an Artist?" and "50 and Over."

We often miss Sid Baume when he treks Sydneywards on a spot of business, but this time it is Mrs. Baume and child who have taken the trip and left Sid to keep the home fires burning in between 3UZ business.

Mr. and Mrs. Hec. Harris and babies have gone for a well-deserved holiday to the hills.

Which brings to mind that 3AW is a little bereft at the moment or are they just resting on their laurels as super sales manager Jack O'Hagan has also taken advantage of Melbourne sunshine and gone for a holiday.

Peter Stennitt, managing director of Aspro, had the unique experience of hearing his voice for the first time when he made a record to introduce the new Red Cross show which commences on the Major Network on May 7.

Noticed Arthur Tait publicity of 3AW and Capt. Lin Corr doing a spot of farewelling. Arthur leaves for Sydney to take up his new appointment with the Minerva within the next few days.

Keith Dare, now with 3KZ as "utility" man, started his radio career with Uncle Mac of 3KZ in 1936. He free-lanced for a year and returned to 3KZ in the breakfast and children's sessions. For two years he was with 2KY and then following a bout of double pneumonia he was out of radio for a year. Keith's hobby is jazz and he collects records.

The genial George Hardman, chief announcer of 4BH, is at present enjoying annual holidays. Without knowing his whereabouts, we have a sneaking suspicion that it's somewhere close to a golf course. He had his first game recently, under the expert tuition of the 4BH sales manager, Howard F. Sleath. Having fallen under the spell of the game, we expect to hear that George can now go round in less than 150 (for the first 9). That was his previous record!

Sydney's well known "swing" personality, Ron Wilby, who comperes 2KY's Friday night presentation of "Rhythm on Record," is well on the way to making a big success of 2KY's Jazz and Swing Club formed a couple of weeks ago. As well as being organiser of the club, Ron is leader of the band which assists with the demonstration of "swing" on Sunday nights at the Radiatorium. Only those who hold membership cards (available from 2KY) are allowed admittance to these weekly meetings and demonstrations.

On the occasion of her birthday, 2KY's singing- pianist, Miss Nancy Kerr, was presented with a Royal Doulton coffee set by the regular patrons of 2KY's "Friday Frivolities" at the Radiatorium, sponsored by McDowell's Ltd. Nancy is a great favourite with every audience, and will shortly celebrate the third anniversary of her association with 2KY. She made her 2KY debut as accompanist to competitors in the Radio Trials of 1940, and since then has acted as regular pianist at all 2KY audience participation shows.

Si Meredith, recognised football authority, will broadcast Rugby League matches through 2UE and the A.S.B. from the Sydney Cricket Ground this season. Special football talks will also be given by Cliff Cary every Friday evening and Saturday morning.

Tony McFayden has been appointed to the 2UE announcing staff. He is heard in the night presentations and Sunday afternoon. Before coming to 2UE, McFayden was in Adelaide and senior announcer at 3TR Sale, Victoria.

Miss Betty Empson is back at 2UE in the position of secretary to Paul Jacklin. Miss Empson was formerly secretary to Flying Officer John Appleton.

COMMERCIAL BROADCASTING

Vol. 11, No. 22, Thurs., April 22, 1943
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR: A. Lippmann.
SUBSCRIPTIONS: Miss C. Lewis.

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."

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

Valerie Chick, who has been associated with the production of "Over Here," Macquarie Network show, since its inception some months ago, has resigned from 2GB owing to ill-health. Medical advisers have ordered a complete rest, but knowing Mrs. Chick's energetic propensities in the radio field, it probably won't be long before she is in the fray again.

Stan Thomas, sales manager of 3XY, and who incidentally has been with that station since its inception was a recent visitor to the Harbour City. Our Melbourne rep. is of the opinion that Stan can even sign contracts in his sleep.

2MW

Sydney Rep.:
Walter J. Smyth
Carrington Street

MURWILLUMBAH — — — 500 WATTS

AUDEX—the Super Recording Blank

More than 26,000 Audex discs were supplied to recorders during the past year—many were recoated more than once.

Help us to maintain a 100% service by returning promptly all empty containers and spacing washers.

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

47 YORK STREET, SYDNEY.

167 QUEEN STREET, BRISBANE

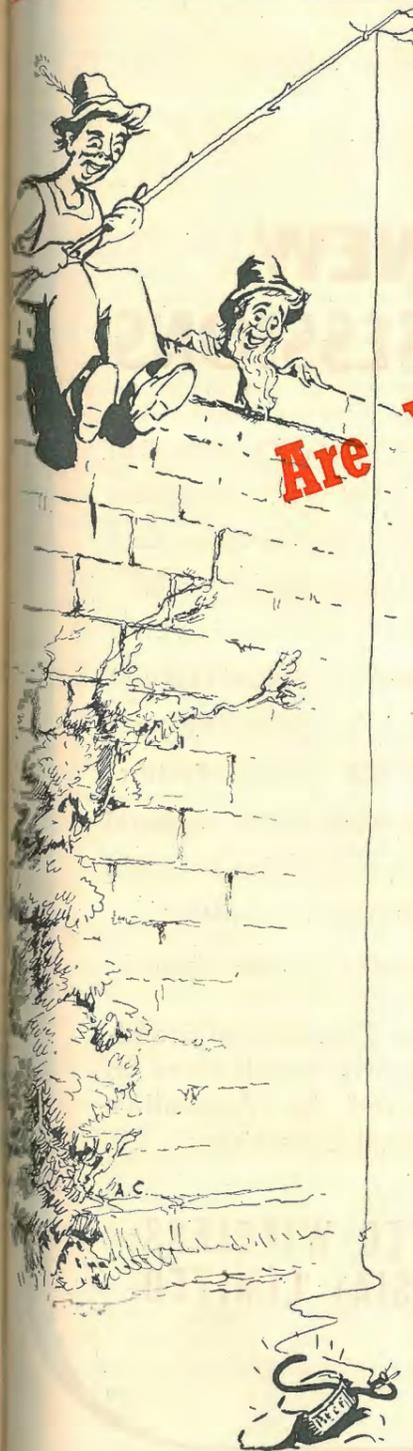
Vol. 11, No. 23
18th Issue)
Thursday
May 6, 1943

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



Are You Wasting Time?

THAT's not a personal question, of course . . . it's air-time we're talking about . . . your war-time air-time, and you can't afford to waste it. It's only common sense, isn't it, to choose for your essential war-time advertising the medium which assures you of the biggest audience . . . which will spread your restricted Budget over the widest possible effective field.

There's only one answer to that, of course, because —

You can't waste time on



SYDNEY: 49 Market St., M. 6686

MELBOURNE: 18 Queen St., MU 2819

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