

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

Vol. 11, No. 24, Thurs., May 20, 1943

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

MANAGING EDITOR:
A. Lippmann.

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

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
for your printing

PHONE FOR SERVICE—FL 3054

Vol. 11, No. 25

150th Issue)

Thursday

June 3, 1943

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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.

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.

B
R
O
A
D
C
A
S
T
I
N
G

A Gremlin is a Mighty Funny Fellow



Our version of a Gremlin is the invisible counterpart of the funny looking chap above. He takes all the zip out of a program before it reaches the air. When a program does reach the air he runs around tuning all the listeners' receivers to some other station . . . or sometimes he just sits down on a storm cloud and throws handfuls of static on to the roofs of people's homes when they are trying to listen-in . . . and there are many other kinds of mischievous things he does.

But years ago when 2SM first began entertaining the public and servicing radio advertisers we were forewarned about Gremlins . . . and being forewarned we were forearmed . . . and being forearmed we dodged around the traps the Gremlins laid for our programs . . . and that being the way of things the Gremlins realised they just didn't have a chance.

2SM DOESN'T KEEP GREMLINS,
IT JUST KEEPS LISTENERS KEEPING
ON LISTENING - IN
That's Why

Sells **2SM** More

State Broadcasting Advisory Committees Appointed

The Broadcasting Advisory Committees for each State have been appointed by the Postmaster-General, Senator Ashley, in accordance with the provisions of the Australian Broadcasting Act. It is to these State committees that all matters within the scope of the Australian Broadcasting Act should be referred.

The committees appointed are as under:—

New South Wales

Robert Ward Hamilton, Acting Deputy Director, Posts and Telegraphs, who shall be Chairman of the Committee.
Basil Wharton Kirke, representing the Australian Broadcasting Commission.
Harold Gordon Horner, representing the Australian Federation of Commercial Broadcasting Stations.
Gwendoline Esther Usherwood Wilson.
Francis Armand Bland.
Abner Strehon McAlpine.
William Paul O'Connor.

Victoria

Reginald Nyren Partington, Deputy Director, Posts and Telegraphs, who shall be Chairman of the Committee.
Leonard Rhys Thomas, representing the Australian Broadcasting Commission.
David Thomas Worrall, representing the Australian Federation of Commercial Broadcasting Stations.
Helena Catherine Marfell.
Michael Chamberlin.
James Ralph Darling.
James Victor Stout.

South Australia

Frank Wilkins Arnold, Deputy Director, Posts and Telegraphs, who shall be Chairman of the Committee.
Charles Clifton Wicks, representing the Australian Broadcasting Commission.
Randal Merrick White, representing the Australian Federation of Commercial Broadcasting Stations.
Dorothy Barber Clarke Dolling.
Edgar Rowland Dawes.
Reverend Horace Percy Finnis.
Albert James Hannan.

Western Australia

James George Kilpatrick, Deputy Director, Posts and Telegraphs, who shall be Chairman of the Committee.
Conrad Charlton, representing the Australian Broadcasting Commission.
Eric Martyn Barker, representing the Australian Federation of Commercial Broadcasting Stations.
Ivy Kent.
Robert George Cameron.
Edward Arthur Dunphy.
Oscar Walters.

Tasmania

John Elliott Monfries, Deputy Director, Posts and Telegraphs, who shall be Chairman of the Committee.
Edward John McCann, representing the Australian Broadcasting Commission.
Algernon Percy Findlay, representing the Australian Federation of Commercial Broadcasting Stations.
Edith Alice Waterworth.
James Leslie Durno.
Reverend Harold James Ralph.
The Honourable Tasman Shields.

Processed Milk Products Restrictions on Advertising

The Minister of Commerce (Mr. Scully) stated on May 21 that decisions contained in a National Security (General) Regulations Order issued that day, limits the production of processed milk products for civilian consumption in Australia, and that advertising of those products, which include condensed milk, milk powder and processed cheese, has been banned.

On Wednesday, May 26, a representative meeting of manufacturers of processed milk products was held in the offices of the Australian Association of National Advertisers, and this was followed by a conference with the Department of Commerce.

An assurance was given to the A.A.N.A. that the regulation prohibiting advertising would be withdrawn, pending further conferences, at which the Government's aim would be discussed with a view towards arriving at an arrangement whereby advertisers would, without the need for regulations, cooperate with the Department in the attainment of their objectives.

MAX ASHTON FUND Home Secured at Narrabeen

The many generous subscribers to the Max Ashton Fund which was conducted through the columns of "C.B." during several months of last year will no doubt be very pleased to learn that the money subscribed for the dependents of the late Mr. Max Ashton was very soundly invested by the Legacy Club.

The Legacy Club was able to use the money to secure a comfortable cottage home at Narrabeen, N.S.W., and in it Mrs. Ashton and her three children are now happily installed.

HONORARY MEMBERSHIP OF I.R.E.

At its annual general meeting of the Institution of Radio Engineers (Australia), Mr. Charles D. Maclurcan, of Sydney, was elected an Honorary Life Member of the Institution, in recognition of his past valuable contribution to the science of radio.

U.S. Programs Restricted

Specified Stations to Get Three Half-hours Per Week

Following meetings held in Sydney last week between representatives of the Australian Federation of Commercial Broadcasting Stations, the Australian Broadcasting Commission, and the Special Services Division U.S. Army, agreement was reached upon the principle and practice to be observed in connection with the broadcasting in Australia of the special American programs which have been imported specifically for the entertainment of American forces.

The meetings were attended by Messrs. Marden, Worrall, Lane, and Kemp for the Federation, Mr. Moses for the A.B.C., and representatives of the U.S. Office of War Information and the Special Services Division U.S. Army.

Decisions were reached as to the specific stations to which the recordings would in future be made available and as to the time period during which they shall be broadcast, and also as to the limitation of the number of shows to be made available.

Each station which is to have the shows will be limited to three half-hours per week between the hours of 6 p.m. and 9.30 p.m., with the exception that if a station cannot make available three channels it has the option of play-

ing one of the three half-hours on Sunday afternoon.

As indicated above the American recordings will not be made available to all and every station in the Commonwealth as formerly anticipated.

Big Entertainment For Services Envisaged

Initiated by Actors' Equity of Australia a move will be made on Friday of this week to inaugurate a committee for the provision of a "Stage Door Canteen" in Sydney for the entertainment of men and women in the services.

Idea is to embrace all sections of the broadcasting and theatrical field in the scheme and to establish a centre in the city which will house a rest and recreation room and stage for the presentation of entertainment. Actors and actresses will give their time free at the "Stage Door Canteen" between calls and engagements in connection with their normal workday.

A general meeting of all engaged in radio and stage work, including executives, has been arranged to be held at the Theatre Royal on Friday at 12.30 p.m.

W.A.'s First Commercial Station Closes Down

Station 6ML Perth, the oldest commercial station in Western Australia, has closed down, effective from Sunday last. The management has issued a statement in which it is pointed out that staff difficulties occasioned by the wars manpower needs brought about the company's decision to close down.

The Western Australian station is not the first broadcasting station casualty since the war. In New South Wales Mudgee station 2MG fell into a similar predicament some months ago and ceased operating. Manpower shortage and the difficulty of making a profit on the venture contributed to the closure. The licence has since been cancelled.

Under National Security Regulations stations 5KA Adelaide, 5AN Port Augusta, 2HD Newcastle and 4AT Atherton, in all of which the Jehovah's Witnesses religious sect were interested, were all closed down about two years ago. The Atherton station was subsequently taken over by the Australian Broadcasting Commission and continued in operation. The other three stations however are still closed and nothing can be done about them until after the hearing of a High Court application by the sect against the Government's action. The case is pending.

Perth station, 6ML, was one of four operated by Western Australian Broadcasters Ltd.—the others being 6IX Perth and 6WB Katanning, which are "newspaper" stations and 6MD Merridan, all members of the Major Network, 6ML commenced operations on March 19, 1930, with a 500 watt transmitter on 1,130 Kcs. 6IX (500 watts) came into operation in 1933 and 6WB Katanning (2,000 watt relay of 6IX) commenced in 1936, while 6MD (500 watts 1,100 Kc.) commenced in 1941. In recent years 6IX-WB have proved by far the more profitable stations for the company, carrying, in addition to strong local support the bulk of the Major Network national business.

With the closure of 6ML there still remain four commercial stations in Perth—6IX, 6KY, 6PR and 6PM.

2HD Licence

The Postmaster-General, Senator Ashley, said at Newcastle last week that no decision on the reallocation of the 2HD radio licence would be made until the case between the owning company and department had been decided. The A.B.C., the Newcastle Trade Hall Council, and Returned Soldiers' League were among the applicants for the licence.

Marconi Days Recalled

Communications Pioneer Jimmy Brown Retires from P.M.G.'s Department

High tributes were paid to retiring radio inspector, James Brown, at a farewell dinner tendered him by personnel of wireless communications and associated services at the Sydney G.P.O. dining room on Friday, May 21.

The Acting Deputy Director of Posts and Telegraphs, Mr. R. W. Hamilton, was chairman, and with him at the official table, in addition to the guest of honour, were Sir Ernest Fisk, Commander G. D. Williams, Naval Control Officer R.A.N., Lieut.-Commander Ray Allsop, Capt. N. G. Roskrige, Deputy Director Lighthouses and Navigation; Mr. W. T. S. Crawford, Senior Radio Inspector; and Monsignor Meany, managing director of 2SM; and Capt. Isaacs, Dalgety and Co.

About 140 men, representing all phases of wire and wireless communications attended the dinner.

Welcoming the guests Mr. Hamilton said that Mr. Brown who had been associated with the Post Office communications for 30 years, would feel proud that so many distinguished citizens had come along to do him honour. The gathering was very representative of radio, both technical and broadcasting services, of the army, the navy and mercantile shipping. Also present were Mr. Brown's three sons, one in the army, one in the air force, and one in important war industry.

Proposing the toast to Mr. Brown, Sir Ernest Fisk described him as one of the pioneers in communications. He and Mr. Brown were probably the only two members of that gathering who represented the old Marconi companies in which "Jimmy Brown and I both got our real training."

Sir Ernest went on to recount how Jimmy Brown, a native of County Down, Ireland, had started his career in communications in that country 50 years

Sir Ernest Fisk who paid tributes to Jimmy Brown.



ago; how he had later joined the intrepid telegraph linesmen working through South Africa; and how later he worked for the Marconi Co. in various parts of the United States and South America. Eventually Jimmy Brown had come to Australia, had married an Australian girl and settled down to work in the Post Office service from 1925 until his honoured retirement.

Sir Ernest said that all who had come in contact with Jimmy Brown had learned to love and respect him. In retirement he left behind a fine example in the radio world.

In supporting the toast, Commander Williams, Capt. Roskrige, Capt. Isaacs, and Mr. Crawford, all added their tributes to a man who had served his country faithfully and well, and had endeared himself to all his colleagues along the road.

Among the many messages from those who were unable to attend the gathering was a cable from David Sarnoff, R.C.A. president in America, with whom Jimmy Brown was associated in the old Marconi days.

Deeply affected by the tributes which had been paid him, Mr. Brown responded with a very short speech. He had never been called upon to make a speech in his life, and he felt that he would be forgiven if he didn't start trying now. He said he thought he was going to "slip away unnoticed" on his retirement, but instead he had been confronted by a host of friends.

Mementos (in envelopes) of the high esteem in which he was held by all were passed up to the official table with the good wishes of Colville Wireless Equipment Co., of Cam and Sons (trawlers) and Red Funnel Trawlers.

A program of musical items was provided by the Master Singers' Male Quartet.

A vote of thanks to the chairman, moved by Mr. Mulholland, was carried by acclamation, rounding off a dinner party which everyone thoroughly enjoyed.

Clicks Again!

2TM

Commercial Centre Northern N.S.W.

Sydney BW 7375

The scintillating feature, "Lost Property," from the "Cavalcade of Comedy," has joined 2TM's schedule of outstanding sponsored entertainment.

IT'S NEW!

AFTERNOON MATINEE RELAY LINKS TWO BIG STATIONS **3UZ-3SR**

MONDAY to FRIDAY—2 p.m. to 4 p.m.

This Afternoon Matinee represents the "up and coming" method of daytime programming. It is a sequence of features, including serials, comedies, musical transcriptions, complete dramas and selected current musical numbers woven into quarter-hour and half-hour units.

It gives the Daytime Audience a welcome opportunity of hearing Evening Program Type and Evening Presentation Method.

AN "EVENING" FEATURE PROGRAM THAT IS PLAYED IN THE AFTERNOON

Full program details and price particulars from Station 3UZ, 45 Bourke Street, Melbourne; "Argus" Broadcasting Network, Elizabeth Street, Melbourne; Station 3SR Shepparton; Eric Wood, 3UZ's Sydney Office, 49 Market Street, Sydney; Fred. Thompson, 3SR's Sydney Representative, 65 York Street, Sydney

3UZ Melbourne: Dominant zone is 50-mile radius from G.P.O. Melbourne. Very favourable wavelength gives secondary zones scattered through Victoria, Tasmania and New South Wales.

Dominant zone population: 1,261,154. Radio licences: 254,266.

3SR Shepparton, "The Heart of Victoria": This powerful 2,000 watt Station has a dominant zone of 100 miles east and west and also 75 miles south. Secondary zones are throughout Victoria and southern New South Wales.

Dominant zone population: 175,231. Radio licences: 26,112.

STARTING MONDAY, JUNE 7th

Inter-City Programming in Victoria

Melbourne-Shepparton Stations Line-up New Daytime Schedules

The 3UZ-3SR afternoon program set-up announced elsewhere in this issue is something more than an experiment in daytime programming, and will no doubt meet with the general approval of listeners and sponsors.

Based on the known fact that there is a bigger listener potential in the afternoons than is generally catered for by broadcasting stations the two stations, by a combined program set-up, have decided to give the afternoon audiences to their stations a program comparable to night-time program.

Broadcast through both stations from 2 p.m. to 4 p.m. daily some sessions will originate from 3UZ studios in Melbourne and some will originate from the 3SR

Shepparton studios. The very best of program material available to both stations will therefore be balanced and aired.

In charge of the microphone at 3UZ will be Judy Willing, who has a big following of daytime listeners, and at 3SR Shepparton will be Betty Ramond who also is widely known throughout central Victoria through her past association with the 2,000 watter.

Projected schedules under the new scheme will include much the same type of material as is used by stations for their evening presentations, such as serial dramas, comedy, special musical sessions, news, etc.

I.R.E. Annual Meeting

Mr. A. S. McDonald Elected President

The Institution of Radio Engineers, Australia, held its eleventh annual meeting on April 28, 1943. The president, Sir Ernest Fisk, in addressing the members, referred to the greatly increased membership of the Institution in all divisions of the Commonwealth, and expressed his gratification.

"It was an indication," said Sir Ernest, "that all those contributing to the technical progress of radio and its associated arts, were appreciative of the work of the Institution in co-ordinating their efforts and protecting their professional interests. The electronic industry is relatively young and it is important that all members, particularly juniors, work with enthusiasm and zeal. They can best to do this by active co-operation with their own Institution."

The Institution, during the year, has continued to make its services available in whatever direction has been required by the Government in relation to Signals Training and Technical Manpower problems.

Following the annual general meeting, the first Council meeting was held on May 12, 1943, at which Mr. A. S. McDonald was unanimously elected president for the year 1943-44. Mr. D. G. Wyles was elected deputy president, and Lt. Commander R. C. Allsop and Mrs. S. H. Witt vice-presidents. A full list of Councilors is as follows:—

A. S. McDonald (president), Sir Ernest Fisk (past president), D. G. Wyles (deputy

president), Lt. Com. R. C. Allsop and S. H. Witt (vice-presidents), N. S. Gilmour (general secretary), C. H. Norville (hon. treasurer), M. Tyler (asst. hon. treasurer), E. A. Burbury, F. G. Canning, L. G. Graham, G. G. Hall, N. W. V. Hayes, D. G. Lindsay, J. J. Malone, O. F. Mingay, T. A. E. McNeill, P. S. Parker, S. J. Rubenstein, W. E. Salmon, L. N. Schultz, M. H. Stevenson. Division representatives on Council: Melbourne Division, N. W. V. Hayes, R. R. Mackey; Adelaide Division, Professor Kerr Grant, T. W. Govenlock; Brisbane, Tasmanian and Perth Divisions (chairmen and secretaries when elected).



Mr. A. S. McDonald

"Cracker Jack" Cast Entertained

Paul Jacklin's Meteoric Career

An impromptu cocktail party given by the sponsors, Clinton-Williams Pty. Ltd., was attended by the complete cast of "Cracker-Jack" at the Radio Theatre in Sydney after rehearsal one afternoon last week.

Mr. Shaw, managing director Clinton-Williams Pty. Ltd., who are sponsoring the 2UE-Paul Jacklin production on an Australian-wide line-up of stations welcomed the performers and expressed appreciation of the enthusiasm which the cast was throwing in behind the show. With their ability and Jacklin at the helm as producer-compere the show could not fail to meet with the success which it undoubtedly warranted. Jacklin would make as big an impression in the commercial radio field as he had made when with the Australian Broadcasting Commission.

Mr. Jim Gerald, one of the Tivoli stars engaged for "Cracker-Jack" expressed appreciation of the gesture of their sponsors.

Paul Jacklin has had a sensational career. He went on the stage at an early age instead of entering the diplomatic service as his father had intended. He toured America with a Shakespearean company, and then transferred to radio.

As a broadcaster he went to the Atlantic to describe whaling, did a broadcast from the footplate of the Johannesburg to Cape Town express, took part in the African search for Amy Johnson, and then penetrated the heart of Basutoland to broadcast native songs.

Strangest of his broadcasts was an under-sea description of a shipwreck off the South African coast. He was gravely injured during that broadcast, and it was many months before he could get about.

At 22 he had advanced as far as he could be in South African broadcasting, and came to Australia.

He joined the A.B.C. in Sydney as dramatic producer, and rose to fame when he devised and produced "Merry-Go-Round" and "Strike Up the Band."

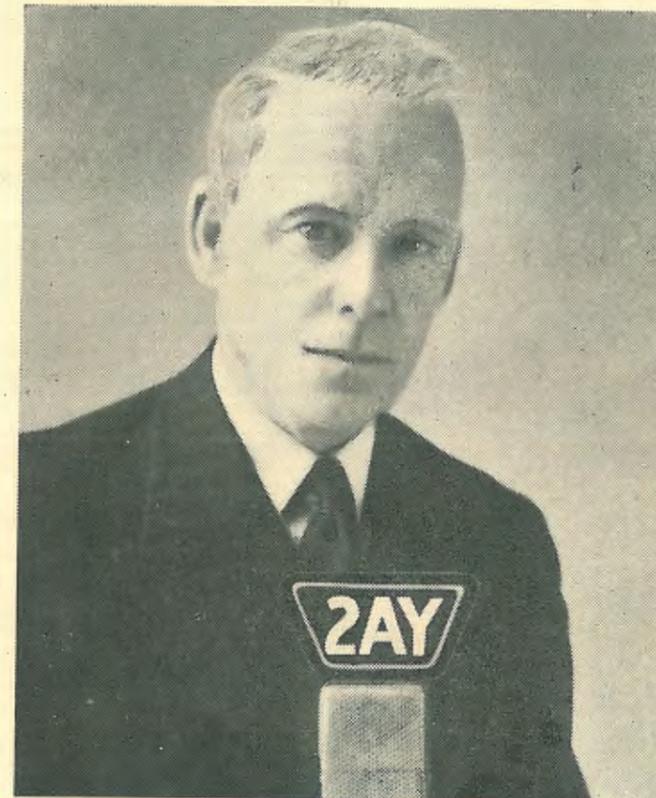
He left the air in 1941 and joined the A.L.F., but after serving for over 12 months was discharged as the result of the injury sustained in his under-sea broadcast coming against him. He immediately joined the Tivoli Theatre as producer and recently accepted the appointment with Broadcasting station 2UE, thus making his first break into commercial radio.

Under an arrangement with 2UE Jacklin will be able to call upon the leading Tivoli Circuit artists for material in his productions.

The Nation's Outstanding Programmes
Command an Outstanding Audience on

2AY ALBURY

BROADCASTING CONTINUOUSLY TO
10.30 P.M.



Day and Night 2AY Albury, the border station covering north-eastern Victoria, the Southern Riverina and the Murray Valley, presents its widespread audience with the finest programmes of national advertisers, plus high-grade features for local clients.

For Full Particulars Apply to

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

47 YORK STREET
SYDNEY.



Australia's Amateur Hour
Kommonsense Kitchen Klub
Big Sister
Listeners' Club
First Light Fraser
Down Every Street
All Set and Saddled
March of Time
Calling the Stars
Jungle Doctor
Quiz Kids
Mystery of Darrington Hall
Lux Radio Theatre
West of Cornwall
Passing By
Spy Exchange
Youth Show
Home Sweet Home
Rise and Shine
Lost Empire
Bob Dyer
Academy Awards
The Living Theatre
Golden Sanctuary
The Bright Horizon
Hunchback Notre Dame
Salt Lake Tabernacle Choir
P. and A. Parade
Radiola Harmony
Famous Australians
Hopalong Cassidy
House of Peter MacGregor

2AY ALBURY

THE BORDER STATION

167 QUEEN STREET
MELBOURNE



It Works

YES, THESE THINGS
WORK—SOMETIMES.
3KZ WORKS—
ALL WAYS
AND ALWAYS—
TO KEEP YOUR
NAME BEFORE A
PUBLIC WHICH
FORGETS VERY
EASILY.
DON'T BE FORGOTTEN
AFTER THE WAR.



Sydney
Representative
A. L. FINN. 66 King Street

Daytime Quiz Competitions Still Hold Audiences

If the studio audience participation quiz is still as popular as it was a year or two ago—and an article in the last issue of "Commercial Broadcasting" answered the question very definitely in the affirmative—what about the daytime quiz sessions broadcast as a straight presentation without any studio audience?

The following story from 2UW Sydney suggests a popularity equal to the audience sessions—provided the programs are based on popular lines.

Approximately four hours of quiz each week is broadcast by 2UW in the daytime presentations, and the first proof of the popularity of this type of entertainment is the fact that the eight sessions, which make up that four hours, have so far produced 72,184 entries—many of the competitions have a label tie-up.

The essential underlying factor in each quiz is that it should be simple, to a degree which offers the prospect of winning to the widest possible mass of listeners. Most of the prizes are small—in the vicinity of 5/-, but the total of entries is the final assessment of the merits and de-merits of such a presentation.

The first quiz goes on the air at 10.15 a.m. each day, Monday to Friday, when Goodlands Ltd., Sydney retail grocery house, present "Romance in Music." This is a session in which a romantic story is built around the titles of popular songs, and listeners are invited to suggest numbers suitable for inclusion in the session. There are four prizes of 5/- awarded in each session for the entries which are selected for use in the presentation; and the entries pour in.

At 11 a.m. Maxam Food Products Pty. Ltd. present "Quiz-a-day," under which title a different quiz program is presented each day, Tuesday to Friday.

On Tuesday morning Maxam presents "Twisted Tunes," a session in which listeners are asked to name the titles of four popular songs, and then form the titles to make a complete sentence. The records are not played in any order, and listeners must only use the titles of four members played. The prize is £1 (10/-, 5/-, 3/-, 2/-), together with five consolation prizes of a packet of the sponsors product. The money prize is doubled in each case if the entry carries a side panel from a Maxam packet.

"The Way to Fame" is broadcast on Wednesday morning, when there is a re-creation of an interview with a famous recorded personality, together with a selection of the artist's musical recordings. Prize money for the winning entries are on the same basis as on Tuesday morning.

"Musical Anagram" is the Maxam feature for Thursday morning. Four musical numbers are played, and listeners are asked to take the initial letter of each title and spell a four letter word—a clue for which is always given. Prize money is the same as earlier sessions.

The Friday morning presentation is "Film Quiz," in which listeners are asked to answer questions regarding films and their stars. Prize money is as before.

On Tuesday at 11.15 a.m. the manufacturers of Cerelean present "Guess Your Lucky Stars," a session in which listeners hear recordings by famous stage, screen and radio artists, and are asked to identify the artist concerned. First prize is 30/-, second prize £1, and each entry must carry a top from a Cerelean packet.

Sunny Stores, well known retail grocery organisation, sponsor four quiz sessions a week at varying times—"Radio Quiz" is broadcast at 4.50 p.m. each Tuesday; "Katy and John" at 11.15 a.m. each Wednesday; "Finish the Sentence" at 11.15 a.m. each Monday; and "True or False" each Thursday at 4.50 p.m.

"Radio Quiz" is a test of general knowledge, calling for a "Yes or No" to each question, while "True and False" calls for the answer "True or False" to tricky questions broadcast during the session. Prizes of picture theatre tickets are awarded in each case.

"Finish the Sentence" invites listeners to select from four records the most appropriate title to finish an incomplete sentence broadcast at the beginning of the session. The sentence might be as follows: "I can't meet you to-night because . . ." and the records broadcast might be "There's a Boy Coming Home on Leave," "You're Mean to Me," "I Don't Want to Set the World on Fire," and "I Don't Want to Walk Without You." The most popular and appropriate choice is considered the winner, and picture theatre tickets are made available to the competitors who send in the winning entry.

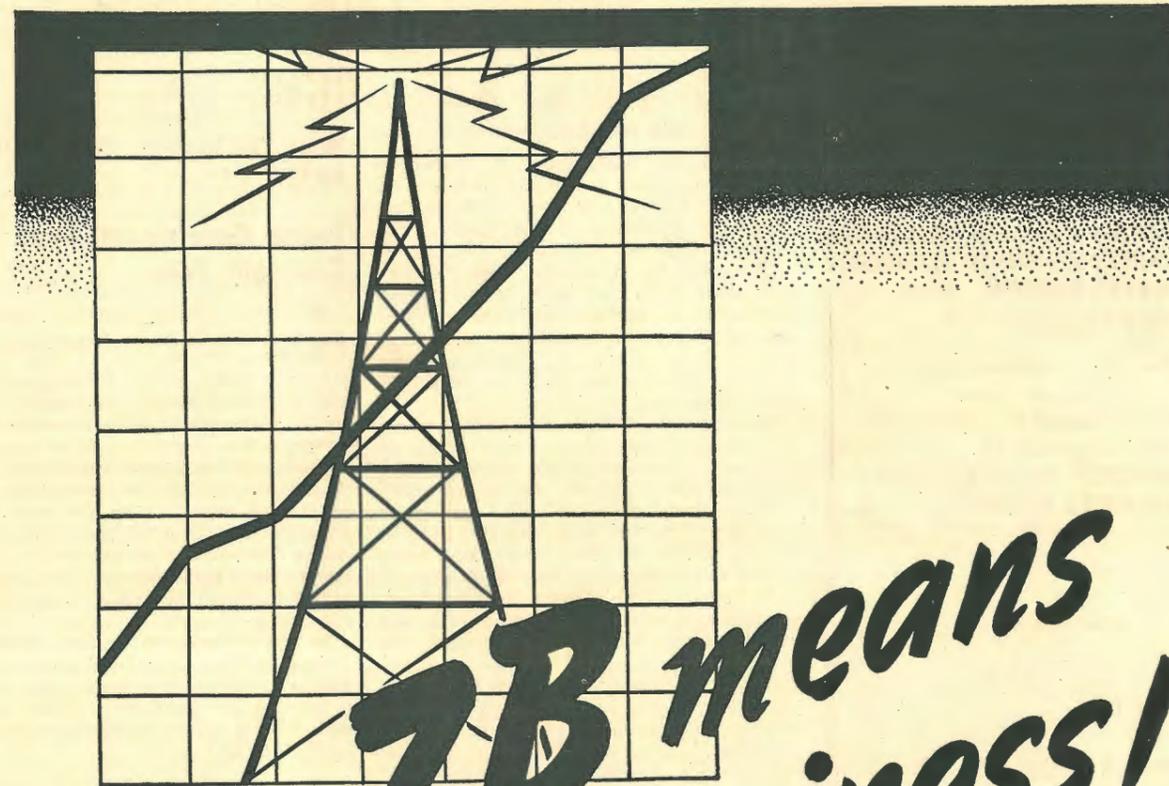
"Katy and John" is a double-barrelled competition. The session itself is a presentation of a romantic story expressed in music, and listeners are invited to submit suitable sessions. Each selected entry which goes on the air, carries with it a prize of a double ticket to the Minerva Theatre, and picture theatre tickets are also awarded to competitors who successfully name the titles of the records broadcast in each session.

For all of the Sunny Stores sessions, competitors are obliged to attach to their entries either a label or a docket from one of the sponsor's special lines advertised during the sessions.

On Saturday afternoon, during the racing session, the Royal Art Furnishing Co. presents its "Sporting Quiz"—a presentation of six sporting questions interspersed during the racing broadcasts throughout the afternoon. Lottery tickets are awarded as prizes.

All of which seems to prove that the daytime quiz is just as popular as the night time audience presentations, provided the presentations offer a sufficiently worthwhile inducement to the mass of the listening public.

It also seems to prove that housewives at home enjoy participating in these sessions with the prospect of winning even small cash prizes. Judging difficulties, by the way, are smoothed out on 2UW by a provision in all the quiz conditions of a clause providing for the neatest, correct entry.



Providing a top-notch entertainment and news service, and up-to-the-minute coverage of current events and a programme arrangement skilfully planned to make the most of every announcement is the business of the N.C.B.S.

That is why New Zealand's Commercial Radio Service holds a million listeners, why it is such a powerful force in this Country. And that's why ZB means business for you.

The N.C.B.S. network consists of five stations, individually covering the five major markets, collectively covering New Zealand. For rates and helpful co-operation write to the National Commercial Broadcasting Service, G.P.O. Box 3015, Wellington, N.Z., or to any Accredited Advertising Agency.

THE N.C.B.S.
NETWORK IS
DOMINION-WIDE



NATIONAL COMMERCIAL BROADCASTING SERVICE of NEW ZEALAND

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 BOWEN 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 JOHNSON 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

A U D E X

The Recording Blank of Perfection

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

Peek Freans Take Saturday Night Half-Hour

"Prisoner at the Bar" for Sydney and Melbourne

One of the highlights of Saturday night broadcasts for many months on 2GB-2HR was a half-hour series of recreations of famous trials under the title of "Prisoner at the Bar." Earlier still, the series "Consider Your Verdict" had been presented, and both series built a very wide listener audience, and since the broadcast ceased recently, there has been a stream of enquiries from 2GB listeners asking for the return of the broadcasts.

Arrangements have now been made for Peek Freans (Aust.) Pty. Ltd. to sponsor yet another series of these half-hour dramatic trials. In future, they will be heard from 9. to 9.30 every Saturday night on 2GB, and the agency, George Patterson Pty. Ltd. has also placed the feature on 3XY Melbourne.

"Prisoner at the Bar," not only reconstructs trials of historic interest, but also of more general and everyday interest. The dramatisation is skillfully handled to enable scenes at the court itself to be interspersed, with a reconstruction of the happenings that led to the trial. Listeners are able to hear the oratory of famous advocates and prosecutors, hearing the summing up of the judge, followed by the verdict of the jury.

The opening two broadcasts of the new half-hour are typical of the two types of trials presented. The first broadcast, which was heard last Saturday night, May 29, was to story of the case of Robert Goudie, known as the Liverpool Bank Case. It was a story of outstanding human interest, for it told of the large forgeries committed by a bank clerk, who never spent one penny of the money forged on his own pleasure. Counsel for the defence was the famous Mr. F. E. Smith, who later became Lord Birkenhead.

The second trial in the new series, to be heard next Saturday night is that of Roger Casement—one of the most moving trials in the annals of legal history.

Many of Sydney's finest radio actors are heard from time to time in these broadcasts, which are now being written by radio dramatist, Richard Lane.

WAR WORKERS TO HAVE MUSIC

British Government Pays Copyright Fees

Following publication in last issue ("C.B.", 20/5/43) of details of the "Music While You Work" case in the English Courts in which the Performing Right Society successfully contested a factory's right to broadcast music to its employees without fees, it is interesting to note cabled news from London last week that the British Government had agreed to pay £32,000 per year to ensure workers hearing the B.B.C. "Music While You Work" broadcasts, and similar public performances of copyright music in factories, canteens and hostels.

It was announced in the House of Commons that for the duration of the war the Government would pay £25,000 a year to the Performing Right Society and £7,500 a year to Phonographic Performances Ltd.

Davies Coop take "Money for Music"

Signing up for 52 half-hours, the well known textile firm of Davies Coop and Co. Ltd., Carlton, Vic., are now sponsoring the well known 3XY feature, "Money for Music," on Monday nights at 8.30.

With a studio audience, "Money for Music" is compered by Alwyn Kurts, and Jessie Gray as pianiste supplies popular tunes which competitors are required to identify. A cash prize goes to successful contestants, who then have a chance at a second hand-out if the pianiste is unable to play a number the competitor selects. It's a bright novelty show which already has a big following.

Friday Frivolities a Bright Daytime Spot

McDowells Ltd. Sydney department store has renewed for a further six months sponsorship of the 12 noon-2 p.m. "Friday Frivolities."

Since its inception in September, 1939, this two-hour show has continued to hold high rank for zestful variety entertainment with listeners and studio audience alike.

This successful appeal to both home and visual audiences is due to the planning on the part of manager H. E. Beaver and compere Harcourt Garden.

Any act which might spell "dead air" for listeners through prolonged laughter by patrons is vigorously blue-pencilled during rehearsal, the contention being that the home audience must be able to follow every act of the show, and join in every laugh.

The same ruling applies to the competitions which punctuate the program. "Headlines" of recent introduction is open to listeners and patrons alike. Similarly, "Write a Title." Altogether, prizes to the value of £7 are given away weekly, including cash totalling £3.

Some idea of the public's interest in "Friday Frivolities" may be gauged by the length of the queue which commence to line-up at the doors of the Radiatorium at 10 o'clock every Friday morning. Of late, this queue has caused such congestion to necessitate the opening of the doors 30 minutes earlier than usual.

An interesting sidelight on the show itself is furnished by "Auntie Maud," one of the regular entertainers. One Friday recently, Mr. Frank McDowell, managing director of McDowells Ltd., was confined to his bed with influenza, and as a pick-me-up, tuned into "Friday Frivolities." It so happened that on that day, Auntie Maud had the misfortune to tear her stocking whilst on stage. She was nearly reduced to tears, but carried on in her usual bright manner, though her covetous glances towards the stockings which had been donated by the sponsors as competition prizes were the subject of many quips by her fellow entertainers.

The next day, Auntie Maud received a packet of hosiery from Mr. McDowell, who asked her to accept the gift as a token of appreciation for a "job well done."

Other regular entertainers are Kerry Lorimer, Paul Daly, May Webster, Nancy Kerr, and the "4 Hits and a Miss" band. There is a change of guest artists weekly.

"LEARN A TUNE" WAITS FOR LUMSDAINE

2GB's new feature, "Learn a Tune," which was announced to commence on Monday, May 25, has been postponed as a result of Jack Lumsdaine's illness. However, as soon as he returns to the job, "Learn a Tune" will definitely commence.

WIDE ROSELLA CAMPAIGN

McFerran Advertising Pty. Ltd. have released contracts with radio stations in Victoria, New South Wales and South Australia, and have now arranged sessions as follows: — "Cavalcade of Drama," "Halliday and Son," "Prince of Storytellers," "They Became Famous," "Rosella Serenaders," housewives session, and "Rosella Rounders."

These all feature Rosella products, and the continuities are of an institutional nature in view of the demand for Rosella foods for the Forces.

A number of the above are renewals, and in other cases now programs have been chosen.

W. M. Hughes in Series of Broadcasts

Recently arrangements were made by 2GB for a series of broadcasts by the leader of the Federal U.A.P., Mr. W. M. Hughes. The title of the session is "War and Australia," and it is broadcast every Tuesday night at 9.30 over 2GB, 2HR and 2CA.

Mr. Hughes is never at a loss for something interesting and provocative to say, and these broadcasts promise to be one of the highlights amongst political broadcasts of the week.



a pumpkin is always a pumpkin

Remember how the Good Fairy changed a pumpkin into a glittering carriage so that Cinderella could ride to the Ball and meet her Prince Charming. But, alas, when the clock struck twelve the glittering carriage had to become just a plain pumpkin again. Life is like that. Unless you've "got the goods" you can't fool 'em for long.

Well, Station 2KO has "got the goods" when it comes to coverage of Newcastle and districts. Independent scientific survey has proven that 73.5% of all listening time is devoted to 2KO. This is remarkable enough in itself, but consider these figures of peak periods:—

2KO's Breakfast session	94%	of the listeners
" Morning "	100%	" " "
" Afternoon "	95%	" " "
" Evening "	95%	" " "

Put your sales message over Station 2KO and be sure that you're reaching the whole of the market.

the premier station >> 2KO <<
NEWCASTLE

Ninth Birthday of "World Famous Tenors"

Program number 468 of the "World Famous Tenors" (sponsored by De Reske Cigarettes) last Sunday evening, May 23, at 7.45, concluded the ninth year of this evergreen program on the Victorian air, and program number 469 on Sunday evening, May 30, was in the nature of a ninth birthday program, and actually commenced its tenth year on the air.

"World Famous Tenors" is now the oldest regular recorded musical program in Victorian radio, and its broadcast each Sunday evening on 15 Australian stations—3KZ, 2GB, 2HR, 4BC, 4SB, 5AD, 5PI, 5MU, 6SE, 6AM, 6PM, 6KG, 6GE, 7HO, 7LA.

Four thousand different recordings have been presented in the session during its nine years, and the arias and ballads concerned have come from nearly 100 different tenors.

Many of the tenors who were featured in the session's earlier years have now passed into oblivion, but of the new names that have come forward in that same period, only one—Jussi Bjorling—was unheard of when the program commenced its career. Charles Kullman, although known to quite a few listeners nine years ago, has considerably increased his artistic standing in the meanwhile. The majority of the names, however, were as famous nine years ago as they are to-day. Eddie Balmer chose an outstanding session for Sunday evening, May 23, including not only seven of the most outstanding and varied tenors of to-day, but also featur-

ing them in numbers which were indelibly associated with each particular identity.

"Tenors" is one of four programs Eddie Balmer now scripts on Sunday evenings from 3KZ, all of which are heard on stations beyond Victoria—"Music Box Memories" at 7.15, "World Famous Tenors" 7.45, "Women in Uniform" 8.15, "P. and A. Parade" 9.30.

PLAYS FOR THE PEOPLE

A series of "Plays for the People," each a complete play of 15 minutes, is being aired from 3XY each Monday and Wednesday night at 8, under the sponsorship of Steel and Co. Pty. Ltd., furnishers, who formerly used this time-spot for "Empire Varieties." This series includes drama, romance and mystery plays, including "The Mountains of Morocco," "Stolen Car," "Murder Fore-stalled," "Swagman's Saga," "One Night," "Aces Up," and "The Artist and the Lady."

A big and varied cast includes such well known players as Ronald Morse, John Saul, Thelma Scott, Minnie Love, Marshall Crosby, Harold Meade, Harvey Adams, Therese Desmond, and John Nugent Hayward.

RADIO ENGINEERS EXAMINATION

The Institution of Radio Engineers, Australia, will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians examination for the Service Division of the Institution, on Saturday, August 7, 1943. Intending candidates are invited to apply to the general secretary, The Institution of Radio Engineers, Australia, Box 3120, G.P.O., Sydney.

2CA REOPENING HOUR EARLIER

When a radio station has to increase its hours of work to accommodate spot announcements, it is proof of its popularity with sponsors. 2CA Canberra, is in that fortunate position, according to the acting manager, Charles Fletcher.

Commencing on Monday, June 7, 2CA will be re-opening an hour earlier—that is at 5 p.m. instead of 6 p.m. As a special feature in the new hour, 2CA is presenting "The Adventures of Charlie Chan," Mondays to Saturdays at 5.30 p.m. The popular session of local interest—"What's On in the District," is programmed at 5.45 p.m. and the next big feature, "Passport to Danger" will be broadcast at 6.10 p.m. Thereafter, right throughout the evening, 2CA programs many of the finest sponsored features on the air to-day.

The new opening hour is through Mondays to Saturdays, and should add further to the popularity of 2CA, amongst its wide audience in the national capital and surrounding districts.

"TO MOTHER WITH LOVE" SERVICE FOR SERVICEMEN

Many servicemen and women are availing themselves of the opportunity provided in "To Mother With Love" on 2CH to send birthday greetings and cheerio messages to their mothers, wives and sweethearts at home.

This session is conducted on 2CH by Madge Thomas every Monday, Wednesday and Friday at 9.15 a.m., and it is providing a welcome service whereby womenfolk waiting at home can be contacted by their menfolk wherever they may be stationed.

Servicemen—and women, too—are making use of the session week by week, sending their requests for calls to the station which contacts those to be called, inviting them to be listening to "To Mother with Love" at a specified time. The nature of the message is of course not disclosed until the call goes over the air.

Madge Thomas conducts the 2CH morning session between 9 and 10.30, Monday to Friday, and from 9 o'clock until noon on Saturdays.

Voice of the "Voyager" on 300th "Voyage"

Last Saturday, May 29, marked the 300th presentation of the "Voice of the Voyager" from 3KZ Melbourne, and a special commemorative program was arranged.

Norman Banks, instead of being the "man on deck" was the voyager himself, interviewed by members of 3KZ's studio staff. Mr. Banks talked principally on the most outstanding men and women who have spoken in the program during the past seven years—and they included Princes and Princesses, Barons and Viscounts, Governors and Knights, business men, diplomats, sportsmen, and artists from every field of entertainment, including Peter Dawson, Yehudi Menuhin, Popeye the Sailor, Boronova, and other prima ballerinas. Altogether, over 2,000 people have been interviewed since the inception of the program, so Banks had a vast fund of anecdotes on which to draw.

"RADIOLA HARMONY" DIPS INTO THE PAST

Old Time Music Hall Features

Featuring many well known variety artists the new "Radiola Harmony" program, "Ye Olde Time Music Hall" is giving 2CH listeners some outstanding entertainment.

This show was introduced to the night schedule several weeks ago, and it registered immediately as an all-round comedy musical feature. Since then listeners have heard artists such as Dan Agar, Nellie Kalle, (of Tivoli fame), Minnie Love, Bert Harrow, Trixie Ireland and Mattie Jansen.

In presenting an entertainment of the style popular as music hall fare three quarters of a century ago, these artists in turn impersonate the variety stars of that period.

With a cast of over 60 artists the "Radiola Harmony" programs are produced in the studios of Amalgamated Wireless by Humphrey Bishop, A.W.A. musical director.

The feature is presented as portion of the institutional advertising for the Fisk Radiola.

"ROZELLA SERENADERS"

The Rozella Preserving and Manufacturing Co. Ltd. have renewed on 2CH for the presentation of the musical feature, "Rozella Serenaders," scheduled each Tuesday at 8.30 p.m. This is a harmony program in which a popular number is presented by specially selected singers who have recorded on Thesaurus or other exclusive discs.

The Rozella account is handled by Leyshon Publicity Service.

"SONG AND STORY" FOR BERLEI

From Saturday, June 5, thence every other Saturday at 8 p.m. over 3UZ "Song and Story" will be broadcast in a 30-minute program for Berlei. This is a live artist show featuring Aubrey Whelan at the console of the new State grand organ, and vocalists Ron Atkinson and Hilda Grace.

The program includes a short morale sketch and an extract from a letter from someone in the services. The show is written and compered by a newcomer to commercial radio, Lorraine Russell, who will be remembered by her frequent appearances over the A.B.C.

"AMCAL" SPONSORS "WAKE UP AUSTRALIA"

Commencing at 3UZ on Friday, May 28, Amcal is presenting "Wake Up Australia" at 8 p.m. This 15-minute production will be heard every Friday night. A Leslie Ross production feature aims at bringing the attention of radio listeners to the fact that among our local talent we have people who could be developed to compare with overseas stars. The first program featured Gladys Swarthout with Peggy Tudor and Albert Sandler with Roy Lyons.

Your Queensland Appropriations for 1943-44

Will Not Be Complete Without

4BH

First on the Dial

First on the Air

First in Features

First in Influence

First in Value

4BH ★ BRISBANE

A CHANDLER STATION

Sydney:
Chandler's Broadcasting
Service
Australia House, Carrington St.,
Sydney.

Melbourne:
Macquarie Broadcasting
Services Pty. Ltd.,
239 Collins St., Melbourne.

★ For **PRESTO**
ALL your
RECORDING SUPPLIES
A.M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3908

3 SR
YB
UL
LICENCES 61,098
POPULATION . . 378,110
Argus Broadcasting Network
365 ELIZABETH ST., MELBOURNE
F 0411
Sydney: Fred Thompson — B 2085

News in the Night!

3AK

(200 METRES)

Offers Late News Direct from London
AT 1 a.m. and 2 a.m.

It's the First Station on Your Tuning Scale

Among the Sponsors

J. A. D. Gibson and Co. Ltd., through Traders Advertising Service, spots in 2UE breakfast session and happy go lucky hour.

Anthony Hordern and Sons Ltd. have renewed for announcements in Mr. Honeyfield's dog sessions on 2UE.

McCarthy Phillips Pty. Ltd., through Goldberg Advertising (Aust.) Pty. Ltd., slogan announcements in daytime sessions on 2UE.

State Labor Party renewed for a further 12 months, for ten minute talks on 2UE.

The Werring Radio Co., Melbourne, has signed a contract with 3XY for 52 quarter-hour sessions, Sundays at 6.45 p.m., during which they feature a program of "Waltz Memories."

Diana Deimel, featuring health talks, has renewed her contract with 3XY, signing up for 52 quarter-hours, Tuesdays at 11.45 a.m.

Seymour Fur, Co. has renewed with 3XY for 52 quarter-hour sessions, Sundays at 5.30 p.m. Program featured is entitled, "Seymour Varieties," and introduces a series of popular entertainers and musical numbers.

Gibbs Bright and Co. (Hepworth Advertising Agency) have taken spots in 2UE racing session for Keenit Sharpeners.

Spruso Co. have contracted for spots in 2UE breakfast session and 15 minutes at 7.30 a.m. Friday tying up with a competition giving away cash prizes and Peach Bloom Beauty preparation.

Radio Health Service have renewed for 12 months their 4 x 15 minutes weekly in the women's session on 2UE for the eleventh successive year.

Medical Aid to Russia Art Union have renewed for a further series of spot announcements in the daytime and evening on 2UE in A.S.B.

Gibb and Beeman Pty. Ltd. are extending their sponsorship of "The Living Theatre" on 2AY for a further 13 weeks, broadcast each Thursday evening at 9 p.m. for 60 minutes.

Nicholas (Aspro) Pty. Ltd. (agency, Leyshon Advertising) are releasing "Star-night" on 4MK Mackay each Tuesday evening at 8.30 p.m.

New business on 2GF Grafton includes spot announcements for Paling's (agency, Trans-Radio); a spot campaign for Hean's

Essence (agency, Gotham's); and a heavy booking of spots for Nestles' (agency, Hansen-Rubensohn).

Reed Bros., Bendigo (agency Successful Advertising), will sponsor the five minute feature "Five Minute Mysteries" on 3BO on a twice-weekly schedule following the successful run of the five-minute strip, "Dramatic Moments."

As "Forty Glorious Years" has concluded this feature will be replaced by the Mutual Melody Hour, at the same time at 3AW on Saturday nights between 8.30 and 9 p.m.

The newly-formed Liberal-Democratic Party is using 2CH for a series of broadcasts outlining the party's policy.

The Australian Gaslight Co. has contracted with 2CH for a campaign of scatter announcements.

O.T. Ltd. (agency, Gotham's) is using 2CH for direct announcements.

Hean's Essence Pty. (agency, Gotham's) is using 2CH during the winter months in a campaign for Heenzo.

Through Hepworth agency, Traders' Pty. Ltd. have contracted with 2CH for a series of announcements for Aeroplane Jelly.

Nestles' and Anglo Swiss Co. (A/sia) Ltd. have contracted with 2CH for a campaign, making extensive use of 100 word announcements (agency, Hansen-Rubensohn).

Ajax Furs, already featured in Nance Martell's shoppers' session from 3XY, return to the night program with a further series of "Tunes with a Future," which is a quarter-hour aired on Thursdays at 6.44 p.m. Nance Martell and John Craig present tunes likely to make the top-line in the future, and accompany them with bright chat.

Cadbury Fry: 104 x quarter-hour evening sessions, sponsoring "Stars of Song," on Monday and Wednesday nights, over Stations 4BC Brisbane, 4SB Kingaroy (through George Patterson, Melbourne).

Oriental Tea Co. have signed for 312 scatter announcements to be used over a period of 12 months, utilising the various sessions on Station 4BC.

Vicks Products: Through Willmott's Advertising, Station 4BC has received a contract for 156 x 50-word announcements to be used in the women's session.

Kiwi Polish: A new advertiser to Stations 4BC-4SB has booked 26 x half-hour evening sessions, using the feature "Chins Up" (George Patterson, Melbourne).

Helena Rubinstein: Through A. M. White Pty. Ltd., Sydney, comes a booking to Stations 4BC Brisbane-4SB Kingaroy of 26 x Sunday night half-hour sessions for "Golden Treasury of Music."

De Reszke Cigarettes: Having just completed a contract on Stations 4BC-4SB, this client has renewed for a further 52 weeks, using a half-hour session on Sunday night, "World Famous Tenors" (Goldberg Advertising, Melbourne).

Hoadley's: Consistent advertisers on 4BC Brisbane-4SB Kingaroy, have again renewed their contract covering 156 x quarter-hour evening sessions for 12 months, sponsoring "The Search for the Golden Boomerang" (Traders Advertising, Sydney).

Griffiths Hughes has also just renewed a contract with 4BC-4SB utilising 208 x 1 minute breakfast announcements for one product, and 312 x 1 minute evening announcements for another (Catts-Patterson Pty. Ltd., Sydney).

Berlei Ltd. (Catts-Patterson Co. (N.S.W.) Pty. Ltd.) on 4BC-4SB for 52 x half-hour sessions in the evening, sponsoring "Their Finest Hour."

Hean's Essence have contracted for 78 x 50 word women's announcements on 4BC-4SB, through Gotham (A/sia) Ltd., Sydney.

White Manufacturing Co. (Adelyn): Through Leyshon Publicity Service 4BC Brisbane-4SB Kingaroy, have received a contract covering 52 x half-hour sessions, "Are You An Artist?" for the evening session.

The advertising for the Keenit Safety Razor Blade Sharpener is being controlled for Victoria by McFerran Advertising Pty. Ltd., and contracts have been released for direct talks and scatters over a selected list of metropolitan and country stations.

Associated Newspapers Ltd. (agency, Hartford) have been using 2CH in a series of short campaigns for Pocket Book Weekly.

Through Hanson Rubensohn, Harry Peck and Co. have contracted with 2CH for a campaign of direct announcements for Peck's products.

J. A. B. Gibson and Co. Ltd. (agency, Traders) are using 2CH for a big series of standard time announcements for Gibson's Tea.

New business on 2GN Goulburn includes 4 x 15 minutes weekly for Gibson's Tea (agency, Traders' Advertising) using the time channel 6.30-6.45 p.m. Monday to Thursday with the Columbia-George Edwards feature, "Hard Cash." W. C. Douglass Ltd. (agency J. B. Percival) have also booked 7.15-7.30 p.m. Sundays for "Waltzes Old and New" for "Fountain Brand Food Products."

For Gibb and Beeman Pty. Ltd. 2GN is now broadcasting three 15 minutes of "King's Cross Flats" in the 7.45-8 p.m. slot on Mondays, Tuesdays and Wednesdays. Sykes Drench (agency, George Patterson) have booked 7.25-7.30 p.m. Thursdays and Mondays; while The Advent Church has booked the 6-6.30 p.m. channel on Sundays for a series of broadcasts.

Contracts for announcements on 2GN include spots in women's and evening sessions for June Russell, Hean's Essence Pty. Ltd. for Heenzo, also spots for Nestles' (agency, Hansen Rubensohn).

New national bookings at 2GF Grafton include 15 minute feature program at 6.30 p.m. Mondays to Thursdays for Gibson's Tea, presenting the Columbia-George Edwards feature "Passport to Danger." Sykes Drench have also booked two 5-minute sessions on 2GF at 6.45 p.m. on Mondays and Thursdays. W. C. Douglass Ltd. (agency, J. B. Percival) have also placed "Waltzes Old and New" at the 7.15-7.30 p.m. Sunday evenings.

Harry Peck and Co. (agency, Hansen-Rubensohn) have booked a series of spot announcements on 3BO Bendigo, using women's sessions.

"Bright Horizon" Celebrates First 12 Months

Sponsor Entertains Performers

To celebrate the 52nd recording by the A.W.A. recording studios of the outstanding feature "The Bright Horizon," the sponsors, McWilliams Wines Pty. Ltd., on Wednesday this week, entertained the whole of the cast and directors of the show at a buffet luncheon and cocktail party at a popular Sydney wine cellar.

Mr. W. O. Richards, managing director of The Weston Co., agency handling the McWilliams account, in proposing a toast to McWilliams' Wines, said

CASELL'S USE NEW DRAMATIC NARRATION

Different from the usual dramatic presentations is "There were Thirteen," which started on 3KZ on May 26.

Written by Frank Allen, continuity manager of 3KZ, the stories deal with well known swindles and confidence tricks played in different parts of the world. Instead of being acted in the usual way the stories are read in a quiet and intimate way by Norman Banks. An occasional sound effect is included where it is considered that the "atmosphere" would be improved.

Cassell's Clothiers are sponsors of this show and should find it will have good listening value.

SHOWS FOR BEEFINE

Short term contracts for three Victorian stations have been released by McFerran Advertising Pty. Ltd. for Beefine Pty. Ltd. These cover the following shows: "Mirth and Music with Jack Davey," "Do you Know Australia?" "The Crime Reporter."

If sufficient quantities of Beefine are available for civilian trade there may be an extension, but at the present time this is not likely.

SESSIONS STILL BATTING

Two renewals signed by sponsors on 2UE recently continue long term associations with that station.

Radio Health Service has used the same time in the women's session four days per week for 14 consecutive years, while F. J. Palmer and Sons have presented Si Meredith reading a story four days per week for 13 years.

DARROD'S SPONSOR NEW SERIAL

Commencing at 3UZ on Monday, June 7, Darrod's will sponsor the Columbia-Geo. Edwards serial, "Mr. Thunder." It will replace the "Shadow of Fu Manchu."

"Mr. Thunder" is a period serial set in a background of romantic 17th century England, with contrast provided by pictures of slavery in Jamaica and piracy on the high seas.

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	19.30	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

ANOTHER New Drama from

3XY

PLAYS FOR THE PEOPLE

- John Saul
- Thelma Scott
- Ronald Morse
- Harvey Adams
- Therese Desmond
- Max Osbiston

And many other brilliant players in a series of complete dramatic episodes. Presented each Monday and Wednesday night at 8 by

STEELE & CO. Pty. Ltd. FURNISHERS

QUESTIONS AND ANSWERS for the SPONSOR

Who ? **3AW**
 Why ? **For Results**
 Reason ?

Because your sales increase
 Your dividends multiply
 IF the dominant voice of **3AW** is YOUR
 Salesman!

3AW is the spot for YOUR product!!!!

PERSONALS

Sgt. M. A. Williams, reported missing in the Hospital Ship "Centaur," torpedoed off Brisbane, was the youngest brother of J. H. Williams, manager of 4KM Mackay. Sgt. Williams leaves a wife, two sons and one daughter, the elder son being with the Navy. He served for over 25 years with the Mackay Ambulance Centre, was superintendant at Hughenden and deputy superintendant at Innisfail Centre.

A Red Cross officer these days who is closely allied to broadcasting is Mr. Frank Cayley. Former journalist and broadcaster, who at the outbreak of war was with the radio division of Goldberg Advertising Agency, Cayley entered the Red Cross service as publicity director for New South Wales. He retired from that position after 12 months to join the Red Cross Field Force attached to the A.I.F. He was subsequently appointed senior representative on a well known Australian hospital ship. He has already travelled nearly 100,000 miles in various war zones.

"Argus" Network superintending manager, Sid Kemp, was one of the Melbourne visitors to Sydney last week. Between Federation meetings on American programs and Air Training Corps affairs, and the rain and the lack of taxis and so many Sydney friends wanting to say "good day," he didn't seem too sure whether he was coming going or already gone. Kemp, now looking after publicity for the A.T.C. in Victoria is an enthusiastic ambassador for that worthy auxiliary of our R.A.A.F. He found time to visit "C.B.'s" printing house to see proofs of the new "Air Cadet" monthly magazine which should be off the presses this week.

Mr. David Worrall, manager of the "Herald" stations 3DB-LK was also in the wet city last week on Federation business.

Juan Cortez, of the 2GB copy department, who recently suffered severe damage to his ribs as a result of an accident, is out of St. Vincent's Hospital, and is convalescing. Though well on the way to recovery, it promises to be a fairly slow process, so Cortez is filling in his time doing some writing at home.

Readers will be pleased to know that Jack Lumsdaine, recently in hospital with a bout of pneumonia, is now out of hospital—thanks to the use of famous "M. and B." Jack was treated at Vassillia, Randwick, and is now well on the mend.

Gordon Bell, former studio manager of 3SR Shepparton, who went away to the Middle East as a sergeant with the famous Ninth, was recently given an important post. With the rank of Captain he is now Public Relations Officer for the British Army in Palestine, and is in charge of all broadcasts to the troops over the Palestine radio.

Our sympathy goes to Colonel A. N. Kemsley, whose son, Sergeant Ross Newcombe Kemsley, aged 21, of the R.A.A.F., was killed in a flying accident in England recently. Colonel Kemsley, who is now business adviser to the Army Minister, earned the greatest esteem of the radio industry during his long association as manager of 3UZ.

Rupert Fitts, of the Victorian Broadcasting Network, must have a yen for travelling. Not satisfied with visiting the "harbour city" recently, he finds that business also takes him Gippsland way and went on a few days' trip to Sale.

Nancy Stewart, one of Australia's leading actresses and wife of producer Mayne Linton, underwent a major operation at the Jessie McPherson Hospital recently, but we are happy to be able to announce that she is making excellent progress.

Hector Harris, the popular acting general manager of 3AW, has a large happy smile. Reason is—3AW scooped the Myer Radio Theatre contract, and in so doing added many listeners to the thousands now tun-

ing in nightly to this feature station. Mr. Harris has been with 3AW since its inception in 1932, and with the departure of John Taylor, now a Major in the Australian Army, became acting general manager.

Ex-Sergeant Colin Prosser, of the "Fighting Ninth," is the first man to be repatriated to radio by the Army Educational Service. The former Tobruk Rat after being invalided out of the Army was placed in a position at the Shepparton station 3SR as an announcer. Colin has been mentioned in despatches and was a member of Mr. Churchill's guard of honour during the Prime Minister's visit to the Middle East.

We have received news of Flying Officer R. Haig-Muir, who in pre-war days was a popular announcer at 2WG. In 1940 he secured leave for the duration from Station 2WG and joined the R.A.A.F. as a W/T operator. For two years he served at stations throughout the Eastern States. Early in 1942 he was commissioned and was made Flying Officer. He is engaged on Signals duties, and during the last 11 months has been on active service up North. He is keenly interested in "Commercial Broadcasting," receives every copy, which keeps him abreast with what is doing in radio.

Influenza is still taking its toll of radio's important executives. Last week 3UZ's Sid Baume must have caught a very nasty 'flu wog, though he seemed to carry on in the usual energetic Baume way.

Wednesday, May 26, marked the birthday of 3KZ salesman, Carol Rose. Many of his friends gathered round on that day to wish him all the best in the most convivial way. Unfortunately a meeting was called for that afternoon by 3KZ executives, which lasted all the afternoon. However, expectant well-wishers did manage to do the best thing by Carol, even if it was a bit lateish.

Mr. Ray Dooley has been appointed temporarily to look after the interests of the Electrical and Radio Federation in Victoria on a part-time basis. Mr. Dooley, who is well known in electrical and radio circles, expects to assume his new responsibilities on Monday, June 7, 1943. We are happy to congratulate Mr. Dooley on his new appointment.

A letter was received by Mr. Dooley, of the Federation of Commercial Broadcasting Stations, from Mr. C. E. Arney, Junr., of the National Association of Broadcasters. Mr. Arney says that he has already met Mr. O. F. Mingay, and assures us that they will do everything in their power to cooperate and make Mr. Mingay's stay in America enjoyable and interesting. A letter by the same American mail from Mr. Mingay to the editor of "C.B." also reports the meeting. Mr. Arney is conference manager of the big N.A.B. Radio War Conference, which was held at Chicago at the end of April.

A recent visitor to Sydney was Fred Pearce, of the A.W.A. broadcasting department—now a Corporal of the A.I.F.—he was on his return to his station in the northern area.

Also seen in Sydney for a brief few hours was Major Roy Russell, of 3DB Melbourne. Major Russell contacted a few Sydney friends for a moment and then entrained southward. Major Russell was looking fit and well in his tropical kit straight from New Guinea.

Other recent Sydney visitors included Mr. Arthur Towner of 7BU Burnie and Mr. H. Pickover of 2KO Newcastle.

On sick leave for an extended period is Miss Doreen Deane of 3BO Bendigo. Miss Deane is president of the 3BO Women's Club, and the popular lady announcer of that Central Victorian station. Miss Isabel Poulton is her ab'e assistant and is now carrying on at the microphone.

Congratulations are being handed to Mr. J. K. Lowe, manager of 2GF Grafton, and to Mrs. Lowe, for the stork has brought a large parcel in the shape of a baby boy.

Good wishes and good luck were also extended to Miss Betty Charleston, of 2GF Grafton, who left the station last week to report to the A.A.M.W.S. Miss Charleston

CLASSIFIED ADVERTISING

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

POSITION VACANT

Radio Engineer wanted for Country Broadcasting Station. Holder of B Class Ticket suitable. Good salary and conditions. Apply in writing to No. 549 National Service Office, 53 Martin Place, Sydney.

enlisted in the service early this year. She has been with 2GF for some years, and was a very popular member of the Clarence River staff.

Ex-Weston Co. advertising copywriter, Corporal Eric Seale, was back in Sydney for a few days' leave this week, looking fit and brown after many moons sojourned at a battle station in the north.

The very many friends of popular 2KA-KM Sydney representative and sales manager, Bill Ogilvy, will regret to learn that he has been laid low with a bout of pneumonia and pleurisy. He's been in the War Memorial Hospitals for over a week, but is now reported to be sitting up taking some nourishment—particularly oysters!

Mr. Ray Dooley, secretary of the Australian Federation of Commercial Broadcasting Stations announced this week that the Federal executive meeting of the Federation has been abandoned for economy reasons, on the understanding that the meeting can be called at short notice if it is deemed necessary.

HOME COMMUNITY HOUR

Every Friday in the 2CH studios Desmond Day and George Brown collaborate in the presentation of the Home Community Hour, an hour's program commencing at 1 p.m.

Each week a large audience is in attendance, and the program, compered by Desmond Day, goes over in excellent style, with brackets of community songs interspersed by items by guest artists.

George Brown, at the piano, also contributes to the vocal side of the program.

COMMERCIAL BROADCASTING

Vol. 11, No. 25, Thurs., June 3, 1943

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

MANAGING EDITOR:
A. Lippmann.

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: MU 2932

COMMERCIAL BROADCASTING

Vol. 11, No. 26

(351st Issue)

Thursday

June 17, 1943

Price 6d.

INCORPORATING BROADCASTING BUSINESS

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

All Set and Saddled	Are You an Artist?	Artists of Fame	Australia's
Amateur Hour	Best of Them All	Big Sister	Bright Horizon
Calling All Cobbers	Chins Up	Community Singing	Dad and Dave
"Dad's" News Commentary	Dr. Goddard's Book of Time	Bob Dyer	
Down Every Street	Down Memory Lane	Film Quiz	Finish the
Sentence	Foods, Facts and Fun	Garden Beautiful	Golden Treasury
of Music	Guess Your Lucky Stars	Here Comes the Band	In Danc-
ing Mood	Inns of England	Jack Davey's Casting Bureau	Katy and
John	Kommonsense Kitchen Klub	Lest We Forget	Living Theatre
Lux Radio Theatre	Mr. Thunder	March Ahead of Time	March of
Time	Martin's Corner	Melodies of Yesterday	Melody Rendezvous
Men With Wings	Morning Devotions	Music of the Masters	Musical
Anagrams	Musical Moneybox	Musical Silhouette	On Parade
Pearl of Pezores	Perfect Song	A. M. Pooley's War Digest	Popular
Parade	Roll Luck	Racing and All Sport	Radio Quiz
and Rhythm	Romance in Music	Rhythm Cocktails	Salute to Victory
Search for the Golden Boomerang	Stars of Song	Stories from the Great	
Book	Swinging at the Baltimore	Their Finest Hour	Three
Generations	True or False	Twisted Tunes	Vitafone
Voice of Romance	Wake up Australia	Waltzes Old and New	
War of the Sexes	The Watchman	Way to Fame	West of
Cornwall	We Believe	Whiz Quiz	Why Worry

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.



Handwritten in red:
 74
 good reasons why
 most people listen to
 2W