

PERSONALS

The first quarter final of "Are You An Artist?" finished the other evening with a bright get-together of 3UZites and sponsor. Mr. O. J. Nilsen very ably hosted the austerity celebration. After many congratulations between the station, agency and sponsor over the program, an extra congratulatory went to Mr. and Mrs. Kelton who are gaining a son-in-law. Their very popular and charming daughter "Joy" was being wedded within a week. Among those who showered congrats on the mother and father-in-laws elect were Mr. E. L. Cottrell, Jack Clemenger (of Leyshon Avtg.), Cec. Corboy (sales of 3UZ), Johnnie McMahon, and quite a host of other popular radio personalities.

Ken Johnston, of the 2UW sporting staff, is one of the latest radio personalities to "go in." He's in camp with the A.M.C. somewhere "up bush."

When Mr. O. F. Mingay called in at Honolulu en route to America he was entertained at lunch by the director and his wife of the University of Hawaii, Mr. and Mrs. Hart. Fritz Hart will be well remembered, specially in Melbourne where for many years he was director of the Melba Conservatorium and conducted so many symphony concerts. He has been in Honolulu for some years now, has an excellent orchestra there, and many beautiful musical festivals are held. They have a lovely home out in the hills of Honolulu.

Marj. McInnes, publicity officer of 3XY, is back from holidaying at Apollo Bay. This must be an attractive place for radio personalities as we hear that Judy Storm is back in town after much surfing and tanning down there.

Frank Allen is back from his fishin' expedition, he reports that "the fish were excellent—both of them!"

2UW rep., Peter Sullivan, visited Sydney recently for a few days, he left so quietly that we doubt very much whether the sales fraternity in Melbourne were "awake up" to their long hoped for opportunity.

O. J. Nilsen left for Sydney last Sunday on a business trip.

Met Frank Goldberg again in Melbourne last week, business must be pretty brisk at Melbourne office as Frank is a frequent visitor these days.

"C.B." Melbourne reps. office is not high enough to admit Stan Fawcett (sales of 3UZ). It can't be his height that get him into places that other salesmen don't get. As more and more success comes his way, Stan just gets taller and taller.

Jack Clemenger, producer at Leyshon's advertising, and responsible for that excellent show "Starnight," deserves a hearty good handshake for the production of "Are You An Artist?" last Sunday night. This was the occasion of the first quarter final and reports have it that voting letters are simply pouring into 3UZ.

Met Captain Lin Corr the other day—Lin is very proud these days, he has a son as tall as himself who is, like "Dad," also in the army.

Les Leyshon was another Melbourne personality to visit Sydney recent on business. The Leyshon production "Starnite" commenced on 2UE last Saturday night, March 20, sponsored by Aspro. It will be heard every Saturday at this time.

16 Commercial Broadcasting, March 25, 1943

Mr. Charles Fletcher, sales and service manager of 2GB, has been appointed acting manager of 2CA Canberra. This move follows the "joining up" in the navy of Mr. Alton Stone, who has been acting manager of the Canberra station since managing director, Capt. Clive Ogilvy, joined the Army.

Mr. A. F. Stone, Macquarie services accountant and acting manager of 2CA Canberra, has joined the Navy as a Pay Sub-Lieutenant. About 40 of the staff of 2GB and Macquarie, presided over by general manager, "Johnny" H. G. Horner, gave Alton a rousing send-off last week.

Mr. J. S. Larkin has relinquished the assistant manager of 5DN Adelaide to take up a position on the editorial staff of the Melbourne "Argus." It is understood that health considerations induced Mr. Larkin to give up radio work and to seek the more placid life of a newspaper office. He was a newspaper man before entering the broadcasting field 13 years ago. Mr. Frank Anderson, well known in Adelaide selling circles for many years and more recently announcing on 5DN, has been appointed acting sales manager of the station.

The marriage between Miss Marie Grant Rendle, only daughter of Mr. and Mrs. C. P. Rendle, of Orrong Road, East St. Kilda, and Mr. Arthur J. Tait, publicity manager for 3AW, was solemnised at the Baptist Church, Collins Street, Melbourne, on Saturday afternoon, March 20. Mrs. Tait was well known in amateur theatrical circles being, for some time prior to his death, secretary to Gregan McMahon in a number of whose plays she was featured. She was also identified with radio, and her voice was heard in a number of successful features broadcast from Melbourne stations. Lately Mrs. Tait has been secretary to an executive officer at Victoria Barracks. Prior to his association with 3AW, Mr. Tait was one of the senior concert and theatrical managers for J. C. Williamson Ltd., and managed most of that firm's imported celebrity attractions. In 1932 he visited South Africa on behalf of J. C. Williamson Ltd., and after spending 18 months in that country as their representative, went to England where he was attached to the London office. Notable attractions handled by Mr. Tait included the Grenadier Guards Band, Challapin, Pavlova, Menuhin, Sybil Thorndike, Fay Compton, The Monte Carlo Ballet, and several grand opera companies.

A graceful tribute will be paid to Jack Lumsdaine, producer of "Over Here" when in the broadcast on April 9, Peter Dawson the guest star, will sing one of Lumsdaine's numbers. First, Peter Dawson will sing one of his most popular items, "The Kerry Dance," and as an encore he will present Jack Lumsdaine's own composition, "England in the Morning." This broadcast of "Over Here" will be heard from 2GB on Friday, April 9, at 9 p.m.

When Peggy Beaver was rushed to hospital on the eve of the A.B.C. Masquerade Ball, Margaret Kerr was called upon at a moment's notice to take over her numbers. So Margaret, who is renowned for her sweet, sentimental style, had to hand it out hot with songs she'd never sung before. Did she come through? Ask anyone who went to the Masquerade Ball!

Hugh Anderson, 2SM rep. in Melbourne, was over in Sydney last week for a few days. Hugh's outside in welcomes in the Harbour City were not all due to the fact that he arrived in the middle of the bread strike, laden with six loaves of the best Melbourne baking, for he's one of those Melbourne residents whom Sydney always seems to take to her heart.

Another Melbourneite seen around Sydney town during the week was Hector Crawford of Broadcast Exchange. It's a 100 to 1 bet he had some shows in the bag.

Charles Rainford received an enthusiastic welcome from the audience at Tye's Radio Revue from 3XY last Sunday week (14th) when he resumed leadership of the band after several months' absence. Kevin Bradley, who filled the intervening period as conductor, finds his time wholly occupied with his duties as musical and program director of 3XY and his other widespread musical interests.

CLASSIFIED ADVERTISING

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

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

ANNOUNCER WANTED

ANNOUNCER—A leading Melbourne Broadcasting Station requires the services of a Male Announcer. Must have previous experience and be able to assist in production. Applicants must be ineligible for military service. Apply giving full particulars of past experience and salary required to Number 709 National Service Office.

473 BOURKE STREET,
MELBOURNE

By Letter only.

Congratulations to 2KY news commentator, Sid Jordan, who was recently elected permanent firemen's representative on the Board of Fire Commissioners. At the ballot taken on February 23 last, Sid scored 468 votes out of a total of 541.

Mr. Roy Heath, of Macquarie sales, returned from a short holiday in his "home town"—Melbourne. After a few days solid work in Melbourne with Stan Clarke he made off to Torquay and the parental home for ten days.

Back from three weeks' rest at Jervis Bay Ron Whelan, of 2KY announcing staff, is putting all his old pep into work again.

An "austerity" holiday was taken by 2SM's radio doyen, Mr. John Dunne, who will be back on deck this week. "I've got no petrol to spare for the car and the trains are too crowded for travelling, so I'll just potter about at home and have a real 'rest,'" he said, before signing off for the break. During Dunne's absence his multifarious duties on the station were divided between other personalities, with Dom Harnett shouldering the biggest piece.

COMMERCIAL BROADCASTING

Vol. 11, No. 20, Thurs., Mar. 25, 1943

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

MANAGING EDITOR: A. Lippman
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

11, No. 21
11th Issue)
Thursday
April 8, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



Most people listen to . . .
2UW

Shouting doesn't get anybody anywhere these days . . . a megaphone can't compete with a thunderstorm.

It's only the quiet studied approach which can hope to get results . . . the repeated reiteration of a quiet in-the-mood message which reaches its goal at the right time and in the right place.

In a word—radio . . . and in the planning of essential prestige publicity to-day, the standard in radio is 2UW.

May we have an opportunity to frame a plan for YOU?

BROADCASTING

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.



DOM HARNETT

presents on behalf of W. C.
Douglass Ltd.

"WALTZES OLD and NEW"

Every Monday, Tuesday, Wednesday, Thursday and Friday evening Dom Harnett comperes this new quarter-hour feature on behalf of the manufacturers of Fountain Brand Pure Food Products.

2SM

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY

7.30
p. m.

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS 10/- p.a.

Vol. 11, No. 21

Thursday, April 8, 1943

Price, 6d. per copy.

Manpower Relief Granted in American Broadcasting

The National Selective Service headquarters in America (the equivalent of our Manpower Directorate in Australia) announced a revised schedule of "critical occupations" in January last which has afforded a considerable measure of relief to broadcasting stations throughout America.

In the schedule new "necessary occupations" include broadcasting station manager, program director, news editor, managing editor, news, special events, or public affairs, radio broadcast technician (all round), and maintenance mechanic.

The American radio news-magazine "Broadcasting," says that the development of the revised list is the final step in the definition of the industry's essentiality. In July, 1942, radio was included among the body of 34 industries essential to the war effort. In October last the first list covering key occupations was issued.

The new revised list covering broadcasting personnel is as follows:—

Radio Broadcasting; Radio Communications (Radiotelephone and Radiotelegraph); and Television Services.

Director of Operations, Radio Broadcasting (Domestic or International). (This title includes those persons who are in charge directly, or through subordinates, of the activities of the various operating departments of a network. It also includes assistants who are directly responsible to the Director of operations for the efficient functioning of the various operating departments of a network. It does not include any directors or assistants concerned with sales, promotional, legal, tax, clerical and other non-operating aspects of a network.)

Dispatcher, Radio Communications.

Electrician (All Round).

Engineer, Professional or Technical. (This title covers persons who are actually engaged as engineers in the operating or research phases of this activity regardless of educational background).

Engineering, Draftsman, Design.

Foreman, Radio Communications (Installation and Repair).

Inspector, Radio Communications Equipment.

Installer, Radio Communications Equipment.

Instructor, Training Program (Radio Communications). (This title covers only those persons engaged in the occupations included in this list who, because of their skill and experience, are detailed as instructors in an established training program.)

Instrument Maker (All Round).

Machinist (All Round).

Maintenance Mechanic (Domestic or International Broadcasting, and Radio Communications).

Manager, Employment or Personnel.

Manager or Superintendent, Radio Communications System or Station. (This title covers those persons who are actively engaged in supervising directly, or through subordinates, various technical and operating departments of a system or station in the radio communications industry. This title covers, also, assistants who are directly responsible to such managers for the efficient functioning of the various technical and operating departments. It does not

cover managers or their assistants concerned with promotional, sales, legal, clerical, tax, rate structure, or other segments of a non-operating character.)

Managing Editor News, Special Events or Public Affairs (Domestic or International Broadcasting).

Mechanician, Radio Communication Equipment.

News Editor (Domestic or International Broadcasting).

News Editor—Announcer (International Broadcasting).

Plant Maintenance and Operations Supervisor (Radio Communications).

Program Director (Domestic or International Broadcasting).

Radio Broadcast Technician (All Round) (Domestic or International Broadcasting).

Radio Communications Technician (All Round).

Radio Telegrapher (This title covers radiotelegrapher of both stationary and mobile radio services.)

Radiophoto Operator.

Rigger Radio (Radio Communications and International Broadcasting).

Station Manager (Domestic or International Broadcasting).

Storekeeper, Chief (Radio Communications).

Television Engineer.

Traffic Manager (Domestic or International Broadcasting).

Traffic Supervisor (Radio Communications).

Translator (International Broadcasting, Short-wave Monitoring Services, or radio communications).

COMMERCIAL STATIONS PROTECTED

New Manpower Ruling Will Ensure Continuance of Service

As this issue goes to press, it is learned that the Manpower Directorate has agreed to afford commercial broadcasting stations a measure of safeguard by declaring individual stations protected undertakings.

Broadcasting stations will be advised of this decision within the next few days.

"Commercial Broadcasting" has long advocated this move by the authorities on the grounds of the vital services being rendered in the nation's war effort by broadcasting.

The declaration means that commercial stations will be assured of manpower facilities, at least on a wartime footing for the duration. It means also that no employee of a broadcasting station will be free to change his employment from one station to another without authority of the National Service Office.

Shortage of Pressing Materials Alarms Recorders

There is now no doubt about the shortage of supplies in Australia of vinyl acetate compounds used in the manufacture of transcription pressings.

Despite efforts which have been made to conserve waste in this industry, consumption has outstripped the combined supplies from stock, from reconditioned waste, and from the meagre tonnage allowed import from overseas.

It has been estimated by one leading manufacturer that the total tonnage of vinyl acetate compound material for the whole Australian market would not exceed 20 tons a year. It can no longer be obtained from England, and the only other sources of supply are the United States of America and Canada. Efforts made recently to obtain permission from the Division of Import Procurement to import a comparatively small amount of vinyl have met with little success.

The transcription making industry is an integral part of the Australian broadcasting system. The vast distances separating centres of concentrated population, the limited landline facilities available for network hook-ups make it necessary to resort to the transcribing of a big bulk of broadcast entertainment.

The Postmaster-General himself insists upon the reduction of landline

usage to enable the full resources of the service to be always "at the ready" for the fighting services and Government departments immediately associated with the prosecution of the war. That is as it should be, but it leaves the only alternative of transcribing broadcast shows for network featuring. This in turn imposes a bigger usage of material in the manufacture of discs.

Broadcasting is an essential service to the community, and the Government has shown its awareness of the necessity for keeping the people "in touch" through the broadcast medium. That expression of attitude may not be enough in itself. If the Government is (as it should be) desirous of keeping the broadcasting system in effective operation during the war period, the question of materials supplies to all sections of that system must be answered.

It is not suggested for one moment that vinyl acetate compound, for example, should be given import preference over vital munition supplies, but it should take its rightful place and preference in the general import plan, such priority to be granted after a thorough and competent appraisal of its essentiality.

"Should Resist Claims for Increased Wattage"

Parliamentary Standing Committee Voices Opposition

Below is the full text of that part of the first report of the Parliamentary Standing Committee on Broadcasting, which deals with Power, Frequencies and Licences for Commercial Stations

Requests having been made on behalf of commercial stations for increased operating power and for the allotment of additional radio channels, it is necessary to recall the fundamental principle upon which Australian broadcasting was planned some 14 years ago.

In 1928, when the Government of the day reached decisions on the policy to be pursued, the plan which was adopted envisaged two systems—one (the national service) to be a completely co-ordinated public utility, which would be financed by a direct charge to those who elected to become listeners to broadcasting, and in which the component parts, such as studios, program lines and emitting stations, were to be so related that at least one daily program could be usefully heard by at least 90 per cent of the people; and the other system (the commercial service) to be an assemblage of individually operated units provided by private enterprise, which would be financed by an indirect charge on all people by virtue of the broadcast advertising loading contained in the price paid for the goods they buy, and in which the component parts were to give a broadcasting service essentially local in character.

As pointed out by the Post Office, any claim on the part of the commercial system for parity of treatment with the national system in the matter of operating power and choice of radio channels is untenable, as each system has a distinct sphere. If commercial stations were required to duplicate the kind of service provided by national stations in some very sparsely populated areas, they would be financially embarrassed. There are cases where the annual costs of the plant in a national station (i.e., excluding program costs) are over five times the total revenue drawn from the area served. Because such a station is a unit in a co-ordinated system, the losses are compensated by surpluses in densely populated areas.

The public in general finds it difficult to appreciate the meaning of the technical terms describing the radiation strengths of competing broadcasting stations; indeed no compact word or phrase

can do so. It is therefore not surprising that the public and prospective advertisers have been encouraged to believe, quite wrongly in the opinion of the Post Office, that a station of, say, 1,000 watts must surely be more effective than one of 500 watts. The result is that the quoting of numbers of watts of power has become a matter of competitive publicity rather than a figure determined upon technical grounds. Large power does not necessarily mean large area, but only stronger reception in a certain area. In a given set of circumstances the power of a station would have to be raised at least four times before a listener could notice an improvement in reception. Any individual increases would usually result in the imposition of serious handicaps on other stations, and where the use of radio channels is shared the situation would become intolerable.

Increased power also involves higher cost of running the service, which, in the case of commercial stations, is passed on to the advertiser, would mean higher prices of commodities, as the advertiser in turn would no doubt pass his extra advertising cost to the consumer. For this reason, and bearing in mind that commercial stations are in keen competition for advertising contracts and that the number of watts is exploited as an argument to gain business, it is generally desirable that claims for increased power should be resisted, as it is one of the functions of authorities administering public utilities to find by careful experiment those levels of service that will reasonably maintain general satisfaction at the least cost to all concerned. Moreover, there would be practical difficulties in arranging increased power at the present time on account of war conditions.

Approximately 700 unsatisfied applications for new commercial station licences are on record in the Post Office, some dating as far back as 1924. Many of these applicants are no longer interested, particularly in view of the present restrictions on advertising. Apart from those concerned in the Newcastle district (whose case will be the

subject of a later report), five applications for new licences have been specially brought to our notice. These are from the Central Methodist Mission, Adelaide; the Catholic Archbishop of Adelaide; the "Workers' Weekly Herald," Adelaide; the Queensland Central Executive of the Australian Labour Party, Brisbane; and the Council of Churches in Victoria, Melbourne. All the radio channels which could be used under existing conditions have already been allotted, excepting those reserved for the purpose of meeting developments in the national service, and it is therefore not practical to grant any new licences except on low power in districts remote from existing stations. It is possible, however, that certain channels may become available as the result of the revocation of certain licences, but the provision of equipment is a serious difficulty at present, in view of the preference necessarily given to the requirements of the fighting forces.

In regard to the choice of applicants for the use of such channels as may become available, we invite reference to paras. 385 and 414 of the Gibson report, in which it was recommended that in the granting of new licences or the allotment of former licences, preference should be given to religious and educational interests. We concur in that recommendation and suggest that, where applications have been made by the churches, the licences should be allocated (when it becomes practicable to issue them) to the three groups in each State, namely (a) the Church of England, (b) the Catholic Church, and (c) a committee representing other Christian denominations. In appropriate cases the churches might be asked to consider combining their interests in some way for the purpose of sharing the use of the station. In agreeing with the view of the Gibson Committee, we are mindful that Australia as a whole, in proportion to population, is better served in light broadcast entertainment than most other countries.

BRAKE NEEDED ON RESTRICTIONS

Addressing the annual meeting of Woolworth Ltd., the chairman, Mr. C. Scott Waine, stated last week that unless the imposition of further restrictions is carefully considered the retail trade will so diminish that profit margins will be completely overhauled by costs. Only business with substantial reserves would continue to exist.

KIWI'S "CHINS UP"

A list of 3BO features in our last issue ("C.B.", 25/3/43) credited the sponsorship of "Chins Up" to Nugget, whereas in fact the show is sponsored by the manufacturer of Kiwi boot polishes.



JOHN HICKLING

Producer of "The Living Theatre," "The March of Time," and "Unknown Warriors."

Now 3UZ and he co-operate in 3UZ's latest production

"THEIR FINEST HOUR"

The story of the Bathurst Family; father, mother, son and daughter. England in 1939 and onward. A human story against a background of world shattering events.

Broadcast in Victoria by BROCKHOFF'S BISCUITS, each Saturday at 8.30 over 3UZ, 3SR, 3TR, 3HA, 3SH, 3YB, 3UL.

Available interstate as 53 half-hours on process discs.

★ The Station that creates new programs

3UZ
MELBOURNE

Importance Of Overseas Broadcasts Must Not Be Overlooked

[Such part as the Australian commercial broadcasting stations may be called upon to play in the future to fulfill the requirements of an effective overseas short-wave broadcasting service, are visualised by the Parliamentary Standing Committee on Broadcasting. In the Committee's first report tabled recently in Parliament, the following observations are made.—Ed. "C.B."]

Overseas Short-wave Broadcasts

The question for consideration is the possibility of combining national and commercial interests for overseas broadcasts after the war.

These broadcasts are at present exclusively national. They are conducted by the A.B.C. at considerable cost, which it is difficult to estimate because the short-wave division of the Commission's organisation has the use of studios, recording equipment, music libraries, field unit recordings, etc., without charge. In computing the cost, the value of these facilities should be included. It would also be proper to charge the division with a proportion of general administrative expenditure. The Treasury has tentatively agreed to reimburse the expenditure to the extent of £28,000 during 1942-43.

The service is given through the medium of Government-owned transmitters under the control of the Post Office. They were diverted from their normal peace-time purpose of broadcasting to the more remote areas of the Commonwealth, but their power is too low to permit of the transmissions being heard reliably against the increasing competition of high-power stations in other countries.

A modern international station capable of providing the service required costs at least £400,000 to build, and the recurring costs, including programmes, are of the order of £80,000 a year.

When the Government is in a position to bring a station of that kind into service, with the A.B.C. as the programme authority and the Post Office in charge of technical operations, the Federation is anxious that commercial interests should be allowed to participate in the broadcasts by leasing time for the transmission of programmes sponsored by advertisers of specific products.

Sir Ernest Fisk, on behalf of Amalgamated Wireless (A/sia) Ltd., which runs a number of overseas services, radio-telegraph and radio-telephone, using short-wave stations, also considers that commercial interests should be given the opportunity of entering the international field of broadcasting. He suggests that after the war the company might be prepared to lease two or three of its own channels to commercial people on terms to be agreed upon in consultation with the Government.

On the other hand, an exclusively national service is advocated by both the A.B.C. and the Department of Commerce. The latter, in illustrating its point of view, considers that the adoption of certain international policies would do far more to assist Australian exports than could be achieved by individual advertisers of them over the air, product by product.

The A.B.C. points out that broadcasting is rapidly reaching the stage when overseas short-wave transmissions can only be effective in ratio to the extent to which they are accommodated in the

home broadcasting of the countries to which they are directed. This has been exemplified in Australia, where, with over 100 stations competing for the audiences, programmes from overseas, such as those transmitted by the British Broadcasting Corporation, could not hope to secure a relatively important hearing unless they were brought to the attention of listeners by inclusion in the home programmes. And broadcasts from overseas can only earn a place in the home programmes if they merit it by their novelty or intrinsic appeal.

Conversely, the Commission continues, if Australia directs her voice to other countries where, as in America, for instance, radio is a highly developed and competitive service, she cannot expect to be heard in any substantial way unless her session can thrust their way into the American programmes. For this reason, the Commission is sceptical about the practical results to be expected from "commercial" short-wave broadcasting from Australia, as it would be most unlikely that the producers in the United States or Canada would leave unchallenged any encroachment on their advertising field such as might be represented by Australian radio publicity of particular brands of goods or even products in general.

Under agreements between the Commonwealth and the Amalgamated Wireless Co., the latter has the right to establish and operate commercial wireless services between Australia and other countries, and it is stipulated that "no department of the Commonwealth shall carry on any commercial wireless service in competition with the company." "Commercial wireless service" is defined in the agreements to include "wireless telegraphy, wireless telephony and all further developments of wireless transmission or reception for commercial purposes."

The Attorney-General (the Right Hon. H. V. Evatt) is of the opinion that the definition includes commercial broadcasting services because of the significance of the words "all further developments of wireless transmission or reception for commercial purposes"; but that if a short-wave service were conducted by the Government, or by some instru-

mentality, such as the A.B.C., from Australia to another country, in the way in which the A.B.C. conducts its broadcasting service in Australia, then that would not be forbidden by the agreements, because such a service could not be called a "commercial" service, as the A.B.C. does not operate for profit.

The question has been raised whether the A.B.C. has legislative authority to conduct international broadcasting which do not conflict with the agreements between the Commonwealth and the Amalgamated Wireless Co. The Commission's functions are defined in Section 18 of the A.B. Act as follows:—

The Commission shall provide and shall broadcast from the national broadcasting stations adequate and comprehensive programmes and shall take in the interests of the community all such measures as, in the opinion of the Commission, are conducive to the full development of suitable broadcasting programmes.

Prima facie this section does not appear to limit the Commission's functions to domestic broadcasting, but Section 35 requires the Commission to exercise its functions "in such a manner that its operations will be financially self-supporting," and bearing in mind that the Commission's revenue is derived from listeners' fees paid for the reception of programmes in Australia, it is questionable whether the Commission has authority to use any of that revenue for international broadcasting, the cost of which, in our opinion, should be a charge upon the whole community through the medium of a special appropriation of public funds. If a precedent for this procedure is desired it is available in the practice followed in England, where the British Broadcasting Corporation receives large appropriations, distinct from licence-fee revenue, to finance overseas broadcasts.

As noted above, the Treasury has tentatively agreed to contribute £28,000 during the current financial year. We consider, however, that the appropriation should be sufficient to cover the whole of the expenditure and we recommend that this policy should be adopted as a permanent arrangement. We recommend also that Section 35 should be appropriately amplified to make it clear that the Commission's self-supporting

obligation refers to domestic broadcasting. The adoption of this recommendation will, of course, necessitate separate accounting of the short-wave division expenditure in order that it may be reimbursed from the special appropriation proposed.

While not ruling out the possibility of arranging for commercial interests to be associated with the international short-wave service at some future time under acceptable conditions, if suitable international advertising can be developed, we agree with the Commission's opinion that the primary function of the service should be to project Australia's characteristics, achievements, aspirations and points of view into the consciousness of other peoples. Any participation of commercial interests in such an international service, involving payment to the Commission or the Government for leased time, might be held to commercialise the service to an extent that would bring it into conflict with the agreements between the Commonwealth and the Amalgamated Wireless Co., in which event it would have to be the subject of negotiation with the company. But we do not think it would be desirable to consider the necessity for such negotiations until a specific proposition has been submitted on behalf of commercial interests, and until the Commission has had reasonable experience of conducting the broadcasts as an exclusively national undertaking, serviced by a modern station of the magnitude required to make the voice of Australia effectively heard throughout the world.

We endorse the important principle emphasised by the Commission that its bona fides, as a national independent authority, should be preserved overseas, so that audiences abroad will be conscious of receiving news and other services which are not operated by a Government.

We note, too, with approval, that the Commission is alert to the risk of damage to national prestige if it allowed any of its programmes to descend, in the words of the Director of an Education Department, "to a low level of alleged popular taste," and that it intends to maintain its overseas transmissions at a standard that will reflect the highest credit on Australia's aspirations.



Action

ACTIONS USUALLY
SPEAK LOUDER
THAN WORDS BUT
IT'S THE WORDS,
IN OUR CASE,
THAT BRING
ACTION FROM
THOUSANDS OF
HAPPY LISTENERS.

3KZ
MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street

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

1, 2, 4!!

Exclusive B.B.C. News Sessions
are broadcast from

"FIRST ON **3AK** THE DIAL"

(200 Metres)

FOR NIGHT WORKERS LISTEN AT 1, 2 & 4 A.M.

Troupers All

Radio Show Will Forge Constant Link Between Old and New

A number of famous stage artists of the older generation meet Jack Lumsdaine to discuss the new musical comedy show, "Troupers All," which will be a tribute to the grand old stage tradition. Left to right the artists appearing in the first broadcast are: Jack Lumsdaine (compere), Bert Harrow, Fred Webber, Les Warton, Winnie Edgerton, Ethel Walker and Cliff O'Keefe.



Introduction of a new program, 8 p.m. Thursday, on 2GB, "Troupers All," was the result of the re-arrangement of the Colgate-Palmolive schedule, which introduced "Passing By," a half-hour orchestral session on Wednesday night, and replaced the two half-hours of "Calling the Stars" on Wednesday and Thursday at 8 o'clock by a full hour unit of entertainment on Friday night at 8 o'clock.

"Troupers All" is compered and produced by Jack Lumsdaine. It is based on the idea that no greater compliment can be paid to an artist than to be known as a trouper. The program is presented by troupers of the mature type, and glorified the trouper tradition, but provision is made to include young troupers, or the sons and daughters of troupers.

In the first program Jack Lumsdaine acted as compere-producer and played the piano accompaniments, and the atmosphere of the show was one of a friendly round the piano gathering. It was enlivened by anecdotes and memories of old-time stage productions, and was well sprinkled with comedy and music old and new.

Bert Harrow acted as assistant compere. The idea is to handle the program in a strictly professional manner, and the artists who will appear from time to time will be engaged accordingly. The aim of the show is not to bring back old-timers, so much as to gather together the older generation of players and artists who are still in the spotlight of the entertainment world. Thus the first program introduced besides Bert Harrow as assistant compere, Minnie Love who sang one of her greatest successes, "Broken Doll," and was featured in a comedy sketch with her partner Adele Kay. One of Australia's best known pantomime artists, Winnie Edgerton, sang a modern number, and further musical selections were given by a mixed quartet consisting of Cliff O'Keefe, Ethel Walker, Fred Webber and Winnie Edgerton. Les Warton sang a song from the days when he was featured in nigger minstrel shows, and Bert Harrow re-introduced a comedy song of long ago, which proved a great success.

In most programs there will be a dramatisation of about four minutes under the title of "The Show Goes On." These will enact gripping instances in which an artist has appeared on the stage in spite of extraordinary misfortunes, difficulties or adverse circumstances.

The aim of the producer is to present a program that combines personality appeal, musical appeal, and strong comedy, together with the fascination of hearing memories of other days recalled by the people whose names are part of the tradition of the Australian stage.

A survey of the field of talent has revealed the names of 20 to 30 people still available for appearances in a show such as this, and whose names still carry weight in the world of entertainment.

The first program was presented from the large Macquarie Studio, but it is possible that future productions will be made from the Macquarie Auditorium before a large audience.

"Amateur Night" Revived

There are not many shows which will stand a revival after the lapse of years, but one that has been restored to the air by 2SM Sydney is "Amateur Night," and it bids fair to eclipse even its former popularity.

John Dunne founded "Amateur Night" way back in 1935, and it was probably the inspiration which led to the making of numbers of similar shows throughout Australia. During its four years' run original "Amateur Night" had two sponsors; first Chateau Tanunda Brandy and later Palings Ltd.

The revival of "Amateur Night" which commenced this week on 2SM is under McNiven's Ice Cream banner, and replaces McNiven's previous 2SM feature, "The Minstrel Show."

In the new set-up each artist appearing will receive a guinea, and the night's winner will be selected by public vote. At the end of 13 weeks the 12 winners will compete for a first prize of £50, second £10 and third £5.

New Features
New Sponsors

on
3BO
BENDIGO



The J. Walter Thompson Agency have placed advertising orders with 3BO on behalf of their clients, Kolynos Inc. and Kraft Walker Cheese Co. Pty. Ltd. for their new programme features: "Dad—What I Think of the News" and "Forever Young," new family drama.

The George Patterson Agency, account Lournay, have placed "Passing By," and for Kiwi

Polish Co. "Chins Up." The Weston Co. Agency, account Beckers Pty. Ltd., have placed "Down Every Street."

3BO presenting the Nation's finest programmes on behalf of local and national clients to one of the finest audiences in Australia. 3BO affords a 100% coverage of Central Victoria.

Further Particulars from—

AMALGAMATED WIRELESS (A/SIA) LTD.

47 YORK STREET
SYDNEY B 0522

167 QUEEN STREET
MELBOURNE M 4161

CURRENT FEATURES ON 3BO

- Big Sister
- Dramatic Moments
- Rise and Shine
- Lost Empire
- Quiz Kids
- Martin's Corner
- Forever Young
- Passport to Danger
- Chins Up
- Youth Show
- Doctors Courageous
- Passing By
- Hit Tunes
- Calling the Stars
- Croft's Radio Revels
- Captain Midnight
- Lux Radio Theatre
- Dad and the News
- Out of the Darkness
- Australia's Amateur Hour
- Pearl of Pezores
- Radiola Harmony
- All Set and Saddled
- The Jungle Doctor
- Out of the Silence
- Bob Dyer
- Famous Australians
- Lest We Forget
- Down Every Street
- P. and A. Parade

Tell the World about your Product!!

WISEACRES RELAX

and turn the dial to

THREE AW

where Adventure, Music, Comedy, Variety and Drama abound.

Is your Program on our Air?

Over Seven Years' Record of the "The Everybods"

"For over seven years 'The Everybods' have been heard over 2CH, the program having commenced on March 16, 1936, and McDowell's have been associated with it for half of that period."

This statement was made by Mr. Frank McDowell, managing director of McDowell's Ltd., sponsors of "Fred and Maggie" and "The Everybods" during the past 3½ years, when he gave a final message to listeners following the broadcast of the last episode of the program, marking its 1,501st performance on 2CH on Thursday, March 25, last.

Thus was brought to a close one of the most successful long-run features in Australian radio. "Fred and Maggie," and after it "The Everybods" proved a consistent record breaker during the whole of its seven years' continuous presentation, and in his message Mr. Frank McDowell extended a final word of congratulation to the creators of the program, Edward Howell and Therese Desmond, and to the 387 artists who had taken part in its presentation.

To mark the final episode a special program in which many of the more important characters took part was presented on 2CH when the story was brought to its happy ending.

Those who took part were Edward Howell and Therese Desmond, as Fred and Maggie, their daughter, Madeliene Howell, as Daisy Sproggins, Les Warton as Barney, and Jane Holland, Ronald Morse, Ken McFadden, who were among

those featured in "The Everybods." Each gave a final message and cheerio to listeners.

Edward Howell, who with Gwen Meredith, was responsible for the scripts, and who produced the series, paid a special tribute to his mother, the late Madeliene Rowsell, who in the "Fred and Maggie" series, played the role of his mother-in-law, and who he said had taught him all he knew in the art of entertainment.

Mr. Howell also expressed his appreciation of the assistance he had received from the management of Station 2CH and Amalgamated Wireless, which had played an important part in making the success of "The Everybods" possible.

McDowell's account is handled by Transradio.

SPONSOR'S CO-OPERATION Money Goes to Legacy Club

A generous round of applause greeted the appearance on stage of Mr. Frank McDowell, managing director of McDowell's Ltd., of Sydney (sponsors of 2KY's "Friday Frivolities"), when he came to the Radiatorium on Friday, March 19, to present a cheque for £50 to the president of the Legacy Club, Mr. Spooner.

Prior to making the presentation, Mr. McDowell thanked patrons of "Friday Frivolities" for their support, thus making the gift possible. He added that their attendance every Friday served a dual purpose, for, not only did their admission money secure them two hours of bright and breezy entertainment, but it helped also to swell the fund set aside by the Legacy Club to assist the children and widows of Diggers.

Mr. McDowell concluded by saying that it was the intention of his firm—likewise of 2KY—to continue to devote the "door takings" of "Friday Frivolities" to this and other charitable organisations.

On stage with him and Mr. Spooner were 2KY's popular manager, Mr. H. E. Beaver, and compere of the show, Harcourt Garden.

SUNDAY IS RADIO DAY IN NORTH

Sunday daytime programs on the North Queensland stations, 4CA Cairns and 4TO Townsville, sound like a listeners' dream. Due to restrictions on evening broadcasting many programs, normally presented at night on southern stations, reach northern listeners on Sundays. The following are some of the shows:—Lux Radio Theatre, Australia Sings, Australia's Amateur Hour, Over Here, Star Barometer, All Set and Saddled, Bob Dyer and Lest We Forget.

Paul Jacklin joins 2UE as a Producer

Intrepid Actor-Broadcaster Planning Big Hits

Famous actor-broadcaster-producer, Paul Jacklin, has joined the executives of Radio 2UE in the capacity of producer.

Already he has completed the groundwork of a number of new night presentations, and the first details of his first big production will be announced in the next fortnight.

Jacklin earned an Australian-wide reputation as a producer compere with the Australian Broadcasting Commission, for whom he produced "Merry-Go-Round," "Strike Up the Band," "The Starlit Hour," and several other big national shows.

Soon after leaving the A.B.C. Jacklin joined the A.I.F., but after 17 months service was discharged as unfit after a demolition accident up north had affected an old head injury suffered in Africa when carrying out a world broadcast from the deck of a sunken vessel in Simon's Bay.

Jacklin was broadcasting the salvaging of a big gold cargo through the S.A.B.C., B.B.C. and N.B.C. when an accident ripped open his uniform through which water poured. He was saved only by a miracle, and after many operations had to have a platinum plate inserted in his head.

Before going to Africa, Jacklin was well known on the stage in England and America where he played opposite Michael Redgrave and Robert Donat.

Educated at Cranleigh College and St. Catharine's, Cambridge, Jacklin was a brilliant Rugby Union player. One brother, Edward, is now a Spitfire pilot in Africa, while another brother, Ivan, is a Surgeon Commander in the Royal Navy. His father, now in the Home Guard, was South Africa's representative and Treasurer-General to the League of Nations.

MUSIC FOR BEAUTY PREPARATIONS

Under the title of "The Golden Treasury of Music," a half-hour presentation of the loveliest melodies in the musical library has been scheduled for sponsorship over 2UW Sydney and 4BC-SB Queensland, on behalf of Helena Rubenstein Pty. Ltd., well known beauty house.

The contract, arranged through the A. N. White Agency, calls for the 9 to 9.30 p.m. Saturday's channel on 2UW, and 8 to 8.30 p.m. Sundays on 4BC-SB.

The script and selection of records is a 2UW production, but the presentation will be handled at the microphone by Nigel Lovell.

ALL STATION HOOK-UP

Commercials Get Behind War Loan

Once again throwing their combined weight behind the Government's war loan the commercial broadcasting stations of Australia have decided to dedicate Saturday night, April 17, to an Australia-wide appeal for subscriptions to the Third Liberty Loan.

This decision was reached at a special meeting of the Federation in Sydney this week. All stations are being advised of details of the scheme which will involve an Australia-wide hook-up of stations by landline for a few minutes address by the Federation president, Mr. Allan Fairhall, to officially launch the individual efforts of each station on that night.

Stations themselves will devise special schedules for the night which will involve making all necessary arrangements with a total of many hundreds of sponsors of broadcast time.

"FOOD FACTS AND FUN"

New Half-hour Quiz for J. R. Love

"Food, Facts and Fun" is the title of a new half-hour audience participation quiz developed and produced by 2UW Sydney, in conjunction with the Hansen-Rubensohn Co. on behalf of J. R. Love and Co. Pty. Ltd., manufacturers of Mother's Choice Products.

The program has been scheduled for 9.15 p.m. Fridays as part of 2UW's live-artist presentation from the 2UW Theatre, and several novel features have been incorporated in the production.

Prize money each week totals £12 worth of the sponsor's products, and provision has been made for the Anzac Buffet to receive all prizes not won in any session.

The title "Food, Facts and Fun," explains the whole story of the session, because all of the 24 questions asked during the session come within those three groups—there are eight questions on food preparation; eight on household hints; and eight tricky questions concerning well-known gags and limericks.

The presentation is handled by Cecil Scott, of 2UW, and Miss Joyce Williams of the home management section of the Sydney County Council Electricity Undertaking. In charge of a wandering microphone among the audience are Lulla Fanning and Shirley Ann, both of 2UW.

Prizes are made up in 5/- parcels of Mother's Choice Products, and each question in each group—food, facts and fun—if not won, jackpots to 15/- when, if it is still not won, it goes to the Anzac Buffet.

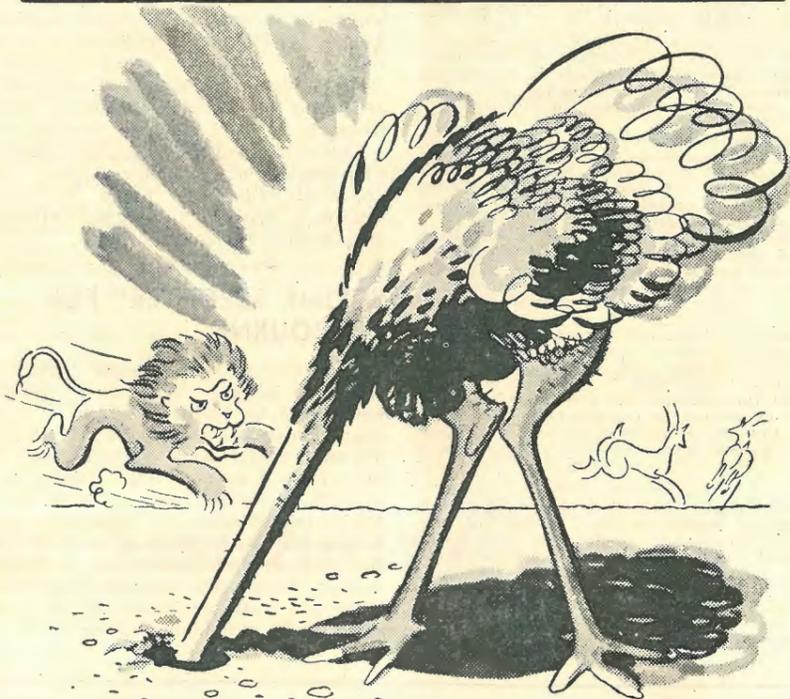
Listener interest is catered for by the provision of six open orders each for 20/- worth of Mother's Choice Products, negotiable at any grocery shop in New South Wales, for the two best questions in each group submitted each week for use in the session. The questions are carefully chosen for their information value as much for the entertainment side of the program, and the session, in fact, is a handy hints program wrapped up in popular entertainment.

Sydney's "50 and Over" Celebrates 2nd Anniversary

The second anniversary of the famous Gartrell White 2SM show, "Fifty and Over," will be celebrated on Monday evening next, April 12. Incidentally founder of the show, Mr. John Dunne, will celebrate a birthday on that date too!

"Fifty and Over" has proved one of the most popular shows of its type ever broadcast, and almost since its inception the big 2SM audience studio has been incapable of holding the crowds

who wished to attend the broadcasts. Wider accommodation had to be found for the second anniversary celebrations next week, and the Australia Hall has been booked for that purpose. The "audience" for that evening's program will consist of about 600 Gartrell White employees and their friends. The broadcast itself that night will be devoted entirely to the Third Liberty Loan, and Mr. C. A. White, chairman of directors of the sponsor firm, will make a special appeal to listeners.



Why Emulate the Ostrich? He thinks he is getting coverage too

In buying radio time some people seem to work on the ostrich's principle. They believe that what they don't know can't hurt them. Their ultimate fate is almost always the same as that of the ostrich. On the other hand, the wise radio buyer studies his market and his means of reaching that market and buys on the facts. Here are some facts relative to Station 2KO's coverage of Newcastle and surrounding districts:—

73.5% of all listening time in Newcastle is devoted to Station 2KO.
38.8% of all listening time in Cessnock is devoted to Station 2KO.
55% of all listening time in Maitland is devoted to Station 2KO.

These facts were established by independent scientific survey. They give the reasons why 2KO is the premier station in the Newcastle Area.

the premier station >> **2KO** <<
NEWCASTLE

3 SR
YB
UL

LICENCES 61,098
POPULATION . . . 378,110

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

★ For **PRESTO**
ALL your

RECORDING SUPPLIES

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

MAXAM CHEESE EXTEND N.S.W. COVERAGE

Maxam Cheese Products Pty. Ltd., who already sponsor on 2UW Sydney a Sunday night half-hour relay from 4BC Brisbane, of Dr. Goddard's "Book of Time," last week extended their coverage on 2UW by arranging to take five quarter-hours in the women's session Monday to Friday at 11 a.m.

The details of the presentation, which were finalised last week in collaboration with the sponsor's advertising agency, Marsh Pty. Ltd., call for a separate quiz session each day—the whole presentation being programmed as "Quiz-a-day."

The weekly schedule is as follows:—

Monday: "Let's Remember," a session in which listeners are invited to nominate records which hold for them a sentimental memory. There are four prizes of 5/- for the entries selected for broadcasting in each session.

Tuesday: "Twisted Tunes," listeners are asked to name the titles of popular numbers rendered in unusual fashion. Prizes take the form of cash—10/-, 5/-, 3/- and 2/-, with five consolation prizes for Maxam Bakeo Pastry Mixture.

Wednesday: "Way to Fame." This is a potted biography in commentary and music of world-famous artists, and listeners are invited to identify the personalities concerned. Prize money is the same as Tuesday.

Thursday: "Musical Anagram." The title is self-explanatory, and prize money is same as Tuesday and Wednesday.

Friday: "Film Quiz." Listeners are asked for the answers to a number of questions expressed in commentary and music regarding the identity of famous film stars. Prize money is as on the previous three days.

"The Jungle Doctor," a series of factual recordings made by Dr. White, of the Church Missionary Society is now being released over the following stations: 2AY, 2GN, 2GF, 3BO, 4CA, 4MK, 4TO, 4WK and 4BU, the broadcasts are scheduled for Sunday daytime release and already are making permanent dates with many station listeners.

NORMAN BANKS M.C.'s TOWN HALL CONCERT

Norman Banks, of 3KZ, was deputed by the Melbourne Lord Mayor (Councillor Nettlefold) to direct and compere a free concert at the Melbourne Town Hall on Sunday afternoon, April 4.

The concert started at 2.45, and Mr. Banks strove to make a program to have the broadest appeal for all sections of the community, in keeping with the Lord Mayor's desire to have a show which was neither highbrow or lowbrow. The artists included the A.B.C. quartet, John Robertson, the champion trumpeter, who as well as giving a solo, also rendered, with William Laird, "The Trumpeter"; Anthony Strange sang "The Bluebird of Happiness"; Sylvia Fisher, Anna Jacobovitch (pianiste), Ernest Llewellyn (violinist), Verona Cappadona (the child prodigy), and Robert Burnard, who recited the immortal oration from "Henry V." Stanley Brookes gave a sketch from Dickens. The Orpheon Choristers and Heidelberg City Choir appeared under the baton of Hector Crawford, while at the Town Hall organ Max Balderson was heard.

"CRIME REPORTER" FOR MELBOURNE

Jack Davey, well known throughout Australia as one of radio's brightest stars, will be featured in the new program which started on 3KZ at 9.30 on Tuesday night, April 6, under the title of "Crime Reporter." The dramas which are all based on facts supplied by the Police Department, are designed to bring before the public various methods used by tricksters and racketeers to wheedle money from the unsuspecting public. They are well acted and include a cast of some 20 well known players.

"Penelope"—A Pioneer Woman in Radio Advertising

Ten years ago when radio advertising was comparatively in its infancy, 3UZ decided to engage a woman to advertise during a morning session, this had not been done before in Melbourne, and there was conjecture as to whether a woman could "sell" over the air.

"Penelope" was given a session to conduct on her own—ad libbing and talking to the women in their homes. Penelope's session began to grow. She advertised frocks, hats, in fact practically everything and anything. Listeners grew to love "Pen," and they listened to her advice on fashions, household hints, and all the different little bits of information and gossip she had to tell them. From a small session she now conducts two and a quarter hours every morning from 9 a.m. until 11.15 a.m.

Penelope has done a great amount of good work for all kinds of charitable appeals. An interesting incident occurred last week after she had been telling her listeners about the new War Loan. That day one of her listeners walked into a city theatre and gave £200 to the Loan because she said "Pen" had appealed to listeners that morning to do all they could.

Probably her most amazing and outstanding work has been for the Merchant Navy. Some time ago she was asked if she would do something to help these men of the sea, so Penelope started to tell her listeners about them in her session. Contributions started to come in. On September 28 Penelope organised a meeting for the women to get together and see what could be done, the meeting was held at the Theatre Lovers' Club, and it was packed. All traffic was jammed in the street and hundreds were turned away. They held another meeting at the lower Melbourne Town Hall, Swanston Street was jammed. This decided Penelope and the next time she took the Melbourne Town Hall. It was also packed and hundreds were turned away. In the last six months Penelope has raised just on £1,000 for the Merchant Navy.

Penelope in all these years has certainly won her way into the hearts of listeners, and 3UZ can well be congratulated on the good work, the good advertising, and the good will that goes with a session like this.

SHARPE'S FEATURE "MUSIC OF THE ALLIES"

Sharpe Bros. Pty. Ltd., Melbourne drapers, have commenced a new half-hour program from 3XY on Sunday mornings at 10. Under the title of "Music of the Allies," it presents an impressive parade of vocalists and instrumentalists representing various allied countries in typical numbers. Contract is for 52 weeks.

World Famous Tenors

One of the oldest established and most successful of musical entertainment on 2GB is the "World Famous Tenors" program, presented every Sunday night at 9.30 by John Dease. The popularity of this session seems to grow throughout the years. That is partly due to the fact that quite apart from its entertainment value, this session helps to build an appreciation of fine singing, and increases listeners' knowledge of the world's great tenors.

Proof of its popularity is shown by the large mail received each week, which contains suggestions for future programs, and discussions on the relative merits of the tenors. Compere John Dease is often amazed by the fine appreciation and knowledge shown by listeners from all sections of the community.

The program is sponsored by the makers of De Reszke Cigarettes, and the Goldberg Advertising Agency of Melbourne have again placed with 2GB a further renewal for a period of 52 weeks.

REPLIES TO AXIS LIES

"Our Replies to Axis Lies" is the title of the feature with a topical message, being broadcast on 3XY each Saturday night at 9.15, under the sponsorship of the manufacturers of Vitol, the First Aid Antiseptic. Contract is for 26 10-minute sessions.

"LADIES' CHOICE" FOR CORINNE

In a campaign for Corinne Rose Cream, Australian Cosmetics Pty. Ltd. are sponsoring "Ladies' Choice," a musical program with a special appeal to women, and incorporating an interesting competition on 2CH.

Compered by Desmond Day, the program is scheduled at 8.30 p.m. each Wednesday, and the entertainment is made up of selections submitted by listeners. Thus, women are invited to make their own choice of four items suitable for presentation in this program. One of these is broadcast each week, the listener responsible securing a generous cash award. In addition, there are three consolation prizes of bottles of Corinne Rose Cream for the runners-up.

The account is handled by Goldberg's.

RIGHTS FOR FOOTBALL

Radio 2UE and the A.S.B. have secured the rights to broadcast Rugby League matches from the Sydney Cricket Ground during the coming season. This permission was granted at the last committee meeting of the N.S.W. Rugby League.

The final six matches last season were broadcast by this network and aroused considerable interest, particularly among country, army and factory listeners. Descriptions were even picked up at

Maples' Hand Out £93 to "Two-Station Quiz" Competitor

Excitement ran high at 3XY on the evening of March 23, when Question No. 13 in Maples' popular session, The Two-Station Quiz, having reached the total value of £93, was correctly answered by a 3XY competitor.

Mr. O'Farrell, of Lord Street, Brunswick. Asked, "What is the name of the magnificent mausoleum erected by the Shah Jehan at Agra, India?" Mr. O'Farrell unhesitatingly answered, "The Taj Mahal," and couldn't seem to credit his good fortune when he was greeted by roars of applause and overwhelmed with congratulations. Mr. O'Farrell, who received his prize in the form of War Savings Certificates and £17/16/- in cash, says the two most excited listeners were his youngsters at home!

Incidentally, Maples have just signed up for a further 12 months of "Two-Station Quiz," which is broadcast simultaneously from 3XY and 3AW on Tuesdays at 9.30 p.m.

Port Moresby.

The coming League season is expected to be one of the most successful in the history of the code.

"The Golden Sanctuary"

A Musical Anthology
of Prayer and Praise

Sponsored by GIBB and BEEMAN

Featuring—WALTER KINGSLEY, ALBERT MILLER, STANLEY CLARKSON, MARGARET CARR, JOHN NUGENT HAYWARD

Another Outstanding Unit added to 2TM's
Field of Entertainment

2TM

COMMERCIAL CENTRE
NORTHERN NEW SOUTH WALES

SYDNEY BW 7375



IT'S
... **6** ...
YEARS OLD
and
"STILL CLICKING"
2KY's
"ARTISTS OF FAME"
WEDNESDAYS — 7.30 — 7.45 p.m.
presented by the courtesy of the original sponsor
R. H. GORDON & CO. LTD.

A.R.P. Contest At 3UZ

Every Monday night at 3UZ the Richmond Brewing Co. have been holding their A.R.P. contest for general efficiency.

On Monday night, March 29, the prizes were presented. The prize was won by the Caulfield team, captained by Mr. Barnes. Finalists for this contest were Caulfield and Brunswick. Pictures show Leslie Ross congratulating the winning team.



KNEW THIS ONE—£24!

Wellington station, 2ZB, of the N.Z. Commercial Network, claims a record for a quiz jackpot prize, when "Give It a Name Jackpots" (Dominion Dyers Ltd.), paid £24 to Miss Edith Newton for correctly answering "Who is generally credited with being the father of the mercery trade? This English chemist was born in 1791 and made many discoveries in dyeing and calico printing. He is chiefly famous for the invention of mercerisation and the preparing of cotton for dyeing by the use of chemicals." Miss Newton did not hesitate. As soon as the announcer had finished, she said, "I should say it was John Mercer."

Afterwards Miss Newton confessed that she had been almost too nervous to come down to the studio, and had to be egged on by a friend. She knew the answer because she previously worked in the office of a large mercery firm at Sunderland, England, and frequently heard reference to John Mercer himself.

"Aussies and Yanks"

Norman Banks (left) with the "Yanks" team which on Friday, March 19, had a record win in "Aussies and Yanks," the Guest's Biscuit program aired on 3KZ each Friday night at 8.30.



FOR RED CROSS New Program Dedicated

Well known artists are making personal appearances at the 2CH microphone each Tuesday night at 8 o'clock in a program dedicated by Amalgamated Wireless to the Australian Red Cross.

Because of the high quality of the broadcasts these weekly sessions have created considerable interest, and in view of the artists who are yet to be heard listeners are assured of many more enjoyable programs.

In recent weeks listeners have heard Sydney de Vries, baritone, in person, and Sefton Daley, New Zealand pianist (now on active service) in recordings recently made of his own compositions. On Tuesday last Lawrence Godfrey Smith appeared, while on Tuesday, April 13, Gladstone Belle, 'cellist, is scheduled, and on April 20 listeners will hear Marjorie Hesse, pianist. Both will appear in person.

Other well known artists will broadcast in this program in due course.

FEBRUARY LICENCE FIGURES

NEW SOUTH WALES		Additional (1,291)
New Issues	1942 1943	
Renewals	3,222 6,132	
Cancellations	27,827 29,490	
Monthly total	6,119 1,559	
Monthly total	500,449 520,894	(12,703)
Net inc. or dec.	-2,897 4,573	
Population ratio	17.78 18.53	
VICTORIA		(1,062)
New Issues	2,552 2,759	
Renewals	21,623 22,264	
Cancellations	1,472 1,911	
Monthly total	371,160 374,317	(10,546)
Net inc. or dec.	1,080 843	
Population ratio	19.15 19.31	
QUEENSLAND		(215)
New Issues	1,058 922	
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 16.68	
SOUTH AUSTRALIA		(548)
New Issues	1,085 903	
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		(177)
New Issues	666 766	
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		(150)
New Issues	408 378	
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		(3,443)
New Issues	8,991 11,860	
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

A. C. Gaddes, optician, has renewed his contract with 3XY for a further 52 weeks and will use announcements in the housewives' and shoppers' sessions.

Campbell Bros. Pty. Ltd., through Gordon and Gotch agency, have booked with Stations 4BC Brisbane-4SB Kingaroy 208 x 15 minute sessions during the women's session, and their initial presentation is "The Woman in Black," the popular George Edwards feature, broadcast each Monday and Wednesday at 11 a.m.

J. Jackson and Son, furriers, are broadcasting through 4BC-4SB Kingaroy each Sunday night for 26 weeks a half-hour presentation, "The Mystery Club." The agency is Noble Bartlett.

Psychic Herbal Institute, through Noble Bartlett Advertising, have placed an order with 4BC-4SB for five minute sessions to be broadcast each Tuesday and Friday during the breakfast session.

Barnes Auto Co. have renewed their contract with 4BC for 100 word evening announcements, over a period of 42 weeks.

F. E. Todd, an old 4BC client, has again shown his appreciation of 4BC's service by the renewing of his advertising order for 100 word evening announcements.

G. J. Grice Ltd., who have just completed the broadcasting of 52 x 15 minute evening session on 4BC have extended their contract for a further 52 x 15 covering the broadcasting of "West of Cornwall" each Tuesday and Wednesday night. Johnson Jones Advertising handle this account.

Overalls Pty. Ltd., who have for some time been broadcasting three quarter sessions weekly during the evening, through 4BC, have now signed a further contract, using 4BC-SB, and have booked 208 x 15 minute sessions, featuring "The Birth of the British Nation," broadcast Monday to Thursday, at 8 p.m.

COUNTRY COMPETITOR IN "JUNIOR INFORMATION"

The 3KZ juvenile quiz show, "Junior Information," last week introduced a country student for the first time.

Brockhoff's, the sponsors, have arranged that each week, one student from a country school shall be brought to town to compete for the £100 prize money. Last week's contestant was Miss Prudence Stewart, from Swan Hill, who, with her mother, was the guest of Brockhoff's and 3KZ at a leading hotel for several days.

NOW COMES THE DAY

With morning and evening schedules full Monday to Saturday, sponsors on the ZB Network, New Zealand, are now lining up for afternoon time—at least what is left of it, namely, 3 p.m.-4.30 p.m. Among the latest feature sponsors is Sharland and Co. Ltd., Dominion-wide manufacturing chemists, who take three times weekly for the 260 episode, "Forever Young."

Listeners from Brisbane to Milne Bay know the
4BU CALL SIGN
Programmes that mean first-class Entertainment to
Listeners in Central, Western and Northern Queensland



- Lux Radio Theatre Lux
- Australia's Amateur Hour Lux
- Youth Speaks Nyal's
- First Light Fraser Colgate
- Bob Dyer Solvol
- Martin's Corner Kellogg's
- Big Sister Persil
- Calling the Stars Palmolive
- All Set and Saddled Persil
- Star Barometer Schumann's
- Passing By Colgate
- Academy Award Plays Vincent's
- For Richer, For Poorer Fostar's
- Grand City Wyper's
- Search for the Golden Boomerang Hoadley's
- The Curtain Rises King Tea
- O.H.M.S. Station Feature
- Bright Horizon McWilliams
- Story Behind the Painting Station Feature
- Fred and Maggie F. G. Marshall
- Youth Show Palmolive
- Rise and Shine Colgate
- Sacred Half Hour H. J. Plint



BOURBONG STREET, BUNDABERG

Progressive business houses know the value of its coverage.
Located in the Heart of Rich Sugar-growing Areas

FREQUENCY: 1330 Kilocycles
WAVELENGTH: 226 Metres
AERIAL POWER: 500 Watts

AW.A.
BRISBANE
SYDNEY
MELBOURNE

They say it with Music . . . on

3XY

TWO LEADING MELBOURNE STORES

FOY'S
(Cream of the Classics)

MANTON'S
(Music Lovers' Corner)

ENTRUST THEIR MESSAGE TO QUALITY
PROGRAMMES ON THE QUALITY STATION

Among the Sponsors

The Advent Church now sponsor a half-hour on 4CA Cairns from 9 a.m. Sundays.

The Campbell Agency, Brisbane, have booked a 15-minute session Sundays on 4CA Cairns, 4MK Mackay, 4BU Bundaberg and 4TO Townsville, for Country National Organisation.

The new program release on 2GN Goulburn for Gibb and Beeman Pty. Ltd. is King's Cross Flats, presented three evenings weekly, and follows the successful presentation of "Spy Exchange."

The Kraft Walker Cheese Co. (agency J. Walter Thompson) have booked the channel 7.15-7.30 p.m. Monday, Tuesday and Wednesday on 3BO Bendigo for the presentation of "Forever Young," the A.W.A. dramatisation of the Pepper Young serial. The commencing date is scheduled for 12/4/43.

Following the successful presentation of the second series of Bob Dyer in "You Ain't Heard Nuthin' Yet," Gerards Ltd., of Grafton, will now feature the hour program "The Living Theatre," on 2GF Grafton each Thursday evening, 8 p.m. to 9 p.m.

The new release for Bendigo Amusements Pty. Ltd. (Plaza Theatre), Bendigo, is "Out of the Darkness," broadcast each Wednesday and Sunday evening.

The Nyal program, "Youth Speaks," will be heard at 5 p.m. Thursdays on 4CA Cairns, the time channel being due to transmission hour restrictions.

Colgate's "The Australia Story," will be presented over 4WK Warwick at 8 p.m. on Friday, April 9 and 16.

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-wide 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.

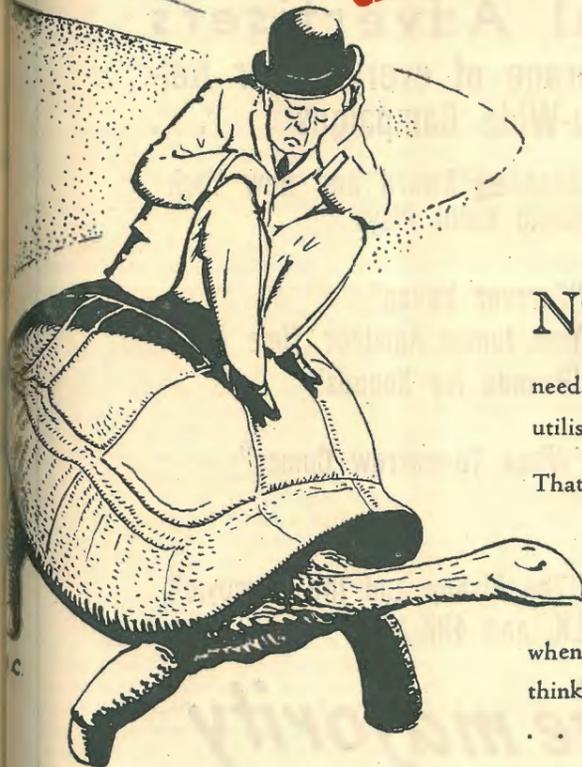
COMMERCIAL BROADCASTING

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