Presenting the Light Opera Company with the Theatre Chorus and Orchestra directed by HUMPHREY BISHOP... supported by BERT HARROW... SALLY PAIGE... JOHNNIE WADE... ANN VIDOR... ALBERT MILLER... RENE RICH... CLIF O'KEEFE... GEORGE BROWN... IRIS MASON... MADELEINE ORR... WALTER KINGSLEY... FRED WEBBER... STANLEY CLARKSON... THE HAYMAKERS... THE MELODY MADCAPS... OUR STAR OF TOMORROW...

In the star-studded musical triumph

"The Bright Horizon"

From 2UW

Every Saturday at 8.00 P.M.

Presented by Mr. William's Wines Pty. Ltd.
"Hi diddle, diddle
The cat and the fiddle,
The cow jumped over the moon,
The little dog laughed to see such.
And the dish ran away with the spoon."

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

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

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

That's why—

"Full details of this investigation on application"

2 Commercial Broadcasting, July 2, 1942.

---

**COMMERCIAL BROADCASTING**

Sydney: FL 3054

Vol. 11, No. 1

Thursday, July 2, 1942

**WHAT OF THE FUTURE?**

Will Broadcasting Act Stultify Development?

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

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

We have read the Hansard record of the Senate and the House of Representatives debates on the Broadcasting Bill. Both august chambers have most heartedly echoed with the perfume of flowers while the honeyfoot flows fast across the benches.

Praise was had thickly for some of our otherwise brilliant effort of the Post Office Wireless Branch whose skill and courage in view of the major problems of broadcasting led to the establishment and maintenance of such official faithfulness as the restriction of operating power, for commercial stations, men who despite overwhelming evidence of the insufficiency of commercial broadcasting to the community and practice of broadcasting persist in their support of the outdated doctrine upon which the present programme of broadcasting services was founded in Australia; i.e., that eventually the national service would provide the whole of the broadcasting requirements of the continent and that commercial broadcasting should be used merely to hopeful the demand for listener licences and to service such areas as the Post Office transmitted were unable to satisfactorily service.

That same lack of appreciation of the future of radio was displayed by the statement in the Senate when Senator Gibson said that he had "little faith in the future of television".

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

Australian broadcasting today is hamstrung by the restriction as operating power. Our most powerful national station serving the pointa-year-listen streams 50,000 watts while a handful of country commercial stations are permitted 7,500 watts maximum and the highest city station power granted is 1,000 watts. Evidence of how far we are behind the rest of the world in the matter of operating power for stations is shown in the following list of foreign and British broadcasting station powers.

<table>
<thead>
<tr>
<th>Country</th>
<th>Station</th>
<th>Power Permitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulgaria</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Argentina</td>
<td>LML</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Chile</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Holland</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>France</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Germany</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Italy</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Japan</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Mexico</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Peru</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Spain</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Sweden</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2SM</td>
<td>150,000 watts</td>
</tr>
</tbody>
</table>

It is now known by every keen student of the subject of broadcasting that a Government or semi-government most controlled broadcasting service alone is not and could never aspire to be satisfying broadcasting service to the majority of Australians. Yet we find in the Broadcasting Act certain provisions which are deliberately designed to stultify development by private enterprise.

One might mention such restrictions as the wartime emergency measure, but that they should be incorporated in an Act designed to meet the requirements of a peacetime procedure is repugnant to the average man.

Additional Fee Slug

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

On the whole the new Broadcasting Act whittles away some of the precious freedom which rightly should be enjoyed by an industry which has proved able to conduct itself in the best interests of the public which it serves. A politically free radio is as vital a concept today as it was in the free press. But in the Broadcasting Act we find this—

The Minister has reasons to believe that any person who has rendered service to the public, or has passed or selected for broadcasting any matter broadcast from any broadcasting station which has caused or may have caused offence to any section of the public, may call upon that person to show cause why such an order should not be made prohibiting him from rendering any item, etc., etc.

(Continued next page, col. 1)
Will Broadcasting Act
Stultify Radio?
(contd. from page 3)

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

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

On top of that we have the provision that the Minister may require the licence of a commercial station to include without charge, in any program each item of general interest as the Minister from time to time determines, so long as it does not entail the broadcasting of such matter for a period in excess of 30 minutes in any period of 12 consecutive hours.

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

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

Television
— and Senator Gibson

Senator Gibson who was the Chairman of the Joint Parliamentary Committee which spent many months of last year and of this investigating the Broadcasting Act 1932, has personal views about the future of television. In fact they are, we feel, so personal that they should never have been expressed in public.

But during the debate on the Broadcasting Bill in Parliament Senator Gibson delivered the following speech:

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

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

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

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

A.C.I. Sponsors
“Lost We Forget”

It was learned as this edition went to press that Australian Consolidated Industries has contracted for sponsorship of “Lost We Forget” on 261ABC Sydney.

Contract was negotiated through Hansen Broadcasting agency. Believed first time huge A.C.I. has gone “on the air”.

Unity, for the Industry, for the Nation

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

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

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

Wireless broadcasting with its apparently limitless ramifications of the future, with its present deep trust and responsibility to the public, along with so many other industries either essential or non-essential is rapidly becoming engulfed in the gigantic machine of war organisation. But wireless broadcasting is so different from all those other industries; it is at once an industry sponsored, in the main, by private enterprise and at the same time a public institution, a dramatic force destined to contribute in untold measure to the moulding of all human concepts of culture. As such it is an industry, a useful industry — call it what you may — which cannot be lightly ignored.

The present emergency calls for the deepest concentration of wisdom by the best available brains in this sphere so that the immediate future and the post-war period will not find the industry and the science of broadcasting unprepared for the unknown, or for the already present, difficulties which lie ahead. In war there must be a front line of every battlefront. That front line is a line of unity or it will not hold. Today there is a second front line — the home front — which again is a line demanding unity. It is composed of a multitude of industries. In each industry there must be unity, else the chain break where the link is weakest.

A.W.A. TRANSCRIPTIONS

Recorded Programmes of exceptional merit now available for immediate release

“GOLDEN SANCTUARY”
Sacred and Semi-Sacred Musical Programme. 52 x 15 mins.

“NOBODY’S ISLAND”
A Beatrice Grimshaw Drama — 26 x 15 mins.

“RAPID FIRE”
A Joan Butler Comedy — 39 x 15 mins.

“CAVALCADE OF COMEDY”
Ace Joan Butler Comedies
“TEAMWORK”, “LOST PROPERTY”, “CLOUDY WEATHER”, “BED AND BREAKFAST”
Each 26 x 15 mins.

“ADVENTURE ON THE HIGH SEAS”
13 x 15 mins. of Adventure, featuring Dr. E. Allen Petersen

“AIRSHIPS”
Featuring Dr. Guy Harris — 13 x 15 mins.

“COAST PATROL”
(2nd Series) 62 x 15 mins. — Air Drama

“BRIGHT HORIZON”
52 x 30 MINUTES
A SUPER MUSICAL, PLUS COMEDY
(Not Available for N.S.W. or Queensland)

“HALLIDAY AND SONS”, 104 x 15 mins.
“WE WERE YOUNG”, 52 x 15 mins.
“WHEN DREAMS COME TRUE”, 52 x 15 mins.
“ABRAHAM LINCOLN”, 52 x 15 mins.
“HOMESTEAD SONGS”, 286 x 15 mins.
“FOR RICHER, FOR POORDER”, 104 x 15 mins.
ALL DRAMATIC FEATURES TO MEET ALL TASTES

Phone, Wire, or Write — Transcription Dept.

AMALGAMATED WIRELESS (AUSTRALIA) LTD.
Ashley's Take Day Hour
Daytime Audience Shows Growing

Following the decision of the Sydney City Council to operate a one-hour presentation in the 2TW Theatre each Thursday afternoon at 3 p.m. (as stated in last issue of "C.B."), Ashley's Sydney Fashion Hours, have taken possession of the hour following (from 3 to 4 p.m.), thus making possible a two-hour presentation in the presence of an audience of 600.

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

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

Our interesting analysis on the show is the extent to which the two sponsors have contributed to the program's popularity. The combined presentations, "Recipes and Rhythm," to their customers—the new program is featured prominently in the Council's monthly publication "The Counter"—the Council also has highlighted the fact that this program is only the first half of a two-hour's presentation...

ASHLEY'S "MATINEE REVUE" GOES ON THE AIR

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

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

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

The organizing committee which was formed consists Mr. Charles Fletcher, chairman; Mr. John Hamilton, manager; Mr. A. Lippmann, treasurer; and Mr. George Mathews, secretary. Other members of the committee so far include Messrs. F. Hawley, R. Hapgood-Parker (representing the Legacy Club).

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

MAX ASHTON TESTIMONIAL FUND

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

Another BIG SHOW for COLGATE-PA-MOLIVE

Soap Firm Takes Up "Quiz Kids"

Colgate-Palmolive, now one of the biggest radio sponsors in Australia, have added further to their big program set-up by taking over ownership of the 2GB feature "Quiz Kids" broadcast for half an hour from 5.15 p.m. Saturdays.

Show was originally launched a few weeks ago as a sustaining feature with Mr. John Denie as quiz master. The feature will be broadcast over a network of stations branching all States. Three other network shows currently running under the Colgate banner are "Rise and Shine" (camp concert), "Ladies First", and the "Youth Show".

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

The Colgate orchestra has been built up again to 11 members.

Another AMBASSADOR FROM HAPPINESS CLUB WORKERS

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

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

An interesting development in the Happiness Club's work has been the appointment of a War Savings Certificate Secretary. The duties of this Secretary are to regularly visit all branches so far as has been possible to invest many hundreds of pounds in War Savings Certificates.

Vital Regulations Under New Broadcasting Act

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

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

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

Another BIG SHOW for COLGATE-PA-MOLIVE

Soap Firm Takes Up "Quiz Kids"

Colgate-Palmolive, now one of the biggest radio sponsors in Australia, have added further to their big program set-up by taking over ownership of the 2GB feature "Quiz Kids" broadcast for half an hour from 5.15 p.m. Saturdays.

Show was originally launched a few weeks ago as a sustaining feature with Mr. John Denie as quiz master. The feature will be broadcast over a network of stations branching all States. Three other network shows currently running under the Colgate banner are "Rise and Shine" (camp concert), "Ladies First", and the "Youth Show".

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

The Colgate orchestra has been built up again to 11 members.

Another AMBASSADOR FROM HAPPINESS CLUB WORKERS

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

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

An interesting development in the Happiness Club's work has been the appointment of a War Savings Certificate Secretary. The duties of this Secretary are to regularly visit all branches so far as has been possible to invest many hundreds of pounds in War Savings Certificates.

Vital Regulations Under New Broadcasting Act

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

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

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

Ashley's Take Day Hour
Daytime Audience Shows Growing

Following the decision of the Sydney City Council to operate a one-hour presentation in the 2TW Theatre each Thursday afternoon at 3 p.m. (as stated in last issue of "C.B."), Ashley's Sydney Fashion Hours, have taken possession of the hour following (from 3 to 4 p.m.), thus making possible a two-hour presentation in the presence of an audience of 600.

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

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

Our interesting analysis on the show is the extent to which the two sponsors have contributed to the program's popularity. The combined presentations, "Recipes and Rhythm," to their customers—the new program is featured prominently in the Council's monthly publication "The Counter"—the Council also has highlighted the fact that this program is only the first half of a two-hour's presentation...

ASHLEY'S "MATINEE REVUE" GOES ON THE AIR

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

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

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

The organizing committee which was formed consists Mr. Charles Fletcher, chairman; Mr. John Hamilton, manager; Mr. A. Lippmann, treasurer; and Mr. George Mathews, secretary. Other members of the committee so far include Messrs. F. Hawley, R. Hapgood-Parker (representing the Legacy Club).

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

MAX ASHTON TESTIMONIAL FUND

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

2TM
-commercial centre of northern N.S.W.
S.A. STATIONS RAISE £552,540

Outstanding “Loan Show” Success

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

All six commercial stations in South Australia—SABC, SABC-1, 2 and 5DN-RM were linked together by satellite from 9 to 10 p.m. on a recent Saturday night. Comedians Jack Burgess (SAJ) and Alan Sanders (1ON) provided a first-class live-broadcast show which included several performers from local American troops.

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

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

Over 200 individual contributors were recorded ranging from £200,000 from the State Savings Bank to £10. One pledge of £100 if another £50 was forthcoming before the show ended was covered within two minutes. In several cases a whole family contribution of £10 or more, representing four or five individuals was received as one call.

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

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

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

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

Direct Radio Service

FROM U.S.A.

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

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

COMPILING “JUNIOR INFORMATION”

To hear “Junior Information” each Tuesday night at 7.30 on 3KZ, doesn’t give much indication of the tremendous amount of work and research that Norman Banks has put into the compiling of the questions used. As it’s recorded every Friday night for the Tuesday’s broadcast, Friday was Banks surrounded with weighty tomes of wisdom and piles of encyclopedias, not to mention maps, for every answer must be correct to the last detail. It’s all this which accounts for the very worried looks on the staff every Friday, for the questions are tried out on everybody. A general census of opinion is that all agree it’s a good job they’re not contestants, for the answers given would make a session well titled: “Junior Misinformation”. The actual contestants certainly do display an amazing amount of knowledge. Program is sponsored by Brockhoffs Biscuits and is also presented on 3HA, 3TR, 3RM, 3UL and 3UL.

As we were saying:

UP GO YOUR SALES

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

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

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

WHY NOT YOU?

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

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

3UZ

MELBOURNE
**N.Z. ANSWERS THE CALL**

Radio's Big Part in Effective Publicity Campaign

Unqualified success attended the flotation of New Zealand's $11,000,000 Liberty Loan, which was over-subscribd by $2,500,000. The issue was in three forms, namely 2½% stock repayable 1947, 3½% stock repayable 1955, and £1 Liberty Bonds, the latter being issued for the first time in the history of Government loans. The price of issue was £100 per bond, and the minimum investment of stock £10.

To put over the Loan one of the Dominion's biggest publicity campaigns was organized, every available medium being used. Radio and Press took the lion's share but there were also striking posters, "Liberty" concerts featuring Peter Dawson, stunts of every description, including the exhibition of a Messerschmitt a1 appeal was astounding. P. Fraser, to the head of every firm and establishment at the busiest part of a big midday rally, it was over 25% and the number of salesmen being field, the appeal was in every post office, the slogan being "Liberty Bonds to the Rescue of our Boys". Commercial and special speakers, including the Mayor of Auckland, were used, and the appeals were made in the most effective terms. The results were highly successful and contributed to the success of the Loan.

One of the longest running slogans that was ever seen in New Zealand was created across the entire facade of Wellington's main railway station, "One Display of military power and aviation power of which we can be proud is the guest artist. The proceeds of various efforts to obtain Liberty loans and contribute to the war effort have been tremendous. Apart from the efforts by the Loan Committee, the Loanחדל the Daily Loan Figures. Talks on the Loan Question were a series in which the Mayor of Wellington, John Reed, who conducted the CHC House Harmony Society, obtained the biggest response with over £600 received exclusively from donations from her listeners. Each deal with the contribution that different sections of the community, the Loan was a series in which "John Citizen" interviewed the officer of the Reserve Bank on the different types of investments. The "Liberty Loan Question Box" broadcast daily at 11 a.m. for women was also successful. Many questions were submitted and the broadcasing of the results was excellent publicity for the Loan. Advertisers freely donated their commercials and many sponsored additional Liberty Loan programs.

Mr. Peter Dawson, the founder of the "Liberty Loan" Committee, was well-known to the industry over the past few years. The broadcasting industry will miss the services of Mr. Ogilvy for he has taken a leading part in all problems affecting the industry over the past few years.

**Mr. Clive Ogilvy Joins Army Public Relations**

Mr. Clive Ogilvy, country vice-president of the Australian Federation of Commercial Broadcasting Stations has joined the military staff of the Director-General of Army Public Relations which appointment will necessitate his relinquishing his present position. He is expected to leave the latter post at least for the duration of the war.

**Over £5,000 for Red Cross**

Support for Broadcast Appeal

As a result of a drive for funds for the Red Cross Prisoners of War Appeal organized by 2CH, considerably more than £1,500,000 was raised during the periods of various efforts to obtain funds have been totalled.

The 2CH drive was associated with a "home party" effort organized by the National Committee of the 2CH Women's League by Miss McPartlin. In addition to this, various announcers and personalities participated in an appeal over the air, the response being most gratifying in view of competitive appeals in other directions during the period of the appeal.

Apart from the effort by the Women's League, John Reed, who conducted the CHC House Harmony Society, obtained the biggest response with over £600 received exclusively from donations from her listeners. Each dealt with the contribution that different sections of the community, the Loan had a series in which "John Citizen" interviewed the officer of the Reserve Bank on the different types of investments. The "Liberty Loan Question Box" broadcast daily at 11 a.m. for women was also successful. Many questions were submitted and the broadcasing of the results was excellent publicity for the Loan. Advertisers freely donated their commercials and many sponsored additional Liberty Loan programs.

Mr. Peter Dawson, the founder of the "Liberty Loan" Committee, was well-known to the industry over the past few years. The broadcasting industry will miss the services of Mr. Ogilvy for he has taken a leading part in all problems affecting the industry over the past few years.
Gilbey's Goodwill Program Packs Interest Punch

One of the biggest radio contracts placed over recent months provides for a campaign for Gilbey's on all Macquarie Network stations, and in addition 46R Townsville, 4HR Maryborough, and 4BO Rockhampton. This contract, which marks the first use of Gilbey's on the entire Macquarie Network, was placed by the O'Brien Publicity Pty. Ltd.

In accordance with Government legislation, the program will be confined to the purpose of keeping the name of Gilbey's fresh in the public mind, and the program chosen provides an excellent example of the purpose. It is "What's in a Name," a Macquarie production featuring John Diamond and Jack Lazenby.

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

Dear the expert, brings the right tone of authority to it. Jack Lazenby, on the other hand, provides the lighter moments, whilst each session is a number based on some name. The title itself, "What's in a Name?" allows the introduction of commercial copy, in complete keeping with the session. One of the advantages of the session is universal interest, for even though people do not write in asking the history of their own names, they will eagerly listen in, it is hoped that somebody else with the same name has done so. The time chosen for the program on the majority of stations is 5:45 p.m. Monday and Wednesday.

In addition to "What's in a Name," Gilbey's have taken a third quarter-hour per week on 2BB and SAW. For this program they have chosen a Melbourne production, "Yes Shall Have Music," featuring two popular artists, Peggy Brooks and Magot Sheridan.

RELAYED PROGRAMS
3XY's "Musical Store Rod Cross Half Hour," aired each Wednesday at 9 p.m. and Saturday at 5:15.

I.R.E. EXAMS
The Institution of Radio Engineers Australia will be holding its final exams in December for the Amateur and Graduate grades, and the Radio Institution of Northern Australia for the Intermediate and Commercial grades. Exams are due on November 21, 1942.

MACROBERTSON SHOW FOR "THE BOYS"
Commenting on Sunday, June 21, MacRobertson's, Pitney, took over the 22BH program for the Fishing Forces, given in the Melbourne Town Hall.

Program arrangements and broadcasts were in the hands of 3XY of the best half-hour of the concert, commencing at 5:15. Admission is free to men and women in uniform, and each may take a companion of the opposite sex. The program commences with organ music by Leslie Curnow from 5:45 to 5:55, then the program is universal interest, for even though people do not write in asking the history of their own names, they will eagerly listen in, it is hoped that somebody else with the same name has done so. The time chosen for the program on the majority of stations is 5:45 p.m. Monday and Wednesday.

In addition to "What's in a Name," Gilbey's have taken a third quarter-hour per week on 2BB and SAW. For this program they have chosen a Melbourne production, "Yes Shall Have Music," featuring two popular artists, Peggy Brooks and Magot Sheridan.

RELAYED PROGRAMS
3XY’s "Musical Store Rod Cross Half Hour," aired each Wednesday at 9 p.m. and Saturday at 5:15.

I.R.E. EXAMS
The Institution of Radio Engineers Australia will be holding its final exams in December for the Amateur and Graduate grades, and the Radio Institution of Northern Australia for the Intermediate and Commercial grades. Exams are due on November 21, 1942.

MACROBERTSON SHOW FOR "THE BOYS"
Commenting on Sunday, June 21, MacRobertson's, Pitney, took over the 22BH program for the Fishing Forces, given in the Melbourne Town Hall.

Program arrangements and broadcasts were in the hands of 3XY of the best half-hour of the concert, commencing at 5:15. Admission is free to men and women in uniform, and each may take a companion of the opposite sex. The program commences with organ music by Leslie Curnow from 5:45 to 5:55, then the program is universal interest, for even though people do not write in asking the history of their own names, they will eagerly listen in, it is hoped that somebody else with the same name has done so. The time chosen for the program on the majority of stations is 5:45 p.m. Monday and Wednesday.

In addition to "What's in a Name," Gilbey's have taken a third quarter-hour per week on 2BB and SAW. For this program they have chosen a Melbourne production, "Yes Shall Have Music," featuring two popular artists, Peggy Brooks and Magot Sheridan.

RELAYED PROGRAMS
3XY’s "Musical Store Rod Cross Half Hour," aired each Wednesday at 9 p.m. and Saturday at 5:15.

I.R.E. EXAMS
The Institution of Radio Engineers Australia will be holding its final exams in December for the Amateur and Graduate grades, and the Radio Institution of Northern Australia for the Intermediate and Commercial grades. Exams are due on November 21, 1942.
McWilliams Wines Pty. Ltd. (Agency, Watson (Company) will present the "Bright Horizon", a major 25-minute serial from the USA, on ABC, every evening, commencing Thursday 14th.

Matthews Bros., the busy Red Hornet imprints of Haymarket, Sydney, are the current sponsors on 2SY, for a four weekly schedule of "Two Gentlemen." Matthews Bros. have beenunknown users of 2SY space for many years and they have presented this 25-45 feature to their fans in 1946.

Brown and Jolly Limited, Furniture Manufacturers of Grafton, are consistent users of 2JF Grafton time. Now in their sixth year of sponsorship they take over the country lease of "The Everyday," with a twice weekly schedule and a heavy booking of direct announcements.

Another renewal for 12 months on 2SB, Grafton, is W. A. Wunderlich & Sons, South Grafton, also using the Saturday session.

Proprietary Agencies (Aust.), Pty. Ltd. (Agency, C. V. Hume, Pty. Ltd.), have secured space on 2SY, Bendigo, for a series of feature announcements in the breakfast session, on an extended schedule.

C. M. Stephen, hardware dealer, etc., of Torquay, has booked a long-term contract on 2TO, using space in the "Toro girls" session.

R. Sykes of Princes Street, Grafton, has renewed for a further 24 months, using morning and lunchtime sessions.

J. H. Werner & Co. have booked additional space on 2SY, in the period May 15 to May 23, for a supplementary series of "George" announcements.

Music in "Pioneer" is the title of the new serial which on Friday night from 9.00 to 9.25 from 2GB for John Hicks, two young people are being urged to marry in a woman's session. Contractors for 12 weeks, through Johnston, James Advertising.

Mauri Bros. & Thompson Pty. Ltd. have renewed with 2GB, Hamilton, for quarterly sessions at 7.45 p.m. on the breakfast session 6 days per week.

A. N. Colgate-Palmolive Pty. Ltd. (Agency, George Patterson) recently confirmed 2SY Goulburn and 2GB Grafton for an intensive campaign, using "Dr. Goddard's" and "Dent's Cream" products. Direct announcements were also issued for "Bartle" and "Wunderlich" in the Saturday session of 2SY commencing May 5th.

Wilkes Tredaunters, men's wear specialists of 23 Findley Lane, have renewed their contract with 2SY covering 21 weeks, for quarter-hour sessions at 1.45 p.m., on Mondays to Thursdays inclusive, when the program featured was "Royale Ranches." The renewal also enabled advertisements in the breakfast session 1 day per week.

W. C. Douglas Pty. Ltd. (Agency, J. B. Pennefather) have issued instructions to renew announcements on 4CA, and 4TO in the morning session.

Time on 3XY, Victoria, for an extended schedule. A special Transcription session will be broadcast on 4CA and lunchtime sessions.

The Kevin Food Co. are featuring radio announcements for 'Yukon' Malt Whisky, on 2SY, the contract covering a period of 13 weeks.

Renewals of contracts on 2SY include Josephine Mineral Spring baths, the contract covering a period of 13 weeks, for quarter-hour sessions with the Security Initiative, featuring "Fashion Perfection," in the Saturday session.

W. A. Gaudet, hairdressing salon, have taken out a contract for 12 weeks, in the "Wendy" session.

The St. Moritz Ice Block has renewed its contract for sponsorship of the 4.5 X Time, Monday to Friday inclusive, on 2SY, contract covering 13 weeks.

A welcome addition to the Sunday evening schedule of 2SB, Grafton, is "Tender Pardner" which takes the air immediately following "Do, Goddard and the Old Fashioned" features a shorter hour of topical content for modern day living.

New features to be broadcast from station 2GB early in May will include "Quiz Kids" enacted by Caulfield, Caullfield, Gaskin, Abbott, & Scobie. 'Kids' will be aired Sundays at 6.45 p.m. and the first on Mondays at 6.45 p.m.

Consolidated Press Ltd., through Homebox Advertising, has added 12 new announcements for the Window to Window, the Sydney building's newspaper.

Diggity Ronnie (through Cotters Patterson) has contracted again for the "Southland" feature announcements for 2SB this week.

W. Arnott Ltd., revived with 2SB, Broome, calls for 12 direct announcements for "Dingo" for the "C. M. Stephenson, Ltd." session, one in the afternoon and one in the morning. W. Arnott Ltd. makes a feature of "Dingo" on 2SB, 24 hours, 12 week, 25 weeks.

"Music in 'Pioneer'" is the title of the new serial which on Friday night from 9.00 to 9.25 from 2GB for John Hicks, two young people are being urged to marry in a woman's session. Contractors for 12 weeks, through Johnston, James Advertising.

Unique studio on stage

A colleague, or should we say "the" colleague in the studio is the latest addition to the very modern broadcasting field now provided by the ZUB Theatre in George Street, Sydney. To meet the requirement of special dramatic broadcasts made from the Theatre such as the "Sunday Night Show," the ZUB used to apply themselves to the lue of developing and constructing a specia stage studio. "Two walls and th third wall slide into position while the wall is shown while the floor is shot which is arranged on the irreducible principle.

It requires seven minutes for the standing time. There is no time to take so cunningly devised is the whole scheme. The walls of the studio are set with all the necessary lighting built in and fixed to the surfaces.

EXPLORING INTER-CITY RIVALRY

From July 5th Bevilles will present a new style Sunday morning late night artist series from E32 Sydney and ZY Melbourne.

Programmed as Bevilles Radio Rival the session will be broadcast on alternate weeks from Melbourne and Sydney, commencing every Sunday at 10 p.m.

Connoisseurs Harry Yates (ZYE) and Alan Kurtz (ZXY) will endeavour to present an air of rivalry between the Sydney and Melbourne performers.

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

 Classified Advertising – bid, per word (minimum $1.00) Black face or captions 66 per word. Cash with order.

Box: Replies: If replies are to be sent to the publishers office the Box Number is counted as 1 word and charged accordingly.

POSITIONS VACANT

A woman Announcer wanted. State age, experience, ability. Also details of selling and copywriting experience if any. It can be at any time on the air given schedule and schedule in confidence. Apply NDA, Box 306, P.O. Newcastle.

TASMANIA

New Name: Desert, 255, 250
Renewals: 1,157, 1,030
Cancellations: 136, 126
Population: 269,265
Net increase: 2
Net change: 24
Circulation: 19,000

TENNESSEE

New Name: 473, 442
Renewals: 495, 473
Cancellations: 87, 76
Population: 864,735
Net increase: 57
Net change: 26
Circulation: 109,145

COMMONWEALTH

New Name: 11, 15
Renewals: 15, 16
Cancellations: 15, 16
Population increase: 28
Population ratio: 0.75

The above totals include free licenses to the "Australian Popular" (1942) and "Ladies' Page" (1943).

Special Announcement

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

Help us to help you!

MALAGAMATED WIRELESS (Australasia) Limited

47 York Street, Sydney

To all Audex Users

Help us to maintain service by returning promptly all empty containers and spacing washers of Audex Super Quality Recording Discs.

Consult: FRANK THOMPSON

Astebo House, Sydney

* * *

OATEN WARD

379 Collins Street, Melbourne

Commercial Broadcasting, July 2, 1942.
PERSONALS

Popular Bert Butter who was manager of 3SM when he went to the RAAF a couple of months ago, has joined the "Y" of the former Blue Mountains Railway people. He is now in touch with all his old friends.

Two well known "southerners" were in Sydney last week-end. Mr. Ray Doney Federal elector, who has just returned from a trip to South Australia, and Ronal White, manager of 3SM-SM in South Australia, arrived in Sydney via Melbourne on the week-end and planned staying for about a week.

Miss Jay Morgan, acting sales manager for Attenborough, is canvassing in Glencoe House after an appearance for sapphire. Miss Morgan hopes to be in touch in the near future with several of the old girls she is busy transacting business with the old of a hundred "phones."

Greatful in the regret of all who have been associated with her over many years, Madge Thomas, organiser for 3XY of many years, has resigned as the "Good Companions" and the 3XY Service League. She has resigned in order to make her home and has announced that she was guest of honour at several gatherings of her radio followers, and has received many gifts in appreciation of her fine and tireless work. Accompanying her on the air is a thoughtful gift from the 3XY service League, but has already made many friends on 3XY's air through her repair services on behalf of a sponsor, and will take over Madge's "Good Companions" from 9.30 to 10.00 every Thursday night. Her demotion to the position of social hostess to the 3XY service League.

Listeners to 2UE still hear the voice of John Blake. Although engaged in his old trade of constructing boats, a week ago he turned to broadcasting. Miss Blake is a popular voice on the air and has been heard often during the week-end with radio handling all of 3KZ's Sunday morning length of an hour.

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

We have the confidence of a wide clientele in the radio trade so remember—for your next printing job 'phone, write or call for quotes—our price are right.

COMMERCIAL BROADCASTING

Vol. 11, No. 11 Thursday, July 2, 1942
Price: 6d. per copy. Subscription: 5/- p.a.


Printed by Radio Printing Press Pty. Ltd., 146 Foveaux Street, Sydney. Published every Thursday by AUSTRALIAN RADIO PUBLICATIONS PTY. LTD., 146 Foveaux Street, Sydney. G.P.O. Box 2876. (Phone: FL 3054. Telegrams: "FL 3054 Sydney.

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

Sydney radio station 2SM has probably the world's oldest broadcast. He turned the half-century milestone in years on June 13. The man is Mr. Albert Crouch of Norton Street, Leichhardt. He was featured in this week in a very popular Sunday feature "50 and Over" and "Encore!"

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

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

COMMERCIAL PRINTING PRESS PTY. LTD.

146 Foveaux Street (Box 3765, G.P.O.), Sydney. Phone: FL 3054

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

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