PERSONALS

Mr. H. G. Horner, general manager of 3UZ and Macquarie, has arrived in Melbourne from Sydney, where he was representing the company at the Christmas party. Mr. Horner's absence Mr. Reg. Lane will hold the reins.

Syd. Morgan, of SIE, is looking very fit these days, reason being his new work. He has shot his first film and is looking forward to a long and prosperous career in the business. A week ago he was taken to the Burner Hospital and was discharged home last week, but he's been advised to rest for a few days longer. The hospital report states that he's doing fine and that he'll be back to work soon.

Charles Tingle, former 2CH announcer, is proving particularly rich in catching the public's attention. He's been appearing in several feature films, and his recent performance in the hit movie "The Great Escape" has won him critical acclaim. He's also been receiving offers for television series and commercials, which is a testament to his talent and hard work.

Mr. and Mrs. John Barnes became the proud parents of a handsome baby boy on December 21. Mrs. Barnes is doing well after a long and complicated pregnancy, and the new addition to the family is much loved by all.

HOLIDAY ISSUE

Owing to holiday arrangements copy closing date for next "C.B." 31/12/42 has been brought forward to Wednesday, December 23.
Commercial Broadcasting, December 31, 1942

These new sponsored features were announced towards the close of 1942:

- **“ACADEMY AWARD”**
  Sponsored by the Proprietors of Vincent’s A.P.C. Powders and Tablets.

- **JOAN READ’S TALENT QUEST**
  Sponsored by Goodland’s Pty. Ltd.

- **“INFORMATION PLEASE”**
  Sponsored by General Motors Holden’s Ltd.

- **“EVERYBODY DANCE”**
  Sponsored by Beare & Ley Pty. Ltd.

Why not place your programme in 2CH’s All-Star Array for 1943?

**Commercial Broadcasting**

**Incorporating**

**Broadcasting Business**

Price, 6d. per copy.

**Vol. 11, No. 14. Thursday, December 31, 1942**

**COMMERCIAL BROADCASTING**

**New Broadcasters Association Formed in US**

**Rival Body to NAB**

The announcement said they were setting up the machinery to provide “every facility for correlating an intelligent and effective cooperation between radio broadcasting and its proper place in the war effort.”

**Mexico Now Has 108 Stations**

With the recent opening of a 50,000 watt station at Rosarito, Lower California Territory, not far from the U.S. border, Mexico now has 108 broadcast stations in operation. Mexico has a population of about 25 million, and an area of nearly 744,000 square miles—about one-third the area of Australia.

**Commercial Broadcasting, December 31, 1942**
But just how many more who know the meaning of unity and brave bore the red stripes and the_-will help to keep the only kind of as a provider of everything except real happiness.'

Money is an article Austerity Loan which will close in just 70

"with"-but what having the happiness of living-as free people. As you want to receive a personal congratulations and thanks for your generous subscription.

2CH of the appeal at 7LA, when other £5,150; £3,000

during a special program on

770

4. Commercial Broadcasting, December 31, 1942

funds were needed.

in the broadcast over 2GB of

TOBARA OVER £6,300

110

-100

Philpot, ex-Mayor of Warrnambool, Mr. J. G. H. McDonald, M.L.A., of Shepparton, and Mr. Lenox, of the Commercial War Loan Committee, who each worked tirelessly to get the phones of 3YR and 3UL, respectively, on the radio. They each sold £5,300.

Mr. Kemp gives credit to the managers who were behind the scenes. He says Vic. Dinyari SBR, Mr. Murray Cline of 3UL are all to be heartily congratulated.

**Great Effort at Tamworth**

Tamworth's radio conflict paid off for the Austerity War Loan by effort of "Argus" Network.

The "Argus" stations were once again well to the forefront in raising funds on behalf of the Austerity War Loan. A total of £14,045 was subscribed from 4,658 listeners, as follows:-

3YR Warrnambool  £26,300 (421 subscribers).

3SR Shepparton  £10,650 (1,286); Wangaratta, £30,000 (556); Kyabram £24,147 (499); Cobden £16,590 (316); Tatura £15,630 (511); Moro cooba £14,450 (307).

These figures represent the amounts subscribed in the centres where employees and employ- were actually carried by 3YR, 3UL and 3SR, and, of course, do not include the total subscribed by the many other towns in the service areas of these stations.

Splendid assistance was given by Councillor Philipps, ex-Mayor of Warr nambool, Mr. J. G. H. McDonald, M.L.A., of Shepparton, and Mr. Lenox, of the Commercial War Loan Committee, who each worked tirelessly to get the phones of 3YR, 3SR and 3UL, respectively, on the radio. They each sold £5,300.

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IN PASSING

BY THE ARMCHAIR CRITIC

Radio Foundation Day
I.R.E. Address by Sir Ernest Fisk

In the early years of this century by Campbell-Swinton in England. Practical success has come from the elaboration of researches by Zworykin in America and particularly his micro-macro system. These have brought the latest developments from France, and work done in England by the E.I.M. Laboratories under Shonberg.

It would be imposssible to mention all the names of pioneers and contributors who have made the biggest contribution. It is strange how we can honor them whether mentioned or not, and in doing this we must not overlook the theoretical and experimental foundations laid by Joseph Henry, William Thomson (later Lord Kelvin), Clerk Maxwell, Heirich and Hertz and many others.

In the field of radio, as well as in many other technical fields, Australia has demonstrated that it can establish and develop modern scientific industries with the brains and energies of its own people. We have at last that assurance to encourage future progress in the same direction. Whether our friends in other countries agree or disagree, we must be convinced ourselves that the boot contribution this nation can make to the future of the British Empire is to develop our heretofore untapped resources. By that means we strengthen ourselves and strengthen the whole Commonwealth of nations.

From that first trans-Atlantic export of ideas came other great developments of equal importance, but not so well known to the masses of the people. Two of the most conspicuous were broadcast telegraphy, by means of which seeds of truth might be sown even where for a century, by means of words flashed by high-speed Morse, from point to point and from continent to continent. These radio telegraphy services are now security and they carry the written communications of governments of world-wide, of social and family growth.

Some of the recent developments of world-wide significance, in the early years of this century by Paul Fisk's determination, together with the Sydney Division I.R.E., thanked Sir Ernest Fisk for his interesting address, and Mr. N. S. Gilmour, past president of the institute, in supporting Mr. All-"s remarks, also gave a glimpse of the history of the I.R.E. He informed the meeting that the Signals Training Committee and instructions had carried and were carrying out all important by Miss Williams who presided. For this evening, there is the "Listening Group" which will receive the "Listening Group" and all the members of the organisation, to the utmost. By that means we strengthen ourselves and strengthen the whole Commonwealth of nations.

We must be made plain, both by government and by the people, that it must not be taken for granted that in vain we scatter the truth of the Sydney Division I.R.E., thanking Sir Ernest Fisk for his interesting address, and Mr. N. S. Gilmour, past president of the Institute, in supporting Mr. All-"s remarks, also gave a glimpse of the history of the I.R.E. He informed the meeting that the Signals Training Committee and instructions had carried and were carrying out all important by Miss Williams who presided. For this evening, there is the "Listening Group" which will receive the "Listening Group" and all the members of the organisation, to the utmost. By that means we strengthen ourselves and strengthen the whole Commonwealth of nations.

"Feld Marshall Mark Mayne" asks the question, and Cecil Scott as "General Cleaner" and "Shirty Ally" as "General Dury" then, in rotation, call respectively for a man or a woman from the audience to answer the question. Each correct reply earns for the member of the audience concerned an opportunity to give his or her opinion. At the same time, one point is added to the score of the respective arm.

The first presentation, when the men and the women's army were scoring points and argumenting their intense enthusiasm as the women's army won the last point to win the game.

The £5 price is provided for listeners only, and not for the studio audience. It is planned that occasionally a deliberative mis-statement will be made by "Field Marshall Mark Mayne" in his comments on answers to quiz questions; and it is realised that once that occasionally an inadvertent mistake may occur. Listeners are invited to write to the station, where their letters will be subjected to a careful examination. If and when any alleged mistake has been made, the authoritative reference, the listener concerned will receive a cash prize of £5.

Slips to Add New zest to Big Show Quiz

Several interesting new angles on audience participation quiz presentation were given in the presentation of "The War of the Boxes," presented by Mark Mayne Ltd. Sydney's Armistice Day, at a part of 1UW's Friday night radio show.

One outstanding feature is a provision for the payment of a £5 cash prize to the special electric range on wheels was preparing the dish and cooking it on stage in front of the audience. (A special electric range on wheels was installed on the stage for this purpose.) Miss Williams also covers questions of general household economy, while at intervals throughout the presentation of musical entertainment is provided. This latter phase of the program, in future, will be presented by Maggie Foster and her 2UW Girls' Band.

"Recipe and Rhythm" is a session of cooking and household economy plus music, broadcast by 2UW each Thursday afternoon. Miss Joyce Williams, Sydney County Council's cookery expert, and the Girls' Band are installed on the special electric range on wheels was preparing the dish and cooking it on stage for this purpose.

"Recipe and Rhythm" was given by the I.R.E. President, Sir Ernest Fisk.

Fisk explained that "The idea of demonstrating the founder of radio was a provision for teams of six men and six women to compete in the microphone in tests of general knowledge, under the supervision of "Field Marshall Mark Mayne," "General Dury," and "General Cleaner." The new presentation throws each question open to any member of the audience in the 32-seat theatre.

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Grace Gibson Comments on American Shows

The editor of "C.B." has received a number of comments from the American Federation of Radio Artists and the Musicians' Union. (We've heard of Mr. Petrillo in Australia). But in spite of all those difficulties some companies, including her own, were existing, and she had received a most gratifying response to her first general mailing to all stations.

Miss Gibson is looking at America four series of Artscos shows which are all being sponsored by various sponsors. "Doctors Courageous" in particular seems to have captivated the imagination of the American public. Miss Gibson's comment on U.S. programming at the present time is interesting indeed, and here it is—

"There are a few particularly outstanding shows on the air in America—besides the good old standbys—shows by Jack Benny, Red Skelton, Bob Hope, Fred Allen, Edgar Buchanan, George Burns, and Gracie Allen, and, of course, the "Mickey Mouse Club." One of the most outstanding shows in the field of children's programs is "The Mickey Mouse Club." It is produced by the Walt Disney Company and is aimed at the younger set. The show features Mickey Mouse, Minnie Mouse, Donald Duck, Goofy, Pluto, and other Disney characters. The show is educational as well as entertaining, teaching children about a variety of topics such as history, geography, and science. The show is broadcast daily on the ABC network and is one of the most popular children's shows in the United States.

The "Mickey Mouse Club" is known for its catchy songs, fun skits, and interactive segments that encourage audience participation. It has been a staple of American television for many years and continues to be a beloved show for children of all ages. The "Mickey Mouse Club" is an excellent example of the kind of programming that can be produced in America, and it demonstrates the creativity and talent that exists in the United States Television industry.

Miss Gibson also comments on the growing popularity of "The Mickey Mouse Club" in Australia, stating that it has been a hit in the country and has been warmly received by its audience. She notes that the show's success in Australia is a testament to the universal appeal of this type of programming.

In conclusion, Miss Gibson's comment on U.S. programming highlights the diversity and depth of the American television industry. From "The Mickey Mouse Club" to "Doctors Courageous," American television has something for everyone. It is clear that the United States continues to be a leader in the world of television, and it will be interesting to see how these shows continue to evolve and influence the television industry around the world.
Dick Whittington (Kay, of Red Cross Books and Magazine Section) started work in February, 1940, and has handled 154,002 pieces of reading matter. These have been distributed for a variety of causes and occasions, such as on Christmas Day and during the Royal Naval Evacuation at Dunkirk.

The successful conclusion of the Christmas campaign was due in no small part to the efforts of Miss Helen McKeown, the secretary of the Red Cross Books and Magazine Section. Under her direction, the Section was able to handle a large volume of reading matter, both in the form of books and magazines, and to ensure that it was delivered to the right place.

In recognition of her efforts, Miss McKeown was awarded a special merit card by the Red Cross, and her work was highly praised by senior officials of the organization.

A further indication of the success of the Christmas campaign was the large number of letters received from grateful recipients, expressing their appreciation of the reading matter that had been sent to them. Many of these letters were forwarded to the Secretary of the Section, who was able to pass them on to the appropriate officials for action.

In conclusion, the Christmas campaign of 1940 was a great success, and it is hoped that the Section will be able to continue its good work in the future.
PERSONALS

The many friends of Col. Kaminsky, noted general manager of ABC's Melbourne studio, were saddened to hear of his sudden death.

On leave from DFL Griffith is Mr. A. W. Brightling, announcer, who is bound for the London and evening sessions from this popular northern station.

Born in Sydney just 14 years ago was Mr. John Dwyer, manager of 2MA Sydney, on a short vacation from Australia's most northern broadcast station. Mr. Dwyer was seen at the Federal Hotel, in the company of many friends.

Christmas was not a bad one for WAC's late Harold Currie, now in London, who enjoyed the festivities through the mail from his British pen friend. His wife and daughter back in Sydney, were with him throughout the festivities.

Another of the new Sydney staff, Mr. N. H. Lonergan, is in London on a short vacation. Sydney is not his only home, however, for he was born in London and his whole family are near him.

After a delightful trip to Tasmania, which he calls his happy hunting ground, Mr. Arthur Bourn, of the advertising department of the ABC, will be spending his Christmas vacation with his family in Sydney. The ABC's Melbourne rep., is hoping to taste some of the local dishes.

Mr. J. Riddle, of George Patterson's advertising department, has returned to Melbourne after a delightful trip to Tasmania, which he calls his happy hunting ground. He plans to make his home here in Sydney, and is now working on another delightful radio series.

Arthur Banks, salesman of ABC, deserves a special mention for his super salesmanship. In the big job of work he is doing in the [illegible], he has won the admiration and friendship of his colleagues. He is a true artist in the field of salesmanship, and is a real asset to the ABC.

The ABC has changed its policy, and Mr. V. N. Nixon, has been placed in charge of the Sydney office. Mr. Nixon is a well known figure in the broadcasting world, and has worked for the ABC for many years.

Mr. W. A. Styrer, who has been manage·ed of 2MA Sydney for the past 12 months, has joined the ABC in the West. He is now in Melbourne, where he will be working in the advertising department.

Before he went on a business trip to New Zealand, Mr. H. G. Horner, general manager of 2MA Sydney, announced the appointment of Mr. B. R. Clarke as the new manager of the station. Mr. Clarke is a well known figure in the broadcasting world, and has worked for the ABC for many years.

NEW BOOK BY AUSTRALIAN AUTHORS

Mrs. N. A. Flood, who is rapidly con·ling to the forefront as an Australian author, has just had published by the National Press Pty. Ltd., her third book, "Unwelcome." This, like her two previous books, "The Coronation Poppies" and "Full Turn," were dramatized by the ABC radio station in Melbourne. Mrs. Flood is the author of the first book in the series, "What a Quiet Place 2WZ Will Be," which was published in 1942.

What a quiet place 2WZ will be for the next couple of years if it is the author's wish. She is planning to write a series of books on the history of the ABC, which will be published in the near future.

The above list includes a few of the many books written by Australian authors, which have been successfully dramatized by the ABC radio station in Melbourne.

AUDEX—The Super Recording Blank

More than 26,000 Audex discs were supplied to recorders during the past year—many were recolored more than once. Help us to maintain a 100% service by returning promptly all empty containers and spacing washers.

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