

PERSONALS

Mr. George Edwards, famous radio producer met with a bad accident a week ago when his car came into collision with a taxi. Mr. Edwards' injuries may necessitate his being laid up for some time.

The Reg Lane family has grown again, and the genial assistant manager of Macquarie and 2GB was showered with congratulations in Sydney all last week. This time it's a girl—making three girls and two boys in the family. Mrs. Lane and the newcomer are both very happy about it all too.

And while delving into family circles an unusual coincidence at the Len Maurice Advertising Agency cannot be passed by. It was learned last week that quite recently Mr. Len Maurice became a grandfather! when his daughter presented a daughter. Within a fortnight Mr. "Tommy" Thompson, Mr. Maurice's assistant, also announced his entry into the grandparental field with the arrival of a daughter to his daughter.

Mr. Dave Worrall of 3DB and Mr. Bert Snelling of 3XY, both were over in Sydney last week to attend a special conference in connection with the release of American "government" transcriptions of big U.S. network shows.

Howard Sleath, sales manager for 4BH, is acquiring a new sort of phobia! It's a matter of books, sent to the station in answer to an appeal for books for the battlefields. On arrival, they are neatly stacked into the Sleath office, and so far it's so good. But, there's just one catch, and that is that up to 912 books arrive in one day. Now, each time that Sleath leaves his office, he is overcome by the fear that he'll never get in again!

Peter Chapman, 4BH control technician, joined the R.A.A.F., became a pilot and has now gone overseas, but the Chapman family is still represented on the job. Peter's 18-year-old sister, Judith Chapman, has stepped into the breach until her brother returns, and is already doing a good

piece of work on the 4BH control panel. Judith is the possessor of a very pleasing soprano voice which was for the first time, heard to excellent advantage in two numbers, during a recent 4BH "Smokes for Sick Soldiers" auditorium broadcast.

"Australia's Amateur Hour" pianist, Marie Ormston, recently showed that not only was she a pianist—but also no mean typist. The girls of the Amateur Hour office were complaining of the amount of work piling up—so Marie bagged a typewriter and went straight ahead, turning out letters that would have put many a professional typist to shame. That's the spirit these days.

Les Hood, advertising manager of 2UE, has returned to Sydney after a visit to Victoria.

Gunner Bill Delany, well known Sydney advertising identity and former service manager at 2UE, is back in Australia after service with the A.I.F. During his absence abroad Bill put on two stone weight.

Next month Si Meredith will commence his 13th year of serial reading from 2UE. In 1930 he started the midday serial session sponsored by F. J. Palmer and Sons, and since then has read over 140 novels.

Colina Lynam, one of 2UE's best known personalities, will in future conduct the morning session every Monday to Friday from 10 p.m. Formerly associated with "Woman," Miss Lynam joined 2UE two years ago and has already made a name for herself in radio. In that time she has heard principally in the afternoon program with Sid Everitt.

Mrs. Filmer (Auntie May), who for many years has looked after the women's interests from 2UE will also be heard for 45 minutes each morning commencing at 9.15. She will also continue to do valuable outside work for the Mothercraft Club and similar organisations which are doing so much to help the war effort.

Rupert Hickling, of Goldberg's, was another leading Melbournite to forego his home town to delve into a spot of production in Sydney.

Goldberg's, Melbourne, have been visited by some of their old colleagues recently. Said colleagues are in the army and have returned from overseas. Arthur Gibson, former media manager, and Tom Roberston

also once media manager. Tom incidentally was married a couple of weeks ago to Joan Paul, also one of Goldberg's ex staff. Andrew Feldman, executive of Goldberg's, also called in during his final leave.

Talking of matrimony we noticed Fay Eddy looking as though this sublime State is certainly agreeing with her. She married Alfred Stumbles round about Xmas time, but so far has not let married life interfere with business. Fay is doing a very big job of work for Goldberg Advtg., handling radio and all schedules, in fact she has a keen eye on the whole radio department.

Edwin Lewis, one-time manager of 3UZ, is now managing 3TR.

Terence Crisp, well known in Melbourne for his acting and many productions, and as Ernest of "Ernest and Margaret" fame, and who has been on the staff of 3HA, has now left that station and gone into the Air Force. Terence has been 3HA's announcer and producer.

Geoff Wylie, of Melbourne George Patterson's, is doing a big job of work these days with so many radio shows making at that office. Geoff as well as watching productions with his very keen eye is responsible for the scripts of Maples' two way quiz and "Stars of Song."

Jean Lawson, who was so popular conducting 3DB's children's session, and who left that organisation to join the W.A.A.F., has been way up north for six months. 3DB staff were mighty glad to see her when she called in last. Jean is positively brimming with good health and very keen on her new work, she has been made a section officer.

3UZ sales manager, Sid Baume, back from holiday and is so very busy that it won't be long if he keeps on at this rate before he will be needing another one.

2UW rep., Peter Sullivan, is another one of the keen fishing clan. Peter spends most of his Sundays at this sport—wonder if he gets fish or yabber, or both?

John Craig, recently of 3TR and 3DB, is now announcer at 3XY.

Doug. Gamely, 3XY station pianist, played his own arrangement of the Addinsell Warsaw Concerto at Peters' Ice Cream session, "Salute to the Services," last Sunday night.

Lorna Kirkwood-Jones writes, produces and composes the 3XY station feature each Thursday night called "Ivory Keys."

David Ballantyne, former announcer of 7HT, commences this week as announcer over station 3YB.

COMMERCIAL BROADCASTING

Vol. 11, No. 19, Thurs., Mar. 11, 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.

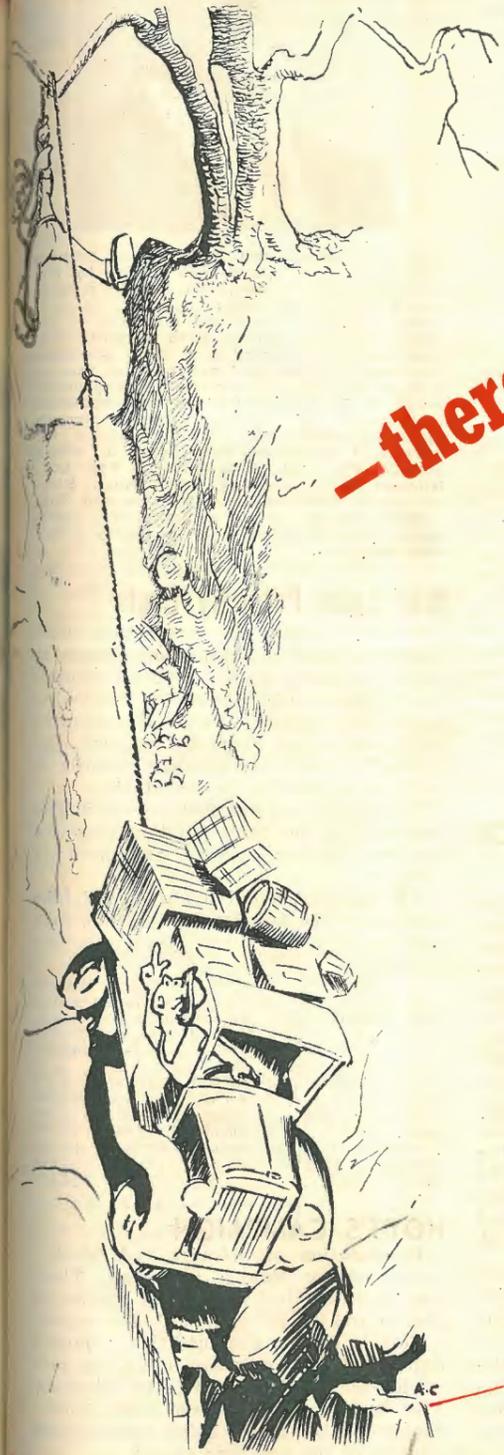
'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

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

Vol. 11, No. 20
19th Issue)
Thursday
25, 1943
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



—there's a safer way!

In times of emergency, why take the risk of a complete breakdown of supplies jeopardising your customers' goodwill?

Our long list of satisfied advertisers testifies to their faith in our ability to maintain goodwill. Notwithstanding trading difficulties, the public is being contacted regularly, frequently and economically over 2UW.

Let us show you the safer way

Most people listen to . . .



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.

BROADCASTING

A PIONEER SPONSOR

In the very early days of radio about 1927, a Melbourne jeweller began to advertise over the air. No jewellery firm had ever pioneered this means of giving their message to the public by broadcasting. Catanach's commenced with announcements over 3UZ, and every hour listeners were told that "the time by the studio clock supplied to the studio by Catanach's was . . ."

This went on for a couple of years and Catanach's name was imprinted on the minds of listeners.

In 1929 they went still further and sponsored a half-hour session of music. They made history then, as this was the first half-hour session ever to be sponsored on the radio in Melbourne.

Catanach's are still on the air with proof of what radio has done for them, and today they are buying still more radio time, and radio programs. They are now responsible for "Yes-No Jackpots" each Monday night over 3KZ; on 3AW they sponsor "The Birth of a Nation" in two half-hours per week, and on 3UZ they have "Love's Serenade," a quarter-hour program.

Behind this organisation is the man who had enough vision to see way back in 1927 what power radio advertising had. He is Mr. Wm. M. Catanach, who knows what radio has done and can do. He aptly describes this advertising medium when he says "That Radio advertising is a voice to the people, for the people by the suppliers of the people, and the most natural way to tell the people, is in the homes of the people."

"For the duration of the war," says Mr. Catanach, "the public cannot get and do not expect the same service as in the days of peace, but they do like to know that we



are doing our best for them, and it is through our radio advertising to-day that we impress upon the listener our name, our goodwill, and the service we endeavour to give them in these difficult times."

Col. Kemsley Appointed Army Business Advisor

It was announced at Canberra last week that Col. A. N. Kemsley had been appointed business adviser to the Minister for the Army (Mr. Forde), in succession to the late Mr. A. E. Kelso.

The new appointment for Col. Kemsley has meant his release from active military service. Since 1941 he has been director of organisation in the Adjutant-General's branch Army Headquarters.

Commenting upon the appointment Mr. Forde stated that Col. Kemsley had a wide practical knowledge of military



Col. Kemsley.

organisation (he served four years with the first A.I.F.). His knowledge also of wartime administration was combined with a wide and sound business experience in civil life. In his new position he would have power to make prompt decisions and would be directly associated with the board of business administration when Army matters were being considered.

Affectionately known as "Kem" to a legion of friends in the broadcasting and advertising circles throughout Australia, Col. Kemsley was the very active general manager of 3UZ Melbourne before joining up. He has been a member of the Victorian Institute of Advertising since 1940.

MAJOR NET CONFERENCE

The Major Network Conference will be held on March 30 in Melbourne. It will be an extra happy re-union for all those concerned after the success this network has had recently in signing up five national contracts, big ones at that—and much bigger than the ones that got away!

Factory Music

A.P.R.A. Waives any Claims for Performance Fees

That the Australasian Performing Right Association would not claim fees for music played in any Australian factory engaged in war production, was stated this week by Mr. T. S. (Jack) Woodbridge, manager of A.P.R.A.

Mr. Woodbridge was commenting upon the cabled report that the English Appeal Court had refused two English companies leave to appeal against a decision by Mr. Justice Bennett that broadcasting in a factory was a public performance.

The Performing Right Society in England claimed that the proprietors of nearly 600 factories are already paying composers through the Society. The fee paid represented one penny per employee per year for one hour of music daily.

In last issue (March 11) of "C.B." we published an interesting article derived from American sources, dealing with the relation of music to industrial output in factories in the United States.

Many Australian factories have installed "P.A." equipment for the purpose of feeding musical programs through to various factory sections. The same equipment is frequently used for relaying through the factories special broadcasts arranged (some of them on regular schedule) by commercial stations.

Mr. Woodbridge said that his association had decided to waive any claim for fees from war factories for the duration, but was considering the position in relation to music played in factories engaged on civilian production.

TOO MUCH DEADWOOD DICK SAYS RADIO SNIPER

For years commercial broadcasting has been a wide open mark for all kinds of verbal snipers, and one of the latest to join these ranks is the headmistress of a Sydney suburban public school, Miss Lucy Woodcock, whose opinions about—or should we say AGAINST radio—were all too willingly blazoned in print by a section of the daily press last week.

She claimed there was too much "Deadwood Dick" type of adventure on radio. She is vice-president of the Teachers' Federation, so she ought to know—or should she? She claimed also there were too many radio serials and hardly one suitable for the child mind.

Miss Woodcock said that the wealth of adventure and romance in the growth and development of Australia could be exploited more.

"The folk lore and customs of the aborigines is a fascinating subject. The history, adventures, and music of our island neighbours are full of matter that would appeal to children."

O. J. Nilson Entertains



A very happy and entertaining evening was given in Melbourne last Friday by Mr. and Mrs. O. J. Nilson. Mr. Nilson is governing director of 3UZ.

Over 150 executives and members of the staff, with their wives, were present. The first hour was devoted to a show given by Les Ross' "Chins Up" artists, and then a picture was shown depicting the development of O. J. Nilson's different activities in business. This picture certainly had its audience spellbound, as it depicted the growth of industries, such as O. J. Nilson and Co. Pty. Ltd., Nilson-Cromie Pty. Ltd., Nilcrom Porcelains Pty. Ltd., Neon Electric Signs, Nilcrom Electric Sales and 3UZ.

After the screening an excellent buffet supper was provided, and the party ended very happily.

War Loan Publicity Costs

Publicity costs in connection with raising a total of 271 million pounds in the seven loans floated by the Commonwealth Government from the beginning of the war to June, 1942, only amounted to £144,619, the Federal Treasurer, Mr. Chifley, revealed at Canberra recently in reply to a question in the House.

Mr. Chifley set out figures which also showed that the total flotation expenses for the seven loans amounted to £807,581.

The figures set out below do not take account of the last hundred million loan and the current Liberty Loan of a like amount.

Date Issued	Amount Invited	Total Flotation Expenses	Advertising and Publicity
March, 1940	18,000,000	138,097	9,977
May, 1940	20,000,000	57,510	10,256
November, 1940	28,000,000	81,559	16,098
April, 1941	35,000,000	82,918	22,476
November, 1942	100,000,000	237,866	35,522
February, 1942	35,000,000	134,032	23,666
June, 1942	35,000,000	78,999	26,622

HOYT'S CAMPAIGN

Presentation of "Movies and Music," sponsored by Hoyt's Suburban Theatres, is now called "Listeners' Choice in Movies and Music" on 2KY Friday nights.

This is due to the fact that compere Ron Whelan is now arranging his program from numbers sent in by listeners. Nine numbers are selected each Friday, double theatre-tickets being awarded the senders of the numbers chosen.

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Vol. 11, No. 20.

Thursday, March 25, 1943

Price, 6d. per copy.

Money is a Weapon of War

How often have we heard the phrase "It takes money to win a war?" But not before has its real meaning been driven so deeply home as in the past few days. Australia has raised seven external loans since the war began, totalling £271,000,000. Australians are now being asked to subscribe another hundred million pounds. They can do it. They could do it without even giving a third of the total of money standing to savings bank accounts. They MUST do it—for money is a fighting weapon in modern warfare. But it can't do much fighting when jingling in the pockets of our populace or crammed into the bags of racecourse bookies.

One of the most striking points made by the Prime Minister when launching the new Liberty Loan was in giving some detailed COSTS of the Bismarck Sea battle. That shot went right home. It made listeners believe and realise just what good purpose their loan or war savings moneys are being put to. It helped to dispel much of the public

feeling against extravagant usage of public funds by some of the departmental growths which have rooted in the field of war administration. In war it is probably inevitable that there be wastage of financial resources through lack of efficient organisation and administration. But the bad must be taken with the good, the losses with the gains. It is necessary to build a silo to store the wheat; it is inevitable that some of the grain falls from the skips and rots on the ground—a wastage, but the main purpose is achieved.

Our main purpose to-day is to contribute to the utmost every resource which will help win this war. One of our immediate major aims must be to fill the new loan. A very valuable contribution to this end from our Prime Minister and other leaders would be the frequent factual disclosures of how and why and to what extent the coinage of the country has to be poured into the industrial mangle one end to emerge at the other end in the shape of shells and shrapnel and ships, and tanks, and planes.

CENSORED SCRIPT — QUESTION ASKED IN SENATE

Recently in the Senate, Senator Allan MacDonald asked if the Prime Minister would make enquiries as to why the Perth censor materially altered the script of a broadcast delivered by Mrs. F. Cardell-Oliver (members for Subiaco in the W.A. State Parliament) on January 22 last. Was it a fact that the address in question had no relationship to the military security of the Commonwealth, but was a drastic and effective criticism of the Commonwealth Powers Bill now being discussed by State Parliaments?

Senator Collings: The Prime Minister has supplied the following answers:—

"The National Security (General) Regulations provide that—

- 42.—(1) A person shall not—
- endeavour, whether oral or otherwise, to influence public opinion (whether in Australia or elsewhere) in a manner likely to be prejudicial to the defence of the Commonwealth, or the efficient prosecution of the war; or
 - do any act, or have any article, in possession, with a view to

making, or facilitating the making of, any such endeavour."

The State Censor in Perth deleted eight words from one sentence and nine words from another sentence of Mrs. Cardell-Oliver's broadcast script. On appeal the Chief Censor supported his officer's decision.

The address in question was a criticism but in the judgment of the Chief Censor and the State Censor the words deleted exceeded the limits of a reasonable and proper criticism, particularly as the address was not for press publication, but for broadcasting.

NEW REP. FOR 2MO

Mr. George Brotchie, Sydney sales manager of 2TM Tamworth for the past several years, has added 2MO Gunnedah to his lapel. His appointment as Sydney representative of the Gunnedah station in addition to his position with 2TM was announced last week. Mr. Brotchie's phone number is BW7375—or if you'd rather, go up and see him some time! at Lisgar House, 30 Carrington Street.

BRILLIANT SAGA OF EMPIRE AIRMEN

No fiction could be half so gripping as "Flying for Freedom" which, dramatising authentic stories of the Royal Canadian Air Force, is currently sponsored on the ZB Stations in New Zealand by Lifebuoy Soap. The thrills of night flying, the roar of motors, the crack of bombers, the staccato bursts of guns, are told through the lives of four members of the R.C.A.F.—an American, Canadian, Englishman, and an Australian, who earned their wings to fight and fly in the cause of freedom in the ranks of the R.C.A.F.

The author of "Flying for Freedom" has probably been let in on more secrets of the R.C.A.F. than any civilian in any country with the exception of certified observers.

Hubert Chain, top-flight radio writer, lived, ate, flew and sat up in all night "bull sessions" with the Canadian, British, Australian, New Zealand and American flyers at the major training fields in the comprehensive R.C.A.F. training program. Chain flew in pursuit ships at Uplands, Ottawa—the advanced training section which served as the locale for Captains of the Clouds. He flew a 350 mile bomber course at Malton, Toronto. He observed closely the unified squadron training tactics at Rockcliffe—and lived at the Port Albert station—where pilots and bomber crews who have been dishing it out to the Nazis are sent for six months of study and relaxation.

The 26 half-hour shows that Chain wrote about the boys, all of whom are "flying for freedom" are replete with incidents he pried out of these silent, grim youngsters, who prefer to say it with power dives, bombs and machine guns. Stories of forays, air battles, tragedies, victories, exultation and fear are packed into a saga of young men of the air—26 programs about the flying kids of the United Nations—in training—in action—in victory and in defeat.

The Canadian Government and R.C.A.F. showed Chain everything—forbade him to talk about much—gave him liberty on much more. And the results of his weeks with "Cob," "States," and "Crash," and the other boys—"Flying for Freedom"—is one of the most exciting and moving series of radio programs to come along in some months.

NEW SPONSOR COMMENCES NEW SESSION

Commencing on Monday, March 29, Cann's ladies drapers and one of Melbourne's most exclusive retail stores, sponsor "Talking Drums" over Station 3DB. This session will be heard three nights per week, Monday, Tuesday and Wednesday.

Religious Broadcasts and Country Stations

Recently much has been said on the effect of war-time economy on country stations, and should anything develop from the report of the Parliamentary Standing Committee on religious broadcasts ("C.B.", 11/3/43), it will be another blow to the many small country stations doing such a grand job for the war effort and yet more or less struggling for existence.

The Parliamentary Standing Committee urge: "It should be made compulsory for the stations to allocate the hour 11 a.m. to noon on Sunday for a religious session. Religious broadcasts should, where possible, be made from the churches at the time the service actually takes place, instead of from studios or through recordings."

From an advertising standpoint Sunday morning has proved a veritable blessing to the majority of country stations, who find that local advertisers prefer this time to any other available. The result is that an inspection of schedules on the various country stations will reveal Sunday morning being practically full and bringing in good revenue.

By V.G. Laxon (Manager,
2DU Dubbo)

The suggestion of a religious broadcast from 11 a.m. to noon on Sunday is ridiculous. Firstly, all stations are going to lose a certain amount of revenue. The possibility of broadcasting an actual service from a church means that the station will have to meet the cost of landlines and also worry about censorship regulations which would have to be conformed with by the persons conducting the service. It would be impossible for a service to be conducted in the studio at that hour, as no churchmen would be available, and it would hardly be practicable for a station announcer heard every day in the week to conduct a devotional service.

A call-up poll would probably prove that the public would not desire a church service on all radio stations between 11 a.m. and noon on Sunday. Isn't it the privilege of stations to endeavour to give the public the en-

tertainment they want or do they have to stand dictatorship as to the types of programs presented?

A point to be considered is, will both the A.B.C. National stations take devotional services at that time? More than likely either the State or National program will concentrate on a good musical presentation.

I do not wish to imply that country stations are against religious broadcasts. Far from it. However, it should be left to the discretion of the station managements, as to when these broadcasts should take place. On the majority of country stations it will be found that a devotional service is conducted early every Sunday morning and another on Sunday evening.

Finally, it would be necessary for the majority of stations to alter their entire Sunday morning schedule, providing it was desired to present a well-balanced program. The public and radio station managements would hardly approve of a church service following a program of popular hits, or a Sunday morning serial. If sections of the community are keen to abolish country radio stations, then this is one way of going about it.

Leyshon Places "Are You an Artist?"

In the last issue of "Commercial Broadcasting," reference was made to the 3UZ feature "Are You An Artist?" sponsored by Adelyn Frocks being extended to 2UW Sydney, and the agency concerned was inadvertently named as the John Rist.

Leyshon Publicity Services of Melbourne, however, are responsible for this extension. They have been handling the 3UZ presentation of this feature since its inception.

CHANGE OF NAME

Fox Advertising Service Pty. Ltd.—The name has been changed to Combustion Pty. Ltd. Reg. 19/2/43.

Martin, David N. Pty. Ltd.—The name has been changed to Pan-Australasian Theatres Pty. Ltd. Reg. 23/2/43.



BOB GIBSON

Bandleader in the new, ambitious, "live artist" show

"POPULARITY PARADE"

Produced by 3UZ and featuring the six numbers topping sheet-music sales for the week. Available on disc or relay throughout Australia.

8 p.m. to 8.30 p.m.
Saturdays
Starting April 3rd

3UZ

MELBOURNE

★ A Station that creates top programs

Discriminating Listeners Don't Police
the Airwaves Searching for
Entertainment,

OH! NO!!

They Tune in Direct to

3AW

WHERE IT'S ASSURED

Home Set Maintenance Vital to All Broadcasters in Australia

The problem of maintaining home listening radio receivers is being tackled by radio retailers' associations in New South Wales and Victoria, in conjunction with manufacturers of sets and valves and the Department of War Organisation of Industry.

The question of materials supply is completely in the hands of the Radio and Signals Directorate of the Ministry of Munitions, and for some time past the Ministry has been releasing small quantities of materials as and when they can be spared for civilian requirements from the far more urgent demand of war productions.

Negotiations on a scheme for zoning of areas wherein certain licensed radio repairmen will carry out servicing of home sets have been going on for many months, and while finality on most points is said to have been reached, so far the actual scheme has not been put into operation. That is the manpower position in radio set servicing as it stands to-day.

The problem strikes nearer home in the case of maintaining personnel for manning the broadcasting stations. A move in this direction was made some time ago, but to date no notification has been issued by the Manpower authorities.

By comparison the National Association of Broadcasters in America has long been plunged into the innermost counsels prevailing to ensure continuance of "home listening." NAB reports of January 15 last just to hand from America sets out the following:—

The essential service of broadcasting during war time is succinctly described in a letter written to the NAB on October 6, 1942, by William B. Lewis, Chief, Radio Bureau, OWI:—

"The OWI has a direct and vital concern with the maintenance of radio coverage in this country. It is one of the most important media for the conveyance of war information in general to the people, and may become of still greater importance when there is occasion for emergency messages from the national leadership."

PERSONNEL PROBLEM

Sufficient personnel to install radio parts and tubes is not a serious problem at the present time. To assist in preventing it ever becoming a serious problem, NAB has been working for some time with government training agencies, other groups and associations within the radio industry and with individual manufacturers. Prevention involves a training problem at the vocational level for men not acceptable for military service and for women. It will also involve the streamlining of service technique and its institution wherever indicated.

For some months NAB worked with the Manpower Commission to secure the recognition of the occupation "Radio Repairman" as an essential occupation. Approved by War Manpower, the definition was forwarded through channels to Selective Ser-

vice. On December 22, 1942, Selective Service issued Occupational Bulletin No. 42 and Radio Repairman was included among occupations which local boards should consider for deferment.

PHILCO GOES TO BAT

Philco Corporation, manufacturers of home radio receivers, notified NAB this week that it is prepared to launch a nation wide plan to do its part in maintaining home radios throughout the emergency. A Philco official is expected to visit headquarters next week.

Decision to implement the plan now rather than six months hence will be regarded with approval and enthusiasm throughout the radio industry. It is much easier to control a situation by locking the door before the horse escapes.

Maintaining Home Sets

The National Association of Broadcasters is fully aware of the necessity for maintaining home radio receivers as the most

effective means of mass communication. Despite the lack of specific published information, some of which can be classified military secrets, we are confident that home radio receivers will be maintained in efficient operation throughout the duration of the war.

MATERIALS PROBLEM

The availability of replacement tubes and repair parts for home radio receivers is best summed up in a statement issued December 28, 1942, by Frank H. McIntosh, Chief, Civilian Radio Section, WPB Radio and Radar Division:—

"The Victory line of tubes and parts will play a part to conserve material and the programs of distribution now in effect and planned for the near future will ensure the necessary items of maintenance for the radios of this country. This is to the extent that at least one set per home will be ensured, and that the corresponding broadcasting needs will continue to be met on the basis of the conservation measures already in force or about to be put in force."

Minister Defines Government Action Towards Radio

Dealing with the same problem of domestic radio, the Australian "Radio and Electrical Retailer" recently published the following comment:—

Since the early part of last year when the question of the maintenance of domestic radio receivers was first brought before the notice of the Government, this paper has given its editorial support to the move for the stabilisation and continuance of radio service to the public. During this time the various trade Associations have done everything within their power to assist the Government in working out details of a satisfactory rationalisation plan, and it is considered that they have done an excellent job.

The fact remains however that, as yet, no tangible results have been achieved. It has been said, in effect, on several occasions that the introduction of Government control of radio service, the licensing of service mechanics, etc., would be put into effect "almost immediately."

And that statement still holds good. It is understood that details of the Government rationalisation plan for the radio service industry have been completed, and that its introduction only awaits the gazettal of an Order which will give power to put the regulations into effect. The only point which remains in doubt is the date of the gazettal of this Order controlling radio service.

Despite everything that has been said and written on this subject there still remain within the industry some who doubt that Government licensing is to be introduced and a control exercised over the industry.

To those who retain this doubt we draw attention to the statement made by the Minister for Munitions, Mr. Makin, in the House of Representatives

on February 25, in reply to a question by Mr. Barnard, who asked: "If the Minister for Munitions appreciates the value of wireless broadcasting to the morale of the civil population, will he, in view of the difficulty of having radio receiving sets and services maintained throughout Australia, indicate what action is being taken by his department to ensure that supplies shall be made available in sufficient quantity to meet present-day needs?"

In reply, Mr. Makin said:—"I am wholly in agreement with the honourable member in regard to the advantage of maintaining wireless receiving sets, and the part that is played by wireless broadcasting in sustaining morale. There is a very short supply of the materials that are needed for the manufacture of sets. The demands of the services are so enormous that the manufacture of new instruments has had to be stopped in order that the materials available may be devoted to the servicing of the sets already held by the Australian public. It is considered that this will best serve the public interest. So soon as stocks of materials for this class of manufacture have been increased sufficiently an opportunity will again be afforded to have new sets produced. Meanwhile repairs may be effected only under licence. Harshness will not be displayed in the granting of licences, but on the contrary every possible consideration will be given to the claims of applicants."

This statement by the Minister for Munitions leaves no doubt about the introduction of licensing, and the tone of his comments gives reason to hope for the early gazettal of the Order.

Rola Newsreel Attracts Large Sunday Audience

One of the most interesting news features programmed in Australia is the Rola Newsreel broadcast between 7.15 and 7.45 each Sunday night from 3XY and relayed interstate.

Two and a quarter years ago Rola Newsreel through Paton's advertising hit the air. An all Australian program with an all Australian point of view Rola Newsreel has done much in keeping listeners informed on matters of National interest to this country.

In the early days this program was written by Norman Carter, but Norman left Australia and went to Radio Singapore, and when Singapore was taken he was one of the last to leave. He was actually there when the radio station was demolished. He escaped with others, including Lieut. Rivett, to Samatra. He is now believed to be a prisoner of war in Batavia.

Rola Newsreel is now written by Vivian Carter and Carl Davidson. The show is ably compered by Hal Percy, and with a cast of Melbourne artists is produced by Alwyn Kurts.

Quite a few Australian musical numbers have been heard on the air for the first time through this session, one of which was the song written by Jack O'Hagan and sung by Marjorie Stedford called "When a Boy from Alabama Meets a Girl from Gundagai."

Another feature of this newsreel is the number of prominent speakers that have been heard—General Blamey, Lady Blamey, the Right Hon. R. G. Menzies and William Courtenay.

A news commentary is given with each program, the commentator being N. D. Harper, lecturer in History at the Melbourne University.

"Rola Newsreel" is heard on stations in three State—3XY Melbourne, 2UE Sydney and 5AD, 5MU, 5PI and 5SE Adelaide.

MUSIC IN THE NEWS

The popularity of 2GB's early morning session conducted by Harry Withers is reflected in the decision of Fostars Pty. Ltd. to broadcast 6 x 10 minute sessions per week. The session is a novelty one, entitled "Music in the News." Day by day it takes interesting items from the news, and couples these items with appropriate musical selections. The music itself forms a commentary on the news item, often with amusing results.

"There's Music in the News" will be heard every Monday, Wednesday and Friday at 7 a.m., and every Tuesday, Thursday and Saturday at 8.35 a.m. The session is written by Yuan Cortez, and will be presented by Harry Withers.

FOR LOAN APPEAL

New accounts recorded at 3AK are Chas. Steele and Co., multi colour printers, who will sponsor the "Program of Favourites." During this program they will make a special appeal for the new loan.

Automatic Heating Appliances are sponsoring a session of swing and will help in the appeal. Others who will give an "all out" appeal for the new war loan are Meadmore Model Engineering and Harry Markby's Services Pty. Ltd.

DARROD'S TO SPONSOR GILBERT AND SULLIVAN

Commencing on April 4, 8 o'clock, at Station 3AW, a half-hour of Gilbert and Sullivan will be aired. This session should be extremely popular with listeners on Sunday nights. Dates have not yet been given for the different operas that will be presented, but one opera will be programmed at each session, and the story and music will be handled by the announcer. Sponsors are Darrod's.

CANBERRA

Today CANBERRA stands on its own feet as the Nation's Capital.

2CA

is proud that the ever-growing importance of Canberra is reflected in the increasing number of national advertisers who are placing their fine programmes on 2CA to provide entertainment for that busy and important cross-section of Australian National life—the men and women who live and work in Canberra and its surrounding districts.

We're proud of the service we render our sponsors and our listeners.

FOR RATES AND QUOTATIONS PHONE B 7887

2CA 2,000 watts
A MACQUARIE FEATURE STATION

WESTERN AUSTRALIAN NEWS

Edments, of Perth, have decided to use the new George Edwards production, "Stories from the Great Book," over 6IX on Sunday afternoons at 3.45 to 4.45. This outstanding series of Biblical dramas will commence in April, and is in addition to their present Sunday evening broadcast on 6IX. Under the title of "Melody Souvenirs," Edments are using a 30-minute period of unbroken entertainment featuring the Metropolitan Symphony Orchestra and the Neapolitan singers.

Foy and Gibson's (W.A.) Ltd. have extended their radio advertising activities, and amongst the recent placements is the sponsorship of "The Bright Horizon." This Humphrey Bishop show, which has been aired in several Eastern States, is being broadcast over 6IW-WB-MD on Thursdays at 9.15 p.m. Foy's are the largest local users of radio advertising in Western Australia.

Much interest has been evinced in a series of 6ML "musical" programs titled "The Program I'd Choose," and which are the work of the listeners themselves. Listeners are asked to send in their ideas of 30 minute program of recordings, from these two programs have

been chosen each week, but owing to the fact that there are hundreds of entries coming to hand, it has been decided to increase the number of weekly broadcasts to five.

Amongst recent important national advertising campaigns to be booked with 6IX-WB-MD there is the new "Music with Astor Radio" series. A high standard of musical presentation is attained in this 30 minute feature which is being sponsored by Astor Radios on Tuesday nights at 7.15 over 6IX-WB-MD.

In order to ensure that the Kolynos news commentary by "Dad" and other Snake Gully personalities is right up to the minute in Western Australia, in addition to the Eastern States, the sponsors are going to the trouble of landlining the feature to Perth for broadcast over 6IX-WB-MD. This is one of the very few National advertisers using the long expensive landline to Perth.

During February new business, including renewals, have been received from National advertisers, for 6IX-WB-MD as follows:— Bayer's Aspirin (117 1 min., evening); W. E. Woods (78 25's, day); Kellogg's (209 1/2 hrs., evening); Wrigley's (104 1/2 hrs., evening); Berlei (78 100's, evening); Carter's Pills (260, 100's, day); Dunlop Rubber Co. (208 1 min., evening).

Bible Stories Taken By Shoe Makers For Sydney

Fostars Shoes Pty. Ltd. were announced last week as the sponsors on 2UW Sydney of the George Edwards program "Stories from the Great Book," which were discussed in "Commercial Broadcasting" a few weeks ago.

The program will be broadcast from 4.45 to 5.45 p.m. Sundays, commencing late in April, probably on Easter Sunday. The first broadcast will be entitled "The Garden and the Wilderness"—the story of creation, of Adam and Eve and of Cain and Abel.

In the opinion of those who have heard it, "The Garden and the Wilderness" is one of the greatest programs which has ever been produced for broadcasting. Certainly few, if any, presentations ever heard in Australia can compare with it in dramatic conception and delicate handling in production.

Following "The Garden and the Wilderness," the second presentation, sponsored by Fostars Shoes Pty. Ltd., will be "Joseph and His Brethren," and then will follow "Ruth and Naomi," "Esau and Jacob," "The Messenger," "The Prodigal Son," "Salome," "The Leper," "Esther," "King David," "The Woman of Magdala," "The Anger of Heaven," and "Judith of Israel."

WAR EPICS

The Allies' Work Dramatised for Radio

The first of some exciting and original half-hour presentations, entitled "They Shall Fight On," was broadcast from 3KZ on March 19 at 8 p.m. The series tells the authentic, dramatised history of each of our Allies from when they individually entered the war up to the present time.

"They Shall Fight On" is not political, for as the scripser said; "they are politically impartial as a swing-door." Each presentation tells of the stirring bravery and superhuman efforts against great odds by people of our Allied nations. A

Norway, Irak, American Pacific Possessions, Yugoslavia, Malta, Denmark, New Zealand, Australia, America, Egypt, Greece, Syria, India and Malaya. These countries, leaders, soldiers, guerillas and "little men and women" are highlighted against dramatic deeds, of sabotage, tortures, scorched earth, and all the grimness of modern war.

The production is by Robert Burnard, who is also compere, the intricate control panelling by "Kay" of 3KZ, while the research and scripting is by the 3KZ writer, Ronald Ingleby. Who, before writing each script, interviews the Consul or representative of the country concerned. Of the Chinese script, Mr. L. M. Wong, Consul for Melbourne, stated: "It is an excellent script, and is one of the finest methods of telling China's resistance, I've ever had the pleasure to see. Mr. Ingleby's work bears out what I said some five years ago when in Sydney—once Japan gets on the tiger's back, he will never be able to dismount. My words have come true."



Mr. L. M. Wang, from the Chinese Consulate in Melbourne, with Mr. Ron Ingleby, 3KZ. Mr. Ingleby is writing the scripts for the new KZ-Foy's presentation, "They Shall Fight On." The first country in the series is China.

considerable amount of research has gone into the writing of each script to make sure that each fact is indisputable.

"It is a grim, dramatic and intense series.

The first in the series to be covered is the exciting story of China, followed by Poland, England, Russia, France, Holland, Dutch East Indies, Czechoslovakia, Belgium, Canada, Mexico, South Africa,

HITS AND HIGHLIGHTS A HIT

Thousands of entries per week continue to flood the Melbourne and Sydney Tivoli Theatres in response to "Hits and Highlights," the Sunday half-hour from 3XY, relayed to 2UE. Again this month, the first prize crept up to 100 £1 War Savings Certificates, to be claimed at that stage by five competitors who share the honours with seven hits all in correct order. There's plenty of skill involved, as entries must see far enough into the public's varying preference to introduce a number not previously played into each week's list. "Hits and Highlights" is presented from 3XY by Alec McNish.

SPECIAL SHOW FOR U.S. FORCES IN N.Z.



The Commanding General (left) of the U.S. Marine Corps in New Zealand and his Chief of Staff with C. G. Scrimgeour, who was Controller of the Commercial Broadcasting Service, photographed during the "pre-view" of "Semper Fidelis," U.S. forces special program on the N.S.B.S.



Never forget

THAT THE PUBLIC SOON FORGETS. EVEN IF YOUR PRODUCTS ARE DIVERTED TO WAR USE KEEP YOUR NAME GREEN FOR POST-WAR BUSINESS BY ADVERTISING ON—

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MELBOURNE

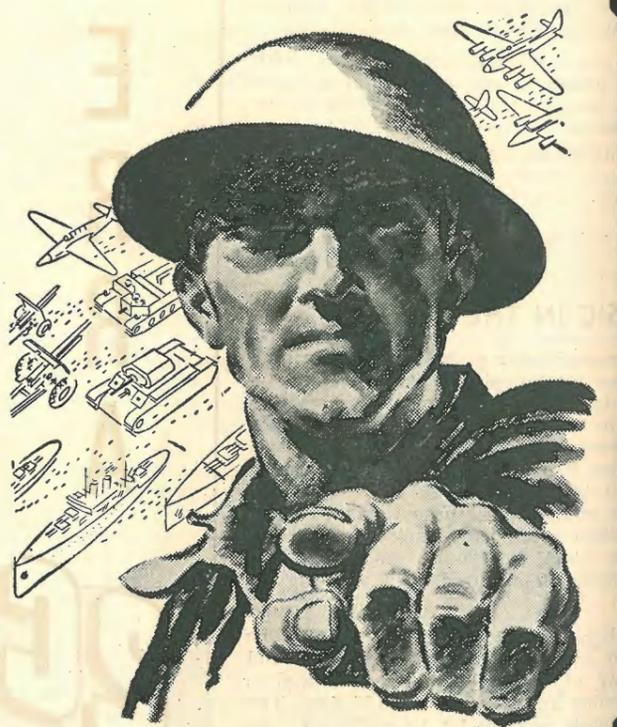
Sydney Representative
A. L. FINN. 66 King Street

MONEY is War Material!

The essentials of war are men, munitions and money . . . and on the latter depends entirely the efficiency and strength of the former. Money must be found to keep our fighting forces adequately equipped, to maintain our fire power at its maximum. This money must be lent by Australians—lent, not given. When the war is over the savings which you have lent to Australia's war effort will be yours to spend as you please.

So come on Australians!
INVEST ALL YOU CAN SAVE IN THE

THIRD
LIBERTY LOAN



LM4

"A SALUTE TO VICTORY" RIGHT BEHIND WAR EFFORT

Sydney Furniture House Pays Tribute to Radio's Power of Propaganda and Entertainment

When Bebarfalds Ltd., Sydney furniture house, 12 months ago decided to inaugurate a broadcast session which would provide not only a medium of prestige for the company, but would, at the same time, contribute a definite service to the war effort of the community, they accepted the 2UW proposal for the sponsorship of a new presentation—"A Salute to Victory."

The program was to be a half-hour presentation of national inspiration covering, from week to week, some of the great stories of the front line and the home front.

At the same time Bebarfald's decided to establish a voluntary service bureau, under the direction of Miss Mary Sheraton, to provide a free and easy contact between the several voluntary war organisations in the city and the women at home who wished to give some of their spare time to the nation's war effort, but who did not know where to go.

The listener response was immediate, and, when last week, the results of the first 12 months reports were analysed, it was found that more than 4,000 women had been placed in spare time voluntary war work directly through Bebarfald's Voluntary Service Bureau.

On the recommendation of their advertising agency, Marsh Pty. Ltd., who have played an active part in the preparation of the session each week, Bebarfald's immediately agreed to a renewal of the 2UW contract for a further period of 12 months, the session to remain unchanged.

On the occasion of the anniversary broadcast on March 24, 1943, Mr. G. Moncrieffe Chambers, of Bebarfald's, came to the 2UW microphone. He said:—

"Over 4,000 women, ranging in age from 16 to 60, have offered their services in a voluntary capacity to assist the various voluntary war organisations.

"It has been estimated that the minimum value of the work done by voluntary war workers is about 18 pence an hour, or in round figures, say, £3/10/- a week. Some do much more. Multiply that by 4,000 and you have the value of the work being done weekly by Mary Sheraton's army of voluntary workers. It is £14,000 a week, which over a year means £700,000 of voluntary work is being done. Even if you cut this figure in half it is a very huge total, and gives you some idea of the splendid work that is being done by these voluntary workers without one penny cost to the Gov-



Mr. G. Moncrieffe Chambers.



ernment, as the whole of the expenses are paid by Bebarfald's.

"Personally I think that quite a number of these women voluntary war workers should receive some decoration in appreciation of their work. Diggers would be in favour of that idea.

"On behalf of the directors of Bebarfald's we want to congratulate, and at the same time very sincerely thank all those women who are assisting so splendidly in the war effort. Among others to whom we wish to express our appreciation for their co-operation is Lieut. Cutler, V.C., Major Fairfield, U.S.A. Air Corps (who was wounded in Bataan), for their help in our appeal for blood donors.

"As a result of this and other appeals, 297 people responded and donated blood to the Red Cross blood transfusion service. We would also like to thank Mr. Mikheyev, the Russian war correspondent, who told us some remarkable things about what Russia is doing to-day. We must not forget Mrs. Pope, wife of Commander Pope, whose appeal for knitters for the Naval War Auxiliary, was such a huge success. Over 328 knitters responded to Mrs. Pope's appeals.

"Among others we also want to thank is Miss Val. Morgan of the Australian Women's Flying Corps, Mr. R. McGreal of the Camp Library Service, Miss K. McDowell of the National Defence League, and also that enthusiastic voluntary war worker, Miss L. A. Armstrong, hon. co-director of the Papier

Mache Auxiliary of the Red Cross Society; Miss Gould, of the Australian Comforts Fund; Captain Hopkins, of the ill-fated "Rangitane"; and another enthusiastic Red Cross Worker, Miss Violet Manning, publicity officer for the Red Cross.

"And now we come to one of the most successful broadcasts of the whole year; that was an appeal for toys for Christmas for little Legacy orphans whose fathers had paid the supreme sacrifice in this war. The appeal was made by Mr. Spooner, Legacy's popular president. Over 400 toys were donated on this occasion. The little Legacy orphans had a wonderful Xmas party. Miss Sheraton was there to help. And now we come to those responsible for the success of these broadcasts.

"I should head the list with Miss Sheraton, but as Miss Sheraton is on our staff I will leave her name just for the moment, while I thank those on the staffs of 2UW and Marsh Pty. Ltd., agency advertisers to Bebarfalds Ltd., who have rendered such splendid assistance and co-operation right through the year in building, publicising and broadcasting this "Salute to Victory" session.

"As Winston Churchill has stated 'This is everybody's war and everybody should be doing something to help the Allies along the road to Victory.' I am sure Miss Sheraton would be very glad to have you call and see her to-morrow, and I can assure you that you will be very pleased to meet her."

Blood Donors Enrolled

The presentation of "A Salute to Victory" generally takes the same form—that is a 25-minute presentation in commentary and music of great stories of heroism, and a five-minute appeal by a representative of one or other of the voluntary war organisations.

Many memorable stories have been told in this session. On one occasion, when the appeal was for blood donors, Lieut. A. R. Cutler, V.C., and Major W. A. Fairfield, of the U.S. Army Air Corps, both told stirring stories of the front line. Both then added tremendous emphasis to the appeal by declaring that they owed their lives to the fact that blood serum was available in the front line for immediate transfusion.

The immediate listener response was the enrolment of something like 400 new blood donors in the Red Cross blood transfusion service.

Of more than ordinary interest, from the point of view of the broadcasting industry, is the fact that, not once during the whole of the 12 months have the sponsors incorporated in the session one word of selling commercial copy. Every announcement has been confined wholly to the Voluntary Service Bureau, the work it does, and the service which it offers to the community. In furtherance of that same thought, Bebarfald's,



Miss Mary Sheraton with some of the toys donated for Legacy orphans.

for the past six months or so, have devoted the whole of their press advertising to direct attention to the broadcast of "A Salute to Victory," taking considerable display space in the press on the night of each broadcast (the session goes on the air 9.15 p.m. Wednesdays) for a preview of the story to be broadcast that night.

To emphasise the session, Bebarfald's recently devoted the whole of one of their display windows in Wynyard Station to an exhibition of the work of the Red Cross Papier Mache Auxiliary, on whose behalf appeals for new workers have been made during the broadcast of "A Salute to Victory." Portion of the display was given as a further pointer to the broadcast session.

Two Big Major Net Shows Going to all States

It was announced at Major Network, Sydney headquarters, this week that two Major Network shows would shortly be airing all States on the network. Sponsorships will be by Kraft Walker Cheese Co. and by Vicks Vapor Rub.

The Kraft show will be "Forever Young," starting about the second week in April on all Major Network stations on a three quarter-hours a week schedule.

Vicks have taken sponsorship of the well established Melbourne feature, "Junior Amateur Hour," which for a few years has been building a big following on 3DB. The show on 3DB is a full hour, but in the all-States campaign only half-hours will be used on all other Major Network stations.

Another Major Network sponsorship, which is going great guns is Vincent's A.P.C. who are using "Academy Awards" and "New York Theatre Guild," two series of first-class musical presentations. These commenced at the close of last year.

ELLIS PRICE ON 2UW

Commencing on April 1 Grace Bros. Pty. Ltd. are taking the 9 to 9.15 Thursday evening channel to present Ellis Price in a new session, "Why Worry."

The theme of the session is cheerfulness in these troublesome times, and the presentation will consist of humorous philosophy combined with specially selected musical items.

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.

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1000's
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HITS & HIGHLIGHTS

25 £1 War Savings Certificates for 1st Prize—more when it jacks!

6.15 to
6.45 p.m.
SUNDAYS
Relayed to 2UE Sydney

3XY

It asks you to
select the 7
HIT TUNES
of the
WEEK!



Montague Brearley

Re-Organisation of Colgate-Palmolive Radio Unit

New Half-Hour Show for Lournay

George Patterson Pty. Ltd. announce the re-organisation of the Colgate-Palmolive Radio Unit—the branch of the organisation which handles the Australian-wide features — "Calling the Stars" (Palmolive Soap), "Youth Show" (Cashmere Bouquet Preparations), and "Rise and Shine" (Protex Soap).

Mr. Jack Davey, as director of productions, will have as deputy director of productions, Mr. Harry Pringle, who at present handles "Youth Show."

Musical direction will be in the hands of Mr. Montague Brearley, well known B.B.C. and A.B.C. conductor, and Mr. John Nugent Hayward will become deputy director of music. Besides being one of Australia's finest stage, radio, and now, screen actors, Mr. Hayward is a musician of note, having conducted the Perth Symphony Orchestra for seven years. In addition conducting for "Youth Show," he will act as narrator in a program of light classical and light orchestral music presented by Montague Brearley under the title "Passing By," and due for release from Station 2GB and a network of 37 other stations on Wednesday night, March 31, at 8 o'clock, and thereafter every Wednesday night at the same time.

Another appointment is that of Mr. Arthur Dupen as assistant controller of radio productions. Mr. Dupen was recently discharged from the R.A.A.F. after 2½ years' service, having reached the rank of Squadron Leader. He was for eight years with the Australian Broadcasting Commission as announcer, and finally studio supervisor, his experience covering general administration, production, music, comedy and drama.



Mr. Jack Davey, who is Director of Productions for Colgate-Palmolive

New Lournay Feature

With an orchestra of 32 musicians at his disposal, Montague Brearley in the new Lournay feature on Wednesday nights, will conduct the biggest combination in commercial radio, and in so doing will provide some fine music.

The program, to be entitled "Passing By," will consist of a half-hour of light orchestral items of the type of "O Lovely Night," "By the Sleepy Lagoon," and "Serenade to a Beautiful Day," all of which will be included in the first program.

Montague Brearley plans to bring listeners' outstanding arrangements of the most popular of the light orchestral works, notably the compositions of well known English composers, such as Eric Coates and Roger Quilter, together with many new and popular Continental and American successes.

Each week one solo performer will be presented—in some cases a vocalist and in others an instrumentalist. Featured artist on the opening program will be Pauline Garrick, one of Australia's most promising young singers and a performer who has gained a place in the hearts of listeners throughout the country.

The Lournay program will go over 38 stations, covering four States. Western



John Nugent Hayward



Portion of the 32 piece "Passing By" Orchestra.

Australia and Tasmania have been omitted from the campaign, due to lack of distribution of the product in those States.

Stations carrying "Passing By" are as follows:—

- 2GB, 2GF, 2MW, 2AY, 2TM, 2EH, 2CA, 2GZ, 2HR, 2KA, 2KM, 2LM, 2NZ, 2KO, 2WG, 2WL, and 2GN.
- 3UZ, 3EA, 3BO, 3HA, 3SH, 3SR, 3TR, 3UL, 3GL.
- 4BH, 4BU, 4CA, 4GY, 4AY, 4MB, 4RO, 4TO, 4MK, 4GR.
- 5DN and 5RM.

"Calling the Stars" Moves to Friday Night

"Calling the Stars," the 60 minute variety show, compered and produced by Jack Davey and formerly heard on an Australian-wide network each Wednesday and Thursday night at 8 o'clock, is now to move to a full hour spot each Friday night and will be heard on and from Friday night April 2, from 8 to 9 o'clock.

An outstanding line-up of stars will make their appearances on this program, and there will be music, song and comedy to suit every taste.

Program openers will be Brian Lawrence, Sydney's well known dance band leader and singer who joins the Three Shades in Blue to give listeners a rhythmic arrangement of "Kalamazoo." George Blackshaw, the funny man, who will introduce himself as Matron Blackshaw and tell listeners something about the running of a hospital. Stella Power will again sing, and this

time she has chosen "Nymphs and Fauns." Al Royal, the crooner who gains more fans every time he sings, will also be providing some melodic entertainment, and another Melbourneite who will croon is Marjorie Medford.

Ada and Elsie, those two old-fashioned girls, in private life Dorothy Foster and Rita Pauncefort, will contribute some more hilarious comedy, and another episode of the popular serial "Buck Davey Hides Again," is sure to prove a riot.

Another of Australia's outstanding singers who will join the cast is Harold Williams, and one of our finest pianistes, Eileen Ralph will play.

Many fine artists are lined up for future programs, and the welding of the show into a complete hour of entertainment will give the producer, Jack Davey, much more opportunity to enlarge the show.

Latest Melbourneite to arrive in Sydney for a season with this show is Kathleen Goodall, one of our finest singers, and listeners throughout Australia will welcome her back into the program.

Other Victorian topliners booked for the show are Jeanne Gautier (violinist), William Herbert (tenor), and Ailsa McKenzie (contralto).

With "Calling the Stars," "Youth Show," "Rise and Shine," Quiz Kids, "Passing By" and "First Light Fraser," Colgate-Palmolive provide 300 sessions throughout Australia each week, and feature, in all of them, Australian artists and entertainers.

Changeover in Sponsorship

The Quiz Kids, formerly sponsored by Cashmere Bouquet Beauty Preparations, will in future be presented under the sponsorship of Colgate Dental Cream and "Youth Show," will switch from Dental Cream to Cashmere Bouquet Beauty Preparations.

Station Re Schedules

When, on Friday, April 2, "Calling the Stars," is presented for the first time as a full hour's show from 8 to 9, a number of adjustments will be made to 2GB's Friday night program. The Nugget session, "Music Box Memories," will follow the news at 7.15, then at 7.30 the Nyal session, "Youth Speaks," will be broadcast for half an hour, thus bringing it in line with the time used on the majority of Macquarie Stations for this feature.

"Calling the Stars" will, of course, be heard from 8 to 9, and "Over Here" at 9 o'clock will be broadcast until 10 o'clock. Thus the entire Friday evening on 2GB from 7.15 to 10 o'clock will be fully sponsored.

EASTER CUSTOMS

An interesting contribution to the story of Easter is currently on the air from 2UW Sydney, under the sponsorship of Buckingham's, of Oxford Street.

Under the title of "The Easter Parade," the session goes on the air from 2UW, each Monday night at 9.15 p.m. The scripts, prepared by Mr. Albert Russell, of the Goldberg Advertising Agency, cover the complete story of the origin and development of Easter customs, including the origin of the Easter Egg, Maundy Thursday, the legend of the Sun Dance, the Durham Buckles, the origin of the Hot Cross Bun, the Twickenham Cakes, the egg hunt at the White House, and a long list of other myths and legends and customs which have grown up around Easter Day.

Stephanie Bini leaves 3UZ



After a very successful six years Stephanie Bini has resigned from 3UZ. She will be missed by listeners as well as by those who have been closely associated with her.

Stephanie commenced in the program department, then she became responsible for continuity, and then became publicity officer. She broadcast in the children's session and eventually went on the air broadcasting for a three hour stretch in the middle of each day.

Stephanie Bini's real popularity was in

the part she played in the "Battle of the Sexes." She gave in all 240 performance without missing a single one. After her final appearance in the "Battle," "Colonel" Stephanie was given a party. Mr. O. J. Nilsen, governing director of the station, presented her with a cheque, and Colonel Kemsley, on behalf of the staff, presented her with an Aeropak suitcase. Mr. Sid Baume, 3UZ sales manager, is behind Col. Kemsley in the picture.

PERFECTION TOBACCO SPONSOR NEW LIVE PROGRAM

With live artists and a full orchestra conducted by Bob Gibson, "Popularity Parade" takes the air on Saturday, April 3, at 8 p.m. over Station 3UZ for Perfection Tobacco.

This program will feature "hits of the week," with special musical arrangement by Bob Gibson. Substantial prize money will be an attraction, and listeners can well be prepared for a program "right out of the box." Perfection Tobacco account is handled by N. V. Nixon.

UNITARIAN HALF-HOUR

Recently introduced, and already very popular, is the Unitarian half-hour, broadcast from 3XY Sundays from 4.30 to 5 p.m. The Rev. Win. Bottomley, of the Melbourne Unitarian Church, conducts the broadcast and includes in it a thoughtful and informative address, while choirs, soloists, and instrumental items are blended into an attractive program.

RADIO PRINTING PRESS for your printing PHONE FOR SERVICE — FL 3054

IT'S **8** YEARS OLD and "STILL CLICKING" **2KY's**

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presented by the courtesy of the the original sponsor **EMPIRE THEATRE**

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Sydney: Fred Thompson — B 2085

£27 FOR LEGACY Sales of New Maori Song

A cheque for £27/9/-, being the proceeds from the sale of 100 copies of the new Maori song, "Kia-ora Katoa," was presented to the Legacy Club at the broadcast of Joan Read's Talent Quest on 2CH on Friday, March 12.

"Kia-ora Katoa," by Ernest McKinley, meaning "Good Luck to You," has just been released by Messrs. W. H. Paling and Co. Ltd., who donated 100 copies for sale through Joan Read's sessions to aid the Legacy Club. Actually priced at 2/- each these copies sold quickly for various amounts, the purchasers thereby securing tickets which admitted



Mr. W. H. Spooner receiving the cheque from Mr. W. Cavill.

them to the broadcast for the Talent Quest at which she sang the song. The total sum realised was £27/9/-.

The cheque, which was drawn by Paling's, was duly handed over during the broadcast by Mr. Walter Cavill, managing director of Goodland's Pty. Ltd., sponsors of the Talent Quest on 2CH, to Mr. W. H. Spooner, president of the Legacy Club.

The singing of "Kia-ora Katoa," was a special event at this broadcast, and in its initial presentation Joan Read, wearing Maori costume, had the support of the well known Maori singer, Nohu Toki, who also wore Maori dress.

The Talent Quest, for women in the home, is presented every Friday night from 8.15 to 9.15 on 2CH.

Goodland's account is handled by Goldberg's.

INTERESTING NEWCOMER

"I Marched with a Soldier" is the title of a series of talks now being presented over 2KY on Thursdays at 3.30 p.m. by Miss Neenah Najor, formerly of Tripoli and Beirut. These talks are dedicated to the lonely and bereaved as a result of the Syrian-Libian campaign.

Miss Najor, who is an ex-student of the American University of Beirut, is a colourful personality, who has a story to tell—and knows how to tell it. She is a newcomer to radio, but her fan-mail tells its own story of her growing popularity.

FOR THE LOAN Sydney Station's Strong Effort

Station 2GB is availing itself of the opportunity of assisting the Government in filling the recent £100,000,000 Liberty Loan. The station is securing the fullest co-operation of clients, practically all of whom are devoting a portion or whole of some of their sessions to boost the loan. During the currency of the loan appeal, a number of their announcements will be directed towards assisting the Government, and not selling their own products.

As a result of the special appeal made last December by Mr. H. G. Horner, general manager of 2GB and Macquarie, and Mr. John Dease, chief announcer, the combined efforts of these and associated organisations contributed a total of £1,620 to the loan. This result was particularly gratifying in view of the fact that so many employees have enlisted in various services, resulting in considerable depletion of staff.

Some fine programs are already being planned by various sponsors and 2GB for presentation during the currency of the appeal.

AIDS FACTORY WORKERS

Factory girls engaged on essential war work have "adopted" the 103rd Australian General Hospital, Baulkham Hills.

This has followed a short appeal by Mrs. "Sally" Harten who conducts the "Factory and Munition Workers" program from 2UE every Monday to Friday at 2 p.m.

"I only made one announcement," said Mrs. Harten, "and more than 200 girl workers immediately volunteered. We make regular visits to hospital at the week-ends, and the girls, sew, mend and provide comforts for the 500 patients. Transport facilities were made available by the Government, and the scheme has proved so successful that we hope shortly to embrace other hospitals."

Radio 2UE's program for factory workers has created considerable interest, and has done much to brighten the lives of those engaged on important work. Already Mrs. Harten and 2UE have received more than 400 letters of appreciation from different factories in this State.

NEWS SESSIONS

Alterations Due to Daylight Saving

B.B.C. transmissions by A.B.C. commencing after March 28 will be 6.45 a.m., 4.15 p.m. instead of 5.15 p.m. and 9 p.m. instead of 10 p.m., and a new service at 11 p.m.

For the period of March 22-27 inclusive, the 6.45 a.m. B.B.C. session will come through at 7.45 a.m. This is a B.B.C. alteration.

The A.B.C. will not take this temporary B.B.C. transmission but will continue with their own news service as at present.

SPONSORSHIP EXTENDED J. R. Love on Seven Night Schedule

Sponsored on 2CH over a long period on Tuesdays and Thursdays at 10 a.m. "The Golden Sanctuary," a musical anthology of prayer and praise, is now being broadcast seven times weekly.

The new schedule includes two Sunday presentations—at 9.15 and 8.30 p.m. Week-day broadcasts, Monday to Friday at 10 a.m., will be sponsored by J. R. Love and Co. Pty. Ltd., manufacturers of Mother's Choice Flour, who have also presented the Tuesday and Thursday broadcasts during the past few months.

Embracing a fine selection of sacred and semi-sacred songs, sung by well known Australian singers, "The Golden Sanctuary" makes a direct appeal at the present time to all those who feel the need of special solace. At the same time, because of its fine solo and choral singing, the program appeals to all listeners.

Produced in the A.W.A. studios by Humphrey Bishop with a cast of over 50 artists, each presentation has a Biblical narrative with John Nugent Hayward as narrator. Soloists include Walter Kingsley, Alan Eddy, Stanley Clarkson, Margaret Carr and Ena Preston, who sing to the accompaniment of an augmented orchestra, with Iris Mason at the Hammond organ and Elizabeth Vidler on the harp.

"The Golden Sanctuary" has also been successfully presented in other States.

ROAD TO VICTORY

"Road to Victory," broadcast from 2GB every Wednesday at 3.30 p.m. is a session that is doing a good job not only for the boys in camps and hospitals, but judging by the recent renewal of the session, for the sponsor as well.

Presented from 2GB by Mr. Frank Grose, this session combines inspiring music with appeals to listeners to provide equipment and amenities for military camps and hospitals. Mr. Grose has had hundreds of requests from the military authorities for things as varied as pianos and dentists' chairs, and listeners have responded nobly to his appeal; in fact, few things asked for by the army or the other services have not come in in response to Mr. Grose's appeals. The sponsor, Junipah Mineral Spring Salts, is thus assured that the session is serving a worthy purpose.

The renewal of the contract has been placed with 2GB by the Goldberg Advertising Agency.

THEIR FINEST HOUR

"Their Finest Hour," a dramatic production based on family life in London during the war period should prove to be a popular feature at 3UZ when it commences on Saturday, April 3, at 8.30 p.m. This program will be presented for one half-hour each week. It will be sponsored by Brockhoff's, through Goldberg's Advertising.

Among the Sponsors

Commencing on Saturday, March 27, at 7 p.m. over 3DB the Richard Furnishing Co. are sponsoring "K7 Secret Agent." The feature will be heard once per week. This account is handled by the Paton Advertising Service.

Forty-five minutes of uninterrupted major musical works is the session chosen by the Metropolitan Funeral Directors. Commencing on Sunday, March 28, at 10 p.m. over 3UZ one major work of the great composers will be presented by compere Gil Charlesworth.

On March 23 at 7.45 over 3UZ De Witts are presenting their new serial "Pearl of Pezozes." This George Edwards production will be heard twice weekly on Tuesday and Thursday nights.

"Swing Mistress" is the title of the 15 minute session chosen by J. P. Sennitt and Son Pty. Ltd., which commenced at 3UZ on Friday, March 19, and will be heard each week at the same time. The account is being handled by N. V. Nixon.

"Do You Know Australia?" the popular session aired each Sunday night over 3UZ has been moved to Thursday night, and is now being sponsored by Beehive. This account is being handled by McFerran Advertising.

Berlei Ltd., through Catts Patterson Co. (N.S.W.) have signed for 100 word announcements to be used during 3XY's evening sessions.

Low's Dry Cleaners renewed for a further 12 months on 4BC, covering 7½ minute features in the breakfast session each Monday and Wednesday, together with an additional booking of 25-word announcements scheduled immediately before and after each race on Saturday afternoons. Agency, Noble-Bartlett Advertising.

Perc. Miller, hairdresser, who has been broadcasting a popular half-hour feature, "Modern Airs for Moderns" on 4BC for some time, again renewed for 12 months, through the Noble-Bartlett Advertising Agency.

Sid Moses, furrier, has commenced a 26 weeks' contract with 4BC, featuring "The General Died at Dawn" each Tuesday night, 7.45. (Johnston Jones Advertising.)

Dunlop Rubber Co., through Goldberg Advertising, are using 4BC-4SB for the broadcasting of 208 x 1 minute evening announcements.

Lambart Pharmacal (A) Pty. Ltd. are broadcasting 100 word announcements daily, Tuesday to Saturday, inclusive, on 4BC in the women's session. (The Weston Co. Agency.)

Bayer Pharma Pty. Ltd., through L. V. Bartlett Agency, have contracted with 4BC for 117 x 1 minute evening announcements.

W. E. Woods Ltd. through Gotham (A/sia) Ltd. have booked with 4BC-SB for 25 word daily announcements during the women's session.

Taylor Bros.—regular 4BC clients for a number of years—have again signed a 12 months' order for 208 x 50 word breakfast session announcements. (National Advertising is the agency.)

For the 12th year in succession, Mr. Samuel Biber, managing director of Biber's Pty. Ltd., has signed with 2KY for time on Sunday afternoons during the autumn and winter seasons. Mr. Biber, who is discussing the habits, etc., of fur-bearing animals during his session at 2.15 p.m., has expressed his intention of continuing to devote part of his time on the program to a mention of the work done by the Red Cross.

A War Savings Certificate (£1) is the prize awarded each week by D. J. Macartney and Co. to the sender of the best letter-arranged program suitable for presentation during their "Drum Session" at 1.15 a.m. on Sundays from 2KY. As 15

title indicates, this year-old feature presents recordings in which drums predominate. Compere is Jack Farrelly, who also selects the winning entry from the large number received weekly.

Klembro Pty. Ltd., agency Gordon and Gotch, are using 100 word announcements on 2CH in a campaign for Gravox.

Clifford Love and Co. Ltd. have contracted with 2CH for a series of 100 words announcements, supporting Uncle Toby's Groats. (Agency, Arthur Smythe).

Through the Weston Co. R. Towns and Co. have contracted for a campaign of spot announcements for Cuticura products.

Phillip Lazarus Pty. Ltd. is using 2CH in a campaign for "Ranee" Dry Cleaner. (Agency, Hartford).

New accounts for 2GF Grafton include spots for Kellogg's (J. Walter Thompson) and Suttons Ltd. (Paton's).

New features on 2GN Goulburn include "You Be the Detective," presented twice weekly by Selfridges Ltd. of Auburn Street, Goulburn, evening sessions at 7.15 p.m. Monday and Wednesday. Lournay program "Passing By" is scheduled for Wednesdays, 8 p.m. Traders' Pty. Ltd. have also booked 8.30 p.m. Monday evenings for "Whiz Quiz." "Calling the Stars," Colgate's, 9 p.m. Fridays for 60 minutes.

New features on 3DB Bendigo include "Passport to Danger," presented by Matthew Bros. at 7.45 p.m. Monday to Thursday. Lournay program "Passing By" is scheduled for 8 p.m. Wednesdays. "Chins Up," Nugget Polish Co. (Geo. Patterson's) is presented each Thursday evening at 9.15 p.m. "Calling the Stars," Colgate (George Patterson) is now 60 minutes each Friday at 8 p.m.

New program releases on 2GF Grafton include "The Living Theatre" for Gerard and Co., each Thursday evening at 8 p.m. for 60 minutes. A. A. Murray now sponsor "The Phantom Drummer" Monday to Thursday in women's sessions, increasing previous schedule from thrice weekly to the present four times. "Calling the Stars" for Colgate's goes into 60 minutes presentation Fridays 8 p.m., commencing 2/4/43, while the new Lournay feature "Passing By" is scheduled at 8 p.m. Wednesdays. Traders' Pty. Ltd. have booked space for the presentation of "Whiz Quiz" once weekly at 8.30 p.m.

Matthews Bros., of Hargreaves Street, Bendigo, now present "Passport from Danger," Monday to Thursday, at 7.45 p.m. Matthews Bros. have presented some two score of features from 3BO and have occupied the 7.45 spot for many years.

G. Fred Birks (Junipah Mineral Spring Salts) have renewed his contract for six quarter-hour sessions weekly on 3XY, for a further 26 weeks. The feature aired is "Famous Personalities of Screen and Radio," each Monday to Saturday inclusive at 12.45 p.m.

"MRS. 'OBBS" AGAIN

Arrangements have been made by J. Walter Thompson Pty. Ltd. for the commencement of that extremely popular comedy program, "Mrs. 'Obbs," on behalf of Bonnington's Irish Moss, on Macquarie Stations, 2CA, 2WL, 3TR, 5DN-RM, 6PR-TZ, 7HO and 7LA, and on these stations the program will again be broadcast every Monday to Thursday at 7.33 p.m.

In view of the popularity of this program Bonnington's decided to vary their usual practice and carry it on 2GB and 3AW throughout the summer months, so that there would be no break in its presentation.

Part of the success of "Mrs. 'Obbs" is due to the inimitable old lady herself. On the other hand, the large gallery of human portraits conceived in a comic vein which support Mrs. 'Obbs have also contributed to the popularity of the program.

TRANSCRIPTION SALES

Recent sales of transcriptions announced by A.W.A. recording department includes:—

"Out of the Silence," 4BK-AK Brisbane, 2AY Albury, 2GN Goulburn, 2GF Grafton, 26 x 30 minutes.

"Cavalcade of Comedy," "Bed and Breakfast" and "Lost Property" to 5DN-RM Adelaide, each 26 x 15 minutes.

"Coast Patrol" (second series), 2BH Broken Hill and 4WK Warwick, 62 x 15 minutes.

"Australian Cavalcade," 2RG Griffith, 2BH Broken Hill, 2LT Lithgow, 26 x 15 minutes.

"Personal Column," 4BH, Brisbane, 60 x 15 minutes.

"Home, Sweet Home," 4BK-AK Brisbane, 286 x 15 minutes.

"Captain Midnight," 4MK Mackay, 150 x 15 minutes.

"Reporting on the Past," 4GY Gympie, 54 x 5 minutes.

"Cavalcade of Drama," Victorian Regina, 2LM Lismore, 13 x 25 minutes.

"Halliday and Son," 104 x 15 minutes, 2GF Grafton and 2TM Tamworth.

"The Golden Sanctuary," 52 x 15 minutes, 2PK Parkes, scheduled once weekly Sundays, commencing 21/3/43.

"You Be the Detective," 52 x 15 minutes, 2GN Goulburn twice weekly, Mondays and Wednesdays, at 7.15 p.m.

New Zealand releases include "Forever Young" and "Coast Patrol."

ALL NIGHT AND EVERY NIGHT

AUSTRALIA'S NIGHT SERVICE

3AK

ENTERTAINS AUSTRALIA'S WAR WORKERS

THINK WELL YOU ADVERTISERS

SEND YOUR MESSAGE TO THE BUYING MARKET

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 management 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.

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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

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

COMMERCIAL BROADCASTING

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