PERSONALS

Popular composer and singer, Johannes McMahon, has gone for a quiet holiday in the country, where he will enjoy the country air and perhaps find inspiration for some new compositions.

We have seen some old friends among the radio fraternity, and among these oldsters was Bill Kelton, chief of the advertising department of the National Broadcasting Co., who is well known for his work in the field of advertising.

A furrowed brow developed around the Harvard Advertising Agency and JUZ and AUB, every day for the past couple of weeks, as the men of the agency were busy with plans for the program called "The Mystery of Darrington Hall," which is being broadcast by the Sydney Broadcasting Co. The program is produced by Bill Kelton and is a great success.

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Miss Beatrice Touzeau, 4th Floor, 2UW, Sydney, has been appointed to the No. 72 during the Great War

BUY LICENCES...

COMMERCIAL BROADCASTING

Vol. 11, No. 23, Thurs., May 6, 1943

Price: 5d. per copy. Subscription: 15/- P.A.

MANAGING EDITOR: A. Lissmann

SUBSCRIPTIONS: Miss C. Lewis,

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DECENT JOINS 2KY

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In the still of the night

Companionship . . . the glow of a fireside ... and radio . . .

To most people of course radio means enjoyment of the greatest schedule of outstanding features on the air.
Test Case on “Music While You Work”

English Performing Right Society Secures
Injunction Against Factory

After a hearing lasting three days, judgment was given in the test case brought by the Performing Right Society in England against Gillette Industries Ltd., to decide whether the management of factories are at liberty to broadcast to their employees gramophone records, or music provided by the BBC, in their “Music While You Work” programs, without licence by the owners of the copyright. The case opened on January 13 before Mr. Justice Bennett in the Chancery Division, and on January 15, he finally declared for the plaintiffs, giving them leave to apply for an injunction against the defendants.

The following interesting account of the proceedings was given in a recent issue of the “Wireless and Electrical Trader”:—

Mr. Justice Bennett said that the Performing Right Society sought an injunction to restrain Gillette Industries Ltd., of Halesowen, Worcestershire, from broadcasting music in their factories without a licence.

For the defence it was pleaded that the performances in the factory were not in public, and therefore were not an infringement of the copyright.

Mr. Charles Harman, K.C., for the Society, said the case turned upon the question whether the music heard by the employees in the factory was heard in public or private. When the BBC started their programmes the Society took up the matter with the Industrial Welfare Society and arrangements were made whereby licenses were granted to factories at a nominal fee of £1 per annum. A certain number of those licenses were taken.

Mr. Justice Bennett: Has the BBC a licence already?

Mr. Harman: Yes, and they are issued to the private licence holders, but I submit that the use of the programmes by the factories is not a private or domestic use of them. It helps production and increases the profits of the employers and ought to be paid for.

Tariff Introduced

Mr. Charles Prake, general manager of the Performing Right Society, said the Industrial Welfare Society in June, 1946, raised the question of the broadcast of “Music While You Work” programs to factories, and the Performing Right Society then agreed to grant licences to factories at a nominal fee of one guinea. Only about fifty of those licences were taken up, afterwards fixed a tariff which worked out at the rate of one penny per employee per hour for an hour’s music per day.

Mr. Justice Bennett said he should like to see the licence granted by the plaintiffs to the BBC. He supposed it was an authority to give performances of music in which the Society owned the copyright. The licence was handed in, and the judge said it was as he expected.

Mr. Ruxton interposed to say that whilst such a term as “public performance” occurred, the clause “for domestic and private use only” was also to be found.

Mr. James calculated that 1,100 employees in a factory would hear hours a day for 24s per annum under the licence. About 500 factories were licensed from March, 1946, to the end of last year under the tariff, the Ministries factories were not included in those figures, but they had paid the tariff.

Mr. Wynford Reynolds, who organised the BBC’s “Music While You Work” programs, said that the effect of the music on factory workers was to brighten their day and it created a benefit on production.

Mr. Leslie Arthur Roseby, chairman of the Performing Right Society, said his firm published a wide range of popular music, but (in answer to a question from the judge) he agreed that this war had not produced such good war songs as the last.

Mr. John Abbott, director and general manager of the Performing Right Society, said that the sale of song music might be, and was, damaged by broadcasting.

Mr. John Frederick Kayser, the metallurgist of Gillette Industries, stated that though the factory had had 33 loudspeakers, at some points you could not hear the music immediately beneath them because of the noise of the machinery.

Mr. John Frederic Kayser, stating that though the factory had 33 loudspeakers, at some points you could not hear the music immediately beneath them because of the noise of the machinery. Only about 400 people would hear the music which was played, and two rooms had voted against having it.

“Would not be right to say,” added the witness, “that everybody likes the wireless. If you want a comparison, my experience is that 80 per cent of the girls like it; with the men the percentage goes the other way.”

The defendants’ joint managing director, Mr. H. L. Clunies, declared that he put in amplifiers as a social amenity, and did not regard the broadcasts as a public performance.

Mr. Ruxton submitted that factory broadcasts were not public performances, but an amenity to improve the conditions of labour. The factories had the word “private” written large on the door. To a community inside the management gave its own performance, but not with the object of providing an entertainment, but of alleviating conditions.

Wireless in Factories Unique

Mr. Ruxton pointed out that the case was of division in factories was unique. Many judgments had been given on the law of copyright, but entertainments, but the point of dividing the audience in all its aspects. It was not the audience in the concert room or the playing room. It was in its home or its condition.

Mr. Justice Bennett: Just as this court is in your case, in a divided house, without any control. Mr. Ruxton, is an impressed by the statement that a private room, which the broadcast is received, is prejudicial to the song’s public favour.

Mr. Ruxton thought it material that the public was not invited to hear the performance, and that for performing the songs in factories, there was a licence, wireless. The Society was the only organisation to give wireless licences.

Mr. Ruxton was saying that the BBC licence to users of wireless sale was, as approved on the licence, for domestic and private purposes, and that it was not in the public interest because the public could not hear it when they wanted it; and it declared “this licence does not authorise the licence to do any act which is an infringement of copyright.”

Mr. Harman, on reply, said the factory was on the licence for domestic music, but it was domestic and private, all in one domestic as well as private, the words used phenomenally. He disputed the test of publicity was that the public should be invited.

Mr. Harman said he had invented a beautiful alloy for the test of this case. It was that everything was in the public domain which was not in the private domain, and that nothing was in the private domain which was in the public domain. He had aimed to show that because the licence was for wireless sale, the BBC was not bound to keep the terms of William IV the object of all these Acts were to protect the many by the composer and close to whom they had paid, as the man in the crowd who was happy considered whether he had paid should consider before it considered anything else. “Through my nose,” said Mr. Harman, “you lead me back the voice of the composer, the sales to English, and they say thousands of factories are entertaining three million workers with gratis songs. They are selling to get the right for nothing, besides the fact that all these Acts since William IV have been to preserve our rights for perfection.”

Delivering judgment on January 26, Mr. Justice Bennett said that the Performing Right Society had not obtained a licence from the BBC to broadcast its music “for domestic and private use only.” They could not obtain a licence under the Act of 1921, and in respect of the sole right to perform, 3h 5s in 30s. In all these Acts, they would find a wireless act who “picked up” a musical composition was “performing.”
Advertising Awards

Two U.S. Shows Outstanding in 1942

"Advertising and Selling" magazine annually conducts a survey of American advertising in which a jury allocates awards for merit, for excellence in the various phases of advertising and for services to the industry.

Two awards of special interest to broadcasters are those made in relation to Young and Rubicam Inc. Agency in respect of "The March of Time," and Ray E. M. Rasmussen and Associates Inc. for "Our Secret Weapon" (sponsored by Philco Radio and Television Corp.).

The citations are as follows:

Commercial Program

An advertiser, agency, broadcast facility, or individual for outstanding skill in commercial program production.

Six ingredients are used:
1. "Our Secret Weapon" is a counter-attack against enemy propaganda. Conceived by President House, 20th Century-Fox, as a program of social force which would be of definite help toward winning the war, and reaching the final victory through the employment of music, present the different angles of each controversial topic in the external situation. Dr. M. A. McNutt, speaker of the Senate, and one of the leaders of the March of Time, has contributed a new technique in this blending of techniques, it is designated for the media award.

Radio--as a Social Force

An advertiser or agency for a commercially sponsored program which contributes most to the advancement of radio advertising as a social force.

"Our Secret Weapon" is a counter-attack against enemy propaganda. Conceived by President House, 20th Century-Fox, as a program of social force which would be of definite help toward winning the war, and reaching the final victory through the employment of music, present the different angles of each controversial topic in the external situation. Dr. M. A. McNutt, speaker of the Senate, and one of the leaders of the March of Time, has contributed a new technique in this blending of techniques, it is designated for the media award.

£13,250 in Good Friday Appeal

25,000 Telephone Calls

The impact of radio on the masses was never better illustrated than in the Good Friday appeal for the Melbourne Children's Hospital conducted by 3DB-LK and the "Sporting Globe." Nearly 25,000 telephone calls were received and £13,250 promised. This is an Australian record for this type of appeal.

Practically nothing was heard over the station from 9 a.m. to 1.45 a.m., but the acknowledgment of donations, the great majority of which were in small amounts. All of the 3DB and "Sporting Globe" staffs were employed and citizens from the P.M.G.'s Department gave their services. 116 people in all being employed.

Many collecting posts were formed in country centres all over Victoria.

£13,250 in Record Day

On Good Friday an all day appeal for the Children's Hospital was broadcast over 3DB-LK, in conjunction with the "Sporting Globe." Promises of £13,250 were received, and to date more than £12,000 in cash has come in. This is an Australian record.

It was an amazing demonstration of goodwill to the Children's Hospital, the "Sporting Globe," and to 3DB-LK, "The Herald" Stations.
HUMAN INTEREST REASON FOR POPULARITY OF "AMATEUR NIGHT" REVIVAL

Few show in the ordinary way can stand up to a revival as an evening feature in radio, but when the human interest appeal is strong the problem of "staleness" does not enter into calculations. Thus 2SM has been able to revive, with outstanding success, their "Amateur Night," which in this way did a pioneering job for radio some years ago.

The original "Amateur Night" which John Dunne instituted at 2SM back in 1935, was about the forerunner of "ama­teur" entertainment for commercial sponsorship in Australian broadcasting. Featured on Friday nights it did much to break down the bias among advertisers against Friday night broadcasting.

About Xmas time 1934 John Dunne was in New York, and spending much time with his pal of school days, Altho­ugh he had already undertaken 2SM, he was in New York, and spending much time with his pal of school days, Altho­ugh he had already undertaken 2SM, he was looking for a ready-made stepping stone for launching his enthusiasm for this kind of broad­casting. Deane invited his pal of school days, Altho­ugh he had already undertaken 2SM, he was looking for a ready-made stepping stone for launching his enthusiasm for this kind of broad­casting. Deane, of Paramount Pictures, was in New York, and spending much time with his pal of school days, Altho­ugh he had already undertaken 2SM, he was looking for a ready-made stepping stone for launching his enthusiasm for this kind of broad­casting. Deane, of Paramount Pictures, was looking for a ready-made stepping stone for launching his enthusiasm for this kind of broad­casting.

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And now the new "Amateur Night" is meeting with the same enthusiastic response as greeted it eight years ago. Streamlined, it is a better show than the old. McVie­tor Bros., manufacturers of ice cream, are behind it for sponsorship. There is a very genuine effort to encourage amateur talent, and in the six broadcasts so far conducted, there has been no dearth of good performers. Prices of £0.50, £1.00 and £2.50 will be given at the end of each three months, while one of the performers selected for the mil­k race receives a quartering fee.

Interviewed last week, John Dunne revealed that each week a number of abso­lute unknown talent was being auditioned for the broadcasts—some had outstanding ability. In one recent broadcast not a single performer selected for the mil­k race received a quartering fee.

Titles Titled From Advertising

Service titles and groups of letters denoting any of the Services may not be used in advertisements without consent of the Acting Attorney-General (Mr. Bolassley) announced in Canberra last week.

Mr. J. Jeffrey

Mr. Peter Sullivan—see the most popular figure in the Melbourne broadcasting world. He represented the Commonwealth Broadcasting Corporation stations, 3UGS (3UGS), 3MY (3MY), 3K and 3U in Melbourne for the past seven years, is one of the latest radio men to join the Fпочев. Peter will be missed by his many radio friends amongst the personnel of the oper­ation and the stations.

Mr. J. Jeffrey has been appointed to suc­ceed Mr. Sullivan, and he will be remem­bered as, until recently, the Melbourne representative for Columbia-Chenery-Eames Productions. Mr. Jeffrey has been on the radio since 1935 when he was the Sydney representative for E.M.I. He went to Brisbane, later being transferred to 3OR Brisbane, and in 1935 was appointed general manager of 3OR Conserv. After two years at Conserv he went to Melbourne with George Edwards Production, and was later transferred by Eardward.

Mr. Jeffrey's knowledge of radio and his association with HWV will enable him to join the Eardward team.

The new general manager, Mr. Jeffrey, described the move thus: "The move has been made, and I am looking forward to the new challenge."

Services Titles

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Mr. Jeffrey C.B.C. Rep. in Melbourne

Peter Sullivan Joins Army

WARDROP AGAIN SPONSOR OF FOOTBALL BROADCASTS

For the eleventh successive year, starting from Saturday, May 8, EKZ will broadcast football matches from available football grounds in and around Mel­bourne. The Government has approved football being conducted again this year, because the game provides temporary local relief from the stresses of the day. The Government has approved football being conducted again this year, because the game provides temporary local relief from the stresses of the day.

The football matches will be broadcast on EKZ, and the program will be sponsored by the Melbourne Football Club. The program will be broadcast on EKZ, and the program will be sponsored by the Melbourne Football Club. The program will be broadcast on EKZ, and the program will be sponsored by the Melbourne Football Club.

FOOTBALL BROADCASTS

Mr. Norman Banks

Sydney Representative

A. L. FINN 68 King Street

Commercial Broadcasting, May 20, 1943 7
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<th>Time</th>
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<td>YOUTH SHOW (Cashmere Bouquet)</td>
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<td>CALLED THE STARS (Palmolive)</td>
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<td>DR. MAC</td>
<td>REFLECTIONS IN A WINEGLASS (Seppelts)</td>
<td>DR. MAC</td>
<td>WHAT'S IN A NAME? (Gilbey's)</td>
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<td>WHAT'S IN A NAME? (Gilbey's)</td>
<td>PERFECT SONG (Pepsodent)</td>
<td>PERFECT SONG (Pepsodent)</td>
<td>DOS CASIK (Red)</td>
<td>PERFECT SONG (Pepsodent)</td>
<td>DOS CASIK (Red)</td>
<td>PERFECT SONG (Pepsodent)</td>
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45 Quarter-hours of National Sponsorship per week, with still more to come, marking the Peak Achievement in Australian Network Broadcasting.
Quiz the Public and They Come Back for More

Is the audience-participation quiz still as popular as it was a year or two ago?

This article seems to answer the question very definitively in the public's favor. In the past, there were questions arising from an announcement that the presentation of J. R. Love and Co.'s program, "Food, Facts and Fun" on Friday night, would mean that the station was presenting 90 minutes of quiz in the first one and three-hour sessions of Friday night literature show from the 2UW theatre.

2UW's Friday night show has long been one of the accepted successes of Sydney broadcasting. Four years ago, when Friday night everyone in Sydney was almost void of sponsorship, 2UW decided to offer an audience some of their totally new form of entertainment. Two outstanding renovations, Reggie Quarty and Cecil Scott, were taken on to the company's staff and engaged a full-time variety company of six well-known vaudeville stars and prominent members of 2UW's theatre. Each numbered session, in which are sent to all listeners submitting the correct answers, will be programmed in the station in the closing days of the year.

The first unit of the presentation is the Aeroplane Jellies "White Quiz." This feature is known as "White Quiz" because it is not to be followed by any prize money ranging from $1.00 to $2.00. It is designed for use in the session.

Follow "White Quiz" is a quarter-hour program in which the questions are divided into sections, in which members of the audience are called on to supply the title of current gag stories. Prizes in this session are $5.00 tickets ofMother's Choice foods, and other prizes will be awarded to the winners. Listeners interested in the spectator are encouraged to fill in the pre-printed questionnaires and submit them for the next session.

The third unit will be a serial drama "The General Died at Dawn." The dramatic series, "The General Died at Dawn," has been chosen by Nicholas Aspro Pty. Ltd. for the presentation of 2UW and Macquarie Net-work, 3HR, 3CA, 4PR and 7HO. This program will be broadcast four nights a week, Monday to Thursday (4PR-7HO Tuesday to Friday) at 8.42 p.m.

As "The General Died at Dawn," only runs 24 episodes, plans are already in hand for an important new program to follow it. "The General Died at Dawn" will be radio adaptation of the famous novel by Charles Booth, which achieved considerable success as a motion picture, starring Madeleine Carroll and Gary Cooper, with Akim Tamiroff. The setting is on the China Seas, and the plot a few years before the outbreak of the present war. It has plenty of current interest in its picturisation of conditions in China, before that country became united under Chiang Kai-shek, in its struggle against the Japanese.

The cast is a particularly brilliant one, with John Napier Hargrave and Lynsall Barbour in the starring roles, supported by such artists as Arandall Nix, Law Verzon, Bottle Dickson, George Hewlett, John Saul, Ron Randall, and many others.

The new program to succeed "The General Died at Dawn" will be a Macquarie Radio Theatre presentation.

The contract was placed with Macquarie by the Leyson Publicity Service, Sydney.

Macquarie Radio Theatre goes Macquarie

Two announcements of interest have been made in connection with the 2UW Macquarie Radio Theatre. In the first place, Murdochs Ltd., have signed a new contract undertaking the presentation of the Macquarie Radio Theatre for the next 11 months on 2UW, JHR and 2CA. The account is handled by the Assembly Rall, which has been associated with the Macquarie Radio Theatre since its inception over a year ago.

The second development is the release of the Macquarie Radio Theatre in the form of a record. During the last few years, the presentation of the show was transferred to the new company of six well-known vaudeville stars, and became known as the "Cecil Scott" show. The first one and three-hour shows of Friday night literature show from the 2UW theatre, which has been chosen by Nicholas Aspro Pty. Ltd. for the presentation of 2UW and Macquarie Network, 3HR, 3CA, 4PR and 7HO, have been recorded and are now available on 12 inch records. The complete 2UW "Radio Revue" Co., who provide the variety side of 2UW's Friday night show, have consented to submit the music to the audience to answer the questions, without which the show would not be possible.

On the air with the Aeroplane Jellies "White Quiz." This feature is known as "White Quiz" because it is not to be followed by any prize money ranging from $1.00 to $2.00. It is designed for use in the session.

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Keith Howard's Four Units

As from Monday, May 24, Keith Howard will be presenting the midday session on 3AW between 1 p.m. and 2 p.m. under the title of "Keith Howard Presents." This program will be in five parts, under the general title of "Saleste To Our Factory," "Commercials and Land Work," "It will be a program somewhat on the line of "Choice of the People," but will have a slightly better type of music. The second unit will be "Mother Looks Back," a program that is designed for mothers' relaxation after lunch, comprising ballads, light classics, etc.

The third unit will be a serial drama in which will be recorded for a start again "Beau Geste," which will be broadcast on Mondays, Wednesdays and Fridays, half hour, starting on Friday and will be heard on Sundays and Thursdays. The fourth unit will be a variety program with quizzes from Howard in between records.

MARYBOROUGH CAN GIVE IT!

Among many reports, which are still coming to hand of outstanding efforts during the closing days of the Third Liberty Loan, is a particularly attractive report from Maryborough, Queensland, where 1/2p, on the closing night, raised $7,521.

According to the local press the Maryborough total was the highest in any Queensland town. The closing night—higher even than Brisbane.

The presentation took the form of special appeals through out the evening, under the direction of the manager of 3HR, Mr. A. P. Fyans.

"as large a charter as the wind"

Long before the world knew Radio Entertainment caught a glimpse of it in seven words. To-day through our entertainment 3AW HAS broken all barriers of time, space, and rank. To-day, we are the dominant voice in the Home. We are the successful sellers of ALL KINDS of products at ALL TIMES.

SELL YOUR GOODS AT THE FIRESTONE THROUGH 3-AW
A new show is being introduced to Commercial Broadcasting, May 20, 1943.

The show is called "YOUTH SPEAKS" and is a half-hour program of discussions on current topics of interest to the youth of the country. The program will be broadcast at 7:30 p.m. each Sunday evening.

The first topic to be discussed is "The Future of Youth," and the discussion will be led by a panel of experts in the fields of education, recreation, and industry. The panelists will include representatives from the National Youth Organization, the National Recreation Association, and the National Council of Churches.

The program will feature discussions on a wide range of topics, including education, employment, and recreation. The panelists will provide insights into the current state of youth in New Zealand, and will offer suggestions for improving the future of the youth of the country.

The "YOUTH SPEAKS" program is a unique opportunity for young people to have their voices heard on important issues. It is hoped that the program will help toShape the future of youth in New Zealand and provide a platform for young people to express their opinions and ideas.
"Name the Pony" Prize Awarded

A little girl named Louise Murnane was the big prize winner in the City of Melbourne $3 War Savings Certificate Quiz, as she was presented with a pony by Lord Mayor Sir Granville Williams.

"Crispies," third prize £2, and "Connie the Kiddies who were admitted free to the Zoo and the party on Sundays, Tumut 500, reached the $2,000 mark.

"THREE GENERATIONS" FOR ASPRO

Aspro Pty. Ltd., manufacturers of Aspro, have scored an outstanding new George Edwards production, "Three Generations" for sponsorship over 2GB Sydney, and the first broadcast on the air this week.

The contract, arranged through Layton Agency, Sydney, was signed by Mr. C. G. Layton, Sales Manager, Melbourne, who covers the time channel 7.36 to 7.45 p.m. on Fridays, Sundays, Thursdays and Saturdays.

"Watchman's" news commentary.

"Melbourne Agencies Contribute to War Effort and Charitable Appeals"

The secretary of the Accredited Advertising Agencies of Victoria, Mr. William R. McKeehan, is responsible for the handling of the matter for the Patriotic and Lord Mayor's appeals. It has recently been decided that all large appeals controlled by the Lord Mayor will be handled by different agencies in turn. Each agency will be allocated with a certain appeal.

This decision was reached a couple of months ago. Formerly agencies had been doing this work in conjunction—usually four or six. Although much good work was done it has now been felt that if one agency had the sole responsibility of looking after one appeal any criticism would be avoided.

Since this new scheme has been in force there have been four large appeals handled by agencies. The Chinese Famine Relief Appeal, was handled by the Mr. N. T. Schorr ("Three Chances") and the Red Cross' competition won by George Robertson Pty. Ltd. Mr. K. M. Campbell was responsible for the R.A.N. Relief Appeal, while the "Allies Day Appeal" will be handled by Goldberg's.

This is a contribution to the war effort and, for the charitable appeals by the agencies, we must congratulate them on the excellent job they are doing.

"LEARN A TUNE" SHOULD LIVEN INTEREST

Commencing date for "Learn a Tune" on 2GB every Monday to Thursday at 5.45 and on Friday at 5.30 p.m. continued by Jack Lumsdaine, has been set for May 24.

The idea of the session is to present Jack Lumsdaine at the piano as a master of popular songs, and in the course of a quarter of an hour he will feature a new song bit, and teach his listeners the words and the tune of the chorus.

It is expected that this session will prove popular with younger listeners. There is a tremendous interest in popular song bits, and it is the ambition of many young people to know the words and the tune of the latest numbers available.

The session opens with an orchestral presentation of the number to be featured, after which Lumsdaine at the piano runs through the tune, going over the words a number of times, until listeners should have picked up both words and tune. The session then closes with the number to be featured on the following evening. On Friday nights the session will be half an hour, and a number of young people will gather in the listening room during the week.

Lumsdaine will be assisted by 14-year-old Joan Clark, who has achieved considerable prominence for her singing in "South Pacific," and more recently "The Youth Show."

"Western Australian News"

"Adopt a Digger!" In connection with the Citizens' Reception Councils, a very novel drive is now being conducted, mainly over radio stations.

For the sum of 10s., any person may "Adopt a Digger" (which can be regarded as including soldiers, sailors, airmen and all women in the uniformed Services). This adoption will provide entertainment facilities while the digger is on leave in the city, for a period of 12 months.

For this purpose, a "Digger" receives a neat lapel badge.

On a recent Saturday evening, 6IX-WB-MD, in conjunction with the Young Australian Soldiers' Recreation Services, conducted a drive for adoptees throughout the country, and as a result, over 400 more diggers were added to the list, which already had run to four figures.

Prior to Saturday evening, a great deal of appeal had been done over 41XWB-MD through the good will of many patriotic firms who have purchased over 15 minutes and willingly donated the entire space to the cause of this "Adopt a Digger" appeal. Country listeners, in particular, have shown great interest and as evidence for hearty local enthusiasm from lending liberally adopting popular ideas of up to 10 or more Diggers.

New Features for 6IX-WB-MD: Both local and national firms are actively in assisting the scheme for virtually every station and program in the country, and especial contribution is being made of specialty programs such as the "Windy City" program and the "Young Australians' Hour".

"Adopt a Digger!" is being carried on in all parts of the country, and since the scheme was announced, many patriotic firms have been approached by the scheme directors and have purchased over 15 minutes and willingly donated the entire space to the cause of this "Adopt a Digger" appeal. Country listeners, in particular, have shown great interest and as evidence for hearty local enthusiasm from lending liberally adopting popular ideas of up to 10 or more Diggers.

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P.A. sponsors, spent most of the week before last in Melbourne and its environs, especially one of Melbourne's big feather friends, the Dug Outs. Mr. Doch's manager, known to all sponsors, came to the city last week to confer with our Advertising Department.

Mr. W. T. McCreadie, managing director of Hartford Advertising Agency, has been appointed new director for Australia of the Advertising Association of New York. Mr. McCreadie is a former journalist who has received his commission in the E.A.A.P.

Mr. D. L. Lane, popular manager of Releasing Office of the Radio Printing Press Pty. Ltd., has been placed on a happy thought in having assured the reproduction of the famous John Aiken painting of the donkeys of the Bartholomew Collection by C.W.A. S. Mackay, for presentation to Mr. Dug Outs. An accompanying picture of Mr. Lane says: "To us this picture means so much, in heroic manner, the indefatigable spirit of this great, busy city. It suggests to us the typical combination of the man and woman to make Australia's name heard throughout the world. In its hard working does it suggest the same kind of spirit which has been characteristic of our country the smoking, hard working. A combination of characters which has supplied the power that has driven industry in war前线, and necessities, comfort, and aesthetics in journalism. The reproduction, 20 x 12. 5 ft. is, beautifully mounted and ready for framing."

Les Stirling, who is Melbourne representative of the Maki Network, has arrived in Sydney to confer with sponsors this week. He has spent most of his time in playing golf. Mr. Stirling has one of the world's largest collections of golf balls and is always ready to discuss the game with anyone.

Cliff Parry, manager of KLY, Charleton, was in Melbourne last week. Always a keen supporter of new ideas and new business, Mr. Parry is always looking for new ideas. He has a keen eye for the new and unusual and is always ready to try something new. He is a popular manager in the industry and is always ready to help his friends.

Mr. O. F. Mincs, chairman of directors and founder of Australian Radio Printing Press Pty. Ltd., was in Washington, D.C., recently, attending a conference on radio broadcasting and signs directors, included in the picture. Mr. Mincs is a well-known figure in the radio industry and is always ready to help his friends.

Mr. G. C. McKay, chairman of the Board of Directors of the Radio Printing Press Pty. Ltd., was in New York recently, attending a conference on radio broadcasting and signs directors, included in the picture. Mr. McKay is a well-known figure in the radio industry and is always ready to help his friends.

Music While You Work: Test Case (Continued from page 3)

What are the six biggest programmes on the air in your coverage?

You can fill in the names... but here's betting that at least four out of the six emanate from 3UW.

That's why most people listen to 3UW.