with the
I
I
of half a dozen people. 

spectacle of Mr. Banks dictating to his

16

assistance of business in his spare
time.

Estate

You An

3UZ-wards,

for a couple of weeks with

the other Melbourne stations to
work until the sun arose. Cecil waited
impatiently for a pair of scissors and then
drew 16/cW-and, before he arrived
there he took note of, you see, he didn't
have very much of a conscience at all.

"Are You An Artist?" sponsor, Bill Kal-

and had to lose his feat so that he
couldn't get the money. He had
promise to whom Bill had the pleasure
of presenting the prize money.

Mr. H.G. Horner, 3GB's general mana-
ager, was in Melbourne last week, though
only for a few days. Melbourneites had not
seen him for quite some time and did their
best to give him a good welcome.

Virgin Uay's summary session, is being-held over (3MB) to Admini-

section of representative there for Macquarie,

and is now residing at

"Progresses," of 16/cW, is certainly doing a

She is also presenting £20 to Colonel J. F. H. G. E. R. B.uta, and

Major General R. R. Burton, C.H. C.E.-C.E.

D.V.O., to buy dental equipment for the

Army. 

July 1 will be the opening day for the

new Allied Wings Service Club at Cen-

tury, South Melbourne. The club will

be in charge of production administration, in

place of Miss Judy Allen, who recently left
to be married and is now residing at

Callum Street. 

Mr. Firth has been made re-

Mark Royle, of 3AW's women's session,

am sure that everything is right up to the

first sentence and he is still on the

spot. We all

and we shall look forward to

our son Andy, is having more than his share of

success, whilst

Mr. Heath has been ap-

pointed to manage the 2GB staff, and it is expected that AI. Fyten is taking up
duties with the Macquarie broad-

casting program production department on

the direction of his contact with the Minerva Theatre.

Mr. H. G. Horner, general manager of

3GB and Macquarie, announced some
changes in the organisation of 2GB, Macquarie and associated companies. In

order to relieve pressure of work, Mr. Horner has handed over to Miss Lane, assistant manager of 2GB and

Macquarie, considerable responsibility pre-

viously held by Mr. Horner himself in order that Mr. Lane may cope with the

workload. Miss Lane has been experienced in sales work and is expected to take

all responsible for individual station busi-

ness, whilst Mr. Firth has been named

responsible for national program sales. Mr. Firth, lately appointed acting manager for 2GB for

his efforts on behalf of 2GB daytime sales.

The appointment of Miss lan Horner as sales manager of Macquarie, has been con-

firmed, whilst Miss Grace Creech, recently appointed to manage

the Sydney period, is still on the

managing director, prior to the

formation of the Macquarie Broadcasting

Network, and is secretary to Mr. H. G. Horner.

Miss D. Gowland, who was associated

with 3XY for many years, and was neces-
sary to the managing director, prior to the

formation of the Macquarie Broadcasting

Network, is now taking over the duties of

3XY. Miss Gowland has been associated

with Macquarie and associated companies. In

This is an important move and will

establish her popularity just as firmly

in charge of all publicity in connection

with Station 2GB.

Ar-organization of the production de-

partment has taken place in order that the services of Miss Winifred Mears, Wavell Dunn, Richard Lane, and Miss Green will be made exclusively available for artistic

work. 

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with 3XY for many years, and was neces-
sary to the managing director, prior to the

formation of the Macquar
Good Radio Spoters Back Big Town Hall Concert For Stage Door Canteen

Morgan and Cato Ltd., sponsors of the mighty feature, "Grocer and Madam," generously acceded to a request by Mr. John Dune and Dick Fair, while artists and "turns" will include the following: Joss Gussley, Janey Howard, Barry Bird, Herbert Browne, Gladys Monahan, Patricia Stewart, Betty Smith, Bob Dyker, and the Treadedora Girls Band.

The only part of the program which will be broadcast will be Morgan and Cato's "Grocer and Madam," through 2SM. This occasion will mark the tenth anniversary of the session under Morgan and Cato's sponsorship, and a last remembrance of the late director of the station, and presentations to John Dune and "Madam" will be made.

This concert, along with the special anniversary programs, will be broadcast at seat prices ranging from 5/- to five guineas.

INTERNATIONAL RELAYS

Germany-Japan: Program Exchanges

In accord with the broadcasting agreement which was concluded between Germany and Japan, broadcasting between the two countries: it contains accounts of any events of importance.

New Show Replaces "Heroco Past"

"Pacific Pageant" is the program chosen by the Rural Bank (through Gotha) to replace the "Heroco Past" which has been concluded a long and successful season on 2SM Sydney.

"Pacific Pageant" will commence on Monday, 17th December, and will be broadcast each Sunday at 6.45 p.m.

Produced at 2SM the series will deal with the history of the Pacific. Based on historical and factual information obtained from the Commonwealth Government, the series will give an authoritative on the Pacific Ocean.

Some of the best known stars of radio will be in the cast.

Save now or lose all. Buy War Savings Certificates and £10 National Savings Bonds.

Tributes to the Late Lance Quirk

How deeply his passing has touched the hearts of men is expressed in these simple tributes which were printed in the post of the Editor of "Commercial Broadcasting"—one from the staff of 2SM and the other from "We, his friends, associates and acquaintances . . ."

VALE LANCE

We, of 2SM, all of us from Father Bemdy, sitting in the managing director's chair to John Wheelan running our messages, say farewell and wish your spirit peace in that world which for you is and which for us is to come.

We shall miss your cheerful smile, your personal interest in all of us, your word of ready praise, your wit, your control, discipline that derived from and likeness to family life, your gracious, pleasant way of conducting us when necessary.

How happy we were; how secure we felt to have you with us; how much we shall miss, how much we wish you were here.

We are sorry that you are gone.

Vale—Lance Quirk.
COMMERCIAL BROADCASTING

Sydney, FL 3054

Incorporating

Broadcasting Business

Subscription, 10/-. p.a.

Vol. 12, No. 2. Thursday, July 15, 1943. Price, 6d. per copy.

It Must Not Happen Here!

The Parliamentary Standing Committee on Broadcasting has made its second report," parts of which cast a blow at the freedom of radio in Australia.

The recommendations of the Committee need not necessarily be accepted by the Minister or the P.M.G.'s Department, but the fact that, practically concur rently with the tabling of the Committee's report in Parliament, at least one of its recommendations was well on its way towards implementation indicates that there is in some measure at least a keenness on the part of the Post Office thoughts and what the Committee recommends. There may be nothing wrong with this in fact, but in principle it does point to the signal of danger for the sake of private enterprise in the broadcasting structure, for the freedom of speech and independence of pointof-view which go hand-in-hand with a mass-contact medium which should be unshackled by bureaucratic domination.

The really interesting advent of the Parliamentary Standing Committee on Broadcasting should have weakened the broadcasting set-up in this country. In practice it may yet prove a disruptive element. In some of its recommendations can be found ample evidence that far from the best interests of Parliament or the broadcasting industry are uppermost. It is the classic example of the suggestion that a greater proportion of Australian compositions should be broadcast in "Off Paredes" and "The Fortune" and other programs of a local flavor. Each utter disregard for the facts opening this type of broad casts a sneer at the propaganda schemes of an appealing scenario. It is the subject of a Committee of men charged with the heavy responsibility of guiding Broadcasting.

The recommendation as a whole in the latest report of the PSCB shows that lack of knowledge of the subject, but rolls a bell of deeper significance. Should it be implemented (and God forbid) one of the most fatal blows at the very principle and practice of private enterprise in this democratic country would be struck. The PSCB says that networks should be required to function under written agreements with stations, advertisers, program producers and other associated with their activities. There should be Ministerial approval of the general terms of such agreements, which should cover a period not exceeding two years, and should be contingent upon the stations concerned securing renewal of their license at the expiration of such period by year. The networks should also be required to keep proper accounts and to supply annual statements to the Minister.

What a precedent! And why stop at broadcasting? Will the press be next in line for investigation and Government control? Whichever are we headed?

These, and more questions must challenge the right of the Broadcasting Committee to interfere with private enterprise in broadcasting beyond the reasonable limits of its charter. That charter is to consider and report upon matters relating to broadcasting as may be referred to it by resolution of either House of Parliament, by the P.M.G., or by the A.B.C. and the Federation of Commercial Stations through the Minister.

Seven million Australians should be proud of their unique broadcasting service with the Government controlled "national" network and programs and the popular private enterprise stations all operating in healthy competition. Any more, political or otherwise, which tends to break down that spirit of competition and regiment the privately operated stations under complete Government autonomy must be resisted.

STATIC ELIMINATOR

Chairman of the Goodyear Company in America reports the invention of a "radio static neutraliser," which is claimed to eliminate static due either to atmospheric or electrical interference.

BROADCASTING ORGANISATION

Network Development

The Council of Ministers has approved a new plan for the development of the Australian broadcasting network, made necessary by its increased activity notably in the matter of new stations and of studios now completed and equipped.

Network Development for the cost of this development are proposed, amongst them being a tax on the increased capital of the broadcasting organisation. The board of directors of the latter, according to information contained in the official journal for November 4, and following an extraordinary session of its shareholders held on March 14, 1942, decided at a meeting held on November 5, to increase the capital of the Australian Broadcasting Co. from 50 million to 250 million, by a new issue of 40,000 nominative shares of 500 each.

In accord with a decision taken by the Council of Ministers all apparatus and material imported by the Broadcasting Company for the purpose of carrying out this development is to be exempt from all import duties and from all ordinary taxes levied within the country as well as for entry into it.

FOUNDER OF "WIRELESS WEEKLY" DIES

Major Albert Mitchell, O.B.E., of the Army Transport Service, died in Brisbane on July 4, aged 51 years. After returning from the last war he joined the staff of the "Evening News," and later with Mr. McLoughly, founded "Wireless Weekly." Major Mitchell served with the Second Battalion, A.I.F., in 1914-18. He was at the Gallipoli landing and later was wounded and shell-shocked in France.

6KG FIRE

Studios Looned by A.B.C.

Kalgoorlie station 6KG certainly did suffer badly during its recent fire, but with emergency studios and equipment they managed to continue broadcasting without losing one hour on the air. That credit for this must go to Arthur Taylor, the manager and chief technician of 6KG. The emergency studios were loaned to the Probate Commercial station by the Australian Broadcasting Commission, and with emergency equipment the station has continued operating from the day of the fire without a break from regular transmission hours; thus keeping faith with all advertisers and the goldfield's listening public.

Considerable difficulty is being met with in building new equipment because of the present shortage of wireless components.

Remember, your old bases recoated with the famous Audex Royal formula—swift, efficient service.

AMALGAMATED WIRELESS (A'SIA) LIMITED

COMMERCIAL BROADCASTING

THE RECORDING BLANK you are looking for!

Just put an Audex Royal on your recorder, and let 'er roll. Then, sit back and listen to the magic of a thrilling new quality in recording fidelity.

There must be a reason why broadcasting's keenest ears have voted Audex The Perfect Recording Blank!

The Audex Black Magic is setting a higher standard of quality for Transcriptions and Recordings.

Don't turn a deaf ear to the Legacy War Orphans' appeal. £50,000 is urgently needed. You can help.

Commercial Broadcasting, July 15, 1943 5

Commercial Broadcasting, July 15, 1943 5
Army-Navy Gridiron Game in Sydney for U.S. Broadcast

Sydney listeners heard probably their first Sunday afternoon football description on July 1, when, at the request of the Special Services Division of the United States Army, 2UW broadcast a complete ball-to-ball description of the Army-Navy football game for the benefit of members of the American forces in hospital and camp.

The match, which attracted a capacity crowd of 30,000 to the Sydney Sports Ground — an additional 10,000 were turned away — is one of the biggest sporting events in the American calendar, and Sydney saw it staged with all the colour and showmanship which is an essential part of the first-class American "Gridiron" football.

The broadcast was organised and controlled by 2UW's ace sporting commentator, Cyril Angles, who had with him Keith Dunbier, who covers football on 2UW's sporting sessions.

The U.S. authorities arranged also for the presence of Hal Berger and Briggs Macelmore, two well known American football broadcasters; and the broadcast by 2UW gave a running description shaped to appeal both to Australian and American listeners. The two American commentators gave a minute-by-minute description of the play, while Cyril Angles and Keith Dunbier interlaced a running commentary describing the scene for the local audience.

Midway through the broadcast, General Riley, of the United States Army, and Commodore Coman, of the United States Navy, came to the microphone to broadcast messages on the significance of the day and the game.

When arrangements were first discussed the U.S. authorities requested 2UW to arrange for a complete recording of the broadcast, and so successful was the description that a dubbing was made last week of the highlights of the play for transmission to America, where the record will be played over one of the national networks.

Co-incidentally, two other 2UW broadcasts of last week were recorded for despatch to America. One was "Hull Columbia," a special 30-minute program broadcast in tribute to Independence Day, and the other was "A Salute to Victory" which, on this occasion, was devoted to a dramatic narration of the film industry's war effort, and the high points of the lives of persons, of whom, the chairman, Mr. G. G. Foletta, at the recent annual meeting of the firm, deprecated the growth of propaganda aimed at dividing rather than welding our people into one united whole. Propaganda was designed to make our people believe that industry is something apart from them. Industry is some big matter which for generations has been sucking its lifeblood, until today, unfortunately, many people are secretly delighted by any move which further controls, embarrasses, or impoverishes industry," Mr. Foletta declared.

"There has been, lately, far too much vicious propaganda aimed at dividing rather than welding our people into one united whole. Propaganda was designed to make our people believe that industry is something apart from them, that industry is some big matter which for generations has been sucking its lifeblood, until today, unfortunately, many people are secretly delighted by any move which further controls, embarrasses, or impoverishes industry," Mr. Foletta declared.

Some pertinent remarks were made to the chairman, Mr. G. G. Foletta, at the recent annual meeting of the firm, when, on this occasion, he decried the growth of propaganda aimed at dividing rather than welding our people into one united whole. Propaganda was designed to make our people believe that industry is something apart from them, that industry is some big matter which for generations has been sucking its lifeblood, until today, unfortunately, many people are secretly delighted by any move which further controls, embarrasses, or impoverishes industry," Mr. Foletta declared.

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Radio Promotion of Cinema Films

After several months of experimenting in radio advertisement of films, one of the big cinema companies in America promoted a new film recently in this way by supplying local broadcasting stations with a record containing a 15-second and a 30-second announcement with a 5-second cut-off for the date. Another film company submitted a questionnaire to cinema theatres in about 185 cities, of which 80 per cent were returned, disclosing the fact that a much more favourable view is now taken of radio advertising of films than was taken a few years ago.
WE’VE PLANNED AND PLANNED — AND WE’VE ACHIEVED
SUPREMACHY PROGRAMMES . . . .
SUPREMACHY IN AUDIENCES . . . .
SUPREMACHY IN SPONSORSHIPS

P.M. | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY

6.00 - 6.15 | O.T. LTD. “CHILDREN’S NEWSPAPER OF THE AIR” | Announcement Channel | Announcement Channel | “Hit Parade” | Announcement Channel | “Especially For You” | Announcement Channel

6.15 - 6.30 | “Kate Smith” Announcement Channel | Announcement Channel | Announcement Channel | “Fibber McGee and Molly” | Announcement Channel | Grace Bros. “Chasing Your Troubles Away” |

6.30 - 6.45 | Announcement Channel | Announcement Channel | Announcement Channel | Announcement Channel | Theosophical Society |

6.45 - 7.00 | “RO’S ‘DIGGER HALE’S DAUGHTERS’” Adolescent Cosmetics “Story Behind the Song” | Announcement Channel | Announcement Channel | Redge Wines “The Good Earth” | Elmer Davis News Commentary |

7.00 - 7.15 | CANBERRA AND OVERSEAS NEWS |

7.15 - 7.30 | ALMOLIVE’S “FIRST LIGHT FRASER” | Announcement Channel | Announcement Channel | Colgate’s “Quiz Kids” |

7.30 - 7.45 | BONNINGTON’S “MRS. ‘OBBS”’ | Announcement Channel | Announced Channel | Horlick’s “Ginger Show” |

7.45 - 8.00 | CADBURY’S “HIT TUNES” |

8.00 - 8.15 | Cashmere Bouquet “Youth Show” |

8.15 - 8.30 |

8.30 - 8.45 | “G. C. Day” “The Hero’s Return” |

8.45 - 9.00 | “Do Not, My Lord, Go in Anger” “The Twelve Apostles” |

9.00 - 9.15 | “I’ll Say Goodnight” |

9.15 - 9.30 | “Waves” |

9.30 - 9.45 | “Murdoch’s In His Steps” |

9.45 - 10.00 | Announcement Channel | Current Book Distributors | “Wren’s “March Past Of The Bands” |

166½ HOURS EACH WEEK!

PRESENTS TO-MORROW’S RADIO PROGRAMMES TO-DAY
Life Savers Launch Five State Sponsorship

Bruce Anderson Show Set for Sundays

It was announced this week that Life Savers (Vincents Ltd. account) had signed for 12 weeks of the Bruce Anderson program "Those Who Serve," to be broadcast through 18 stations, starting with 2UE on Sunday, August 16th.

The feature, released through Anderson’s National Effort Program organisation, dramatises the life stories and presents a work of each figure as a tale of adventure—people with the Chinese Army—merchant seamen adrift in an open boat for 35 days—the Dutch pilot who took the last Flying Fortress out of Java—the carrier pigeon "Wisky" who saved the lives of a British crew.

Aided by Nova Carr Glyn, Lloyd Lamble, John Tate, Alfred Briecote, Gordon Willsby and Ernest Walsh, the producer, has made a strong entertainment of his crisply written scripts, the dramatic values of which are heightened by the orchestral panel of the A.B.C. operatic, Bill Eve.

Anderson has certainly handled the production of the drama packed service with that same skilful appreciation of other recent outstanding shows for which he has been responsible.

National Effort Programs, with no broadcasting or transcription commission affiliation, is now producing shows on 2UE, 2CF, 2UE and 2KH which fill nearly three hours a week of networked all-class programs.

The Life Savers’ feature, "Those Who Serve," will be recorded and processed for Anderson by Australian Record Co., and under the Life Savers banner shows will be broadcast, mainly from acoustic libraries, over the following lineup of stations: 2UE, 2TH, 2KO, 2CE, 2CA, 2MK, 2BA, 2GH-KM and 2AN-PM-HG.

3AW WOMEN’S ASSOCIATION

RAISES £680

Virginia Uren presenting Admiral Sir Guy Mayne with a cheque for £680 on behalf of 3AW Women’s Association.

The Women’s Association at 3AW was well represented at Myers recently when they gathered there to present moneys raised by their efforts to buy a cinematograph for the Navy and a Dental X-ray for the Army.

Mr. F. Challingsworth, president of the R.A.C.V. drew the winning raffle ticket, after which he introduced Miss Virginia Uren to present the cheque for £680 to Admiralty Sir Guy Royal for the purchase of the cinematograph for the Navy, and to Colonel J. E. Down, Director of the Dental Services, who received from her a cheque for £250 to provide a Dental X-ray for the Army.

Virginia Uren should be congratulated on the good work done in her appeal over the air, most of this money was raised by the raffling of a case of cigarettes and by various functions organised by the Women’s Association. The afternoons proved a very entertaining one for all those who attended, as they heard very interesting speeches given by Admiralty Sir Guy Royal, Colonel J. E. Down and Major George Burston. The proceeds concluded with a vote of thanks by Mr. Gordon Tall of 3AW, and seconded by Miss Uren.

Sponsor Pays Tribute to Radio Advertising

Using practically no publicity other than radio, the M. Morris Ice Paila put one of its most successful performances to date on June 25, when "Sun Valley Revue," a carnival on ice, was given to aid the Royal Victorian Institute for the Blind, Melbourne.

The manager of its St. Moritz, Mr. H. A. D. Gibson says that radio advertising of the function was definitely responsible for the attendance of a record crowd of 3,268 persons, to say nothing of the hundreds unable to find accommodation. As a result of the carnival, approximately £700 was handed to the Institute, and Mr. Kleinman plans to repeat the "Revue" on July 23, in aid of the Merchant Navy. A large proportion of the publicity was given during 3AE’s 30 minutes Norris News Service, six nights per week at 6.15.

TO COVER ELECTIONS

Arrangements to provide a comprehensive broadcast of the Federal election results on Saturday, August 29, are being finalised at this time.

The broadcast, to be in the past, will come direct from the tally room at the Old Treasury Building, and voting figures for each electorate will be announced the moment they are posted. A special staff of commentators and journalists with "election night" experience will ensure a first-rate 2UE service, comprising results, forecasts, and news.

This is the kind of record we enjoy breaking! While every care is taken with the thousands of precious records held by 2UE, record new business and renewal lists are broken month after month—with real pleasure.

NEW BUSINESS

Life Savers (A/sia) Ltd.—"Those Who Serve"—1 hour—7.45 p.m. Sunday.

W. C. Douglas Ltd.—"Wallace Old and New"—5 x 10 min., 7.45 p.m. Monday to Friday.

Bureau of National Affairs—"The Voice of Freedom"—2 x 10 min., 7.20 p.m. Tuesday and Friday.

Nicholas Pty. Ltd.—"Star Night"—9.15 p.m. Saturday—45 minutes.

Goodmans Pty. Ltd.—"I Like It!"—5 x 15 min. Monday to Friday, 7 a.m.

Australian National Service League—7.20 p.m. Thursday.

Clinton Williams Pty. Ltd.—"Cracker Jack"—1 hour—8 p.m. Saturday.

J. R. Love & Co. Ltd.—"Miss Porcia Intervenes"—8.30 p.m. Monday.

Modem Knit Wear—1 hour—"Moderne Music"—10 a.m. Sunday.

Malt Cop Manufacturing Co.

Stroller’s Dance.

Sydney Pincorne Pty. Ltd.

Spruce Co.

Ron Doyle Dance Studios.

J. A. D. Gibson & Co. Ltd.

McCarthy Phillips Pty. Ltd. (Glenm Lipstick).

Paradance.

Black Lace Ltd.

Men’s Manufacturing Co.

Speedo Knitting Mills.

Maroney’s.

Green Tree Tea Rooms.

Olympic Spark Plugs.

RENEWALS

F. J. Palmer and Sons—Serial Story—4 x 30 min., 12 noon, Monday to Thursday.

Radio Health Service—4 x 15 min., 11.15 a.m., Monday to Thursday, Tuesday, Thursday, Friday.

State Labour Party—10 min.—6 p.m. Friday.

I.C.I. & N.Z.—x 7½ min.—Tuesday to Friday—10 a.m.

Pepsy Products—"The Picture Book"—Monday to Friday—4 p.m.

Australian Cosmetics Pty. Ltd.—½ hour—"Sentimental Interlude"—9.30 p.m. Friday.

Rural Bank of N.S.W.—1 hour—"Pacific Pageant"—6.45 p.m. Sunday.

Rhu Pills.

Sydney County Council.

Anthony Hordern & Sons.

Goldman & Co.

W. E. Woods Ltd.

Lever Bros. Ltd.

Mauri Bros. & Thomson Ltd.

Bon Marche Ltd.

Tomkin’s Nurseries.

E. Griffiths Hughes Ltd.
TWO-PIANO ACT

Under the sponsorship of Mason Shoes a delightful two-piano act is being presented on 3XE Melbourne each Thursday night at 8.45. The title of the program is "Two Boys and Two Piano," and the pianists are the well known radio comedy team, George McWhinney and Laurie Wilson. Except for a short commercial at the beginning and the end of the program it is uninterrupted, the pianists playing a total of five numbers in each quarter hour. This should prove a very popular session with listeners who like modern numbers played in the modern rhythmic way.

A BIG JOB DONE IN A QUIET WAY

In their quiet and unobtrusive way, Mr. Bligh and his 2UE Happiness Club followers, are indefatigable workers for numerous well-deserved causes. For instance, in the past the station has given assistance to the W.A.A.F., the Salvation Army, the women's auxiliary to the Royal Flying Corps, and many other military authorities, and now a mobile concert is to be presented in August. The hundred pounds in the cost of this mobile concert, and it speaks well for the efforts of the 2UE Happiness Club that the station is now in a position after a long and successful appeal that it has now been able to present the piano concert, with the proceeds being donated to Mrs. Bilton's 2UE Happiness Club. In a period of approximately eight months, £2,000 has been donated by members of the Sydney Broadcasting Club for National Life Savers, and approximately £1,000 contributions have been presented to the Lord Mayor's Fund.

"TROOPERS" FOR THE TROOPS

So successful was Jack Lendallade's latest venture of presenting his "Troupers All" Pierrot Show from a military camp, that this versatile producer has now decided to make this a permanent arrangement. In future, "Troupers All," heard from 3GB every Thursday at 6 p.m. will be presented each week from various military camps, when the men of the forces will be the brightest and best in variety entertainment.

Male Singers Dominate Field in Amateur Night Final

Male vocalists dominated the field in the final competition of the first prize winners for the £50 in 2SM's "Amateur Night" broadcasts on Wednesday night, June 30. Of 12 competitors left in the final after 13 weeks, 11 were young men. Among the packed studio audience were a number of leading city business men, while Mr. Peter Dawson, who had "dropped in for a few minutes" on his way home, was another interested spectator, who very obviously enjoyed the whole program, and remained discussing the amateur talent with 2SM executives until long after the broadcast.

During the show Mr. Dawson was interviewed by Mr. John Dumes at the microphone, and he expressed his astonishment at the strength of the singing talent represented by the finalists.

That "Amateur Night," which is sponsored by McNeil Bros., Pty., Ltd., manufacturers of ice cream, from 2.15 p.m. Wednesday nights, has rapidly won a wide audience was clearly demonstrated when shortly after the show commenced an appeal was made over the air on behalf of some sailors for a gramophone for servicemen in serviceable condition. Within two minutes a donor had phoned offering his machine. It was accepted and announced over the air. Never before inside the next ten minutes 16 other willing donors had phoned the studio with their offers.

The winner, announced the following Wednesday night was Francis Stewart, barrister, who subsequently was engaged to sing at the Sydney Town Hall in the Stag Door Dance's first big presentation on July 22.

Mr. C. R. McNeil, on behalf of the directors of the sponsoring firm, presented the cheques for £50, £30 and £25 to the first, second and third prize winners.

A highlight upon this 2SM show is the fact that last week's presentation, as well as the previous week's "Fifty and Over" broadcast, have been made for the Australian representative of the R.B.C.C., who had expressed a keen desire to get recordings sent home to the R.B.C.C. as a demonstration of what can be done in this country with the "human interest" types of radio entertainment.

The McNeil Bros.' account is handled by Harold Advertising Agency.

Great New Programmes now ready for Audition

Agents . . . Advertisers . . . Stations . . . get in touch:

BRUCE ANDERSON
Suite 310
29 Bligh Street
Sydney, N.S.W.
"FIRST LIGHT FRASER"

"First Light Fraser" recently celebrated its 20th performance over 2GB and Macquarie Network stations. Few radio series have attained such a wide reputation for daring exploits, existing and thrilling adventures, as this adventure packed drama of war-time Europe, heard from 2GB every Monday to Thursday at 7.15.

George Randall brings to the role of "First Light Fraser" many of the delightful qualities attributed to the famous hero Pippett—speed, daring, initiative, and innocence in impressing and overcoming the many formidable obstacles which are constantly confronting them in their dangerous exploits.

An officer in the R.A.F. in the last war for many years, George Randall was the Order of the Crown of Belgium, the D.F.C. and Bar, and the Croix de Guerre. He was also a Squadron Leader in the present war for three years.

His equality famous contemporaries are Kay Lawrie, who provides a romantic interest, and his partner Tony, played by Lindsay Barbour and Walter Pym, with Arndell Nixon playing the part of Carl von Lutten, the tyrannical, fanatical Nazi. Show is a Macquarie Network production and not a R.A.P. as indicated in a picture caption in last issue of "C.B."

Popular Glee Singers

Winn's Radio Glee Singers, broadcast from 2GB every Thursday at 1.30 p.m., are proving themselves one of the most popular singing groups on the air. The Radio Glee Singers are under the tuition of Mina Violet Rodgers, who won a P. and A. Parade contest with her lyric singing. She is also well known in musical comedy world.

Drama From The Bible

Foster's Seek Extension

"G.E. Show"

When 11 weeks ago Foster's Shoes Pty. Ltd., announced sponsorship of a half-hour dramatic serial "Stories from the Great Book" to be broadcast on 2UB Sydney, at 4.45 p.m., it was intended that the program would be restricted to the 13 weeks production.

Audience reaction was so favourable, however, that Foster's, last week, renewed their agreement with the George Edwards Co., for the production of a further half-hour serial, the "Boomerang's Fine Work," and the R.U.W. sponsorship number at the one time to 20 weeks.

The same condition will apply also to "First Light Fraser" being repeated over 4CA Queensland, and coverage of a number of Queensland stations, including 4UQ, 4GU, 4BU, 4CA, 4OU and 4TO.

One outstanding fact covering this presentation is that Foster's have not included anywhere one line of commercial selling copy. In every instance the presentation has been shaped only as a goodwill gesture, and a contribution to the wartime thought and relaxation of Foster's radio audience.

Such program is broadcast, in the words of the Glee Singers' advertisement, "to garner of goodwill from Foster's in the hope that you will find it as an hour of relaxation and entertainment of to-day, and an inspiration for your to-mor-row.

ANOTHER STAR GETS HIS "CALL"

Jack Davye, compare and producer of Palmer's "Calling the Stars" every Friday at 8, certainly goes over the mark when he's planning his next edition of the 40-minute variety show. Laurie Brooks, the well-known young American singer, who was once featured on the "Time Band" with Jim Davidson's Band, and is now with the official A.I.P., entertainment unit, is the latest artist lined up for an appearance in this show.

Since joining Jim Gerald's original group some years ago, Laurie Brooks has helped to entertain members of the armed forces in many parts of the world. Known as the All-American pin-up, she has now travelled over 40,000 miles, and entertained over half a million troops with every show she has made, each running in revue form, for 22 months.

The shows have been played under many inconceivable conditions, a notable performance having been carried out on the "Man Ends of Buna. Immediately after this particular show the Japs sent over 90 planes.

Mr. Green is very proud of the fact that it was on the order of General Marshall that it was sent to New Guinea on its return from the Middle East.

Each member of the unit has to be not only an entertainer, but a Jack-of-all-trades.
PERSONALS

Mr. A. J. Murray, who is in charge of sales at 3UE, has been appointed assistant manager of that station, in addition to his new duties, he will also carry on the business with 3CB sales.

Mr. V. A. Brooker, manager of the A.W.A. broadcasting department, is one of the latest executives to fall victim to the financial squeeze. He was admitted to bed in the early part of this week.

Gary Russel, of Casino Yeast, known to his immediate pals as the shrewdest and most cunning of the youth of the district, has left town. The former Yeast man of Port Kembla, who has been a strong advocate of the liquid diet for many years, has left that city. He is going to try his hand at the advertising business.

Eric Welch of 3UE is in hospital, but we are glad to report he is progressing favourably, surrounded by very attractive intimates. It is the absence of the radio commentator that has been felt most keenly.

The arrival of Mr. H. L. Pigg, ex-3UZ announcer and now a pilot for Qantas Airways, is being done by Dick Cranbourne.

Officer of 2KY was very seriously injured as he boarded a tram at Bellevue Hill on his way to work on Monday morning, and was admitted to hospital suffering from compound fractures of the left arm and shoulder.

Mr. J. M. Bragg, former assistant manager of 3UZ and 3LK, has returned to that station after being absent about two and a half years. His military career has been most successful, and it is gratifying to note that he is now the manager of the management of 3LZ (free ad. Cenovis Yeast) at Port Kembla. He joined the news staff of the A.B.C., and was re­cruited by the A.B.C. from the management of 3LZ.

Mr. W. Grant, former manager of the Broadcasting Exchange, Melbourne, has returned to that staff after three weeks' vacation. During her absence the women's session was conducted by Miss Enid Plumb.

Mr. C. L. J. Hamilton has joined the staff of 3UE as a studio manager.

Mr. J. Pigg, one of the brilliant young announcers in the W. Radio Branch, has recently returned from his first overseas trip, having taken over management of the management of 3LZ (free ad. Cenovis Yeast) at Port Kembla. He is now the manager of the management of 3LZ.

Mr. C. L. J. Hamilton has joined the staff of 3UE as a studio manager.

Miss Enid Plumb, announcer, before leaving was in town this week on leave, scoring the bronze compulsion and rugged likeness which seems to go with our well-trained announcers.

Melanesia Metals has been on the edge of bankruptcy for some time, and is now in the hands of the liquidators. The stockholders will be left with a small sum, and in the event of the success of the liquidation, they will have to bear the cost of the liquidation, which is expected to be high.

Miss Enid Plumb, popular publicist of 3UE Sydney, was last week added to the staff of the advertising department with a touch of bronchial thrown in to complete the outfit.

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