PERSONALS...

One of the most pleasant men in Melbourne radio advertising in the past few weeks has been Mr. Bert Smelling, the assistant manager of 3XY, who has been signing up "Their Favourite Hour" for one of the top stations. Bert has been doing some producing of his own radio exposure, and a good deal of the exposure and talent that has gone into the building of the feature.

When Lionel Shave was invited recently to become manager of the Macarthur Avenue station, he declined the offer and went to the George Patterson switch girl. He later was asked to be a guest on the station and then suddenly disappeared. Oh, yes, he did it one evening and all the girls put their heads together about what his production department was doing.

Tommy Jay of 3XY will return to work sporting a beautiful black beard after three weeks' annual vacation. Goofus, the station's mascot, will also resume his duties.

Bert Snelling, manager of 3XY, left last month for a well-earned spell at Jervis Bay. He is looking fitter than ever.

"Bimbo" is looking fitter than ever. He was in Melbourne for a few days looking over the business, and generally very busy.

Bill Kelton of "Adalene" has arrived in Melbourne, and plans to work on the feature in the midst of the fact that he will attend a wedding this week. He said we should track him down.

Well known writer Frank Reo, who is responsible for the excellent scripts at Learmonth Productions, has certainly taken his work seriously. He told us he is writing the script for the last episode of "Day by Day" at the Vic-Tory Lane. Knowing Frank's style he should do a good job.

Norma Frank Goldberg, editor at Men's, is the other sight. She was in Melbourne for a few days looking over the business, and generally very busy.

Radio has one of its most important shows "Youth at Work" on Saturday night to Grace Gibson. The show was a success, and should continue to be so.

There was a happy gathering at 3XY last Friday when problems with power were played for the John Haig Cup. The 3XY staff was out of work. This gathering was the highlight of the John Haig whisky barbecue, which was held at the 3XY head quarters.

It never rains but it pours. At any rate at Melbourne, 3XY Manager Maurice Kelton and the staff are seven days behind in their work. They will return to the studio late this week, and understand that Maurice has developed a lovely cold from the home writing.

That very, very busy personality, Jack Tupper, is looking forward with a smile and eyes that are speaking as broad-beamed as can be. Just will be making up his clubs and will be heading for the Emerald Golf Club.

The three members of the 3XY production department have left for a well-earned spell at Jervis Bay. A popular visitor to the 3XY studios last week was Arthur ("Bimbo") Hahn. "Bimbo" is on leave from New Guinea. It is looking after that ever.

Alf Store, Macquarie account executive, has transferred to the new 

newspaper, "The Argus." His work has been responsible for an increased number of subscribers.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.

Earl Smith, assistant manager of 3XY, left last week on a business trip to Sydney. His week was spent in the buying of several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.

Earl Smith, assistant manager of 3XY, left last week on a business trip to Sydney. His week was spent in the buying of several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.

Earl Smith, assistant manager of 3XY, left last week on a business trip to Sydney. His week was spent in the buying of several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.

Earl Smith, assistant manager of 3XY, left last week on a business trip to Sydney. His week was spent in the buying of several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.

Earl Smith, assistant manager of 3XY, left last week on a business trip to Sydney. His week was spent in the buying of several discs and scripts to show Sydney radio men what his production department had been up to lately.

Jean Smart, popular personality at 3XY, spent her Easter holidays in Frankston and looked very attractive in her policewoman's uniform. She is enjoying a spot of leave. She is as brown as the remainder of her family, and says she has never felt better.
Over Million and Half Raised For Victory Loan by A.F.C.B.S. Effort

Treasurer and Postmaster General Pay Glowing Tributes to Splendid Organisation

For 10 hours on Anzac Day every commercial broadcasting station in Australia demonstrated that the promise made by the Australian Federation of Commercial Broadcasting Stations to the Commonwealth Government of complete co-operation in the First Victory Loan drive, was no empty pledge. 22,335 subscribers entered £1,528,760, mostly for £10 bonds.

The historic Victory Loan radio appeal to the people of Australia carried out on Anzac Day by the commercial broadcasting stations throughout the Commonwealth received a magnificent response with the final tally touching over a million and a half pounds additional subscriptions to the loan.

Grateful esteem unbounded throughout the appeal in every one State was registered in Victoria (£597,390) from 7,506 subscribers. New South Wales issued a greater number of subscribers (9,411) for £333,630. Final total for the Commonwealth was £1,528,760.

The appeal was a success for the commercial broadcasting stations of Australia and for those executives of the Federation responsible most directly for its organisation and planning. To those employees of the stations, present and past, and other staffs who so energetically played their allotted parts in the hard day's work, a tribute is also paid.

Scores of famous Australian recording artists contributed to the appeal programme—many who had prepared parts and guards were not heard because of the pressure of substantial announcements—but they were standing by and doing their stuff.

Throughout the whole Commonwealth the appeal was launched simultaneously through every commercial station at 2 p.m. and carried on until midnight. All the programmes and commercial announcements were eliminated with the ready cooperation of the broadcasting organisations.

The programme was a hundred per cent drive for the Loan.

The Federation, the individual stations and the members of the staffs of those stations, made the most essential contribution to the progress of the Loan, a contribution which was immediately recognised by the Treasurer (Mr. Chifley) who, on the evening the appeal started, telegraphed the president of the Federation (Councillor J. C. Gilmore), Melbourne, in the following terms—

"Sincere congratulations Federation's Victory Loan achievement. Result is most pleasing and desire to extend deepest thanks for fine work. Also pay tribute to remarkable organizing by station executives and staffs. The whole link-up and results splendid."

(Bilgola) CHIFLEY, Treasurer.

DRAMA IN PHONE CALLS

In New South Wales both of the appeal was the tally won at the G.P.O. Here a bank of 49 telephones operated in unison by 360 volunteers girls from the G.P.O., and Commonwealth Bank staff handled the incoming metropolitan calls, promising subscriptions, and also the trunk line services from country broadcasting stations reporting local calls.

The dim figures of their voices provided a thrilling background sound effect for the announcers who hour after hour gave their time and assistance to any and all who had answered the appeal.

At the end of the first hour subscription promises amounted to £1,086. From then on the total rose steadily and calls were still coming in at midnight. About midnight the evening's total wound up at £26,496.25, and the New South Wales Appeal was "on its toes."

The next drive followed, the first of many to come in the appeal. These were the only two States where there was any keen sense of rivalry of course, again the historic competition existing between the two great capitals.

Opening the appeal in New South Wales, the Senior Vice President of the Australian Federation of Commercial Broadcasting Stations, Mr. A. C. Paddison, who introduced Mr. John Dunne, told listeners that the occasion was unique in the history of commercial broadcasting in Australia. For the next... (Continued page 6)
ORTHACOUSTIC Recording seals "live talent" flavour into your transcriptions...

ORTHACOUSTIC is "tops" in recording—puts your shows on the air with all the flavour and character of L-I-V-E sound...

AMALGAMATED WIRELESS (A/SIA) LIMITED now offer Broadcasting Stations ORTHACOUSTIC RECORDINGS on 12 inch Discs.

TITLES

Loves Last Word is Spoken and
(a) My Old Kentucky Home
(b) Shortnin' Bread
(c) Carry Me Back to Old Virginny
(d) Ol' Man River

California and Lady in Red

Love is a Song and Rogue Song

A Little Maiden and Wild Rose

Swanee River and

(a) Two Guitars
(b) Volga Boatmen
(c) Black Eyes

Mean to Me and

Sunrise Serenade

Carolina in the Morning and Stardust

RENDITIONS VOCAL, INSTRUMENTAL and ORCHESTRAL

ARTISTS:

A.W.A. LIGHT OPERA COMPANY and Orchestra under the Direction of HUMPHREY BISHOP.


Instrumentalists: Al Hammett and Glen Marks.

A Trio from 116th Rhythm Ensemble, R. Williams, K. Gleeson, and E. Cockman.
ten hours until midnight the commercial stations of the Federation would combine in paying tribute to Australia's fighting services. He went on:

"For 39 years Anne Day has symbolised the Australian as a fighter—his dare-devil精神, his initiative, in a tight spot and his hearty unambitious, whatever the circumstances."

"These traditions have been handed down to a new generation, who are doing the fighting today. So no more appropriate occasion could be selected to pay a nation-wide tribute than Anne Day."

"The Australian Federation of Commercial Broadcasting Stations invites you to join in making this Anne Day a memorable one.

"From now until midnight you will have presented for your entertainment the outstanding artists in commercial radio. Every section of the industry has combined in the creation of the program you are to hear. Your leading radio personalities are standing by.

"This program, also makes history for yet another reason. For the next ten hours commercial advertising has been eliminated from every program in Australia. Our advertisers have been requested to stand aside, and on behalf of the Federation I desire to extend our thanks for such ready co-operation in enabling us to make this effort.

"No more fitting tribute could be paid to the Australian soldiers than a nation-wide recognition of his services to his country. So to-day the Australian Federation of Commercial Broadcasting Stations invites you to join in giving such recognition. We believe that can best be done by responding to the Victory Loan Appeal. We have accordingly arranged with the Victory Loan Appeal Committee to acknowledge amounts promised to the Loan by broadcasting your name, address and amount over the air.

"On behalf of the Australian Federation of Commercial Broadcasting Stations, I desire to express the thanks of the commercial broadcasting industry to the people of Australia for their truly magnificent response to-day.

"It has been a memorable occasion. We feel that we have enabled you to pay your tribute to the Australians fighting in a manner best suited to this Anne Day. By this time next Anne Day we trust that we have those 800,000 men back with us marching with the men whose tradition they have so gallantly carried on.

"The Federation desires to thank voluntary workers who have been in attendance since 8 a.m. at the C.F.O. tak-

ing the record phone responses. We are also indebted to the many thousands of postal employees who have stood by throughout the day to look after the calls.

"Every section of the commercial broadcasting system has played its part in this historic broadcast—the hundreds who participated in creating the program, the announcers and the technicians. The Australian Federation of Commercial Broadcasting Stations to-night is proud indeed of the results attained in this unique hook-up.

"In conclusion, I desire to acknowledge the following message from the Commonwealth Treasurer.

"For our part, we feel that we have been amply repaid by the nation-wide recognition you have given to the claims of the fighting services by subscribing so freely to the Loan."

P.M.G. Describes Appeal as Historic Event

Following the appeal the Postmaster-General, Senator Ashley, paid a striking tribute to the successful effort. He congratulated the Australian Federation of Commercial Broadcasting Stations on the result of their 12 hours nation-wide appeal on all broadcasting stations which brought more than a million and a half to the Loan.

Senator Ashley said that the Commercial Federation had been eager to assist in the government's campaign throughout the war period, and had established a special radio committee to ensure the maximum co-operation in this regard.

"Yesterday's organisation by the Federation of Australian Broadcasters was an achievement of outstanding merit," he added. "There has never been such a concerted public drive on a voluntary basis for the public benefit in Australia's history!"

Senator Ashley went on. "It was an example of the influence of broadcasting on the people and of result that can be achieved by co-operation and authority sharing the responsibility for the successful prosecution of the war.

"Commercial broadcasting stations have given an example to all other avenues of private enterprise."

Senator Ashley, who at the time was touring the Tamworth District in connection with the Loan Campaign, telegraphed the A.F.C.B.S. president, Mr. O. J. Nilsen, in the above terms of congratulation, and asking that the sentiments expressed be conveyed to all members and personnel concerned in the Appeal.

Proud Achievements

Justly proud of the achievements of members stations in the various States, the A.P.C.B.S. president, Mr. O. J. Nilsen, sent a congratulatory telegram to Federation executive officers in each capital examining following the appeal.

The telegram read:—

"Please convey to all concerned appreciation and congratulations of Dooley (secretary, A.P.C.B.S.) and myself at wonderful success of War Loan Appeal. This is yet another manifestation of public service rendered by stations and of spirit of co-operation by members."

(Signed) "Nilsen, President."

NOTE: This article contains a list of programs and broadcasts that were featured on 3UZ and other radio stations during that time period. It highlights the various advertisements and promotions that were made available, including radio personalities, events, and programs. The article also mentions the broadcast of the War Loan Rally, which was broadcast by 3UZ, and the response that it received.
Lancaster Boosts Appeal

In connection with the First Victory Loan campaign, Station 4MB Maryborough, Queensland, worked a splendid stunt. The idea was conceived by announcer Ron Grimenton, and carried out by Grimenton and Mr. A. P. Wynn (managing director of 4MB), with the collaboration of the Loan organisers and the R.A.A.F. Advantage was taken of the fact that the famous Lancaster bomber, under the command of Flt/Lt. Isaacson, was touring Queensland, and Mary, Wynn and Grimenton travelled from Brisbane to Maryborough, and from Maryborough to Bundaberg in the plane. A description of the flight was made, passengers, including the Acting Prime Minister, the Hon. P. M. Forde, and members of the crew, were introduced, and solid Victory Loan plugs were interspersed at frequent intervals.

Flt/Lt. Copley transmitted the show short-way from the bomber to 4MB's transmitter, where it was picked up and re-broadcast. The privilege of re-broadcast was extended to 4BU, Bundaberg, and both Maryborough and Bundaberg quotes for the First Victory Loan got a big lift.

**MIKETOO**

"Mildred, darling, I just want to lift you in my arms and take you away from all this ..."

**ANTHEM**

A great tide of controversy has been swelled by the recently reported request by the Minister for Information, Mr. Calwell, that the well known Australian song, 'Advance Australia Fair,' be played virtually as a national anthem at all places of entertainment and over broadcasting stations.

The number, while expressive of a certain flavour of Australia, fails far short of the desirable either as a lyric or melodic. It has for a long time been played considerably over the air, particularly in the Eastern States, and is a popular choice for introducing or closing the news sessions.

Quite obviously Australia's national anthem has not yet been written. It may not eventuate for another hundred years. It must spring from the very heart of our soil, the embodiment of ALL that is Australian and completely Australian, a song, well known to every listener, and the well-known Australian, falls far short of the desirable. It is, however, significant that no move has as yet been made to have the number freed from copyright control which would be the logical step if the Government was really determined to mould it upon the national as a national anthem.

Copyright of "Advance Australia Fair" is understood to be held by the Presbyterian Church, which body receives the performance fees.

"Among other prospects envisaged are a nation-wide series of frequency modulation transmission, a vast extension of television, on a scale comparable with present-day sound broadcasting between various sections of the radio trade ..."

---

*Commercial Broadcasting, May 4, 1944*
ANNOUNCING THREE NEW MACQUARIE NETWORK SPONSORSHIPS

Lournay's "Lasting Loveliness"
7.15-7.30 P.M. SATURDAYS
COMMENCED APRIL 15

Koly's "The Spy of Susa Lee"
12.45-1.00 P.M. MON. to THURS.
COMMENCED APRIL 10

Kraft's "Melodies and Memories"
8.00-8.30 P.M. SATURDAYS
COMMENCING MAY 6

MACQUARIE BROADCAST SERVICES PTY. LIMITED
136-138 PHILIP ST., SYDNEY
MELBOURNE ADDRESS: 239 COLLINS STREET

2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ,
2WL, 3AW-CV, 3MH,
3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA.
A.W.A. Orthacoustic Recording
Some Principles Explained

The new orthacoustic recordings recently released by Amalgamated Wireless (A.W.A.) Ltd., for use by broadcasting stations, take a first-class contribution to Australian radio programs.

The quality of the recordings is amazingly life-like, being particularly free from high frequency distortion that so often so otherwise commendable work, whilst the reduction in background noises lends an air of realism, warmth and content which will make for better broadcasting and better listening. It is hoped that A.W.A. will be able to make regular releases of these high-class records in spite of the fact that shortages of manpower and basic materials are becoming steadily more acute.

In discussing recent developments in recording, Mr. V. M. Brooker, broadcasting manager of A.W.A., said that the pre-emphasis of certain audio frequencies in connection with recording, television and general broadcasting, was finding an ever-widening field of application. In some types of radio transmission, interference he said, was substantially reduced by the application of pre-emphasis circuits which build the high audio components before the modulation process commenced, and subsequently restored to their original values in the audio frequency section of the receiver. In recording systems this pre-emphasis of the upper audio frequencies has been named "reciprocal weighting," and is practised in both vertical and lateral disc recordings as well as in connection with the light systems used in film work. The system is also used in the sound channel associated with television for the purpose of increasing the ratio between wanted signal and unwanted noise. Pre-emphasis in these circumstances, it was said, means that most of the power in the audio frequencies, is contained in the lower frequencies so that maintaining all the high audio components by a factor proportional to the frequency does not unduly increase the peak amplitude.

Mr. Brooker pointed out that A.W.A. commenced the specialised recording in 1940, and although the great work was not yet completed it had reached such a stage that the recordings were used in connection with a lecture delivered to members of the British Medical Association on May 28, 1945.

A.N.A. Show
At the conclusion of the first broadcast of the Victory Loan show, "Top Flight," from April 30 a number of listeners phoned the studio promising to purchase bonds. One resident of Wollongong said that he was so impressed by appeals made by Harry Minch and Dick Bentley that he intended to subscribe £1,000. Produced by ABC, under the supervision of Paul Jacklin, "Top Flight" was sponsored by A.W.A. on the ways on nation-wide hook-up on behalf of the Loan.

The program brought together Dick Bentley and Harry Minch for the first time in their long association with radio, and Dick Bentley's first appearance in commercial radio.

Others in a brilliant cast included the Parker Sisters, Justice Fiddes, Hector Crawford and his 18-piece orchestra.

Industry Must Tell the Facts

"When the war ends—and before, whenever possible—industry must reveal the facts about the achievements. This will be the only effective reply to those whose aim seems to be to hand over our national heritage to the dead hand of the civil servant," says the English trade newspaper, "Advertiser Weekly."

"Many companies, in this connection, have given a lead in a speech to the Glasgow Chamber of Commerce. In refuting the chargesレベル towards private enterprises, he outlined the work of Imperial Chemical Industries. I.C.I., during the war, had—

(1) Built new factories at a cost of £81,000,000.
(2) Devised a process for converting straw and chaff into food for livestock.
(3) Developed a substitute for gasoline.
(4) Devised special weapons; and
(5) Produced special paints which increase the speed of aircraft.

The company plans enormous expansion after the war, and is to spend millions of pounds over the next five years on the replacement of machinery, the erection of factories, and the development of new products.

"How far would they get if all the facts about what was done for world trade were told to the Government?"

3XY
State Schools Quiz
Princess Theatre
Building
Spring Street, MELBOURNE, 01

Every Wednesday - 8.30 p.m.

Produced by Seven Melbourne Firms for
The Children's Hall, L.O.R.F. Support

Provided in Seven Melbourne Firms for
UNICEF-UNRRA-A.C.C.A. State Schools Quiz

Youngster Talenttesting for the Fox

BY RAYMOND CHAPMAN

Raymond Collins, Gwendalyn Wilson, John Morgan, Ron Sanders, and Muriel Lynn.

The show, broadcast on successive Saturday nights, had an immediate broadcast reaction. E.F. receiving letters and phone calls of appreciation from all parts of the State.
To Take Over All Imports Direct from Principals

New Zealand Smacks at Feature Costs

A move by the commercial division of the National Broadcasting Service in New Zealand to take over all imports directly from principals in the country, if the plan is successful, will bring about the removal of the importation of all feature for broadcast purposes, according to the Managing Director. The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

The following circular letter was sent by the Service to agents.

Importation of Features

Evidently it has been argued that a small change was necessary to prevent the importation of all feature for broadcast purposes. It is understood that the change will be the removal of all feature for broadcast purposes. The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

Hartford Agency Closes Down

The Hartford Advertising Agency has withdrawn from the advertising field, effective April 30, according to official notification to us by Mr. A. C. Shaw, managing director of Clinton Williams Pty. Ltd., whose very extensive advertising activities were handled by Hartford.

Mr. Shaw also announced that as of May 1 the Goldring Advertising Agency had been appointed to act as advertising agents for Clinton Williams.

A.S.B. RESULTS COME THROUGH "SUN"

Associated Sports Broadcasts (stations 2UE, 2KY, 2GZ, 2CA, and 2GB) are now providing a complete service embracing 33 of the Sydney sporting clubs. The complete service means that the sports news can be relied upon to be accurate and the news will be kept up to date throughout the day.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

COMMERCIALS

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.

The plan, promulgated by the Director of Broadcasting, James Shelly, would come into operation after the last day of September.

LORD LYTTON DRAMA FOR DARDOOS

TENAI AND TIM

A cheque for $10,000 was paid over to the Sydney Morning Herald on Low Sunday, April 30, as a result of the sale of the "Tena and Tim" program to the Herald. The remaining amount is expected to come in shortly.

HOLFOED'S SPONSOR

Holford's, milliners, of Market St., Sydney, assemble on Tuesday, May 9, two of the leading clubs in the national league, the Sydney Roosters and the St. George Dragons. The match will be played at the Sydney Cricket Ground.

Commercially, Holford's has been able to reach a wider audience than ever before. The advertising campaign has been tailored to suit the needs of the Sydney market.
Television Up and Coming

Informed American opinion on television seems now to be looking towards the future (post-war) development of the service on commercial lines with a reasonable chance of success, and even of effecting economies in all the practical difficulties (present and potential) as they have already been solved. That, in fact, remains to be seen.

One of the many, but the reviews of the present status of television in America appeared in the March last issue of the American magazine "Television Management." Here it is pointed out that while seven television stations are now operating, three in New York City, and one each in Chicago, Philadelphia, and Los Angeles, estimates of the total number of receivers in the United States range from 8,000 to 10,000, including the more than half million in the New York area.

Allen Du Mont, president of the recently incorporated Television Broadcasters Association, claims that more than half the receivers are tuned in on each broadcast, with each set attracting an average of free listeners, making a total audience of 15,000 for each broadcast.

Pioneer television advertisers are responding to the widespread desire for television. They have been preparing for the day when the receiver, with a little amplification, forty-four million televiewers will be operating in the U.S.

Thomas F. Joyce, of R.C.A., believes that within ten years of the resumption of peace-time commercial broadcasting, there will be 160,000,000 "lookers" in the United States, and 600,000,000 "listeners.

The transmitters in New York City, Philadelphia, Hollywood, and Los Angeles, claims that more than 19,131,000 receivers are now on file with the Federal Communications Commission.

"The commercials and their owners are WCNB, of CBS, and WNBT, of NBC, at New York City; WKBW, of Balaban & Katz, at Buffalo; WOR, of General Electric Co., at Schenectady; WPTF, of Filene's, Philadelphia; KFAC, Los Angeles; TVL, Hollywood, and WJMT, Milwaukee Journal Co., Milwaukee.

"Certain experimental stations, such as Du Mont's W2XWV, New York City, as well as commercial stations, have been active in helping advertisers develop television program technique.

"General Electric Co. reports that it has already several orders for television transmitters for post-war delivery. One is from the Chicago "Tribune.

"NBC's station WNBT has three regular programs-Belle, Watch Co., presenting pictorial time signals; Botany 84, with pictorial weather reports, and Firestone Tire and Rubber Co., with a series of two-reel industrial pictures. A C. O. Marin has produced television shows for advertisers in Chicago; Elgin Electric Co., through the Bell Jack-Bunny American, has presented television program technique in "FRESH FIELDS AT THEATRE ROYAL" over Novel's outstanding London comedy success, "Fresh Fields." A television presentation at the Theatre Royal, B. R. W. Co., performed in London's Shaftsbury Theatre. Eder L. Bernstein, Allen Britton, Ethel Benjamin, Louise Popes, O'GILL, Botsford, Kenneth Bennett, Marshall Crooby and Frances Goodrich, have developed the "Swap" this delightful show, which swings along in the happy, crisp, energetic way the whole family enjoys.

"Don't stay out in the cold! KEEP THE SALES FIRE BURNING WITH THE SURE-FIRE FUEL 2KY AIR-TIGHT. 2KY has the solid support of over 250,000 wage-earners. That's why 2KY Advertising Pays! N.B. 250,000 was the peace-time double. That number would be nearer the present day mark.

"Television Management's review further states:

"Federal Communications Commission tells SM that eight commercial television stations are now operating and 27 experimental stations either are operating or have been assigned wavelengths. The registration of experimental stations has not yet been completed, and all the experimental stations are said to be operating on the same wavelength.

"NBC's WNBT, New York, is doing so. Applications for about 75 stations have been made to the Federal Communications Commission.

"The commercials and their owners are WCNB, of CBS, and WNBT, of NBC, at New York City; WKBW, of Balaban & Katz, at Buffalo; WOR, of General Electric Co., at Schenectady; WPTF, of Filene's, Philadelphia; KFAC, Los Angeles; TVL, Hollywood, and WJMT, Milwaukee Journal Co., Milwaukee."

"The commercial's station's owners are WCNB, of CBS, and WNBT, of NBC, at New York City; WKBW, of Balaban & Katz, at Buffalo; WOR, of General Electric Co., at Schenectady; WPTF, of Filene's, Philadelphia; KFAC, Los Angeles; TVL, Hollywood, and WJMT, Milwaukee Journal Co., Milwaukee."

"Certain experimental stations, such as Du Mont's W2XWV, New York City, as well as commercial stations, have been active in helping advertisers develop television program technique. General Electric Co. reports that it has already several orders for television transmitters for post-war delivery. One is from the Chicago "Tribune." NBC's station WNBT has three regular programs-Belle, Watch Co., presenting pictorial time signals; Botany 84, with pictorial weather reports, and Firestone Tire and Rubber Co., with a series of two-reel industrial pictures. A C. O. Marin has produced television shows for advertisers in Chicago; Elgin Electric Co., through the Bell Jack-Bunny American, has presented television program technique in "FRESH FIELDS AT THEATRE ROYAL" over Novel's outstanding London comedy success, "Fresh Fields." A television presentation at the Theatre Royal, B. R. W. Co., performed in London's Shaftsbury Theatre. Eder L. Bernstein, Allen Britton, Ethel Benjamin, Louise Popes, O'GILL, Botsford, Kenneth Bennett, Marshall Crooby and Frances Goodrich, have developed the "Swap" this delightful show, which swings along in the happy, crisp, energetic way the whole family enjoys.

"Don't stay out in the cold! KEEP THE SALES FIRE BURNING WITH THE SURE-FIRE FUEL 2KY AIR-TIGHT. 2KY has the solid support of over 250,000 wage-earners. That's why 2KY Advertising Pays! N.B. 250,000 was the peace-time double. That number would be nearer the present day mark.

"Television Management's review further states:

"Federal Communications Commission tells SM that eight commercial television stations are now operating and 27 experimental stations either are operating or have been assigned wavelengths. The registration of experimental stations has not yet been completed, and all the experimental stations are said to be operating on the same wavelength.

"NBC's WNBT, New York, is doing so. Applications for about 75 stations have been made to the Federal Communications Commission.

"The commercials and their owners are WCNB, of CBS, and WNBT, of NBC, at New York City; WKBW, of Balaban & Katz, at Buffalo; WOR, of General Electric Co., at Schenectady; WPTF, of Filene's, Philadelphia; KFAC, Los Angeles; TVL, Hollywood, and WJMT, Milwaukee Journal Co., Milwaukee."

"Certain experimental stations, such as Du Mont's W2XWV, New York City, as well as commercial stations, have been active in helping advertisers develop television program technique. General Electric Co. reports that it has already several orders for television transmitters for post-war delivery. One is from the Chicago "Tribune." NBC's station WNBT has three regular programs-Belle, Watch Co., presenting pictorial time signals; Botany 84, with pictorial weather reports, and Firestone Tire and Rubber Co., with a series of two-reel industrial pictures. A C. O. Marin has produced television shows for advertisers in Chicago; Elgin Electric Co., through the Bell Jack-Bunny American, has presented television program technique in "FRESH FIELDS AT THEATRE ROYAL" over Novel's outstanding London comedy success, "Fresh Fields." A television presentation at the Theatre Royal, B. R. W. Co., performed in London's Shaftsbury Theatre. Eder L. Bernstein, Allen Britton, Ethel Benjamin, Louise Popes, O'GILL, Botsford, Kenneth Bennett, Marshall Crooby and Frances Goodrich, have developed the "Swap" this delightful show, which swings along in the happy, crisp, energetic way the whole family enjoys.

"Don't stay out in the cold! KEEP THE SALES FIRE BURNING WITH THE SURE-FIRE FUEL 2KY AIR-TIGHT. 2KY has the solid support of over 250,000 wage-earners. That's why 2KY Advertising Pays! N.B. 250,000 was the peace-time double. That number would be nearer the present day mark.
COMPREHENSIVE SPORT COVER

The winter sporting coverage of 2UW Sydney again this year will include feature-to-feature descriptions of the leading Rugby League games, in addition to a detailed weekly broadcast and a comprehensive "Sports" service of results of all other outstanding sport.

The audience, which tunes regularly to 2UW for their Saturday afternoon sport, received a pleasant surprise last week, when 2UW, alone among Sydney stations, gave them an eye-witness account of the Beetles’ tour of Australia. Although tickets for the big Melbourne match sought by listeners were sold out long before the tour series started, the Beetles’ tour was broadcast, and a comprehensive sport service will continue from the race room of the "Daily Mirror."

The schedule provides for an ever-full service with continual cross-overs from racecourses to studios, to the football, and to the "Daily Mirror."

CATERING FOR FILM FANS

The big mail which compere Bill McCall handles each week is sufficient to prove the popularity of his bright and breezy sessions, "Hollywood Highlights," produced regularly every evening between 8.30 and 9.10 p.m., on behalf of Commerical Broadcasting; the program is re-broadcast at 9.30 a.m.

Now in its fourth month, this 60-minute program features the latest films, and new songs with a twist about Hollywood topics, riding on the latest foibles, and current productions, etc.

The program is arranged and compiled by the same person who reflects his intimate knowledge of motion picture publicity by his clever handling of the broadcast in general, and "Hollywood Reprints" in particular.

The latter supplies answers to listeners’ queries. Out from a slightly different pattern through reflecting the compere’s same bright, microphone style, is ERV’s Thursday film session at 1.20 p.m. As in the Sunday "Hollywood Highlights," prices of double theatre tickets are offered during this feature to listeners who know their films.

"GOOD ADVICE"

"Good Advice" is the title of a new quarter-hour nightly session now being presented by W. C. Douglas Ltd. over 2UE at 4.15 p.m. As its sub-title, "Stars of Melody," indicates, this program is devoted entirely to items by world-famous vocalists, a different artist being featured each night. ERV’s musical director, Harecourt Gardiner, arranges the program well in advance of its presentation after consulting a large body of music critics and informing them of his choice. The program, music and the records are made from the St. Kilda ground.

ANZAC DAY DAWN SERVICE

At 4.15 a.m. on Anzac morning, Tuesday, April 25, 2GB exercised their sole broadcasting rights in presenting over their network the fascinating dawn service which Australia has come to expect from their stations.

It was suggested to listeners that they leave their radio on all night so that they would be awakened at the crack of dawn, by a revised choir singing based on the famous "In Flanders Fields," followed by "March of the Légions." The broadcast took place under the direction of the Baron, Frank Mansfield, who is widely known for his indefatigable work for the 2GB Community Choir.

The ceremony of Remembrance was at the Cenotaph, Martin Place, Sydney, in the presence of his Excellency the Governor, Lord Wakeham. Thousands of people, in the Sydney metropolitan area, and far beyond were able to join in the service on this sacred day, which marked the 29th anniversary of Australia’s inspiring affirmation of nationhood.

SYDNEY COUNTY COUNCIL RENOUWS "BANISH DRUDGERY"

The Sydney County Council’s "Banish Drudgery" session, which has been broadcast from 1938 for the past 12 years, has been renewed for a further long term. Every day of the week except Sunday, will continue to be used, following a channel being 10.15 to 10.30 a.m. "Banish Drudgery" is a session purely devoted to the help and relief of household drudgery, and it is accepted by listeners throughout the community.

Mrs. W. M. Savage, who conducts the program on behalf of the Enterprise Undertaking, is fully cognisant of what can and cannot be purchased in present quantities—if at all—and accordingly her suggestions are of a most practical nature.

The great number of recipes being forwarded in acknowledgment of this session each week, shows how eagerly her recipes are added to by listeners. So much so that, for some time past Mrs. W. Savage has been compelled to ask listeners to take down recipes in writing as she gives them, the reason being the great difficulty being encountered in obtaining paper for printing.

TO BROADCAST FOOTBALL

Starting on Saturday, May 6, 3JE will, for the 19th successive year, broadcast League football matches from available football grounds in and around Sydney over 3JE at 4.15 p.m. As its sub-title, "Stars of Melody," indicates, this program is devoted entirely to items by world-famous vocalists, a different artist being featured each night. ERV’s musical director, Harecourt Gardiner, arranges the program well in advance of its presentation after consulting a large body of music critics and informing them of his choice.

The program, music, and the records are made from the St. Kilda ground.

NEW FAMILY DRAMA IN "FOUR SISTERS"

In the past 10 years family dramas have played a very big part in radio entertainment, first in America and then in this country.

With "Family Life," as a background there have been countless boasting episodes, and one likely to be classed in that category is "Four Sisters," which commences a long season from 3JE on Monday night next.

"Four Sisters," is created by Bob Clan, one of the country’s most promising playwrights, and it is to be broadcast from 3JE every Monday through to Thursday at 9.15 p.m. under the sponsorship of Buckingham’s. The account is through Goldsmith’s.

MR. MENNIES STOPS BROADCASTING

The Leader of the Federal Opposition, Mr. R. G. Menzies, M.P., has ceased his Friday night news commentaries from 2UE to stations in N.S.W., Queensland, and South Australia. Reason given was "growing desire to give more attention to business."

Mr. Menzies stepped these broadcasts after his term as Prime Minister. His talks created world-wide interest, and on several occasions he was quoted in the overseas press as well as in the House of Lords and the Commons.

BEVILLE’S SUNDAY MORNING

A half-hour of variety and community singing under the title of "Beville’s Homes Community Sunday," has been added to the Sunday morning schedule on behalf of Beville’s Gift Stores, Pitt Street, Sydney. The program features members of the 2UE Radio Revellers, including Ross Quinty, Cecil Scott, Bill Miller, Leah Hocking, and George Pattison, with Nancy Kerr and Phyllis Coutu on two pianos. The first half is given over to variety and solo numbers, and "Professor Ancient" Quinty, and "Professor Modern" Scott then take over to lead the community singing.

Mr. Beville, who has been connected with the Beville’s Gift Stores for the past 10 years, and Mr. Jack O’Regan, who is director of 2UE, and major previous owner of the station, have been responsible for the inclusion of the program.

THE FAMOUS BULLDOG DRUMMOND SERIES

"I LOVE A MYSTERY"

THE MAJOR BROADCASTING NETWORK

advances:

New recording facilities are now available to all Major Network Clients

All Major Network Stations are equipped to faithfully reproduce

ORTHOACOUSTIC RECORDINGS

Orthoacoustic Recordings now in production include:

- The Famous Bulldog Drummond Series
- "I Love a Mystery"

THE MAJOR NETWORK

Commercial Broadcasting, May 4, 1944 19
COMING UP!

Publication of the Commercial Broadcasting Rate Book is to be resumed and efforts are being made to have the next issue published in July. Station managers who are going in for co-operative booking, and those who have it in mind to get in touch with us some time, are urged to send their names and rates to the Rate Book office.

Mr. W. V. Brookes, manager of the broadcasting department of A.W.A., is back in town after a couple of weeks spent at White Beach.

Mr. V. J. Smith, managing director of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Bill Eve, chief control officer of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Eve is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.

Mr. Eric Wood, manager of Australian Record Co., recently joined the Commercial Broadcasting staff. Mr. Smith is a native of England, and has worked in the music business for many years. He was married in England 18 years ago, and has three children. He is the first Englishman to be appointed to a position of this kind in Australia.