

PERSONALS

The host of friends of popular A.A.N.A. secretary, Mr. Roy Stanely, will regret to learn that he was badly injured when run over by a bus last Saturday week. He was first rushed to St. Vincent's Hospital and later admitted to a private hospital in Randwick suffering from severe cuts and bruises and from shock. As this goes to press the hospital reports Mr. Stanely's progress as being satisfactory.

John Scott Griffiths of 3BO Bendigo, who joined the R.A.A.F. about two years ago, is now a commissioned Pilot Officer.

Seen a few days ago in Sydney was Ray Kidd, a member of the R.A.A.F. Mr. Kidd was associated with 2GN and prior to that he was at 4TO Townsville.

On recreation leave from 2AY Albury is Mr. George Jennings, who was renewing friendships with many members of the broadcasting world in Sydney.

'Flu has been taking its toll at Albury—Mr. Proust and Mr. Nolan have been on the sick list for a few days.

On recreation leave is Mr. J. K. Lowe, manager of 2GF Grafton. The busy Clarence River Station is under the control of Mr. Collins, while Mr. McLean recently relieving at 2AY Albury, is providing the technical assistance for the leave period.

Mr. Cliff Paray, of 3CV, and Mrs. Paray, were visitors to Sydney last week, putting up at the Australia Hotel. Although not newcomers to the "Bridge City" (our 'Arbor has frozen up), the Parays were making their first visit since becoming associated with broadcasting, and were made welcome by broadcasting executives over there. They attended a "cutting" of the new "Bright Horizon" show at the A.W.A. studios, and later attended the Macquarie Auditorium for the "cutting" of the "Quiz Kids" and the new Colgate-Palmolive show, "As You Like It."

One of the busiest men of broadcasting during the past couple of weeks has been Mr. Harry Withers of 2GB. As hon. organising secretary of the Stage Door Canteen's big Sydney Town Hall concert last week, he had more than his hands full—and that goes too for his team of willing helpers. Preponderance of broadcasting artists and executives and technicians on the job with their experience in zippy radio production ensured much of the success of the venture.

About "Pip" Cogger; we were perhaps a little premature in announcing in this column last issue that his mighty hand would be missed behind the advertising scenes in this election campaign due to his army duties. Quite unexpectedly Lieut. Cogger was recently granted some accumulated leave, and he just couldn't resist the temptation to get back into the old harness for a few days at the Hansen Rubensohn Agency where he has been able to churn out some work for the Labour Party. At every election in the past 15 years he has been associated with the Labour Party's advertising campaigns.

Mr. James Laurie, late senior announcer of 2HR, Hunter River, is the latest addition to the 2GB announcing staff. Mr. Laurie has had wide experience in broadcasting as an announcer and writer.

The keen sense of smell of Mr. W. J. Stelzer, 2GB salesman, was responsible for saving a launch from being burned while out on a recent naval patrol. The oil pump had ceased functioning, the engine was hot, and the woodwork in the cabin near the engine on fire. Fortunately through Mr. Stelzer's discovery of the fire at an early stage, and his quick action in putting it out, nobody had to stand on "the burning deck."

16 Commercial Broadcasting, July 29, 1943

First airgraph letter from England to reach 2GB was addressed to "Charlie" Fletcher informing him that the family name is being well upheld, inasmuch as his brother, Wing Commander Alec S. Fletcher, has been awarded O.B.E.

News has been received that Robin Ordell, late 2GB early morning announcer, and "Youth Show" comper, has completed his overseas training under the R.A.A.F. Empire Scheme, and is now in England. His rank is now Sergeant Pilot, and he will be attached to a Fighter Squadron.

So much faith have listeners in Jack Lumsdaine's knowledge of music, that they even ask his advice and criticism about their song compositions. A recent instance was a song Jack received written by an invalid pensioner.

After a recent military camp concert, featuring Jack Lumsdaine's "Troupers All" Company, the artists were about to return to town, when it was discovered that Jack was missing. After an extensive search the truant was located in the Sergeant's Mess, discussing old times with a Digger he had known at the last war.

An event in May last is the reason for the very parental air being worn these days by that well known broadcasting announcer and film commentator Ernest Walsh. Announcer colleague, Allan Toohey of 2UE is godfather to Verdi Frances which seems to indicate that the little Walsh lass will know all about broadcasting before she steps out on her own feet sometimes in the next few months. She might almost be entered at this early stage in an "amateur trial" as a shrill soprano.

Mr. Harry Yates, member of the 2UE sales staff and for many years comper of special Diggers' programs and camp concerts, is to contest the Watson seat as an Independent. Mr. Yates served in the last war in the Light Horse and was in khaki before his 16th birthday.

Clif Cary has been appointed to the position of chief of the 2UE copy and service departments embracing indoor supervision. He also still holds the post of sports editor of A.S.E. (stations 2UE, 2KY, 2GZ, 2CA, 2HR and 2KA).

Peter See, after service in the armed forces, has rejoined the 2UE sales staff.

Staff at 3XY were all admiration when Eunice Lloyd, until recently the station pianist, arrived last week to take 7-month-old son David on a tour of inspection. Eunice in private life, Mrs. Lou O'Neill should know plenty about the handling of infants. In conjunction with two of her sisters she runs a most successful day nursery in a Melbourne suburb.

"Flu" is still very prevalent in Melbourne, though V.B.N. general manager Rupert Pitts, had to go all the way to Hamilton to find a good big "Daddy" germ that kept him in bed for a few days.

Jack Clemenger, of Leyshon Publicity, is back on the job again. His absence from radio circles was felt by all. Jack certainly does not let the grass grow under his feet as he commenced a new show at the Dug Out for Guests Biscuits before he had finished convalescing.

Helen McDougal, publicity officer for 3AW, was interviewed in the "Theatre Goers" session at that station, and judging by the amount of fan mail and phone calls received she certainly must have given listeners a treat, especially when she described her meeting with His Majesty the King, which should be enough to touch any feminine heart.

Mr. Eric Cottrell, manager of 3UZ, secretary of O. J. Nilsen's, and director and secretary of Nilcom Porcelain, Nilsen Cromie and Nilcom Electric Sales, spent a few very busy days in Sydney last week.

Former 3DB personality, Darrel Brewin, who was sales manager for that station and enlisted in the A.I.F. as a private, has now attained the rank of Captain. Congratulations Darrel.

CLASSIFIED ADVERTISING

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Equipment

Wanted, two only Transcription Pickups of 200 ohms impedance. Wire or write fullest particulars Whitford's Broadcasting Network, St. George's House, St. George's Terrace, Perth, or Archer Whitford, 102 Sussex Street, Sydney.

O'Brien Publicity's King Gates is another Melbourneite who has at last been caught by the "flu," and has had to retire into seclusion for a few days.

Noticed Mr. Edward O'Brien in Melbourne last week, evidently doing a spot of conferring with their Melbourne office.

Doing a good job of work these days is Phil Jackson, who will be remembered by her charming personality on the switchboard of 3KZ. Goldberg Advertising must have seen quite a future for this lass and made her their media manager in Melbourne, where she has been with that firm a few months, and as well as her media work has been put in charge of their radio department.

Now conducting 3XY's breakfast session is Keith Stewart, who after two and a half years' service with the A.I.F. in the Middle East, has been discharged. Before trying his luck in the city Keith gained some experience on one or two country stations. He is ambitious, and has already written a few radio plays.

Another personality to forsake the country for the city is Mr. Terry Hill, who was program director and chief announcer of 3SR Shepparton. When at 3SR Terry had the distinction of being the youngest chief announcer in the State, having commenced when he was only 20 years of age. He is now at 3XY where he handles afternoon and evening sessions.

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Thursday
Aug. 12, 1943

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



13,808

TELEPHONE VOTES FROM 2UW LISTENERS in 90 minutes!

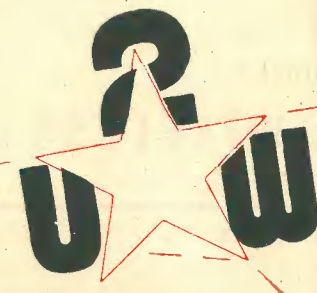
That was all the 20 operators
could take!

The votes flooded in (29/7/'43)
by 'phone from 2UW listeners
after an outstanding broadcast
of Messrs. LEVER BROS.' famous
programme . . .

"Australia's Amateur Hour"

. . . proving once again the
amazing popularity of this great
feature.

... And proving, once again,
too, that Most People
listen to



Registered at the G.P.O.
Sydney, for transmission
by post as a newspaper.

THE FUTURE IS ASSURED

FOR TO-DAY'S SPONSORS ON

2AY

ALBURY

2GN

GOULBURN

2GF

GRAFTON

The outstanding programmes of the Nation's principal sponsors broadcast to ever increasing audiences — to local enthusiastic listeners who always prefer their local station.

NEW BUSINESS and RENEWALS

2AY Albury

Sheldon Drug Co.
Bushell's Pty. Ltd.
Atkinson Pty. Ltd.
Clement's Tonic
Black Lance Ltd.
W. E. Woods Ltd.
Sykes Drench
Cox Bros. Ltd.
Gibb and Beeman Ltd.
McWilliam's Wines
Hean's Essence
Aladdin Industries
David Jones
Cenovis Yeast
Beckers Pty. Ltd.
Godfrey Phillips
Colgate Palmolive

2GN Goulburn

Bushell's Pty. Ltd.
Bonnington's
McWilliam's Wines
Sheldon Drug Co.
Atkinson Pty. Ltd.
Clement's Tonic
W. C. Douglas Ltd.
Black Lance Ltd.
W. E. Woods Ltd.
Rural Bank
Sykes Drench
Gibson's Tea
Gibb and Beeman Ltd.
Hean's Essence
Nestles
David Jones Ltd.
Colgate Palmolive

2GF Grafton

Life Savers Ltd.
Bushell's Pty. Ltd.
Rockman's
Sheldon Drug Co.
Inglis Ltd.
McWilliam's Wines
Atkinson Pty. Ltd.
Clement's Tonic
W. C. Douglas Ltd.
W. E. Woods Ltd.
Rural Bank
Sykes Drench
Gibson's Tea
Nestles
Colgate Palmolive

For further particulars contact

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COMMERCIAL BROADCASTING

Sydney,
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Incorporating
BROADCASTING BUSINESS Subscription,
10/- p.a.

Vol. 12, No. 4.

Thursday, August 12, 1943.

Price, 6d. per copy

**Broadcasting Committee throws
Another Boomerang**

It would seem from a close perusal of the two reports (one some months ago and the other at the end of June) of the Parliamentary Standing Committee on Broadcasting that that body entertains the idea that it should operate as an authority on what the listeners of Australia should or should not be given in the way of broadcast entertainment. If this is so (and it must be admitted that they certainly have that power under the wide range of the Committee's charter) then the so-called democratic principles under which our broadcasting system is supposed to work have slipped down several retrograde steps.

As an ideal the recommendation of the Gibson Committee, subsequently incorporated in the Broadcasting Act, that Australian broadcasting stations incorporate 2½ per cent of Australian musical compositions in their programs, was one to be commended. The legislature we believe intended that this should be a guiding principle rather than a fact to be enforced to the nth degree — unless, of course, Parliament took leave of its senses completely, which is not likely. The Parliamentary Standing Committee, however, now appears to have gone to the extent of setting itself up as a panel of experts competent to advise experienced broadcasting executives as to how they can bring about this miracle of including 2½ per cent of Australian compositions without upsetting program appeal. The Committee claims to have "made a check of tunes which were included in such sessions ("Hit Parades" or similar) in the commercial service during the month of January, 1943," as the result of which they recommend that "all stations which conduct Hit Parades and similar sessions should revise their policy with the object of including a greater proportion of Australian compositions, in view of their obligation under Section 88 (1) of the Broadcasting Act to give encouragement to the development of local talent." To bolster up this "recommendation" the Committee quotes

the case of ONE city station which constituted itself the sole judge of what was a "hit tune," and thus was not guided by the sales gramophone records or sheet music to determine what was a "hit" tune. This was regarded by the Committee as sinister—no, "significant" is the phrase used in the report. It is our opinion that the management of that station, whichever one it was, would be a far more competent judge of public taste in music than the Parliamentary Standing Committee on Broadcasting, however tragic such a conclusion might be. But then again we are not dealing with what the public wants!

So much for the P.S.C.B.'s intrusion into the program field of broadcasting (and we have refrained from even touching upon that question of compulsory religious broadcasts). It points to a trend which must be watched with extreme care. If broadcasting station managements with their years of experience in the field of public entertainment and SERVICE are not competent to assess the public need and cater for it accordingly, then who the heck is? Certainly not anyone who lacks that experience and judgement. Most Australian broadcasting executives are seized with the fact that within a very short space of time after the war they will have to meet the very strong competition of overseas short-wave broadcasts beamed at Australia from other lands.

Members of the P.S.C.B. have more than once expressed themselves as being concerned for the development and preservation of a purely Australian culture. What could be more damaging to Australian cultural development than to have half or more of the Australian radio receiving sets tuning in overseas broadcasts from foreign as well as from other British lands? Any unjustifiable interference with the programming balance achieved by the men who are competent to order that balance will be aid to those interests beyond Australia which are anxious to capture our listeners.

Over £10,000 from
Xmas Day Appeal

On Thursday, July 29, at the Melbourne Town Hall, Mr. Syd. Morgan, managing director of 3KZ, and Mr. Norman Banks, also of 3KZ, presented to Councillor Nettlefold, Lord Mayor of Melbourne, a cheque for £10,078/12/6, the net proceeds of 3KZ's 1942 Xmas Day appeal.

In thanking the station for a magnificent effort, Cr. Nettlefold mentioned that 3KZ was the pioneer station in this par-

Mr. Syd. Morgan,
Manager-Director
of 3KZ



ticular type of appeal. The money raised by the station's all-day Christmas Day appeal, which was organised and conducted by Norman Banks, who had over 200 voluntary helpers, will be divided amongst the Austin Hospital, the Red Cross and the Australian Comforts Fund.

In reply to Cr. Nettlefold's thanks and to the eulogistic remarks of the representatives of the three organisations, Mr. Morgan said that he was happy to see that his station's first appeal which netted £15 about 11 years ago had grown to its present figure.

**OPPENHEIM STORIES
SECURED BY 3DB**

The rights have been secured by 3DB-LK to dramatise for radio the works of E. Phillips Oppenheim, the Prince of Story Tellers. The books will be produced in serial form, the first being "The Amazing Quest of Ernest Bliss," in 26 15-minute transcriptions, with John Saul and Joan Moss playing the leads. This has already been sold to Gouge, the dry cleaning people, who have not been on the air in Melbourne since the days when they sponsored "One Man's Family." The new series will be presented in half-hour form, 8.30 to 9, Saturday evenings, on 3DB-LK.

Work is now proceeding on another Oppenheim story, "The Inevitable Millionaires."

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

B. B. Stapleton



General
Manager
of 2SM

Monsignor Meany, managing director of 2SM, announced last week that the board of directors of 2SM had appointed Mr. Bernard B. Stapleton general manager of that station.

The appointment was regarded in trade circles as a logical one, as Mr. Stapleton had for many years been assistant to the late Mr. Lance Quirk, who was general manager of 2SM at the time of his death last month.

Mr. Stapleton is one of the most popular and keenest young men in broadcasting and advertising circles. He joined 2SM in November, 1933 as salesman, and was appointed assistant advertising manager in May, 1938. Two years ago he was appointed advertising manager when the late Mr. Quirk stepped up from that post to the general managership.

Before joining 2SM Mr. Stapleton was a commercial traveller, and in that field received his early grounding in salesmanship.

NEW COSGROVE NUMBER

Mr. Herbert Cosgrove, a member of Nicholson's Pty. Ltd. sales staff, has just had published another song entitled "When I Am Grown."

The intriguing title introduces a song in keeping with the contemplative mood in which we are all prone to fall these days. The words of the song by Edith Beckett, are set to a delightful melody by Herbert Cosgrove, which would lend itself to a rather attractive orchestration in waltz time.

When I am grown worldly
And older and more wise
Shall I see life and people
With these same wondering eyes.
Will Romance and Adventure
Run hand in hand with me,
Will songs live in the sunshine
And poems in every tree.

When I am grown old and learned
And much more worldly wise
Will colours fade from flowers
And beauty from the skies.
Or will the world stay simple,
And will there be
A song for every season,
And a verse for every tree.

Mr. Cosgrove has had a long association with broadcasting, being one of the first artists to broadcast from the original Station 2BL in Phillip Street, Sydney. A special song of Mr. Cosgrove's, dedicated to Mothers' Day, is featured by Essie Ackland recordings.

Aspro Seeking Champion Figure Wizard Through Major Network

One of the most amusing situations radio production men have struck for a long time occurred at 3DB, when Donald Douglas, the 16-years-old Figure Wizard of Tasmania, was brought to Melbourne to record a series of 26 transcriptions for the Major Network. Donald can give almost instantaneous replies to the most complicated problems in mental arithmetic, and it was planned to match him against an adding machine, which he can beat easily, and to challenge the public to come in and try to beat him, it being thought that occasionally someone might get the answer out first and thus provide some small extra interest.

To the amazement of the 3DB production men, however, three people were discovered in the first week who were so brilliant that they would be close rivals to the Tasmanian Figure Wizard. One was a good-looking young woman, another a brilliant University lad, and another an old gentleman of 88. The latter could work out the cubic contents of pyramids and other other most complicated and difficult sums almost in a flash. Here was a fine situation—a large sum of money had been paid to the Tasmanian lad to demonstrate his prowess, and 3DB had in their home town people who might even be better than him.

The plans were immediately changed, and it was decided to have a national contest for the Figure Wizard of Australia, it being argued that if there were three in Melbourne there might be plenty in other States, too. A contest is being arranged, therefore, in every State, and already word has been received that in Adelaide there is one figure wizard "rearin' to go."

The whole idea was taken over by Aspro in a Major Network relay, and the program will take the form of demonstrating the figure wizard's prowess against an adding machine for about 10 minutes, while in the rest of the time there will be eliminating contests for the challengers to the title of figure wizard. When the various State champs. have been established, something in the nature of a prize fight series should follow! We look forward to hearing the 88-years-old veteran matched against the 16-years-old Tasmanian.

The Bigger "Pull"

The Mutual Store is appealing for Mah-jongg sets over 3AW. As the daily press have been advertising for these sets through the Australian Comforts Fund and received no response, it is rather interesting to note that as soon as the Mutual Store made an appeal

Maxam Contest Ticket Wins £1,000

Wide Response to Broadcast

A thousand and ten pounds representing a second prize of £1,000 and two minor prizes in the New South Wales State Lottery was distributed in 2SM Sydney studios one evening this week.

Lucky winners of the second prize was a syndicate of 2SM listeners who had been awarded a lottery ticket in connection with a Maxam Cheese Products Pty. competition broadcast through that station.

Mr. J. J. Barry, N.S.W. manager of the well known broadcast advertising sponsors, expressed himself as very pleased with the results of the campaign through 2SM. In a letter to "Commercial Broadcasting," covering the details of the lucky win by 2SM listeners he made the following observation:—

"Pending the advance publicity on Station 2SM of the company's new Maxam Bakeo feature, "Churchill's Men," I, as New South Wales manager of Maxam Cheese Products, decided to run a competition open to both users and non-users of Maxam Bakeo Pastry Mixture. That my decision was appreciated by broadcasting listeners was shown by the very large number of entries received.

"The competition was announced on three successive nights over Station 2SM Sydney between 8.45 and 9 o'clock. A brief announcement was made to the effect that a certain record would be played, the title being given, the listeners were invited to write Maxam Bakeo C/o Station 2SM Sydney and name the mystery singer. All correct entries were to receive a share in a State Lottery Ticket on the basis of a one-fifth share to those enclosing with their entry the top of a packet of Maxam Bakeo Pastry Mixture and a one-tenth share to those not enclosing a top.

"The competition was commenced without any advance publicity, and the total entries received was 1,514, necessitating the purchase by my company of 199 State Lottery Tickets. The response was amazing for such a brief announcement, and the number of packet tops received was evidence of the great popularity with housewives of Maxam Bakeo Pastry Mixture.

"The drawing of the lottery resulted in the "Maxam Bakeo" syndicate winning second prize of £1,000 and two prizes of £5 each.

"It is a matter of great satisfaction to me that, although housewives realise the use of Maxam Bakeo Pastry Mixture brings its own reward in good cooking and added leisure, the five most successful competitors were further rewarded by each receiving an equal share in the £1,000. One of the five pound prizes was divided among five Maxam Bakeo Pastry Mixture users, whilst the other was equally divided between ten successful competitors.

"I am happy indeed, that my company has been instrumental, through its New South Wales branch in giving radio listeners an opportunity to test their knowledge of modern vocalists and to have indirectly further benefitted some of their good house-wifely friends."

through their "Do You Want to be an Actor?" session they met with immediate response and got 13 sets. They also asked for Xmas hampers, and received 316.

SURVEY STATISTICS

SUPPLIED BY LISTENERS

THEY WERE SIMPLY ASKED to advise from what station they tried to obtain the Amateur Hour and Lux Radio Theatre programmes, and to supply a reception report. (33 DROUIN listeners had sent in a round robin asking for these programmes over 3UL).

The Survey was conducted during the week ended June 28.

OVERWHELMING EVIDENCE in favour of 3UL was immediately obtained. Hundreds of letters poured into 3UL from listeners in 77 different Gippsland towns. From Narbethong (N), Fish Creek (S), Traralgon (E) and Pakenham (W) came this irrefutable evidence of 3UL's dominating signal over this most densely populated area of Gippsland.

IT'S NO SECRET Mountains NORTH, SOUTH, EAST and WEST of 3UL play shuttlecock with the weakened signals of invading stations. 3UL operates right in the heart of this mountainous terrain. Operates in it, dominates it, and offers National Advertisers guaranteed coverage in Victoria's most densely populated country area.

LICENCES
50 mile radius
Official 25,044
SURVEY
40 mile radius
20,032

3UL

POPULATION
50 mile radius
Official 152,760
SURVEY
40 mile radius
122,208

CENTRAL GIPPSLAND

(A UNIT OF THE ARGUS BROADCASTING NETWORK 3UL, 3YB, 3SR)

365 ELIZABETH ST., MELBOURNE: F 0411.

SYDNEY: FRED THOMPSON. B 2085

Now Carries the Amateur Hour and Lux Radio Theatre



Ernest Walsh Records a Plaster for Radio Raw Spot

(By Ernest Walsh)

Gentlemen! It appears to me time someone put a finger on the raw spot of radio!—and before I go any further, I'd like you to know, I'm not sitting down at a typewriter pounding out carefully turned phrases; dotting my "I's" and crossing "T's" to attract your eye; I'm speaking to you from this disk—this is for your ear—not your eye! For the ear Gentlemen! as you hope and pray your broadcast commercial credits are—but which are not—they're just "plugs"; hard and repellent to the ear but written for the eye and slammed at the head of the person you are trying most to interest; our Mr. Listener.

I know you've had results from radio; good results—but why stop at that? Why be smugly complacent and pat yourself on the back because this "wonder" medium has given, and is giving a fair return? You want your firm (or your client) to obtain maximum results! I know you do! But you can only do that by gaining the goodwill and enthusiastic support of the listener. I know you attract the listener to your program—but why annoy him with your stereotyped commercial credits! Putting him as far away from helping you—as the north pole is from the south!

You know what you are doing at the moment? Spending a lot of money each week—devising new and more appealing programs which the public quite evidently appreciate, but you fall down on yourself badly when you turn round and slam on a recorded commercial with many words crammed into a given space of time; or if it isn't recorded—the announcer in person delivers your written lines; (and how we deliver) lines written for the eye mark you, not the ear. You'll never interest the listener in your sales message that way. Come down to earth—Be warm—Be human, but be positive.

The time has come for personal selling; personal representation of your product. Select an announcer who knows his business, take him with you through your factory; teach him all about your product; let him know of the people you sell to; your merchandising marketing problems; competitors, etc., so that when he addresses listeners in your recorded or flesh and blood presentations, he speaks with all the confidence of your managing director, in his knowledge of your firm and your product, make him your radio salesman collaborating with your advertising agencies contact man and script writers in working out fresh "Ear"

Most contributors submit their manuscripts for publication in the stereotyped fashion of pen and foolscap, but Mr. Ernest Walsh wanted to "get something off his chest," and he chose a method with which he was far more at home than he says he would be if he had to write it—he recorded his views on a platter! and asked the Editor to "listen in." Well, here's what he had to say upon a very controversial subject. If Mr. Walsh doesn't know what he's talking about then nobody does when it comes to advertising announcements on the air. He's had 14 years' experience in and around broadcasting and advertising which includes time selling, managing an agency radio division, commenting and freelance announcing.

copy for each and every program; sales messages which don't annoy but attract; messages of human interest which will be 100 per cent more effective in sales response from our; now Mr. Buyer.

Gentlemen! Let's apply a little commonsense "Salve" to radio's raw spot—and cool that "fevered" plug! Let's take the "ell" out of it—out of our salve I mean—and you have the word "Save"—and that's what you'll be doing! Saving money and saving time in arriving at your goodwill goal of bigger business. You'll make friends that way as you program merrily along.

Well, there's much more I'd like to tell you and illustrations I'd gladly give you, but time and space does not permit—maybe—some other time.

Anyway, thanks for listening to Ernest Walsh. Good-bye now, Gentlemen.

"Bowl of Pennies" Total Reaches 148,000

Final total of the 2CH "Bowl of Pennies" Appeal conducted by Margaret Herd in her children's session reached 148,000 pennies, representing more than £620. This appeal was exclusive to the children's session, and it indicated the remarkable manner in which juvenile listeners to 2CH will respond when a request of merit is made to them.

The total amount, without any deduction for expenses, has been sent direct to Madame Chiang Kai-shek through the Chinese Consul, and with it a letter was sent to Madame Chiang expressing the hopes of the donors of the money that it will help to alleviate the sufferings of the war orphans of China.

George Patterson's Melbourne Radio Manager is Prolific Scriptwriter

Geoffrey Wylie, who is radio manager of George Patterson's, Melbourne, is one of Australian radios most versatile writers and producers. He averages scripting about 15 programs per week. These are varied, but are mostly musical and quiz programs.

Arranging so many programs per week entails a vast musical knowledge, for as well as writing all the scripts Wylie selects the recorded music and musical items for his live shows. This in itself requires a foundation of much experience and a very complete knowledge of the subject.

In his early youth Wylie was a keen collector of gramophone records and had a wide appreciation of all music. He claims that he is not a musician, though he is the possessor of a good baritone voice, and in the early days did quite an amount of public work. He well remembers the time years ago when he sang regularly in the original 3DB studios on the top floor of the Capitol Theatre. Through his own experience on the boards he has learned a great deal about "box office value," and has a keen sense of what will or will not take with the public.

There were days when he gladly spent 12/6 out of a hard earned salary on a good recording. He loved opera and spent all he possibly could on it.

For 25 years he has been associated with advertising, and most of that time has been spent with George Patterson's. He is now finding an outlet for all his stored up knowledge and background in entertainment and advertising. Result is such programs as "Composer's Corner" now in its 56th week; "Memory Lane," "Chins Up," a live program that has gained widespread popularity now in its 26th week, and his latest program "Musical Mirror," a simple program, well scripted with carefully selected musical program.

Sponsors of "Musical Mirror," Love and Lewis, are so pleased with it that they had no hesitancy in airing it on 3AW at 8 p.m., thus clashing with that program of high listener rating Amateur Hour.

"Voice of Freedom" Now Hits Out Twice Weekly

"Voice of Freedom" through Gottham's) is now broadcast from 2UE every Friday at 7.20 p.m., in addition to every Tuesday at the same time.

Sponsored by the Bureau of National Affairs the session has created widespread interest for the directness of its talks. Voice heard in the program is that of George Randell.

Giants of New Zealand

— Then and Now

Long ago the mighty Moa stalked about the plains and valleys of New Zealand—a giant among birds.

The Moa has passed away, and New Zealand's "giant" of today is the National Commercial Broadcasting Service. With its five modern stations it is the only commercial service in the Dominion. It is under Government control, and because of its popular appeal it has a listener-audience comprising over 80% of the population. A unique record—a unique opportunity for advertisers. Take advantage of this giant selling force! Full information and rates will reach you promptly on application to the National Commercial Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or any authorised Advertising Agent.

The MOA — Dinornis

A gigantic flightless bird of the ostrich tribe, 14 feet to 16 feet high, thought to have become extinct about the time of the arrival in New Zealand of the present race of Maoris. Last hunted about 1770-80. Some say that a remnant of the Moa maintained a diminishing existence until the commencement of the reign of Queen Victoria.



ZB
means Business

1ZB • 2ZB • 3ZB • 4ZB • 2ZA

Music with Astor Radio

Radio Corp. Strikes Happy Medium

Americans seem to see in the kangaroo an object lesson that is lost on many Australians—particularly radio program arrangers! The Yank's little "Confucianism" about t our kanga is "Catch a mother kangaroo and you've caught most of the family!"

They've got something there. And we have a good illustration of it in a weekly feature on 3DB, 2UE, 4BK, 5AD, 6IX and 7HT. Whoever's responsible for the new "facial" on "Music with Astor Radio" has gone a long way towards catching the whole family—and in a mighty pleasant way, too. It's the story over again of the good old "middle course." Half an hour of "high-brow" is said to be 30 minutes too much for the "low-brow" and vice versa. So what? Please as many in both camps as possible and you're well on the way to pleasing everybody. There's nothing new about it. It's as old as the hills—but just as reliable. And the effect is just as refreshing as ever. "The Blue Danube" seems as blue as ever. "The Pink Lady" is not one whit less graceful than she was in the Gay Nineties.

Strauss may not outlive Beethoven, but we'd lay a shade of odds that he has more friends the world-over. Although that is certainly not Beethoven's fault. Anyhow the listener is the customer—and if ever a customer was always right the radio listener is that customer. They just won't play if they

don't get what they want—there's too many counter attractions.

With "Music with Astor Radio" it seems evident that O'Brien Publicity Pty. Ltd. have reasoned on these lines and wooed the legions of Strauss admirers—Strauss, in this instance, representing the composers of melodious, "easy-to-take" music that pleases most people and offends none. A typical program from the makers of Astor Radio would be along the following lines: "Blue Danube," "Cavalleria Rusticana," "Tales from Vienna Woods," "Carry Me Back to Green Pastures," "In a Persian Market," Mendelssohn's "Spring Song," "My Old Kentucky Home," and similar "ever-greens" rendered by such orchestras and artists as the Philadelphia Symphony Orchestra, Boston Promenade Orchestra, Andre Kostelantz and his orchestra, John McCormack, Richard Tauber, Paul Robeson, Gladys Moncrieff, Gallicurci, and many other bright stars of the musical firmament.

After listening to three successive Astor Radio programs we think that Astor has solved the advertising and entertainment problems in a neat way. Being so fully occupied in the manufacture of communication equipment for the Services, and having no new radio receivers to offer the public, Astor are keeping in touch without becoming tiresome—in fact, the reverse is true. Listen in sometime! We can recommend it!

3AW HAS JUST WHAT SPONSORS WANT

- LOCAL AND INTERNATIONAL NEWS . . .
- ACE ANNOUNCERS . . .
- FINEST CHILDREN'S SESSION ON THE AIR . . .
- THRILLING AND DRAMATIC SERIALS . . .
- POPULAR AND HIT MUSIC . . .
- RELIGIOUS PROGRAMMES . . .
- VARIETY FROM . . .

6 A.M. TO . . . 11.30 P.M.

AT . . .

3AW

B.B.C. FEATURE "CALLING MELBOURNE"

On August 14, between 4.45 and 5.15 p.m., the B.B.C. will broadcast "Calling Melbourne." It will be picked up and recorded and then replayed on the various Melbourne stations:—3XY will program it at 6.30 p.m. on Saturday, August 14; 3DB at 8.30 p.m., August 14; 3KZ at 9.30 Monday, the same date; and 3UZ will program it on Sunday, August 15, at 4.30 p.m. 3AW will broadcast it at its original time at 4.45 p.m. on August 14.

Compere will present Freddie Grise-wood, Cyril Richards and Madge Elliot in a humorous sketch, and Jack Payne's orchestra will be featured. Speakers will include the Right Hon. S. B. Bruce, High Commissioner for Australia in London; Sir Louis Busseau, Agent-General for Victoria in London; and Flying Officer Alan Triggs, M.B.E. D.F.C. Flying Officer Triggs comes from Elwood, Victoria, and is now with the Coastal Command. He was awarded the D.F.C. for attacking two submarines and 100 hours of operations, and was awarded the M.B.E. for 5½ days stranded in a rubber dinghy in the Bay of Biscay. There will also be a peal of bells from Melbourne, Derbyshire.

"MAN BEHIND THE GUN"

Unusual topical program prepared for international broadcast by the Special Service Division of the U.S. Army, under the title of "The Man Behind the Gun," will be broadcast through 2CH Mondays at 1 p.m.

Well produced, this program sets out to give the people at home an authentic picture of the activities in battle areas of the men who have gone abroad. It depicts the scenes behind the lines as well as actual offensive action, giving in turn the re-actions of "the man behind the gun," in the cockpit of a spitfire, in a bomber corvette, destroyer, etc., when he is pressing home an attack on an enemy. While the scenes depicted do not purport to be real they give the listener a clear idea of modern warfare as it is fought with modern precision instruments, and it indicates the need for intensive training in order that the best in the man can be given to the best in the weapons he has to use.

"The Man Behind the Gun" skilfully achieves what it sets out to do, and that is to present to the people at home the realities of war without exaggeration or restraint and as such it is an outstanding broadcast.

Isadore Goodman at Piano

Talented Australian pianist, Isadore Goodman, is now featured from 2UE every Saturday at 9 p.m. in a special 15-minute session sponsored by the Lorenz Optical Co. Under the title, "Music is Served," the program stars Isadore Goodman at his grand concert piano in a series of brilliant renditions.

Second Report Summary and Conclusions of the Parliamentary Standing Committee on Broadcasting

- (1) An additional national, and at least one additional commercial, station should be provided at Newcastle when circumstances permit. The national station should be used mainly for local programs, and the status of the A.B.C. representative at Newcastle should be appropriately raised. To assist him in connection with program proposals, the formation of a local citizens advisory committee under the auspices of the A.B.C. would be helpful.
- (2) Newcastle, with its population of 198,000 within 25 miles, is three times larger than any other extra capital city. For the purpose of church broadcasts, the Newcastle district should be regarded as a State within a State, thus facilitating a modification of the A.B.C.'s centralisation policy to permit of the restoration of local church service broadcasts pending the establishment of the additional station, the existing relay station should be used for this purpose.
- (3) The A.B.C. could well adopt the principle of special treatment for non-capital cities which reach a population of 100,000.
- (4) As the A.B.C. is an independent body, with an obligation to maintain an impartial attitude to politics, any difference of opinion between the Commission and the Secretary of the Department of Information as to the party political significance of any broadcast ordered by that Department under National Security Regulations should be referred to the Parliamentary Standing Committee.
- (5) When the radio news session includes a Parliamentary Party political statement, the Commission should take the initiative of procuring an expression of the opposing viewpoint from the appropriate Parliamentary spokesman, for the purpose of including it in a news session as soon as possible after the first statement received radio publicity.
- (6) The powers of managerial and functional executives of the A.B.C. should be comprehensively defined, but before their delegated powers are finally decided upon the Commission's centralisation policy should be re-considered.
- (7) Station 3CV (Charlton) should be permitted to transfer its activities to Maryborough, but a proposal to give the station clear channel working should not be proceeded with, as this would be unfair to the neighbouring Ballarat and Bendigo stations, both of which have to share their channels with other stations and were in the broadcasting business before 3CV. It would also be unfair to permit the station's power to be increased to 2,000 watts, even if this were technically practicable, as the Ballarat and Bendigo stations both operate on the same power as 3CV (500 watts).
- (8) All stations which conduct "Hit Parades" and similar sessions should revise their policy with the object of including a greater proportion of Australian compositions, in view of their obligation under section 88 (1) of the Broadcasting Act to give encouragement to the development of local talent.
- (9) Networks should be required to function under written agreements with stations, advertisers, program producers, and others 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 on the stations concerned securing renewal of their licences year by year under section 46 of the Broadcasting Act. If the general terms of the agreements contemplate a policy of granting discounts and other concessions to advertisers, the Postmaster-General might call upon the network organisation concerned to show cause why this policy should be allowed. The networks should also be required to keep proper accounts and to supply annual statements to the Minister. To facilitate supervision of future developments additional data should be given in the profit and loss accounts of commercial stations, and certain statistics should be published in the Postmaster-General's annual report.
- (10) No extension of multiple ownership of stations should be sanctioned.
- (11) In order to expedite construction of its new studios and administrative offices after the war, the A.B.C. should give further consideration to the completion of working drawings and specifications now, and all the authorities concerned should take steps to ensure that the transfer of the Commission's head office to Canberra is effected with the least possible delay after the cessation of hostilities.

THERE'S TALENT IN THE CAMPS

There seem to be radio personalities in plenty at the camp "somewhere in Victoria," where recently a large-scale revue was produced and compered by Cpl. Norm. Currey, ex-studio manager of 3XY. The band of five professionals had as first trumpet Jim Herron, formerly with Sydney "Showboat" and Trocadero, and a frequent performer on 2UE; also Peter Cantrell, saxophone, who was both player and arranger with Jim Davidson's outfit.

The band played on a tiered rostrum under lighting effects worthy of a city theatre, and members of the A.W.A.S. supplied the ballet, trained by Bill Robinson, of Tivoli fame. Of the many sketches, written by Pat Cahill, a skit on A.W.A.S. entitled "Winnie the War Winner," brought the house down. Altogether 4,000 troops witnessed the revue, as a repeat performance had to be arranged to accommodate those who couldn't get in on the first night—so it looks as though Norm has kept his hand in at the production game!

There's no time like the present to plan for the future. The wise advertiser makes sure that his plans include—

3KZ MELBOURNE

Sydney Representative
A. L. FINN, 66 King Street



500th DR. MACK Cheque Presented to Lou Vernon

In honour of the 500th performance of "Doctor Mac," left to right: R. E. Lane, asst. manager of 2GB and Macquarie, Arundel Nixon, Lieut. Comm. Gordon Marsh, Lou Vernon (Doctor Mac), Mr. H. G. Horner, general manager, 2GB Macquarie, Mr. Harold Bowden, gen. manager of J. C. Williamsons, and E. Mason Wood, Macquarie.

Mr. H. G. Horner, general manager of 2GB and Macquarie, recently performed a very pleasant duty, in presenting Lou Vernon with a cheque for £25/5/-, in appreciation of his services, on the occasion of the 500th performance of "Doctor Mac."

Present at the gathering were Mr. Harold Bowden, general manager of J. C. Williamsons, Mr. Parry, managing director of 3CV, Lieut. Commander Gordon Marsh, Mr. R. E. Lane, assistant

manager of 2GB and Macquarie, E. Mason Wood, Macquarie, and Arundel Nixon of 2GB.

The character was originated by E. Mason Wood, and has been played by that doyen of character actors Lou Vernon, since its inception.

"Doctor Mac" is sponsored by De Witts, and is broadcast from 2GB and Macquarie stations Mondays, Wednesdays and Saturday at 8.30 p.m.

TRANSCRIPTION SALES

Artransa

Miss Joy Morgan, sales manager of Artransa, reports the following transcription sales for the month of July: "Just Supposing," "Donald Novis Sings," "In London Town To-night," "Baffles," "Covered Waggon," "Donald Novis in the Romance of Music," "4BC," "Just Supposing," "The Citadel," 4GR Toowoomba; "Cappy Ricks," 2BH; "Red Streak," 7HO; "In His Steps," "In London Town To-night," "Baffles," "Covered Waggon," 4SB; "House of Dreams," 2MO; "Cocoanut Grove," 4GY Gympie; "Drums," 2GB; "Here's a Queer Thing," 2CK; "My Prayer Was Answered," "Radio Stage," 3GL; "Baffles," 2TM.

Radio Advertising in Denmark

In a lecture given by M. Aksel Dahlerup, head of the commentaries section of the Danish Radio, to the Danish Publicity Association, it was stated that radio advertising would be very much intensified after the war, and that such advertisements must always be artistic and in good taste in order to hold the attention of listeners. Advertising by radio is not feasible at the present time owing to the possibilities of spying.

A.T.C. Program on 3AW

Sponsored by the Melbourne Sports Depot (through Keith Campbell Advertising) and broadcast over 3AW every Sunday night at 5.45 p.m., the A.T.C. program is already very popular in Victoria. It is also on all Victorian country stations. This ten minute session commences with a chat between a boy and his uncle, and his uncle tells him a story of an air battle. Sound effects used are authentic and have been passed by the Air Board.

Notes From New Zealand

At the inauguration of the Third Liberty Loan in New Zealand the Commercial Broadcasting Service asked sponsors to co-operate by devoting their spot announcements to the loan. The response exceeded all expectations, there being a 100 per cent agreement to give all the time required—in fact, in order not to overdo things a degree of "rationing" had to be introduced! At the time of writing the loan has not closed, but over-subscription is anticipated, with radio making a splendid contribution to the success of the campaign.

Self Help Grocery chain has commenced sponsoring three mornings weekly of "Ma Perkins," one of America's leading daytime shows.

Lever Bros (for Rinso) are currently using five mornings weekly for "Julie and Jane," another popular American program.

Co-operating with the Health Department the Commercial Broadcasting Service is broadcasting a daily health message at 7.30 a.m. Each message runs for three minutes and deals with a different point in the health story.

Three quarter-hours weekly are devoted by the N.C.B.S to the United States War Department programs, all top line shows being included.

Several shows produced by the N.C.B.S. in association with the United States Marine Corps, United States Army, and United States Navy are scheduled for broadcast by American networks.

NEW FRIDAY NIGHT SHOW

Replacing the popular "Aussies and Yanks" program, which was aired on 3KZ at 8.30 on Friday nights, is a new half-hour show called "Down at the Dugout." The initial broadcast last Friday night was a distinct success with John Bhole M.C.-ing in place of Norman Banks, who was ill.

The new show is different from "Aussies and Yanks," which also emanated from the "Dugout" in that most of the quizzes have been dropped and more artists, together with a couple of community songs by the servicemen, included.

The quiz, "Beat the Band," provided plenty of amusement for both the band and the audience alike. Members of the audience are invited to name any number they can think of, and if no member of the band can play the number then the serviceman suggesting it wins a fee of at least 10/-. George Watson's band and the Parker Sisters and other well known artists supply the musical side of things.

AID FOR THE INVALIDS Chatterbox Corner Raises £1,000

Nancy Lee, with Nicky and the others associated with her in Chatterbox Corner at 3AW, has her own special work, among the invalids who, unable to follow a life of normal activities, get the greatest joy out of radio listening. On August 7 at "The Palms," Nancy Lee gave a party for these folk of the Invalids' Corner. It was a great afternoon; tea was served and each invalid received a little gift.

The Kiwi Kids, those talented youngsters, heard so often in Chatterbox Corner, entertained the guests. The money to pay for the party was raised by the efforts of "The Wireless Fairy" who, in private life, is Dorothy O'Neill, secretary to Nancy Lee. Great credit is due to Nancy Lee and Nicky, who hide their light under a bushel and do lots of cheering up for these special listeners in the Invalids' Corner.

On the same day a cheque for £1,000 was presented to representatives of the metropolitan hospitals for the children's wards of these hospitals. This large sum of money has been raised in Chatterbox Corner at 3AW by a bazaar in the Town Hall, by donations and by small entertainments by various groups of people.

P. & A. Parade Entries Closing

The 1943 P. and A. Parade, which has been different in many respects from previous years, will soon enter into the elimination stage, and for this reason 3KZ announces that entries will close on Tuesday, August 10. Eddie Balmer who comperees this program, is anxious that all intending competitors should call at 3KZ's offices before this date for their entry forms.

NEW TYPE OF DOG SESSION

Famous Gilbert and Sullivan actress, Vinia Comtesse de Vilme-Hautmont, known on the stage for many years as Vinia de Loitte, makes her debut in radio on 2GB, in Anthony Hordern's new session, which will be of particular appeal to animal lovers, and broadcast 11.20 a.m. Thursdays.

Under the title of "One Dog to Another," this radio version adapted from the book of the same name by the Comtesse, is a story with a background of her own dogs.

The opening session last Thursday took the form of an interview between Judith Young 2GB announcer, and the Comtesse, who related interesting details about her colourful life, the theatre in general, and about the origin of the "One Dog to Another" series.

A dog who gate-crashed on a picnic party was instrumental in starting the train of thought which led up to the book, "One Dog to Another," and this dog was the hero of a series of articles in the daily press which were extremely popular under the title of "Dog Talk."

Vinia Comtesse de Vilme-Hautmont has played different parts in every opera of Gilbert and Sullivan, with the exception of "Rudigore." She toured with J. C. Williamson, and after Carrie Moore, the original Dolores, she took her place in this role in "Floridora." Her husband was Howard Vernon, public idol of the stage for many years. Born with a title in her own right in female succession, she has quite a famous family tree.

Success of "Youth Speaks" Debater

Another triumph for eloquent youthful debater of 2GB's "Youth Speaks" team was achieved in the recent Lawrence Campbell Trophy Oratory Competition, when David Wolfers, representing Sydney High, was placed second. "Youth Speaks" is a session in which brilliant young debaters, chosen for their ability at public speaking, discuss the pros and cons of vital present-day topics. It is broadcast from 2GB and other Macquarie stations on Fridays at 7.30, and is now firmly established with radio audiences. The sponsor is Nyal Family Medicines.

Dramas for Curzon's

Curzon's have a fine line-up of plays for their half-hour dramatic spot on 2GB every Thursday at 8.30 p.m. These include "The Relentless Enemy," starring Sheila Sewell; "Butterfly," with Marcia Hart and Arundel Nixon; "Flame on the Headland," starring Queenie Ashton, John Tate and John Sherwood; "We Have Eloped," featuring Rita Pauncefort and George Randall; "Escape to Eisbn," starring Lloyd Berrell and Irene Harpur; and "Border of Night." Most of these half-hour dramatic plays are from the pens of Maxwell Dunn and Richard Lane, 2GB script writers. Narrator is Colin McAlister.

FRIENDSHIP CLUB RAISES £1,900



Presentation of
Cheques for
Merchant Navy

On August 6 at 3UZ Miss Betty Raymond presented a cheque of £1,900 to the Merchant Navy. The 3SR Friendship Club set out to raise £500 for this cause and obtained the amazing amount of £1,900. Betty Raymond conducts

the Friendship Club at 3SR. She was introduced at 3UZ by "Penelope," who has done so much for the Merchant Navy. The cheque was presented to Padre Oliver and Mr. Bustard, of the Missions to Seamen.

"Ladies Choice" in Favour

Through Goldberg Advertising Agency, Australian Cosmetics Pty. Ltd., have renewed on 2CH for the presentation of "Ladies' Choice," sponsored on that station in a campaign for Corinne Rose Cream.

Scheduled at 7.45 p.m. on Thursdays this session is directed particularly to women listeners who are invited to send in their own program of four popular recordings, suitable for broadcasting at this time. Those selected for the session gain valuable cash awards for the senders, and in addition there are consolation prizes each week of bottles of Corinne Rose Cream.

New Australian Book

Keith Howard, in his popular midday session at 3AW, is presenting a new feature from Monday, August 9 in the reading of "Hills of Home," a new book from the pen of Mrs. Eileen Finlay.

Mrs. Finlay has written four books, and all have, as background, the rural districts of this country.

Mrs. Finlay late in life developed a natural gift for writing. When she heard Keith Howard read her book, she said: "I really couldn't believe I had written "Hills of Home," for it was a live thing and made me—the author—cry a little as I heard it."

CENTRE

for Listener Interest

3XY

CENTRE

for Sales Success

Ring
Central
6612

SYDNEY ADVERTISERS
Contact Mr. J. BARNES
at 44 Bridge Street, Sydney

PERSONALS

Lieut. Hugh R. Syme, of the R.A.N., has been awarded the George Cross for great bravery and undaunted devotion to duty, according to cabled advice from London. This makes Lieut. Syme, who is a member of the famous newspaper and radio family in Victoria, the most highly decorated Australian naval man in this war. He already holds the George Medal and Bar. He is 40 years old and is the eldest son of the late Mr. Herbert Syme.

Margaret Kerr, who recently left the A.B.C. to freelance, has been heard in a number of recorded shows from 2GB, including "Calling the Stars," "Troupers All," and "Australia Sings."

Ronald Couve, former 2UW technician who has been with the recording department of Columbia for over 12 months, has been called up for the R.A.A.F. His wife incidentally, who was also formerly on the 2UW staff, is now in the program department of 2SM.

Mr. Sid Kemp, superintending manager of "The Argus" Network, returned recently from a flying trip to Sydney. Visit must have been successful as a paragraph was noticed in the "Argus" last week announcing the premiere of the Amateur Hour and Lux shows over 3UL Warragul. Sid Kemp must have one of the busiest phones in Melbourne these days, what with running a busy network, acting as country vice-president of the Federation, and as a sideline, originating publicity for the Air Training Corps.

A recent victim of the car strippers currently plaguing Sydney was John Dunne, of 2SM. Subsequently he was called upon to give evidence about the theft at a suburban police court. In the witness box he was asked if his name was John Dunne, to which he replied that it was. He was then asked if he was an announcer, and again the reply was in the affirmative. He proceeded to give his evidence, and when he had finished the Magistrate jocularly reprimanded the Prosecuting Police Officer for not having asked Mr. Dunne at what station he was employed as an announcer. "Oh, he's very well known," said the sergeant. "Yes, but I thought perhaps if we went into all the details we might get a free ad. over 2SM!" retorted the magistrate, which does go to prove that even magistrates are only human; in fact, they are usually very human.

Judith Young (Mrs. Reg. Johnston), of 2GB, has decided to desert the field of radio, at least temporarily, in favour of the home, and Miss Pat Thornton, of the 2GB program department, and late of 2HR, will succeed Miss Young as announcer for the women's session every morning from 10.15 to 11.45. Miss Pat Thornton has had a colourful career which should stand her in good stead in her new position. Widely travelled, she has studied art extensively in Switzerland, Italy and London. She has also studied ballet, and has had considerable experience as a journalist. She entered radio with the pen and graduated into announcing, having held announcing positions on stations in New South Wales and Queensland.

The many friends of Valerie Chick will regret to learn that she has suffered a relapse of the nervous breakdown which forced her to resign from 2GB early in April this year. A trained nurse has been in attendance for several weeks, but with the prospects of a change of air at Moss Vale this week, it is hoped that Mrs. Chick will be on the high road to health again.

Mr. Roy Stanley, secretary of the Australian Association of National Advertisers who, as reported in last issue of "C.B.", was seriously injured in a street accident three weeks ago, is making good progress towards recovery, and was expected to be allowed to leave hospital this week.

Ginger, Mal Verco's Sawdust Romeo will have a spot in 2GB's camp concerts which are on the air every Thursday at 8 p.m. Producer is Arundel Nixon, with Max Green as his offsider.

Lieut. Commander Gordon Marsh, previously associated with 5DN and 3UZ, has been over on a visit to Sydney, and paid a handshake call on old colleagues at Macquarie headquarters.

Jack Lumsdaine, 2GB's composer-producer, has had a selection of his songs made by Columbia on double-sided Regal records. The numbers include "Guiding Star," "Wait Till the Sun Comes Over the Hill," "Back to Tipperary Days," "Don't Worry," etc., played on a Wurlitzer organ.

Miss D. Deane of 3BO Bendigo has been transferred to A.W.A. Broadcasting Dept., Sydney.

Miss I. Poulston, who has been carrying out the duties of announcer, has now been appointed announcer on 3BO.

Mr. H. G. Horner, general manager of 2GB and Macquarie, and Mr. R. E. Lane, assistant manager, are in Melbourne for a few days, cramming in as much business as possible in the short time at their disposal.

Flu seems to have sadly depleted 2GB and Macquarie staffs over the last few weeks. Latest to succumb was Mr. B. Coombes, of the administration department.

Well known writer-producer, Flying Officer John Appleton (2UE) is at present on leave from a northern operational station.

After annual holidays, followed by sick leave Colina Lynam has resumed duties at 2UE. In addition to conducting the women's session she is also heard in special afternoon presentations with Sid Everitt.

Former 2UE actor-announcer Ron Morse is now with the R.A.A.F. in England. He holds the rank of Pilot Officer Air Gunner.

Charles Batten of Melbourne has been appointed business manager of 5KA, which station was recently given a new licence. Mr. Batten was formerly with Webb, Robertson and McLelland Agency.

Percy Clark, general manager of Goldberg's in Melbourne, is very actively engaged these days, with shortage of staff it means that he has his finger on the pulse of most things that go on in his office and does many of the "chores" that in pre-war days general managers don't have to do.

Sales manager Stan Thomas, of 3XY, is having quite a worrying time with elections breaking in on the normal course of events. Though he still has a little time to get enthusiastic about big contracts coming on.

Phil Furley, who was well known at 2CA Canberra, and was later a Pilot Officer in R.A.A.F., has taken over the breakfast session at 3AW.

Stephani Bini who was so popular at 3UZ for her work in the Battle of the Sexes and other sessions, and who recently retired from that station, has given birth to a son. Congratulations from the broadcasting trade.

Mr. C. F. Marden, general manager of the Commonwealth Broadcasting Corporation Pty. Ltd. (2UW) was in Melbourne last week on a few days' business.

Lyle Chick, pianist with Kevin Bradley's 3XY Orchestra, and many radio personalities, gathered to celebrate the arrival of a son—the first child to the Chick ménage. Christened Paul Russell, the infant is claimed by Lyle as a future musician of note, and it is only when he compares him with Kevin Bradley's son, that the arguments start.

Peter Sullivan, former 2UW Melbourne rep., is stationed not far from Melbourne where he is doing a training course. Army life is agreeing with him as he is looking as fit as can be.

Bill Kelton, "Are You An Artist?" sponsor, has been away ill for the last few weeks. We notice his name amongst the recent new members of the Millions Club, Sydney.

Fred Hesse, sponsor of "Starnite," has always been very fond of music. At the last symphony concert conducted by Professor Bernard Heinze, we noticed him taking part with the Philharmonic Choir in Borodin's "Prince Igor." He has belonged to this choir for many many years.

Basil Carden, of Goldberg's Advtg., Melbourne, is now in the C.C.C. Mr. Carden was responsible for writing many commercials, among those being for such programs as "Junior Information," "Information Please," and "Their Finest Hour." These will be handled in future by Mr. Bernard Bell.

Keith Campbell, advertising agent, is now an instructor in the A.T.C. He is of course handling the A.T.C. program at 3AW.

James F. Cushen who some time ago left O'Brien Publicity, Melbourne, and became advertising manager of Mack's, has now returned to O'Briens where he is account executive and is doing a very big job of work.

Jack O'Hagan, sales manager of 3AW, has released a new song, "There's a Boy Up North." We wish him all the best and hope it will develop into another big "hit."

COMMERCIAL BROADCASTING

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Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

ANOTHER GREAT NEW FEATURE FOR 2UW's *Afternoon* PROGRAMME

The Department of Public Health (N.S.W.)
and

The Institute of Architects (N.S.W.)
co-operate with

The Sydney County Council
Electricity Undertaking

in presenting
A Radio Session designed to promote Public
Health and Welfare

"YOUR HOME—YOUR FAMILY—AND YOU"
TO BE BROADCAST EVERY THURSDAY, 2 P.M. TO 3 P.M.
FROM

