

## PERSONALS...

Mr. Dave Worrall, manager of 3DB Melbourne, was a visitor to Sydney last week and appeared to be rushing hither and thither on serious business—in fact, the only time he seemed to get for sitting down was when listening to auditions.

Mr. V. M. Brooker, manager of the broadcasting department of A.W.A., is back in harness after a couple of weeks respite at Whale Beach.

Letters from L.A.C. Rion Voigt (former wrestling commentator), Staff Sergt. Brian Howard (of "Happy Hour" fame), and L.A.C. Jim White (technician) were received at 2KY during the week. During Brian's recent five weeks' leave from the north, he was invited by Manager H. E. Beaver to conduct 2KL's Sunday "Bing and Swing" session inaugurated by Brian over four years ago. Brian writes he is still answering his fan mail.

News commentator Sid Jordan's absence from the 2KY microphone at intervals during the past month has been due to the fact that he's been touring the country as a First Liberty Loan Speaker. From Monday, May 3, however, he'll be back on the air with his 8 p.m. "Views on the News," and doesn't anticipate further interruptions to this regular nightly broadcast.

Mr. Bill Eve, chief control operator of Australian Record Co., recently joined the wedded ranks quietly, but not secret enough to prevent a host of friends in the industry gathering him in for presents and congratulations. Bill's bride was Miss Mollie Ramsay, who for several years was Mr. Pegan's private secretary before joining the U.S. Army Staff.

Mr. Eric Wood, manager of 3UZ's Sydney office, flew down to Melbourne last week and was to stay south for a week or so. Look out Melbourne, here's that man again!

Congratulations to all those announcers and other members of station staffs who performed such sterling service in the great commercial stations Victory Loan Appeal last week.

The Editor has received a personal letter from Flying Officer Allan Hannam, now stationed in England, in which he asks to be remembered to all those good friends in broadcasting and advertising to whom he has not yet had an opportunity of writing. Allan is a navigator on a Sunderland Flying Boat of the Coastal Command. He says P/O Ron Morse is a member of the same squadron. Allan says life is "not bad at all, and if my luck holds good I reckon we will all be home before very long. I hope so, as I'm yet to see my daughter—born after I left." Now then ye old friends of Allan Hannam, what about all writing him some letters. He's hungry for news from the old circle of trade pals. And while you're on the job keep up the correspondence to ALL the lads you know, even if only briefly, who are doing their big job overseas. They'll want to keep in touch with "what's cookin' in" back home.

Another visitor to Sydney last week was Mr. H. F. Sleath, sales manager of Brisbane station 4BH. With Sydney, rep: Walter Smyth, the Brisbane man was certainly kept moving, and by the ground covered he no doubt made up for the three years since he was last in the sunny south.

That popular station rep. of Melbourne, Mr. Hugh Anderson, arrived in Sydney this week to spend a few days. Rumour has it that as soon as it was learned "Hughie" was coming to Sydney, several of the broadcasting industry's best golfers got out their clubs and started to polish the rust off them in the fond hope of getting a spare couple of hours with the Victorian "champ."

20 Commercial Broadcasting, May 4, 1944

## 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, can we count on your co-operation? You received a circular letter last week, with full details. Please let us have your replies with the greatest despatch so we can get on with the job. Thanks.



A very enjoyable cocktail party was given by Mr. O. J. Nilsen, president of the A.F.C.B.S., last week, to all those members of radio who helped in the big Anzac Day Victory Loan appeal. The party was held in the Gold Room of the Hotel Australia.

Rod McGregor, old-time champion Australian Rules footballer, and one of the first sports broadcasters in Australia, has been signed up by 3UZ to give running commentaries on this season's League matches.

Alf Winn, of Winn's "Five Big Friendly Stores," has a record for picking radio features which the public like. A pioneer of radio advertising for a department store—the first big feature he chose was "Frank and Archie," the first high ranking humorous serial in Australia. When he went into "live artist" he chose as his producer Mr. Jack Davey long before big national sponsors had put "Heigh ho, everybody!" into homes all over Australia. Now Alf Winn has apparently rung the bell again with his own production "Serenade," which he personally produces and which features an ensemble of top-line artists.

Former 2UE producer John Appleton, now in the R.A.A.F., has returned to a northern base after several weeks' leave in Sydney.

Radio 2UE's Melbourne manager, Noel Dickson, has returned south after a visit to Sydney.

Last month "Sally" Harten, who conducts the factory and munition workers' session from 2UE every Monday to Friday at 2 p.m., organised two afternoons at Romano's for 50 girl factory workers and 50 returned soldiers from a military hospital.

April 1 (contrary to tradition) was a day of great seriousness at 3TR Gippsland. For on April 1, Ray Young, late of the R.A.A.F., took up his duties as "chief announcer" and production manager, and great plans were launched. Previously associated with Norman Banks in handling night programs at 3KZ, and in pre-war days night announcer at 3DB, Ray, with his energy and enthusiasm, has already transmitted these qualities to the staff with which he is now associated, and 3TR is branching out with live-artist shows.

## CLASSIFIED ADVERTISING

### COMMERCIAL ADVERTISING

Continuity, rhymes, jingles and lyrics for broadcast and screen advertising. Scripter available for freelance work. For beguiling, acquisitive, advertising—contact first instance Box 333 "Commercial Broadcasting," Box 3765 G.P.O., Sydney.

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

Box Replies: If replies are to be sent to the publisher's office, the Box Number is counted as 9 words and charged accordingly.

Reports from Jack O'Hagan, 3AW's sales manager, who is holidaying in the hills, state that he is hitting the little white ball with exceeding accuracy and practically holing out in one every time at the nineteenth!

Radio certainly makes a "ready man": in fact, you have to be ready for anything. John Dexter of 3UZ has found this out. During Herb Rothwell's absence John has been giving racing followers his opinion of the relative merits of gee gees. Prior to this he admits that he had very little interest in racing, but he is doing quite a nice job and has picked up quite a lot of winners, but sorrowfully admits he hasn't backed any of them.

3XY manager Bert Snelling arrived back from Sydney complete with "flu," we should like to remind him that one doesn't have to go to Sydney to get this as there is lots of it floating round Melbourne these days.

Dave Duff, Junior, son of 3AW salesman Dave Duff, has had a few days' leave from the Army and practically wrung off every hand of the 3AW staff before he returned to his unit this week. He is a good six feet and appears to be about 14 stone. A true son of his father.

3UZ continuity chief, Shirley Ebbott, who recently has conducted the afternoon matinee from that station, has been suffering from a nervous breakdown. During her absence Laurel Berryman has been conducting Shirley's popular "Backstage" interviews with theatrical celebrities.

## COMMERCIAL BROADCASTING

Vol. 12, No. 23, Thurs., May 4, 1944  
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:

A. Lippmann.

Printed by

Radio Printing Press Pty. Ltd.  
146 Foveaux Street, Surry Hills  
Published every second Thursday by  
AUSTRALIAN RADIO  
PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.  
G.P.O. Box 3765.

Phone: FL 3054 (2 lines)  
Telegrams: "FL 3054 Sydney."  
Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. Phone: MU2932

U.S.A. Business Reps.:  
William C. Copp and Associates,  
303 West 42nd Street, New York.

Vol. 12, No. 24  
125th Issue)  
Thursday  
May 18, 1944  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



## HERE'S PROOF

AFTER four years' continuous use of 2UW's Afternoon Session, the SYDNEY COUNTY COUNCIL ELECTRICITY UNDERTAKING has renewed for a further twelve months their one hour "live" artist presentation, "Your Home, Your Family and You," from the 2UW Theatre every Thursday Afternoon.

Proving again that in the afternoon, too—

Most People

listen to



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

# SPONSORS

## **SPEAK LOUDER THAN WORDS**

ESPECIALLY with NEW FEATURES . . .

2AY ALBURY	THIS SCEPTR'D ISLE WILD LIFE	GIBB & BEEMAN JAMES STEDMAN HENDERSON SWEETS LTD.
2GN GOULBURN	Dr. JEKYLL & Mr. HYDE WILD LIFE  THE LIVING THEATRE	J. A. D. GIBSON & CO. JAMES STEDMAN HENDERSON SWEETS LTD. GIBB & BEEMAN
2GF GRAFTON	MARCO POLO JOHN HALIFAX	ROCKMANS SHOWROOMS A. A. MURRAY
3BO BENDIGO	THE ROMANCE OF HELEN TRENT FOREVER YOUNG Mr. FIXIT THE EVERYBODIES WILD LIFE  THE RAJAH'S RACER	KOLYNOS INC. KRAFT WALKER CHEESE CO. G.U.D. MANUFACT. CO. LTD. REED BROS. JAMES STEDMAN HENDERSON SWEETS LTD. MATTHEWS BROS.
4CA CAIRNS	Dr. MAC HALLIDAY & SON TRAVELLERS' CLUB MORNING TEA PARTY  WILD LIFE	FOSTARS SHOES PTY. LTD. G. E. COMINO G. E. COMINO ARMSTRONG LEDIE & STILL- MAN PTY. LTD. JAMES STEDMAN HENDERSON SWEETS LTD.
4TO TOWNSVILLE	Dr. MAC DRAMA IN CAMEO FOREVER YOUNG WILD LIFE  THE ROMANCE OF HELEN TRENT MELODY MOSAIC	FOSTARS SHOES PTY. LTD. PAGE MOTORS & CYCLES KRAFT WALKER CHEESE CO. JAMES STEDMAN HENDERSON SWEETS LTD. KOLYNOS INC. CAFE SUPREME
4WK WARWICK	ERNEST BLISS THE COMMANDO STORY	J. ARMITSTEAD CRESSWELLS PTY. LTD.
4MK MACKAY	Dr. MAC THE GOLDEN BOOMERANG  WILD LIFE	FOSTARS SHOES PTY. LTD. HOADLEY'S CHOCOLATES JAMES STEDMAN HENDERSON SWEETS LTD.

LOCAL and NATIONAL—the REAL proof of a station's popularity with the audience tuned day and night to this important group of stations.

All particulars from

**AMALGAMATED WIRELESS (A/SIA) LTD.**

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

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

Vol. 12, No. 24.

Thursday, May 18, 1944.

Price, 6d. per copy.

About  
Those  
Rates!

### The March of Science will not be Stilled

Readers of the last two issues of "Commercial Broadcasting" may have been surprised by the somewhat startling announcements which have appeared heralding the introduction of outstanding new techniques in recording. It seems so long since anything really new in this field of broadcasting development has hit the headlines that many radio sponsors particularly have probably been lulled into a feeling that things would go on the same old way until after the war. It is obvious now that this is not so.

Quietly and persistently Australian recording engineers have been developing the application of new techniques and bringing them to a pitch of efficiency to ensure their practicability. Thus, to-day, we have Orthocoustic and Panacoustic—two names which add up to the same system of pre-emphasis recording, and fast on its heels the even newer Milpoint Orthoacoustic, the introduction of which is announced publicly for the first time in this issue.

Perhaps these methods, these new developments which will make for far better recording and general efficiency and, in the case of Milpoint in particular, result in a considerable saving in costs to the sponsors or stations, are sufficient for the day. They mark a big step forward.

Nevertheless these advances are in fact advances and not necessarily goals. Just as the whole field of electronic development is in that stage of flux from which as yet undreamed of "miracle" will probably emerge in the future so the associated branch of the art covered by sound reproduction also will most likely yield many more

scientific wonders. That thought might well sound as a warning note to any section of the broadcasting industry against setting too much store by the establishment of so-called Standards. A standard for to-day may not stand up to to-morrow's demands. It is really not a great many years since amplitude modulation was "standardised" by the world's leading broadcasting engineers for ordinary medium wave broadcasting services. Already frequency modulation is straining to burst into popular and universal service to the community in most countries of the world. Eventually it will surely oust the already "obsolete" system of amplitude modulation.

### MICROTOON —



"It's the sales manager, sir—he just sold himself a full net-work coverage."

We are pushing on with the production of the new Commercial Broadcasting Rate Book, and the complete co-operation of all station managements will ensure that only absolutely reliable data is included. Will those managements who received our circular letter of April 28, setting out requirements for checking rates, etc., and who to date have not indicated to us any changes of rates or O.K'd the proofs submitted, kindly cause replies to be submitted to us. Closing date for all "copy"—rate cards and advertisements is set for May 31, 1944. Every effort will be made to publish the Rate Book in early July.

### English Trade Prepares for Television

The Radio Manufacturers' Association of England has now announced the appointment by its Equipment Makers' Section of two television committees; to be known respectively as the Television Policy Committee and the Television Commercial Development Committee. The Television Policy Committee of the RMA Equipment Makers' Section has been constituted also as the Television Policy Committee of the Radio Industry Council.

Reports from England say that these two committees have already had a number of meetings and are engaged in framing the policy and plans for the future manufacture of television equipment. No doubt it will fall to the Policy Committee to present, through the Radio Industry Council, the industry's television policy for submission to the Government Television Advisory Committee which is now engaged in planning the post-war television service.

The constitutions of the two committees are as follows:—

Television Policy Committee: Chairman, C. O. Stanley (Pye, Ltd.). Members: F. B. Duncan (Marconiphone Co. Ltd.), M. M. Macqueen (General Electric Co. Ltd.), E. J. Power (Murphy Radio Ltd.), and J. H. Williams (A. C. Cossor Ltd.).

Television Commercial Development Committee: Chairman, C. O. Stanley (Pye Ltd.). Members: G. W. Godfrey (Ultra Electric Ltd.), J. S. Mitchell (A. C. Corror Ltd.), and H. D. Murdoch (General Electric Co. Ltd.).

## O. F. Mingay Returns to Civilian Life After Four Years Service

Officially Farewelled by Radio and Signals Directorate Staff

The resignation of Mr. Oswald F. Mingay from the Directorate of Radio and Signal Supplies has been announced. After an absence of about four years, two of which were spent in the Army as a Captain in Signals and the latter two as Radio Production Manager of the Ministry of Munitions. Mr. Mingay has rejoined his own organisation, Australian Radio Publications Pty. Ltd. and its subsidiary companies, and of which he is the managing director.

Very soon after "Dunkirk" Mr. Mingay offered his services to the Army Signal Corps, in which he had previously served during and after World War 1. In June of 1942 he was offered the position of Radio Production Manager by Col. S. O. Jones, Radio and Signals Director of the Ministry of Munitions. This was a new post and a new division of the Directorate which Mr. Mingay organised from its inception. It will be remembered by readers of "C.B." that Col. Jones sent Mr. Mingay to America last year to investigate the radio supply position and also various production and technical problems on behalf of the Directorate.

The Radio and Signals Directorate is responsible for co-ordinating production and all communication equipment for the Australian and American armed forces operating in the South West Pacific area under the command of General McArthur. It was therefore important that some responsible person should visit the U.S. last year in connection with the directorate's requirements from that country.

Mr. Mingay completed what Col. Jones described as a successful mission and returned to Australia on New Year's Eve, resuming his position at the Directorate, where he remained until recently asking for a release from his Directorate job in Melbourne so that he could return, after four years' absence, to his home and interests in Sydney.

On Monday afternoon, May 1, the Directorate staff gathered together to bid farewell to Mr. Mingay.

In saying good-bye to Mr. Mingay on behalf of the staff, Colonel Jones made reference to the fact that notwithstanding Mr. Mingay's active service in the last war, he had been one of the first to make himself available for services in this present war.

"Mr. Mingay belongs to that class of people," said Col. Jones, "who have only one thought and one objective at present, and that is to lend the full weight of their ability and experience to the war effort to the exclusion of every other consideration. Early in 1940 he left his home and business and joined the Army where he remained until two years ago, when I was fortunate enough to extract him from the Army and place him in the Directorate.

"During the time he has been with us here his unbounded energy and his complete knowledge of the radio industry have made a contribution to which it

Mr. O. F. Mingay  
Managing Director,  
Australian Radio  
Publications Pty.  
Ltd.



would be very difficult to find an equal, and I feel that we have all learned something from the manner in which Mr. Mingay had done his work and carried his responsibility. He has set a very high standard for service."

## I.R.E. (Melb.) See Films and Hear Mr. Mingay's Impressions of America

### F.M. and Television Predicted

At the Melbourne Technical College on Tuesday evening, May 2, members and friends of the Melbourne Division of the Institution of Radio Engineers (Australia) saw some very interesting films on America, and heard an interesting discourse from Mr. Oswald Mingay on his "Impressions of America."

One of the films, kindly loaned by Vacuum Oil Co., was entitled "On to Jupiter," and illustrated the progress made by America in the past and what was visualised for the future. The scene was laid on Manhattan Island, on which is the City of New York, and evidently was taken from the top of the Empire State Building upon which there is a television station. Another film entitled "Swedes in America" (loaned by the U.S. Information Library) was most interesting not only because it illustrated the contribution that Swedish immigrants had made in the building up of America, but also that the well known movie star, Ingrid Bergman, was the commentator and the leading figure. Interspersed with the pictures were remarks by Mr. Mingay as to his observations of the interesting aspects of American life coupled with equally interesting comments on radio matters.

## Stage Door Canteen Sydney Success May be Duplicated in Melbourne

The Stage Door Canteen which opened so successfully in Sydney some weeks ago may be duplicated in Melbourne if plans entertained by Actors' Equity and other interested parties can be brought to fruition in the southern city. Actors' Equity secretary, Mr. Hal Alexander, left Sydney on Sunday to address a meeting slated for Tuesday at the Melbourne Musicians' Club. The meeting was the purpose of informal discussions on the project between radio and theatrical managements and personnel.

## COMMERCIAL INFORMATION

### REGISTERED FIRMS

Dan Agar Transcriptions, 36 Grosvenor Street, Sydney, radio transcriptions. Com. 20/13/43. Proprs.: William O. Richards, John W. Maund, Florence Bennett and Dan and Sydney H. C. Agar. Reg. 28/4/44.

Victory Transcription Service, 29 Taunton Road, Hurstville, general sound recording. To commence 1/7/44. Proprs.: Gordon F. Cole, Gordon W. Dukes and John S. McNamara. Reg. 28/4/44.

The speaker was quite sure in his own mind that F.M. broadcasting would be introduced into Australia very quickly after the war, and that television at least in Sydney and Melbourne would not be delayed.

He had witnessed demonstrations of the N.B.C., the C.B.S. and the Du Mont systems of television, and had heard on several occasions the remarkable quality of F.M. transmission. The technicalities involved were very well known on the transmission side, but he envisaged a headache for design engineers on the reception equipment plus an equal headache for the serviceman.

The urgent necessity for a higher standard of technical training in radio was emphasised by the speaker, who paid a tribute to the high standard and most extraordinary results achieved by Squadron Leader E. R. Mackay, Senior Radio Instructor, who had been responsible for training thousands of radio men for the R.A.A.F., the Army and the Navy.

After supper a further short film, "Magic in the Air" (loaned by General Motors), and entirely on the subject of television, completed the evening's entertainment, which the chairman, Mr. Fred Henderson, described as being most enlightening, and giving all present something to think about for the future.

## "Wild Life" Broadcasts Now Australia-Wide

Messrs. Stedman Henderson Sweets Pty. Ltd. have undertaken the sponsorship on 2CH of "Wild Life," a nature series presented by Crosbie Morrison, well known naturalist and editor of "Wild Life," a Melbourne publication.

This sponsorship completes the broadcast of this feature over all stations of the Major Network and associate stations throughout Australia.

The manner in which "Wild Life" has caught popular appeal was referred to in the Melbourne "Listener-In" recently when it was stated that from an almost casual beginning on 3DB it leapt to the forefront in popularity until a recent listening survey showed that 78 per cent of all Victorian sets were listening to the Wild Life session.

The Australian nature magazine, "Wild Life," was launched late in October, 1938, and during discussions of plans for publicising the new venture Mr. Crosbie Morrison, its editor, suggested that a series of half a dozen weekly wireless talks on general Australian nature topics might have some appeal. Radio time was rather difficult to arrange at that period, but there was a quarter-hour available at 3DB at what most advertisers regarded as a rather "dead" spot—6 o'clock on Sunday evening.

The session captured public attention immediately, and instead of preparing half a dozen talks and then disappearing from the air, Mr. Morrison felt compelled to continue because of the mass of correspondence the session had built up. The session has continued weekly ever since the beginning of November, 1938; and May 14, the first all-Australian broadcast of the session, was the 285th of these weekly nature talks in the continuous series.

### SNAIL'S RADIO DEBUT

Much of the success of the session has been due to Mr. Morrison's interesting discussion of little known facts about common things. One Sunday, to illustrate the fact that earthworms actually possess some substitute for feet, he broadcast an earthworm's footfalls. Encouraged by the success of this novelty he brought, on other occasions, a beetle and a snail to the microphone, and listeners were astounded to hear over the loudspeaker a cockchafer calling to its mate, and a snail munching a crisp lettuce leaf.

Mr. Morrison is a Master of Science in Zoology, Melbourne University, extension lecturer in natural history, and a member of the State Advisory Committee on Services Education. He has been highly successful honorary lecturer for the Australian Army Education Service since its inception almost three years ago, and has just completed a month's lecture tour for the services in the far north.

# Order it Now "C.B." RATE BOOK

We are accepting Phone and Mail Orders for the new issue of this most indispensable adjunct to any Advertising Department.

Contains full rates and other data relating to every commercial broadcasting station in Australia and New Zealand.

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

Box 3765 G.P.O., Sydney.

Phone: FL 3054

## Planning for Post-War

### Two Sydney Radio Executives to Visit America

Planning for the post-war period, the directors of Radio 2UE have sent two of the company's representatives on a broadcasting investigation tour of the United States.

Those to make the trip are Messrs. A. (Paddy) Campbell Jones, general manager, and Murray Stevenson, chief engineer and director. They left Australia early this month.

Mr. Stevenson will make an intensive study of the technical side of American radio, and also closely examine many of the latest inventions which are said to have been made when leading technicians in the industry were called upon to further the part wireless and broadcasting is already playing in the war.

He will also pay close attention to the improvements made in television, frequency modulation, recordings and transmission.

From these investigations he hopes to discover much of immense benefit to 2UE and the Australian industry generally.

Mr. Campbell Jones' study will be along different lines.

He intends to view American radio from the administrative and entertainment point of view.

This will include program arranging, scripting, copy writing, advertising, and all the other angles so important to Australian broadcasting.

This visit to America, which certainly has possibilities, was planned last year. No limit has been placed on the duration of the tour, which is expected to last about six months.

Prior to leaving Sydney both Messrs. Campbell Jones and Stevenson were the guests at many farewell functions, including one arranged by their board of directors at Usher's Hotel, where close friends and members of the 2UE executive attended a luncheon.

In the absence of Sir John Butters, the chair was taken by Mr. R. Dautreband, and others present included Messrs. E. Kennedy, F. Ashton (editor "Sun"), C. V. Stevenson, Major Wilkinson, Neil Maver (Tivoli), John Stuart, H. L. McDonald, B. Munnings, L. R. Hood, Clif Cary, Allan Toohey, R. H. Wolfe, Paul Jacklin, Abe Romain, W. Stephenson and Reg. Johnston.

In addition to those present numerous farewell telegrams were read from friends and business associates in this and other States.

Nestlé's Anglo-Swiss Milk Co. (agency, Hansen Rubensohn) have issued schedules for a series of announcements for cocoa on Stations 2AY, 2GN, 3BO, 4TO and 4CA.

The Lintas Agency on behalf of J. E. Kitchen and Sons, have contracted for announcements on 2GF and 2GN for Velvet Soap.

The Lintas Agency has also booked space for a heavy schedule for Rinso spots on 3BO Bendigo.



Mr. A. Campbell Jones



Mr. Murray Stevenson

### "MEET DR. MORELLE"

#### B.B.C. Series for Murdoch's

"Meet Doctor Morelle," the gripping story of a strange and sardonic character whose adventures have made him the most talked of personality with listeners to the B.B.C. for many months is to be presented from 2CH under sponsorship of Murdoch's Ltd., commencing this Thursday, May 18.

This follows the successful presentation by Murdoch's of "The Scarlet Widow," a novel by Bruce Sanders. The new program will thus satisfy an audience which has been enjoying gripping entertainment for many weeks.

Now available in book form, Dr. Morelle's adventures promise to lift this novel to the "best seller" class, thus providing an additional indication of its story appeal. The series is based upon the memoirs of the doctor, an unusual character who wields an almost hypnotic influence over his assistant, Miss Frayle.

He is described as "the man you love to hate." Most of the correspondence he has received through the B.B.C. reveal that his admirers hate him so much that they wouldn't miss one of his adventures for anything!

"Meet Dr. Morelle" will be presented on 2CH every Thursday at 9 p.m. The account is handled by Fergus Canny.

### NEW FEATURE FOR DAVIES COOP AND CO.

Davies Coop and Co. has retained the Monday night 8.30 spot on 3XY, but with a radical change of show. Beginning on May 22, they will present, instead of the current "Movies, Money and Music" quiz, a live artist musical session, "Golden Song."

Produced by Arthur Collins with four prominent Melbourne singers, the session will present mixed quartet, duet and solo items from Beatrice Oakley (soprano), Etta Bernard (contralto), Joseph Delaney (tenor) and Newton Goodson (baritone). Schubert's "Golden Song," used as the session's theme, gives the title.

## Maurice Francis Returns to Radio

Maurice Francis, after four years with the A.I.F., has returned to radio to join 2GB-Macquarie. Joining up as a private, he rose to the rank of Lieutenant in a Transport Unit, and, although he had little time at his disposal to indulge his natural ability for writing and production work, he made the most of every opportunity.

While on active service up north he wrote and produced a highly successful farce entitled "Home Comforts," in addition to an ambitious musical comedy entitled "Wheels Within Wheels," which was regarded as Australia's answer to Irving Berlin's "This is the Army!" It was a triumph of writing, composing, production and acting under anything



Mr. Maurice Francis now back in civvies

but the best conditions. Every part was played by a member of the Services; the music was entirely composed by an A.I.F. sergeant, and the ballet and chorus recruited from the A.A.M.W.S. and sisters on active service.

Prior to enlisting, Mr. Francis was the most prolific script-writer in the Commonwealth, associated with George Edwards-Columbia productions. He commenced writing for radio in 1932, and success followed success because his writing had a particular "Francis touch" which people liked.

He is the original author of some of Australia's most popular radio features, many of which have become household words in every State.

The last show which Maurice Francis originated and commenced before going away with the Forces was Macquarie's "First Light Fraser" (sponsored then and now by Colgate-Palmolive), and as from May 16, this feature will again be written and produced by him for airing through all Macquarie Network and co-operating stations.

With his retirement from the Army, Mr. Francis becomes a member of the 2GB-Macquarie organisation, for whom he will write and produce exclusively, and listeners may therefore look forward with pleasurable anticipation, to many more delightful productions from his facile pen.

# THE MAJOR NETWORK

is broadcasting a regular programme

**ORTHOACOUSTICALLY RECORDED:**

**VICK'S "JUNIOR AMATEUR TIME"**

**THE MAJOR NETWORK** offers its clients all the advantages of the

**NEW A.W.A. ORTHOACOUSTIC MILPOINT RECORDINGS**

*Exemplifying*

REPRODUCTION OF THE HIGHEST POSSIBLE MERIT

**"PRE-EMPHASIS PLUS MILPOINT"**

*Always ahead in the Field of Progress*

**THE MAJOR NETWORK**

## A. E. Saxton Appointed General Manager 3AW

Effective from May 4, Mr. A. E. Saxton has been appointed general manager of Station 3AW Melbourne.

Mr. Saxton's business career has been principally spent in the sphere of public accountancy, including 13 years in actual practice in Sydney. He is a member of the Institute of Chartered Accountants in Australia, and in addition is also a graduate of the Sydney University with the degree of Bachelor of Economics.

His first venture into the sphere of music and entertainment was as general manager of W. H. Paling and Co. Ltd.,



Mr. A. E. Saxton who has been appointed general manager of 3AW.

the well known music house which operates throughout New South Wales and Queensland.

This appointment arose out of a very extensive investigation made by Mr. Saxton, to discover the reasons for the company's failing fortunes and after three years of intense and concentrated work, he had the satisfaction of restoring the company firmly on its feet, to the extent that trading results so improved that dividends were resumed after a lapse of four years.

During this period Mr. Saxton also had a considerable hand in reviving the Piano Retailers' Association in New South Wales with a view to functioning to the advantage, not only of members, but also of the general public, as one of the principal tenets of the association, is honest merchandising.

Another angle relating to his time with Paling's was his appointment to the board of A.P.R.A. for a period of two years, and in that position had his first detailed connection with the radio world.

After these activities followed a period of national service, during which he acted as an executive officer of the War Damage Commission, being attached to the head office in Sydney. Duties with the Commission included the control of the whole of the accounting organisation throughout Australia, as well as a share in the general financial and administrative operations.

Mr. Saxton was a member of the A.I.F. in the last war, but missed out on active service owing to the collapse of hostilities just as he was about to leave Australia. In the early part of 1942 he volunteered

## New Recording System will save Materials and Manpower

Commenting upon the recently announced A.W.A. Orthoacoustic Milpoint recordings Mr. V. M. Brooker said that the introduction of milpoint was extremely opportune, as the system would not only conserve stocks of the almost now unobtainable polymerised-vinyl-chloride from which high-fidelity electrical transcriptions were manufactured, but in addition would be the means of reducing the costs of programmes to advertisers and to station operators for the provision of sustaining programs. Low priced sustaining features would, said Mr. Brooker, do a great service for Australian broadcasting; it would assist in provision of good entertainment at times considered of little value by some advertisers, it would provide more work for Australian artists and musicians, and possibly extend the scope of the recording companies.

Mr. Brooker said that the first of the fully processed milpoint recordings were produced by Amalgamated Wireless (A/sia) Ltd. in 1942, and so far as he knew no similar high fidelity recordings had ever been made in the world. The introduction of milpoint, he said, has been accelerated by the steadily improving nature of the "blanks" on which

the faster recording was made, the synthetic resins used in the manufacture of the "pressings" and to the reduction in inter-modulation that unfavourably affected both lateral and vertical recording.

In reply to our question Mr. Brooker said that no special equipment was necessary to reproduce Milpoint recordings excepting the Orthoacoustic equaliser. It was, however, necessary to see that the transcription turntable and "tone arm" were in good order, and that the reproducing head was suitably adjusted to approximately one ounce.

Needles should be selected as they played an all-important part in the reproduction, and in this connection, said Mr. Brooker, he added that A.W.A. was giving thought to the production of specially designed needles that would still further improve results.

All of the experimental recordings had been made on Audex and Audex Royal recording blanks.

The demonstration given to "Commercial Broadcasting" was amazingly good, and the great credit due to A.W.A. for its work in the ever increasingly important field of recordings for broadcasting.

### COUNTRY STATIONS LOAN BROADCAST

One of the highlights of the recent Anzac Day Loan broadcast was a listener who rang 2GN Goulburn to state that while he could not contribute cash to the Loan he would have pleasure in delivering a load of wood to a contributor, so 2GN went to work and £1,800 came in for the load of wood. Some Sydney homes should have been listening to 2GN.

Another loan broadcast highlight was a novel method of reducing the length of a proposed speech—the speech was intended for 10 minutes, but the station accepted £100 bids to reduce it per minute—result the speech occupied just five seconds, yet the station received £1,000 instead of probably much less if the 10 minute speech had eventuated. Smart radio showmanship was the answer.

for service with the R.A.A.F. but was not accepted on medical grounds.

Station 3AW feel that having acquired the services of a man of Mr. Saxton's undoubted capabilities they have moved another step in the betterment of Australian radio, and Mr. Saxton is keenly looking forward to his future associations with the "business."

### 'MEND AND MAKE DO' THEME IN NEW QUIZ FEATURE

With the release by 2KY on Friday, May 19, at 9.30 p.m. on "What's Cookin'" at the Acme Theatre, Rockdale, a new note in radio quizzes has been struck.

Covering a half-hour presentation broadcast in its entirety by 2KY, this quiz brings the expert housewife into the forefront of the competition picture, likewise the mere male, who is being invited to share his useful "how to mend" ideas with other 2KY listeners. All kinds of useful hints, money saving ideas, etc., are being asked for, the senders of every hint accepted and used during this broadcast being awarded double theatre tickets.

As well, a cash prize of £1/1/-, two Lottery Tickets, and other gifts are being given away each Friday night to those who are "quizzed" on stage by the comper John Harper. Nine to 12 prizes will be awarded each week, listeners being asked to write in for the chance of being quizzed.

"What's Cookin'" is sponsored by Acme Theatres Ltd., who control 16 theatres.

## 3AW BROADCASTING COMPANY PTY. LTD.

Registered Office:  
382 LATROBE STREET  
MELBOURNE, C.I

Telephones:  
F 9181 (5 lines)  
Cables and Telegrams  
"Threesaw," Melbourne

Sydney Representative:  
Macquarie Pty Ltd  
29 Bligh Street  
Sydney

22nd May 1944.

ALL SPONSORS, TO WHOM IT "DOES" CONCERN

Dear Sirs,

It is indeed with pleasure, that we can offer you the services of Mr. JACK DAVEY for your future radio presentations.

Naturally, should you desire associated ideas for programmes, which will get results, and which feature Mr. Davey, your enquiries will be attended to promptly.

A special Broadcast Studio has also been obtained by the Feature Station. This studio, situated centrally in Russell Street Melbourne, has been procured for the purpose of broadcasting for you, powerful programmes with a live audience.

Looking forward to better broadcasting from Melbourne.

No remain.

Sincerely yours,

# 3AW — MELBOURNE

## "The Feature Station"

**REAL RECORDING PROGRESS...**

**A.W.A. announces**

**ORTHOACOUSTIC**

**• MILPOINT RECORDINGS**

**or**

**AUDEX MASTER BLANKS**

- **MILPOINT** means 4 fifteen minute episodes on a standard 16-inch double-sided disc

**AMALGAMATED WIRELESS (A'SIA) LIMITED**

## Here's a Sponsor Who Does Know His Radio

### "Nice Quiet Shows" for Winn's

It has often been said that if Mr. Winston Churchill had not made politics his major interest, he would have been one of this generation's most famous painters.

The spare time activities of some of Australia's leading men indicate that many of them might have achieved equal prominence in the arts as they have done in business, had they centred their efforts in that direction. In pictorial art, a striking example is that of Mr. Charles Lloyd Jones, whose water colours even the most anti-capitalistic young modern artist must admit are more than competent.

In the field of radio production Mr. Alf Winn, of Winn's "Five Big Friendly Stores," provides another example. One of the pioneers of radio advertising for retailers, his firm was the original sponsor of Australia's first of the top ranking quarter-hour humorous serials which have become such a feature of to-day's family life. This was "Frank and Archie," which Winn's sponsored for a considerable number of years. When this was followed by a flesh and blood production, Mr. Winn entrusted the production to Jack Davey long before the big national sponsors had taken "Hi, Ho Everybody" into almost every Australian home.

When Davey passed on to the next job—as producers do—Alf Winn, who was contemplating retirement, decided to combine the experience of his hobby and his business by actively directing productions himself. All his life music had been his prime spare time interest, through his connection with Liedertafel and similar organisations, and through his contact with the public in his business—the phrase "Five Big Friendly Stores" is more than a slogan—he has learned to understand the public as only a retailer can.

In the intervening years he has gathered around him a company of entertainers who have been giving on Winn's behalf, some of the most pleasant entertainment broadcast on Sydney radio. In the show which they now broadcast at 9.15 on Thursday evenings, they have set a new Winn's standard in musical pro-



Mr. Alf Winn

duction. This show is called "Serenade," and is smooth, pleasant and goodwill-building.

Each week letters from all parts of the State reach Winn's, paying tribute to "Serenade." The letters that Alf Winn likes best are the ones that say "Your nice, quiet shows is just what we like in our home," because it proves his contention that Australians really do like good radio entertainment. He can afford to be modest about his "nice, quiet show," because Winn's sales figures, which he follows with a careful eye in relation to the advertising, tell their own story. Any way, he would not hear of the credit going to anyone but the performers—an amazing ensemble of girl singers, conducted by Australia's No. 1 girl choir conductor, Violet Rogers, and such hand-picked real troupers as Minnie Love, Betty Smith at the piano, and "The Travellers of Song," Harry Grunden and Les Pearce, known all over Australia as members of the Big Four, and famous in London, too.

It is certainly pleasing for those who are keen about the cultural development of this country to hear from such an authority as Mr. Winn that this first-class show has proved the best goodwill builder his company has ever sponsored.

### HALF-HOUR RADIO SILENCE TO SAVE POWER IN N.Z.

The New Zealand Government recently ordered all N.Z. broadcasting stations to close from 8.15 to 8.45 a.m. daily from Mondays to Fridays, in order to save electricity. Saving by radio stations will be comparatively small, but a large saving is expected by having receiving sets idle.

## JACK DAVEY JOINS 3AW



It has been officially announced by 3AW's management, that they have acquired the services of Jack Davey, who was specially released by the Colgate-Palmolive Radio Unit for special services with 3AW.

To date Mr. Davey has not been assigned to any specified or special work or session at 3AW, apart from compering the Melbourne edition of "Australia Sings"—for Johnson and Johnson sponsorship (Willmott's Agency).

The 3AW management point out that the acquisition of Jack Davey should lead to an improvement in Melbourne radio, as his undoubted brilliance in arranging and presenting radio features is recognised throughout the Commonwealth.

There is no definitely set plan arranged at 3AW for his actual operations, but the initial idea for any of his future movements, is that he will be available to sponsors to develop new ideas and eventually present them over the air.

The first broadcast that he has made from 3AW was presented on Sunday night, May 14, and was the vocal program "Australia Sings." This program is broadcast directly from a new broadcast theatre of 3AW's, situated in the building previously operated by the A.B.C., and the studio has been designed into a modern radio theatre—on similar lines to several Sydney station's radio theatres—an innovation to Melbourne radio that has long been lacking and which, through war-time conditions, has been very difficult to arrange.

The new 3AW Broadcast Theatre has been fitted with special theatre type seats for an audience of at least 200.

The normal routine programs from 3AW will still be operated from their existing studios in Latrobe Street, as it has proved impractical to move the whole organisation during war-time, and as there are extensive alterations to be made to the Russell Street building, before any move could be made, the 3AW directorate feel that would not be in policy with national circumstances to make such a transfer at the moment.

## Sponsor Happy about "Swap Shop" Broadcast

Sheldon Drug Co.'s extension of sponsorship of the "Swap Shop" idea to Melbourne where it is broadcast on 3KZ should prove profitable. In Melbourne sponsorship plugs Dr. Sheldon's Gin Pills.

Mr. Mel Sheffer, managing director of Sheldon Drug Co. who takes a keen personal interest in the company's various broadcast sponsorships, told "C.B." this week that the "Swap Shop" in Sydney had proved extremely popular with listeners. It was however a difficult program to handle. Broadcast by 2SM over the past 12 months the program had arranged over 1,500 "swaps." Its great popularity had necessitated extending to two nights a week instead of one.

Anybody last week—Tuesday night at 8.30 to be exact—who had anything to swap would have got a real kick out of listening to 3KZ's new "Swap Shop" program. Swaps certainly rolled in to no mean order, but the offers and what were required for them provided some distinctly amusing listening. One listener offered a set of five ladies' golf clubs with three balls for a banjo mandolin. Another one offered to swap a newly conditioned fuel stove for a good pen of breeding ducks and a drake, or should this not be forthcoming, a free-wheel bicycle would be acceptable. A pair of ladies' lace-up buckskin shoes for some player piano rolls, was an offer which was made by a woman who seemed to have music in her soles. One of the funniest of the lot was the offer of a fishing rod in perfect condition for one dozen bottles of beer. Hardly had Norman Banks announced this offer which a listener rang offering one dozen fishing rods in perfect condition for one bottle of beer!

"Swap Shop" should prove useful to people who to-day are frequently unable to buy the things which they want, but who may quite easily come by them through the radio.

### POPULAR "G.E." SHOWS

Another long-time 2UW sponsor in W. W. Campbells are continuing their policy of employing George Edwards productions, when they present "Bleak House," which commences on May 22, and will run every Monday, Tuesday and Wednesday at 8.30 p.m. De Witt's Autacid Powder are using an outstanding George Edwards show in "The Blind Man's House" which runs Monday, Tuesday and Wednesday at 7.45

May 22 sees a change of program for S. R. Buttles, when they present a George Edwards production, "Two Destinies," at 9.30 a.m. Buttles have occupied this time channel Monday to Thursday from 2UW for many years.

## "New Recording Age"

(By Lillian R. Baker)

A few days ago I was privileged to witness and to hear that, had I rushed out and told the radio men of the broadcasting industry that I had seen something which no other outsider had seen or heard—well, the radio industry would probably have muttered "a sad case—she used to a normal person, too"—however, I stand by what I heard and what I saw, and this is my story.

An ordinary 16 inch process disc was produced—on one side two cuts—each of the appearance of a usual 7½ minute program.

A normal "tone arm" with pick-up head—was then placed on the disc, and I listened to an episode of a well known serial—and most amazing of all—the needle scarcely seemed to move inward towards the centre of the disc—and at the conclusion of the episode the pick-up was recharged with a new Shadowgraph needle and then placed on the second cut on the same face of the disc, and then I heard the following episode of the serial.

Do you see what I saw and heard—two 15 minute programs on one side of an ordinary disc. Immediately there comes to mind all the advantages—less packing—one disc instead of two—less material required—and probably at a lower cost for the four episodes recorded on the single disc compared to the normal two discs. All this being gained without a single disadvantage and to my untrained earpieces it seemed to be of better tone and quality than is usual.

The people of radio stations will probably appreciate all these things more than I did—a new recording age is surely here.

### Christie's Radio Auditions

Known as "Christie's Radio Auditions, the Booking Office of the Air," 3UZ is conducting every Wednesday night at 9.15 a half-hour session designed to bring to the microphone people who have never appeared professionally.

These are no try-outs or rehearsals, Competitors go straight to the microphone, and if the gong rings at the conclusion of an act the contestant is automatically booked for a 3UZ program and also receives a selection fee.

Only genuine amateurs are allowed to appear, that is those who have not received a personal fee for broadcasting.

The judges are Mr. Harry Jacobs, Mr. Arthur Prince acting manager of the station and representatives of the sponsor. The comperes are John McMahon and Norman Ellis.

Christie's Furniture Warehouse are the sponsors, through Leyshon Publicity Services.

# Simple reckoning!

## Entertainment

+

## Coverage

+

## Service

+

## Results

=

Sydney Representative  
A. L. FINN, 65 York Street

**PRESTO** FOR ALL YOUR RECORDING SUPPLIES

**A. M. CLUBB & CO. PTY. LTD.**  
76 CLARENCE ST SYDNEY  
TELEPHONE 83908

Presto Sapphire Cutting Stylii  
Presto Steel Cutting Needles  
Presto Red Transcription Needles  
Presto 78 and 33 Turntables  
Presto Recording Machines

# Press Freedom Endangered, Says A.N.P.A. President

## Effect of Broadcasting Committee Report

At the meeting in Sydney last week of the Australian Newspaper Proprietors' Association, the president, Mr. R. A. Henderson, launched a spirited attack upon the practices adopted by the censorship authorities, and later conference passed a resolution viewing with "grave anxiety the extent to which censorship has been used for purposes entirely unrelated to security."

Mr. Henderson also dealt with the recent report of the Parliamentary Standing Committee on Broadcasting, in which proposed news agreements for broadcasting were recommended to be vetoed.

After reviewing the present dispute between the newspapers and censorship authorities, Mr. Henderson said that another matter touching press freedom arises from the report, signed by the Labour majority of the Parliamentary Standing Committee on Broadcasting, recommending that the agreement entered into by the Australian Broadcasting Commission with Australian Associated Press and the A.N.P.A. for supply of respectively overseas and Australian news should not be implemented.

"The Labour majority on the committee proposed that the Commission should establish its own news-gathering organisation," said Mr. Henderson.

"It is a matter of indifference to the newspapers from the standpoint of their material interests, whether the A.B.C. establishes its own news services. But the possibility of the Government exercising control over the dissemination of news is of great importance to them.

"There is a strong implication of interference with freedom of expression, if, under cover of a general control, vested in the Parliament, the Government of the day is to prevent the A.B.C. from carrying out such a fundamental part of its service in what it considers to be the most desirable arrangement for the supply of accurate and impartial news. The danger inherent in this has been expressed by the A.B.C. itself. 'If the Minister,' the Commission has stated, 'in exercising his prerogative to check expenditure beyond the limit of £5,000 can, in effect, direct the Commission in such a fundamental detail of policy as the

source of its news, it is only a short and logical step further to direct it to take news from a particular newspaper or agency, thus ensuring that only news of a particular colour would be available to it."

"The Labour majority's comment on this was to suggest that it was an overstatement of the position. 'We think it inconceivable,' they declared, 'that any Minister would give such a direction for such a purpose.'

"I make the statement now that such a direction has been given, and that the evidence of it is to be found in the files of the A.B.C."

The text of the resolution carried by the conference and later endorsed by "Truth" and "Sportsman" Ltd. is:—

"This conference representing all the daily metropolitan newspapers in Australia views with grave anxiety the extent to which censorship has been used for purposes entirely unrelated to security. It declared its unreserved acceptance of censorship designed to prevent the disclosure of any matter of military value to the enemy. It is convinced that any attempt to use censorship to maintain moral by suppression as was done in France in 1940 is wrong and dangerous and that any further effort to distort or limit reports of industrial disputes is contrary to the public interest. The conference believes that the knowledge that such matters are subject to censorship will destroy public confidence in what is published and therefore declares itself irrevocably opposed to a continu-

ance of such practices, and this conference fully supports the action of certain newspapers in challenging political censorship even to the extent of suffering suppression in order to uphold the principles of freedom of expression within requirements of national security."

## INSURANCE CO. WILL SPONSOR ELECTION BROADCAST

As in the past Radio 2UE is to provide a full cover of the State elections on Saturday, May 27.

Commencing at 8 o'clock a broadcast of progress voting will be featured throughout the night.

This service will be carried on to midnight at the earliest but, if necessary, the station will remain "on the air" until the position of the various parties is clarified.

At the last State elections the elected Premier, Mr. W. J. McKell, spoke from 2UE the moment the success of his party was definite, and this year arrangements are again being made to endeavour to secure the re-elected or newly-elected Premier to speak from the 2UE microphone.

State election results from 2UE will be handled by Cliff Cary, Arthur Carr and Allan Toohey, with a team of assistants, and the entire service will be under the sponsorship of the Commonwealth General Assurance Corporation, through Traders' Advertising Service.

## YOUTHFUL DEBATERS TO DISCUSS WORLD-WIDE PROBLEM

On Friday night, May 26, the debating team of Macquarie "Youth Speaks," will discuss the merits and demerits of the vital question—"Should we have Sex Education in Schools?"

Debaters will be: Phillip Wolfers (18 years), Murray Sayle (17 years), Eugene Kamenka (16 years), and Adrian Roden (17 years), and with the experience that these lads have amassed in debating at school, in debating clubs, and over the air, there is sure to be much logical argument for and against—and fireworks!

This problem has been widely discussed in the press and over the air in England and in Australian newspapers, and it will be interesting to see just how the boys handle a vital, delicate subject.

"Youth Speaks," sponsored by Frederick Stearns, has been most outspoken in a number of its debates. Anything affecting the welfare of the community is particularly the debaters' "meat," and listeners have been given a great deal of food for thought on subjects too numerous to mention.

"Youth Speaks" is broadcast at 7.30 p.m. Friday on 2GB-HR, 2CA, 2LM, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO and 7LA. (Time varies slightly on several stations).

## New Broadcast Theatre in Melbourne

On Saturday, May 13, 3AW broadcast from their new radio theatre. Their new location for broadcast of special programs is where the A.B.C. have held sway for many years and those who know the old A.B.C. studio will remember its spaciousness and how ideally suited it is for audience participation programs.

Those who attended the opening last Saturday were most impressed with the transformation that had taken place. The studio is now most attractive in an off white with comfortable coral leather chairs. It was an ideal setting for a production such as was witnessed there for the first time. The program presented, "Australia Sings," went with a great swing, compere Jack Davey who received a great ovation.

After the program supper was served and the guests, who included many of the radio fraternity, advertising agencies and sponsors, mingled together for the first occasion for quite a long time. It was a very happy gathering.

Those present included Messrs. John H. Tait (chairman of directors), G. Sutherland, Frank S. Tait and F. Daniel (directors), A. E. Saxton (general manager), H. Harris (secretary), J. O'Hagan

## BROADCAST FROM LANCASTER BOMBER

One of the most interesting broadcasts during the Bundaberg War Loan Campaign was made when a 4BU representative broadcast a description of the flight of the Lancaster bomber from Bundaberg to Monto, Gladstone, Mount Morgan and Rockhampton.

Transmitted from the Lancaster the broadcast was picked up by special receiver at the Bundaberg and Rockhampton end and re-transmitted through 4BU and 4RO. Residents of the towns en route were thrilled to hear the announcer in the plane giving a description of what their town looked like from the air, as the huge bomber circled and wheeled over their heads. They could hear the crew of the plane conversing through the inter-communication system, which was directly connected with the Lancaster's transmission apparatus.

On its arrival in both Bundaberg and Rockhampton the bomber drew huge crowds to the respective airfields, and in the case of Bundaberg £12,340 was raised by the crowd in a few hours. Flight Lieut. Peter Isaacson, its "skipper," expressed his satisfaction at Bundaberg's spontaneity in subscribing this amount in such a short time.

On leaving Bundaberg and before arriving in Rockhampton, the Acting Prime Minister and Minister for the Army, the Hon. F. M. Forde, gave a broadcast address from the plane urging the people below to invest all they could in the First Victory Loan.

(sales manager), F. Russell, T. Wardle and D. Duff (sales staff), and W. Northam (Johnson and Johnson), R. Walters (Willmott's Advertising Agency), S. Clarke, L. Mathers and W. Firth (Macquarie), R. Fitts (V.B.N.), S. Kemp ("Argus" Broadcasting Co.).

Also there were representatives from all Melbourne advertising agencies, including Keith Campbell, Ian Paton, Bayne Mackay, J. Vincent, G. Wylie, J. Haysom, Noel Nixon.

## WAR LOAN SUBSCRIPTIONS MAINTAINED BY 2GB-MACQUARIE STAFF

The first group War Loan effort by the staff of the 2GB-Macquarie organisation totalled £1,620 for the Austerity Loan.

Then followed the Fourth Liberty Loan with a staff total of £1,890. Subscriptions for the First Victory Loan just closed, realised £1,840, thus maintaining an excellent record from a by no means large office.

The company purchased further bonds to the value of £5,000.

## LESSONS FROM HISTORY No. 10.



# Because a King wasted good 'dough'...

That's no reason why you should. Alfred didn't worry, of course... it wasn't his. But he *was* the trustee for the cakemaker. So when you have to plan an expenditure to cover the rich Newcastle territory—whether it's your own money or your client's—use 2KO and you won't be wasting it. 2KO is the one radio station to which an overwhelming percentage of radio sets in the Newcastle district are tuned during the whole of their broadcasting time.

the premier station >> **2KO** <<  
NEWCASTLE  
SYDNEY OFFICE: 60 HUNTER STREET. • PHONE: 85370

SOUTH-EASTERN NEW SOUTH WALES  
**2BE BEGA** 200 WATTS | **2XL COOMA** 200 WATTS  
J. A. KERR | COOMA BROADCASTERS PTY. LTD.  
Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

For Radio Programmes  
**OSWALD P. SELLERS**  
Australian Agent for  
**GEORGE EDWARDS—COLUMBIA**  
RADIO PRODUCTIONS

SYDNEY:  
74 Pitt St.  
B 6011-2-3  
Telegrams: "Selos" Sydney

MELBOURNE:  
370 Little Collins St.  
MU 3115  
Telegrams: "Selos" Melbourne





## Some Random Notes on Television

Culled from the "Canadian Radio Trade Builder," these notes give an outline of some of the serviceman's future problems and some useful hints on how to prepare for television.

The more we read in the technical press the more are we inclined to feel that the serviceman is in for a period of "sweat, blood and tears" a few years hence. Briefly it would appear that the war came along just about the time we were due to get a little experience in practical television while it was still in the development stage. No doubt it would have been complicated enough but just the same it would have been of inestimable value to have had a little previous experience in plain black-and-white low definition television. As it stands now we are still standing on the sidelines, with the Nipkow disc and other embryonic scanning systems as dead as the dodo, while the experimenters go on to bigger and better things.

### Colour Television

These remarks are prompted by a recent news photo of the experimenter Baird working on his new colour television in England. It comes as a bit of a shock to find the research engineers getting so far ahead of the men who will have to service the equipment. Without going into detail it may be said that the principle of operation of the Baird system is similar to that which has been in the process of development in the United States for some time.

Let us assume that the reader is at least partially familiar with the common methods of interlaced scanning, reproduction and synchronisation. That in itself

is a lot to digest. Now we shall complicate that still further by reproduction in at least three colours.

One system recently experimented with is used to scan, transmit and reproduce coloured motion picture film. Between the film and the pickup tube there is a rotating disc carrying red, green and blue filters. When the red filter comes between the film and tube only those elements of the picture containing red have any effect upon the tube. When the green filter is interposed only green and yellow are effective, and of course only the blue elements are passed by the blue filter. Where the element of the picture is white it must of necessity contain all the primary elements and these are all passed by the three filters and blend to form pure white.

### The Scanning Method

The scanning method differs a little from that used in ordinary black-and-white television. Each colour is scanned for 1/120th of a second and so actually three pictures are being scanned and these must be reassembled and superimposed without overlap at the receiving end. A single interlaced scanning system with 375 lines and 60 frames per second is used.

At the receiving end the system operates in reverse and additional complication is introduced by the scanning in three colours. Not only does each televised picture have to be synchronised in

the usual manner but the whole system must be so synchronised that when the red filter is before the film at the transmitting end, a similar filter is before the receiver tube. This lasts for 1/120th of a second while the red elements of the picture are reproduced and then the persistence of vision holds this image while the green and blue are scanned, reproduced and superimposed. The complexity involved in such synchronisation can well be imagined.

### Development of Receivers

Colour television receivers have already been developed using seven, nine and twelve inch tubes and the images obtained are said to be about half way between that obtained from 8 mm. and that obtained from 16 mm. coloured movie film. This would seem to be satisfactory for the average television enthusiast, for a beginning anyway, and no doubt improvements have been made since the last report.

The filter disc is slightly more than twice the diameter of the cathode ray tube. Besides the filter with its driving and synchronising system, colour television requires a cathode ray tube with a short decay screen (to allow for the rapid superimposing of the three pictures), some additional hum filtering and magnetic shielding.

To return to our original theme, it does seem too bad that we did not have the opportunity to obtain some practical experience before television reached this stage. However the situation will not be too serious if we have a fair theoretical knowledge to start with and that is about all we can aim at just now.

Before commencing the study of television it is absolutely necessary that the radio man possesses a sound knowledge of fundamental electrical and radio theory. With a good grounding the study of television texts will be pleasant and profitable.

One book on television principles which is recommended is "Principles of Television Engineering" by Fink. There are, of course, several other books available and no doubt a number of new texts including colour television will be published later on.

## AIR HEROES IN "I FLY ON ONE WING"

New R.A.A.F. 3XY feature, "I Fly on One Wing," got off to a good start under the sponsorship of the Richmond Brewery. First of the "one-wing" fliers to be featured was Flight Lieutenant Alan Ritchies, D.F.M., one of the crew of the Lancaster bomber which flew to Australia last year. The feature, to be broadcast every Friday from 3XY at 8.30, following "Youth Parade," will tell stories of the observers and navigators, describing the circumstances under which they won their awards. In many cases, the actual airman concerned will take part in the session.

Co-operation is being given by the R.A.A.F. in preparing the scripts.

## Among the Sponsors

A renewal for Gibson's Tea, through Traders Agency, has been received by 4CA Cairns for a heavy schedule of day and evening announcements.

The new release of Matthews Bros. on 3BO Bendigo is "The Rajah's Racer," broadcast each evening Monday to Friday at 7.45 p.m.

A booking has been made by the J. Walter Thompson agency for Kolynos Inc. to release their feature "Helen Trent" on 3BO Bendigo and 4TO Townsville on a four times weekly schedule during women's sessions.

The J. Walter Thompson Agency have issued schedules for Jantzen (Australia) for spot announcements on 2AY Albury, 4CA Cairns, 4MK Mackay and 4TO Townsville.

Australian Labour Party (Official) have placed a contract through Hansen-Rubensohn Advertising for a series of daytime and evening announcements on 2GB.

S. R. Buttle Pty. Ltd., Sydney, Grocery Chain Stores, are using 2GB breakfast session on Wednesdays, Thursdays and Fridays. Contract from Traders' Advertising Service.

Contract has been effected by Robert Henderson Ltd. for announcements on 2GB. Preferred breakfast session spots have been arranged on Mondays, Wednesday and Fridays.

Hepworth Advertising has let an extensive contract to 2GB on behalf of Steele Spring Mattress Co. Daytime announcements will be used on Tuesdays and Thursdays.

Penfold's contract for "Musical Comedy Memories" has been renewed for a further long term on 2GB-HR, in the same 10-minute channel at 9.30 p.m. Mondays and Wednesdays.

Through Transradio Agency Elliott and Australian Drug Ltd. have contracted with 2CH for a campaign of 50 word announcements.

Reynolds Bros., sewing machine specialists, are using 2CH for a campaign of direct announcements, using the women's sessions.

The Spruso Co. has contracted with 2CH for a big series of scatter announcements for Spruso.

Through Paton's (Melbourne) agency Lane's Medicine Co. have contracted with 2CH for the use of 25 word scatters for Lane's Emulsion.

Renewals and new business on 3UZ include: (Renewals) Henderson's Federal Springs, 100 word scatters; Capital Hairdressing, 100 words scatters; Beckers, 7½ minutes, Monday to Thursday (through Weston Co.); Maxam Cheese, Dr. Goddard's Book of Time (through Noble-Bartlett); E. C. De Witt and Co., quarter-hour Tuesday and Thursday (through Emmett and Co., London). (New) Amcal, 100 word scatters in Penelope's session (through George Patterson); Pearlite, scatters in breakfast session (through Stevenson Advertising); Malcolm Reid, 100 word scatters in Penelope's session (through Bayne McKay); Ball and Welch, "Music that Matters" half-hour Wednesday night (through Bayne McKay); Lane Medicine Co., 100 word scatters (through Paton Advertising); Rockman's Showrooms, 100 word scatters (through Paton Advertising); General Assurance Corp., broadcast of League football every Saturday (through Traders' Advertising Service).

H. Bettelheim and M. Reisfeld (through Goldberg's) have signed for announcements in the 2UE breakfast session.

Hilton Hosier Co. Pty. Ltd. (Catts-Paterson Co. (Vic.) Pty. Ltd.), has contracted for preferred times in the 2UE evening sessions.

Lane Medicine Co. Pty. Ltd. (Paton's) has taken announcements in the 2UE women's sessions.

## Tough Tasks for Quiz Master and Adjudicator

Norman Banks, conferring with Mr. O'Donnell, adjudicator of "Junior Information," before beginning this outstanding quiz for all boys and girls between the ages of 11 and 15. Sponsors are Brockhoff's Biscuits, at 7.30 p.m. Tuesdays on 3KZ. Program is relayed to 3HA-TR-SH and 3SR-UL-YB.



## "SINCERELY YOURS" Happy Medium Found in N.Z. Feature

A regular Saturday session from 1ZB Auckland, New Zealand, is "Sincerely Yours," conducted at 3 p.m. by Hilton Porter. Hilton Porter, whose dramatic ability makes him admirably suited to the job, reads the letters to and from an imaginary family in New Zealand, and their sons overseas. Although the sons are in different branches of the forces overseas, no reference to the war is made in the interesting correspondence.

Mrs. Fairburn's sons describe the places they have seen, the people they have met, and the relatives they have encountered, while she replies with the latest news of the farm and friends, and things of interest to them at home. Of course she gives her motherly advice where it is needed, and altogether the letters form a story of strong human interest of the kind which appeals to every one of us.

Some things are best forgotten, but not  
**THE NAME OF YOUR PRODUCT**

so— "Say it with Music" over

**2KY**

and—  
**keep it evergreen in the minds of the—**

● 250,000 wage-earners affiliated with 2KY

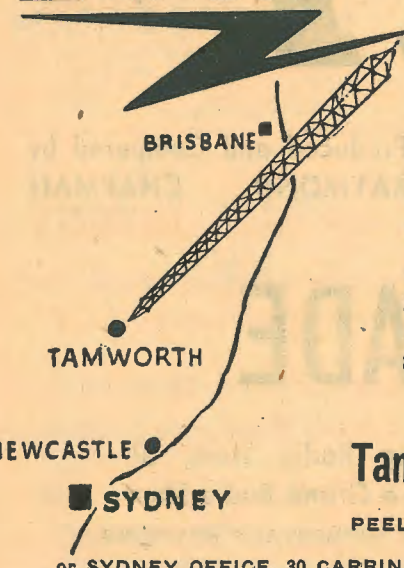
They're the spenders of to-day,  
to-morrow and the future.

● 250,000 was the peace time estimate. Double that  
number would be nearer the present day mark.

M 6291-2

428 GEORGE STREET

# 2TM



In the Commercial Centre  
of Northern New South Wales  
and its Great Rural Surround

The first essential in becoming great  
in anything is to get the public to  
admit it.

2TM'S HEAVY SCHEDULE OF  
RENEWALS IS AT ONCE THAT  
ADMISSION—and a tribute to the  
Station's pulling power.

**Tamworth Radio Development  
Co. Ltd.**

PEEL STREET, TAMWORTH

or SYDNEY OFFICE, 30 CARRINGTON STREET. 'PHONE: BW 7375.

