

"Yes, What?" at 7 p.m.

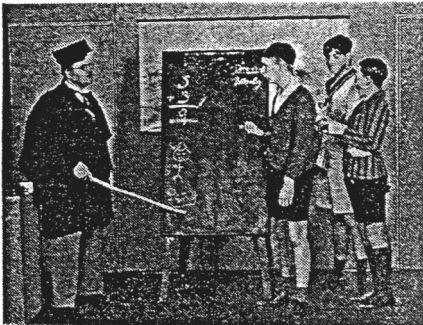
Samuel Taylor's New Sponsorship on 2CH

Commencing on Monday next, November 14, Samuel Taylor Pty., Ltd., makers of Mortein and other products, will sponsor the rollicking school room farce, "Yes, What?" on 2CH on four nights each week.

The new sponsorship will coincide with a change of time for this feature which will be broadcast in future at 7 p.m. each Monday, Tuesday, Wednesday and Thursday. Previously "Yes, What?" was on the air on Tuesdays and Thursdays at 8.45 p.m. During the past six months it has achieved great popularity.

In fact, during recent weeks 2CH has received many requests from listeners that the session should be put on the air earlier in the evening. Parents confessed that they could not get their youngsters off to bed until "Yes, What?" had been listened to, while others stated that if the feature could be broadcast before 8 p.m. they would be sure not to miss it on nights on which they were out.

The Samuel Taylor sponsorship will also mark the commencement of a new series of "Yes, What?" Originally presented as a live-artist feature under the title of "The Fourth Form at St. Percy's" from 5AD Adelaide, "Yes, What?" was



Dr. Pym (Rex Dawe) and his pupils in the feature, "Yes, What?"

later recorded, and as a transcription series it has had an excellent reception on whatever programmes it has made its appearance. The feature has now gained big followings in Queensland, as well as in New South Wales and South Australia. It was because such steady listener-interest had been aroused that it was decided to make a new series.

Don't Let Your Publicity Overlook

one of the wealthiest markets of the Commonwealth, the western market of N.S.W. best served by

2 DU

"The Western Station"

Sydney Rep.:

ROY WILSON

Watson House, Bligh St., BW7283.

"Yes, What?" is written and produced by Rex Dawe of the 5AD production staff and he also plays the part of Dr. Pym, harassed master of the Fourth Form, where nothing is learned but where there is never a dull moment, thanks to the quips and bright remarks of such pupils as Greenbottle (Jack Gardner), Stanforth (Jim Williams) and Bottomly (Ralph Peterson).

The new series will include several new characters to make it funnier than ever and there will be new situations that will carry laughter through every episode.

There is no doubt a large measure of the success of the series on 2CH is due to its title. "Yes, What?" is a question heard repeatedly through each session, and as a "wise-cracking" expression among the younger folk it bids fair to outlive its worthy predecessor, "So What?" from America.

Samuel Taylor Pty., Ltd., will sponsor the series in a campaign during the summer months for Mortein. This organisation has been using 2CH as an outlet for a long period with the sponsorship of "Let's Waltz Together" on Tuesday nights at 7.45. This sponsorship will be continued in addition to "Yes, What?"

"Yes, What?" is distributed in N.S.W. by Amalgamated Wireless (Australasia) Limited.

Value of Listener Participation

The maintenance of listener interest is always of primary importance to broadcasting stations, and 4BH is paying close attention to it in the featuring of "listener participation" programmes.

For the Spelling Jackpots session, the 4BH auditorium is packed at every presentation with 275 eager people, while over 300 letters a week are received. The Tongue Twisters session is another feature on the broadcast schedule which is gathering terrific public momentum, and continues to attract active public support.

1000 Kilocycles

7EX

500 Watts

SYDNEY REP.: DON SCOTT

9 Bligh Street
MELBOURNE REP.: HUGH ANDERSON
130 Exhibition Street

THE EXAMINER
STATION,
LAUNCESTON,
TAS.

49 Stations use Eric Welch's Cup Broadcast

Including the originating stations, Eric Welch's Melbourne Cup description from 3DB-3LK was relayed to 49 stations. It was the biggest sporting hook-up in the history of Australian commercial radio.

In Victoria the manner of Catalogue's victory was heard from 3BA Ballarat, 3BO Bendigo, 3CV Charlton, 3GL Geelong and 3MA Mildura.

In New South Wales it was heard from 2UW Sydney, 2AY Albury, 2AD Armidale, 2BH Broken Hill, 2BS Bathurst, 2DU Dubbo, 2GF Grafton, 2GN Goulburn, 2GZ Orange, 2HD Newcastle, 2KA Katoomba, 2KM Kempsey, 2LF Young, 2LM Lismore, 2MG Mudgee, 2MO Gunnedah, 2MW Murwillumbah, 2NZ Inverell, 2PK Parkes, 2QN Deniliquin, 2RG Griffith, 2TM Tamworth and 2XL Cooma.

In Queensland the relay was taken by 4BK Brisbane, 4AK Oakey, 4BU Bundaberg, 4IP Ipswich, 4MK Mackay, 4TO Townsville, 4CA Cairns, 4LG Longreach, and 4WK Warwick.

These were the South Australian participating stations: 5AD Adelaide, 5PI Port Pirie, 5MU Murray Bridge and 5SE Mount Gambier.

This was the link-up in Western Australia: 6ML Perth, 6KG Kalgoorlie, 6PM Fremantle, 6AM Northam, 6WB Katanning, and 6GE Geraldton.

Stations 7HT Hobart and 7EX Launceston were serviced in Tasmania.

NEW RADIO ADVERTISER.

Another client new to radio advertising is now being handled by Gotham (A/sia) Ltd. The Douglas Chain Store, which has branches in various country centres, is the account in question, and on their behalf Gotham's have issued contracts for direct announcements on 2GZ, 2TM, 2GN, 2WG and 2LM.

2KY ADVERTISING DOESN'T COST— IT PAYS!



250,000 Wage-earners stand behind 2KY—that's why 2KY advertising pays!