

Victorian A.M. Radio Stations

Part of the most comprehensive list ever compiled of Australian A.M. broadcasting stations.

AWA Melbourne 13-10-1920. Demonstration of music broadcasting by A.W.A. chairman, Ernest **Fisk**, to Members of Parliament in Melbourne's Queens Hall, at the request of Prime Minister The Rt. Hon. Billy Hughes. Weekly test broadcasts commenced three months later, being heard up to 1,600 kilometres away. Their 500 watt Marconi transmitter was at the Brighton home of the A.W.A. manager, Lionel Hooke. Lionel had previously accompanied Shackleton's Polar expedition to Antarctica as the shipboard wireless operator. He was knighted in 1957, and appointed Chairman of A.W.A. after Ernest **Fisk** in 1962.

3ME Melbourne 01-1921. Experimental broadcast station owned by Sydney Neuman of A.W.A. Transmitter at Canterbury. First on longwave 273 KHz. (see **2FC** and **6WF**) with weekly concerts, then on medium wave 750 KHz. Became VK3ME on 7-9-1927 on shortwave, a **forerunner of Radio Australia**, to relay programs between stations for rebroadcast. The transmitter was co-located with the **3LO** Braybrook transmitter. They used a **3LO** studio until 1929, then used an A.W.A. studio. The wavelength was often promoted as "35 yards" instead of the usual "32 metres". All VK3ME programs started and ended with a kookaburra laugh, which was continued by Radio Australia. Sydney Neuman also designed and installed the original transmitters for **4QG**, **7LA**, and **3SR**, and a new transmitter for **3LO**. This callsign was reissued to an Arabic **Middle Eastern** station using 1638 KHz. on 25-10-1996.



3DP Melbourne 1921. Experimental broadcast station owned by N. Culliver. Transmitter at Hawthorn.

3BY Melbourne. Experimental broadcast station owned by H. Holst. Transmitter at Caulfield. A report from the Wireless Institute of Australia stated that this station had the best broadcast transmitter modulation in Australia. (Also see **3DB**).

3BM Melbourne. Experimental broadcast station owned by Howard Kingsley Love. Transmitter at East Malvern.

3MY Melbourne. Experimental broadcast station owned by L. **Money**. Transmitter at Canterbury.

3DH Melbourne. Experimental broadcast station owned by I. Morgan. Transmitter at East Malvern.

3RG Castlemaine. Experimental broadcast station owned by **R.G.** Blake.

3DX Warrnambool. Experimental broadcast station owned by Les Kermond.

3GK Melbourne. Experimental broadcast station owned by S. McLean. Transmitter at Yarraville.

3TM Melbourne. Experimental broadcast station owned by A. Buck. Transmitter at Hawthorn.

3FW Melbourne. Experimental broadcast station owned by W. Nicholls. Transmitter at Moonee Ponds.

3ZN Melbourne. Experimental broadcast station owned by Morris Israel. Transmitter at Malvern.

3QH Geelong. Experimental broadcast station owned by J.F. Feldman, using a five watt transmitter.

3WA Ballarat. Experimental broadcast station owned by **Warne** Wilson and **Alfred** Kerr (VK3AL), on air Sundays. Became commercial licence **3BA** on 31-7-1930.

3AJ Warrnambool. Experimental broadcast station owned by E. Salamy using a 10 watt transmitter.

3FY Melbourne. Experimental broadcast station owned by the **Fitzroy** Radio Club with a 16 watt transmitter.



3KP Melbourne. Experimental broadcast station owned by F. Monteath using a nine watt transmitter at Elstern Wick.

3KU Swan Hill. Experimental broadcast station owned by Ronald Hipwell using a 7.5 watt transmitter. His aerial was 60 feet high and 135 feet long. On air every Sunday. Often heard throughout the U.S.A. Ron also experimented with X-Rays. (Also see **3SH** Swan Hill 27-8-1931 and **2BH** Broken Hill 30-6-1934).



3GT Melbourne. Experimental broadcast station owned by **Geoffrey** Thompson (later VK3AC). Transmitter at Thornbury. Geoffrey often wrote technical articles for the *Listener-in* magazine. He also designed and built radio systems allowing the *Herald and Weekly Times* newspaper to receive instant news from country Victoria.

3HB Melbourne. Experimental broadcast station owned by **H. Byrne** for the Sunshine Radio Club at Brighton Beach.

3BH Violet Town. Experimental broadcast station owned by C. Whitelaw. Specialised in ragtime and dance hall music, with records loaned by listeners. Also had local musicians and vocalists broadcasting live from his lounge room.

3HF Melbourne. Experimental broadcast station owned by **Harry** Fuller. Transmitter at Essendon. In the 1930s he broadcast the soundtracks of movies via landline from the local cinema for over a year, until the P.M.G. stopped the practice. Harry was later appointed Chief Engineer of **3SR**, then manager and Chief Engineer of **3YB**.

3CR Melbourne. Experimental broadcast station owned by the **Coburg** Radio Club. Started by engineer and main operator Clarence Bennett in his Brunswick Electrical Shop. Heard throughout Australia using five watts (later 10 watts). Often rang a bell hourly saying it was Big Ben live from London. This callsign was reissued as a community licence in 1976.

3GL Melbourne. Experimental broadcast station owned by **G.L.** Bartholo, using a 14 watt transmitter at Malvern. This callsign was reissued at Geelong on 31-12-1930, as a commercial licence.

3JG Melbourne. Experimental broadcast station owned by **Jones & Glew** Radio Shop at Brunswick.

3UD Melbourne. Experimental broadcast station owned by the **United** Distributors Radio Shop.

3NN Nhill. Experimental broadcast station owned by Herb Brown, using a 10 watt transmitter at Yanac.

3OR Kerang. Experimental broadcast station owned by Murray **Orr**.



3HK Melbourne. Experimental broadcast station owned by **K. Heitsch** using a three watt transmitter at Mitcham.

3JR Melbourne. Experimental broadcast station owned by **C.J. Rainbow**. Transmitter at Preston.

This callsign was reissued from 29-12-1976 to 6-1-1977 for scouts operating **Jamboree Radio** at Dandenong on air 0600-2200 daily.

3SY Geelong. Experimental broadcast station owned by Jack Mathews using a 50 watt transmitter at Newtown. Closed in 1932 when he accepted a technician's position at **3GL**. Jack became their Chief Engineer in 1935 until he retired in 1980.

3BQ Melbourne 1923. Broadcast station owned by Maxwell Howden. Transmitter at Box Hill. Maxwell was a regular contributor to the *Listener In* magazine with his column "*With the Amateurs*".

3SW Melbourne 1923. Broadcast station owned by **S.W. Gadsden**. Transmitter at Kew.

3JU Melbourne 1923. Broadcast station owned by Ross Hull. Transmitter at St. Kilda. Ross was appointed Federal President of the Wireless Institute of Australia in 1924, and editor of the *Wireless Weekly* periodical in 1929. In 1938 he designed and built an experimental television transmitter and receiver. (Television was called "radiovision" in the early 1920s). One of his television receivers later killed him by electrocution.

3UZ Melbourne. 07-1923. Broadcast station owned by Oliver J. Nilsen using 10 watts on Mondays and Wednesdays from 1930 to 2200. Opened an electrical shop in 1924. Granted a commercial licence on 8-3-1925.

3CB Melbourne 1924. Broadcast station owned by Billy Sievers. Transmitter at East Richmond. After the opening of **3KZ** on 30-12-1930, Billy broadcast on their frequency each night after they closed.

3MP Melbourne 1924. Broadcast station owned by Stan Hosken. Transmitter at Hawthorn. He designed sealed set receivers for the P.M.G. This callsign was reissued as a commercial licence at **Mornington Peninsula** on 22-7-1976.

3RI Melbourne. Broadcast station controlled by the Victorian Railways Institute. Was often heard in Western Australia, New Guinea, and also New Zealand. Conducted joint broadcasts with **5RI** in Adelaide. Pictured is their 1930s studio and transmitter and their QSL card. Each year they received in excess of 1,000 QSL (confirmation of reception) requests in the mail.



3AR Melbourne 26-01-1924. Owned by **Associated Radio Co.** (wireless manufacturers). A "**sealed set**" station, starting on long wave. Installed by Rupert Fitts (previously a radio technician with the Navy). Started with two staff, plus six in their radio factory assembling radios. Used telephone hand pieces as microphones. Their first studio was in Elizabeth Street, before moving into Melbourne Place with **3LO** (now occupied by the Kelvin Club which has on display a set of gongs used by the A.B.C. while there). Their first outside broadcast was a military tattoo in 1924. Established and owned **7ZL**, with the original 350 watt **3AR** transmitter. Broadcast a Dame Nellie Melba charity concert live from the Lilydale R.S.L. club in 1925. Installed a 200 feet high tower with a 1,000 watt 625 KHz. transmitter and an electricity generator in October 1925 at Essendon. Broadcast a concert from the Prince Regent Theatre in Sale on 17-10-1927 (first live outside broadcast in country Victoria). Granted a relay licence for Ballarat in 1926 which never went to air. **Their Chief Engineer, Donald McDonald, experimented with transmitting television in 1929.** He used the transmitters of **3UZ** and **3DB** each night after they had closed, with audio on one transmitter and vision on the other. From 8-8-1929, programs were provided by the privately owned Australian Broadcasting Company, with 60 minutes of advertising per day. Was on air 0815-1100, 1200-1745, and 1815-2230 Monday to Friday. First Australian station to broadcast educational programs (1931), however, few schools could afford a receiver. Taken over by the Australian Broadcasting Commission on 1-7-1932. **Closed by the military during WWII for 24 hours for allegedly broadcasting a breach of security** regarding the sinking of H.M.A.S. Sydney. Along with **3LO**, moved into Broadcast House, Lonsdale Street, in 1945 and then into the Southbank Centre in 1995. Installed a 50,000 watt transmitter in 1961. Changed their callsign to **3RN** in October 1990.

3HT Bendigo 03-03-1924. Broadcast station owned by **H. Tippet** (Manager of New System Telephones).

3LO Melbourne 13-10-1924. Originally planned to operate as **3FL (Farmer and Co. Ltd.** - licence number four) under the 1923 Telegraph and Wireless Act. They were also issued licence number five (**3FC - Farmer and Co. Ltd.**), which never went to air. Owned by J.C. Williamson, the *Herald*, and **2FC**. Their studios were on the roof of the *Herald*, with all the equipment battery powered. A "**sealed set**" station. Started on longwave (175 KHz.). First manager was Major W. Conder, former Governor of Pentridge Gaol. Their opening broadcast was Dame Nellie Melba's farewell concert from His Majesty's Theatre on 13-10-1924. **First station in Australia to broadcast weather reports** (1924). Moved to medium wave (808 KHz.) on 1-7-1925 with an A.W.A. 5,000 watt transmitter at Braybrook (50,000 watts in 1961) with two 200 feet high towers, being 575 feet apart, installed by Sydney Newman of A.W.A. (see **3ME** January 1921). An early feature was the broadcasting of dances from the studio each night using live bands, with the audience joining in. **First Australian station to broadcast live plays with a studio audience. Originally they received news via Morse code from London. They were issued relay licences for Wangaratta, Hamilton, Bendigo, and Maffra in 1925 which never went to air.** On air 1200-1400, and 1500-2330 in 1927. Often heard on crystal sets in South Australia. Applications for licences in Adelaide, Perth, Hobart, and Launceston in 1927 were rejected. Their programs were relayed on shortwave each Monday in 1928. Broadcast live, relaying to over one million listeners, the arrival of airman Bert Hinkler in March 1928. Achieved a profit from advertising of £50,000 in 1928. Increased power in 1938 using a 10,000 watt S.T.C. transmitter. Often heard overseas including Alaska. Programs were provided by the privately owned Australian Broadcasting Co. from 22-7-1929 with 60 minutes of advertisements daily. On air 0700-0815, 1030-1230, 1300-1630, and 1745-2330. Taken over by the Australian Broadcasting Commission on 1-7-1932. Started the national program "The Argonauts" in 1941, with over 50,000 members by 1955. Their first female announcer was Dorothy Crawford: sister of Hector Crawford. Moved to Broadcast House, Lonsdale Street in 1945 with **3AR**, and then to the Southbank Centre in 1995. Broadcast Melbourne's top rating breakfast program from 1977 to 1987.



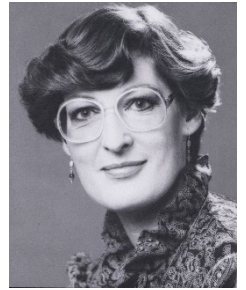
MISS NANCY WEIR FILMED.

First Australian Indoor "Talkie."

In order that a sound and talking picture might be made of Miss Nancy Weir, the child pianist, the broadcasting studio of 3LO was temporarily turned into a moving-picture studio last night. Three arc lamps poured a blinding blaze of light on the grand piano, which stood on a platform at the end of the studio. The platform and the floor were strewn with dozens of yards of thick wire cable. One end of the cable was connected with a complex-looking camera squatting on a heavy tripod; its four eyes stared blankly at Miss Weir, who preserved an amazing composure throughout the proceedings. Several times she rehearsed a little "im-promptu" speech, and several times she rehearsed the piece she was to play, an improvisation composed by herself when aged 10 years.

Finally the worried experts who were supervising the filming announced that all was correct. The lights which had been lit and extinguished again a large number of times hissed into life again, a man with a pair of earphones at a mysterious dial-studded box on one end of the cable nodded, another at the camera dropped his hand, and Miss Weir began her speech for the last time.

An entire evening's work was disposed of in three minutes. It was the first indoor "talkie" and the first "talkie" apart from newsreel subjects made in Australia.



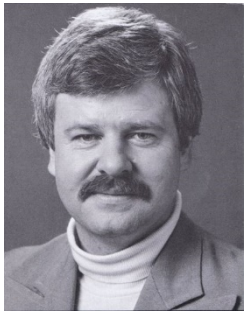
Mary Adams



June Barton



Barbara Horn



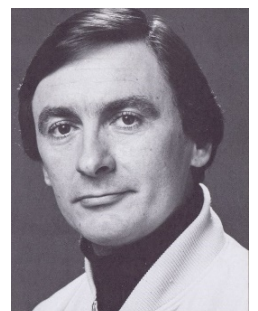
John Reid



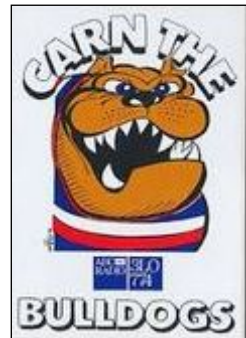
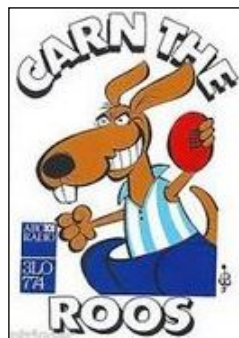
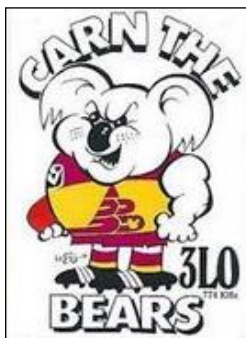
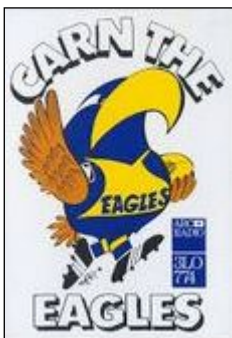
Laurie Bruce



Michael Schildberger



Allan Stokes



A.B.C. NETWORKS

The A.B.C. Network now comprises the following 43 stations:—
Australian Capital Territory.—Canberra, 2CY.

New South Wales.—Sydney, 2FC and 2BL; Newcastle, 2NA and 2NC; Northern Rivers, 2NR; Central West, 2CR; Taree, 2TR; North-West Slopes, 2NU; Riverina, 2CO; and Broken Hill, 2NB.

Victoria.—Melbourne, 3AR and 3LO, Gippsland, 3GI; Western Victoria, 3WV.

Queensland.—Brisbane, 4QG and 4QR; Longreach, 4QL; Northern Queensland, 4KN; Atherton, 4AT; Rockhampton, 4RK; Wide Bay, 4QB; and Darling Downs, 4QS.

South Australia.—Adelaide, 5CL and 5AN; Central South Australia, 5CK. Western Australia.—Perth, 6WN and 6WF; Geraldton, 6GN; Wagin, 6WA; and Kalgoorlie, 6GF.

Tasmania.—Hobart, 7ZL and 7ZR; and Northern Tasmania, 7NT.

Northern Territory.—Darwin, 5DR; and Alice Springs, 5AL.

Papua.—Port Moresby, 9PA.

Short-Wave.—Sydney, VL1; Melbourne, CLH and VLR; Brisbane, VLQ; Perth, VLW and VLX; Port Moresby, VLT.

The Australian Broadcasting Commission's Administrative Offices and Studios are to be found at:

BROADCAST HOUSE

Lonsdale St. (opp. Law Courts), Melbourne

Voices You Hear



Laidley Mort



Ron White



Thomas Horton



Jim Salmon



Ray Angel



Lesley Hartung



Norma Ferris



Bruce Webster



Ian Allen

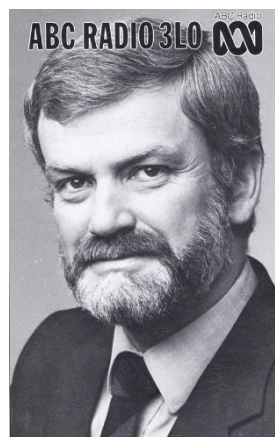
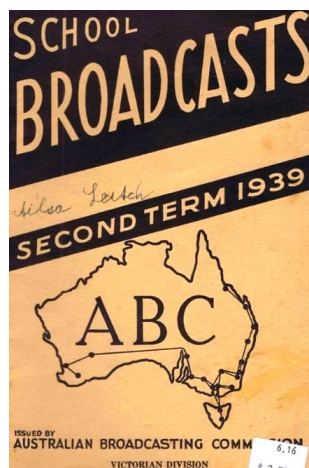
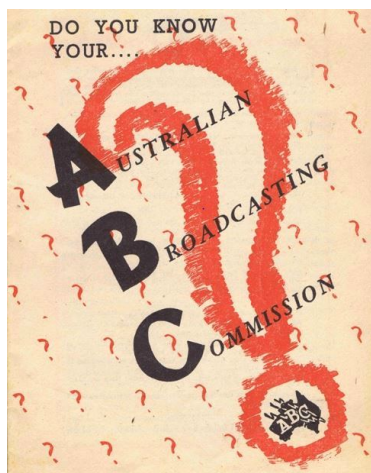


Malcolm Naylor

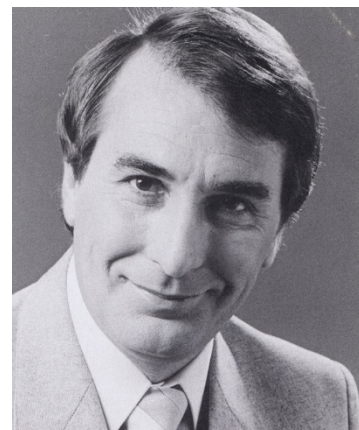


Rex Eynstone

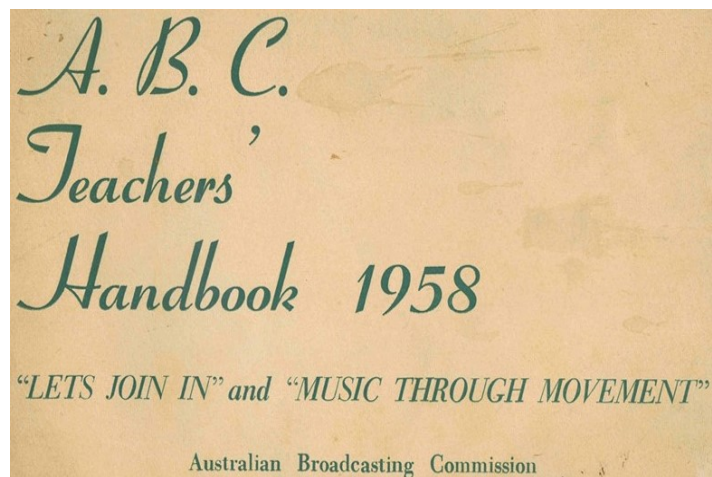
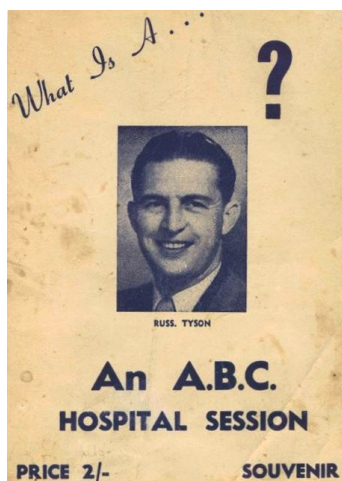
Printed by "Truth" and "Sportsman" Limited, 402 Latrobe Street, Melbourne.



Terry Lane

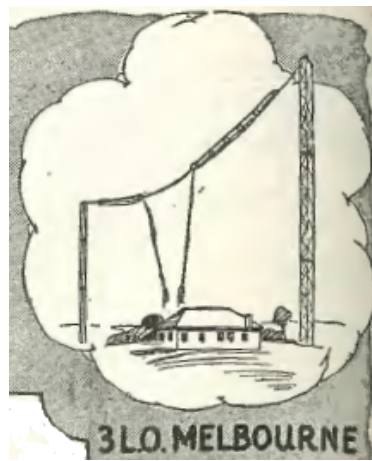


Richard Peach





3LO Brochure 1925



3LO Control Room 1928

The **A.B.C.**
 ZINDEPENDENT
NEWS SERVICE
Begins To-morrow

NEWS SESSIONS:
 SUNDAYS: 6.45 a.m., 8.45 a.m., 10.15 a.m., 12.30 p.m., 1.30 p.m., 4 p.m., 7 p.m., 9 p.m., 11 p.m.
 MONDAYS TO SATURDAYS: 6 a.m., 6.45 a.m., 7.45 a.m., 10.15 a.m., 12.30 p.m., 1.30 p.m., 4 p.m., 7 p.m., 9 p.m., 11 p.m.

● Listen to a Special Documentary Broadcast, "This Is The News," at 6.30 p.m. tomorrow on the A.B.C. Interstate Programme. This broadcast will take you into the A.B.C.'s Federal News Room, where news is received and prepared for broadcasting.

For your News Bulletins—Tune in to
The A.B.C.

The **KINDERGARTEN**
OF THE AIR

**Songs
 Rhythm
 Games
 Stories**

CHILD ACTIVITIES
 for the
 3 to 6 year old

**2FC 2NA 2NR 2CY 2CO
 3AR 3GI
 4QG 4RK 4AT
 5CL 5CK (9 a.m.)
 7ZL VLH VLQ**

MONDAYS
 to
SATURDAYS
 9.30 a.m.

Anne Dreyer

"Better than Playtime"



MAMMOTH MICROPHONE.
 "The biggest mike in the world." An appropriate symbol erected over the main entrance of the new studio of 3LO Melbourne.



LISTEN
 TO THE
 CHILD-
 REN'S
 HOUR
 AT 3LO
 ON
 FRIDAYS



3FB Melbourne 1925. Commercial licence issued to Berkery and Picken P/L which never went to air (see **3FB** at Trafalgar 27-5-1929, owned by the Trafalgar and Districts Radio Club, but managed and operated by **Frank Berkery**).

3EO Mildura 01-01-1925. Commercial station with a short life, owned by Rupert Egge.

3WR Wangaratta 25-02-1925. Owned by Les Hellier (Gallipoli veteran) using a 40 watt transmitter in his house, where the 'Church of Christ' now is. His main advertiser was his own sports store. **First licensed country commercial station in Australia.** Known as "The Voice of the North East". Les advertised £5 crystal sets in the local paper. Closed on 22-12-1925. Reopened on 5-1-1931. Representatives from **3DB** and **3UZ** plus several politicians attended the reopening, with loudspeakers along Murphy Street. All the equipment, including their 250 watt transmitter, (500 watts in 1934) was designed and built by Oliver Nilsen from **3UZ**. Originally on air for 90 minutes each evening. Introduced weekly live community singing broadcasts from March 1925, concentrating on listeners requests. Studio dances were popular with the "Militia Boys" band. Broadcast a special gala concert on 23-4-1932 to celebrate closer ties with **3DB**. By 1932, 50% of Wangaratta's population had joined their "Smile Away Club". Closed on 30-8-1934 due to falling revenue, after a broadcast from the Theatre Royal with Prime Minister Joseph Lyons as the key speaker. Kept one studio in Wangaratta after moving to Shepparton on 13-9-1934. (See **3WR** Shepparton 13-9-1934).

3UZ Melbourne 08-03-1925. (See **3UZ** July 1923). First planned to open as **3ZL**. Started by Oliver J. Nilsen (later Lord Mayor of Melbourne) from his Burke Street radio shop. On air two nights per week with 27 watts, using one gramophone, one Pianola, and one microphone. Their opening included well known artists Leslie Dobson, Gertrude Hutton, George Cowley, and Dulcie Cherry. Known as "The Voice of Victoria" (later "The Voice of the Community"). Increased their power to 500 watts to transmit TV



MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
DON LUNN 5.30-9.00 AM					BILL GATES 5.30-9 AM	
JIMMY HANNAN 9-AM TO 12 NOON				ALLAN LAPPAN 9-12 NOON	SAM ANGLESEY 9-11 PM	
BILL GATES 12 NOON-3 PM				JOHN VERTIGAN 12 NOON-6 PM	KEN SPARKES 1 PM-4 PM	
ALLAN LAPPAN 3 PM TO 6 PM				ROD SPARGO 4 PM-8 PM		
Sam Anglesey 6 PM-10 PM				ROD SPARGO 6-12 MIDNIGHT	STAN ROFE 8-12 MIDNIGHT	
STAN ROFE 10 PM TO 1 AM				ROD SPARGO ALL-NIGHT SWING SHIFT	PETER BYRNE ALL-NIGHT SWING SHIFT	

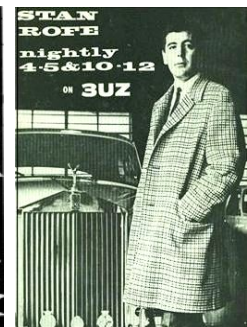
MELBOURNE'S TOP PERSONALITIES ARE ON **3UZ**



Broadcast from **3UZ** Melbourne, and through the following country broadcasting stations:—
2AY Albury, **3BA** Ballarat, **3BO** Bendigo, **3GL** Geelong, **3HA** Hamilton, and **3SH** Swan Hill



THE GREATER



experiments in January 1929 (see **3AR** for details). Also heard on shortwave in 1930 on 32 metres. In 1931, Oliver constructed and installed all the reopening equipment for **3WR**. 3,000 children attended their children's Christmas party in 1934. Their "Bobby Bear" children's club (later "Look up and Laugh") had 35,000 members in 1938. Their "Radio Auditions" program (1943-1983) was the **longest running talent show in the world**, starting the careers of Barry Crocker and Jamie Redfern. Introduced horse racing in 1946. On 2-5-1948 their signal was jammed by an anti-communist pirate radio station calling itself "Radio DIG". Their 1950 manager Lewis Bennett fired 79 out of 84 staff, then reached the top of the ratings in the 1950s/1970s. Their 1950s slogan was "Nice to Come Home to, 3UZ". Graham Kennedy started his career as a record librarian in 1952, then joined Cliff 'Nicky' Nicholls in a top rating morning program, being paid £3 per week. For over two decades, Cliff won the *Radio Times* contest for Melbourne's most

3UZ Music
927 STEREO AM
FOR BRIGHT PERSONALITIES
AND A GREAT VARIETY OF MUSIC

◀ **DAVID JONES**
(5 – 9am Mon – Fri)

LEON BYNER ▶
(9am – 12 noon Mon – Fri)

◀ **JOHN O'DONNELL**
(12-3pm Mon – Fri)

◀ **MIKE AHERN**
(3pm – 7pm Mon – Fri)

KEVIN JOHN ▶
(7pm – midnight Mon – Fri)

"For the music from the 50's to the 80's".

NOEL FERRIER
*Melbourne's first male
witch takes to his
broom from next Monday
morning at 9
where else . . .
on*
3UZ

**3UZ OFFICIAL
MUSIC SURVEY**

927 STEREO AM
3UZ Music

3UZ
**LISTENER
REPORTER**
NEWS

3UZ
TOP 40



KEN SPARKES 1974

popular announcer. Announcers included Smokey Dawson, Stan "The Man" Rofe, Happy Hammond, Allan Lappan, Don Lunn (*"The Daddio of the Radio"*), John Vertigan, Jimmy Hannan, Bill Gates, Rod Spargo, and Ken Sparkes. Their "Housewives Session" rated 73% in the 1950s. Their program "Newsbeat" had Neil Thompson reporting on overnight car accidents. One fatality he attended included his son. An advertiser sued the station for slander in 1953 claiming £15,000 but settling for £2,000. In 1952 **3KZ** pioneer Norman Banks reported on the Helsinki Olympic Games. He was later sacked and joined **3AW**, continuing his 50+ years career.

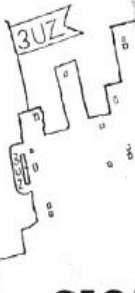
90
1925 3UZ 2015
Celebrating 90 years of 3UZ

Their 1953 Red Cross radiothon appeal raised £150,000. Commenced 24 hour broadcasting on 1-2-1954, but didn't last. Their tower collapsed on 21-12-1955, and on 5-10-1956. Started a Top 40 format in April 1958 and experimented with stereo by broadcasting the left channel, while **3XY** broadcast the right channel. Listeners needed two radios to hear stereo. From 1959 to 1964 they presented lunchtime rock 'n' roll concerts at the Melbourne Town Hall, included Johnny O'Keefe, Col Joye, Johnny Devlin, Lonnie Lee, and the Bee Gees. Used a Cessna for traffic and shark reports in the 1960s, once crashing into Port Phillip Bay. Recommended 24 hour broadcasting in 1962. Known as "The Greater 3UZ", and, for a short time, "The Beatle Station". On 30-11-1969 they stopped a pop concert broadcast at the Myer Music Bowl when a wild brawl broke out. During the 1970s/1980s Bert Newton introduced a "personality" format with Don Lane, Tony Barber and others filling in with top rating programs. Sold to Tas TV for \$9.21 million in 1985, introducing a country format in 1986. Sold to the TAB using a sports format in 1988, known on air as "Radio Sport 927" from August 1996 (later Radio Sport National). In 1991, Sales Executive Tony Alois was sentenced to 12 months gaol for attempting to rig Tasmanian State elections when he tried bribing a member to cross the floor. Now relays to several Victorian narrowcast stations.



'HI-THERE! THIS IS THE HOUND

*"Here's a Best Treat
from the Nations Capital
- 9.30 PM Your Portable"*



**"AT HOME
WITH THE HOUND"**
3 p.m.—6.30 p.m. MONDAY
THRU' FRIDAY

Potter & Moore "POP PARADE"
WEDNESDAY THRU' FRIDAY
7.30—8 p.m.

"Saturday Night with The Hound"
7 till 11

"The Hound's Predictions"
Sundays 9 to 9.30 a.m.
12.05—12.30 p.m.

*"If you're Feeling
Pallid, just dig this
Ballad"*

*"Lots of Shoppers
for all the Rockers"*



GEOFF HAYNES

TURNING
THE TABLES
ON YOU!

*"Let's Soothe your Soul
with some Rock 'N' Roll"*

on the GREATER

3UZ

This is THE New "HAPPY SOUND"



TOP FORTY! SIXTY IN SOUND! STREAMLINED NEWS PRESENTATION! FULL SPORTS COVERAGE! RADIO'S BEST AND BRIGHTEST PERSONALITIES! A complete revision of 3UZ's programmes and personalities begins next Monday, September 21, on Melbourne's most talked about station.

BREAKFAST with JIM "Woody" WOOD — 5.30 a.m.-8.45 a.m.

The irreplaceable Jim "Woody" Wood with his vigorous wit brings you music from the Top Forty, frequent time calls, informative newscasts, regular weather bulletins and interesting competitions in Melbourne's best Breakfast Session.

SERIALS with TINY SNEEL 8.45 a.m.-10.45 a.m.

Your genial host Tiny Snell presents the housewives' favorite serials in these entertaining two hours.
8.45 Hagen's Circus 9.00 Portia Faces Life 9.15 Nurse White 9.30 Bleak House 9.45 My Hidden Heart 10.00 Aunt Mary 10.15 Don't Count My Tears 10.30 Woman In The Mirror

'A Women's World' with BILL ACFIELD 11 a.m.-3 p.m.

Music on the melody line, best of the Top Forty and all the latest feminine gossip are just some of the ingredients that likeable personality Bill Acfield presents in his four hours especially for the woman in the home.

'Top 40' with GEOFF 'The Hound' HAYNES 3 p.m.-7 p.m.

Melbourne's most dynamic disc jockey "The Hound" Geoff Haynes brings you the best from Top Forty and selected albums from Sound in the 3 to 7 p.m. program.

SIXTY IN SOUND with BRIAN TAYLOR 7 p.m.-11 p.m.

Personality boy Brian Taylor brings you a balanced proportion of features, Top Forty and Sound in the best night time listening on radio.

NEWS

Melbourne's experienced Tim Corbett, backed by the editorial resources of the Melbourne Advertiser, and supplemented by a team of local news reporters and a wide open network, presenting the news and 10 news flashes and on-air reports.

SPORT



3UZ has just going to the state of Victoria, Australia, to report on the 1964-65 football season. Coverage will include the VFL, NBL, and all other sports. A complete coverage of all sports, with a feature change of all news items.

Beginning

NEXT MONDAY, SEPT. 21

on the Most
Talked About Station
in Melbourne

3UZ



Laugh!
Darn You
Laugh!!
WITH
"Little Audrey"

MONDAY - TUESDAY
WEDNESDAY
THURSDAY - FRIDAY

7.30 p.m.

for

"PELAGO"



MELBOURNE

3UZ

**RADIO'S
NEWEST!**

"Little Audrey"

7.30
MON.
TUES.
WED.
THURS.
FRI.

for

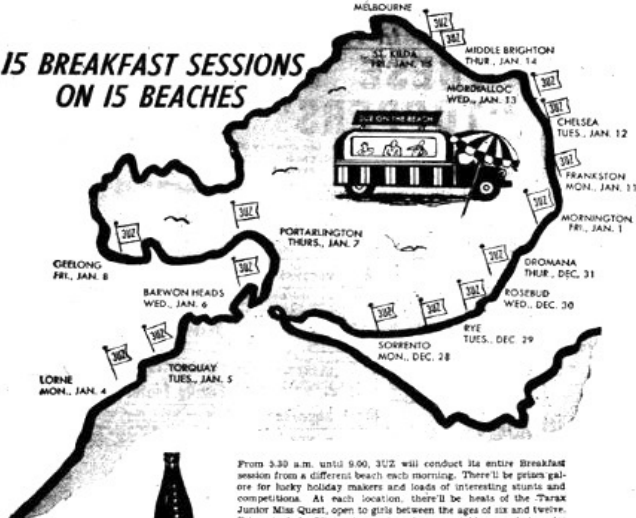
Pelaco

3UZ

MELBOURNE

3UZ AND TARAX JOIN HOLIDAY MAKERS FOR CHRISTMAS AND NEW YEAR

**15 BREAKFAST SESSIONS
ON 15 BEACHES**



From 3.30 a.m. until 9.00, 3UZ will conduct its entire Breakfast session from a different beach each morning. There'll be prize galas for lucky holiday makers and loads of interesting stunts and competitions. At each location, there'll be heaps of the Tarax Junior Miss Quest, open to girls between the ages of six and twelve. Prizes include fifteen Astor, transistor portables, made-to-order frocks, a Necchi Sewing Machine, cases of sparkling Tarax drinks, a TV modelling course and a £100 in cash. Yes, there'll be a real carnival atmosphere in 3UZ's Breakfast Session from Monday, December 28, and if you are holidaying, look for the gaily colored 3UZ mobile studio and Melbourne's top breakfast personality.

JIM "WOODY" WOOD

Mon., Dec. 28 — Sorrento
Tues., Dec. 29 — Rye
Wed., Dec. 30 — Rosebud
Thurs., Dec. 31 — Dromana
Fri., Jan. 1 — Mornington
Mon., Jan. 4 — Lorne

Tues., Jan. 5 — Torquay
Wed., Jan. 6 — Barwon Heads
Thurs., Jan. 7 — Portarlington
Fri., Jan. 8 — Geelong
Mon., Jan. 11 — Frankston
Tues., Jan. 12 — Chelsea

Wed., Jan. 13 — Mordialloc
Thurs., Jan. 14 — Middle Brighton
Fri., Jan. 15 — St. Kilda

**THERE'S HOLIDAY FUN
FOR EVERYONE WITH**

3UZ

3UZ OFFICIAL TOP 40

3UZ OFFICIAL TOP 40

SURVEY TAKEN FOR WEEK ENDING DECEMBER 21, 1958
PRIZE MONEY NEXT SUNDAY — £420

	Position Last Week	Weeks in		Position Last Week	Weeks in
1. Susie Barton	1	8	32. Pibbin	34	6
2. It's All in the Game	2	11	33. Walking Along	34	4
3. Poor Little Fool	3	12	34. Gotta Have Raim	15	6
4. Hard Headed Woman	4	9	35. The End	29	6
5. Kathy-O	4	9	36. Just Young	22	6
6. Pussy Cat	11	6	37. Non Domesticate	29	3
7. Young and Warm and Wonderful	6	13	38. Ginger Bread	21	11
8. When	6	14	39. Endless Sleep	19	15
9. A Certain Smile	12	8	40. Western Movies	22	12
10. Volare	7	11	1. I've Grown Accustomed to Her Face	—	1
11. Fever	8	10	2. Firefly	49	2
12. Teen Dooley	13	6	3. Gigi	31	20
13. Born Too Late	28	5	4. Forget Me Not	—	1
14. If Dreams Came True	35	7	5. Backin' Robin	23	7
15. She Was Only Seventeen	36	3	6. Tea for Two Cha Cha	27	8
16. Everybody Loves a Lover	10	7	7. Love Makes the World Go Round	38	2
17. Little Star	10	12	8. On the Street Where You Live	—	1
18. Bird Dog	34	13	9. Early in the Morning	33	10
19. Dorn Dorn Dorn	38	3	10. I Could Have Danced All Night	—	1
20. Midnight	16	10			
21. Just Married	17	18			

IN THIS
WEEK

I've Grown Accustomed to Her Face
Forget Me Not
On the Street Where You Live
I Could Have Danced All Night

OUT THIS
WEEK

Spish Splash
Are You Really Mine?
Dance Everyone Dance
Left Right Out of Your Heart

Winners will be announced by Brian Taylor in 3UZ's "Top 40"

Sundays, 1.30 to 3.30 on 3UZ

ENTER NOW! YOU COULD WIN £420

Each week 3UZ invites you to list the ten top tunes in the correct order in which they will be played on Sunday, January 4, in 3UZ's "Official Top 40". The first nearest, correct entry opened will win for the sender the big jackpot prize. If no correct entry is received, the prize will be increased by £200. A consolation award of the ten top discs will be awarded to the nearest nearest correct entry.

WHAT YOU HAVE TO DO!

From the "Official Top 40" tunes played next Sunday on 3UZ, select the top ten and place them in the order in which you consider they will be played on Sunday, January 4. Complete the entry form, printing your name and address in block letters, tear off, and post or deliver to "Official Top 40," 3UZ, 43 Bourke Street, Melbourne.

All entries must be received no later than 9 a.m. on Wednesday morning, December 31.

The judge's decision will be final and no correspondence will be entered into concerning that decision.

TEAR HERE	
1.	NAME
2.
3.
4.	ADDRESS
5.
6.
7.
8.	I agree to abide by the judges' decision.
9.	Signature
10.



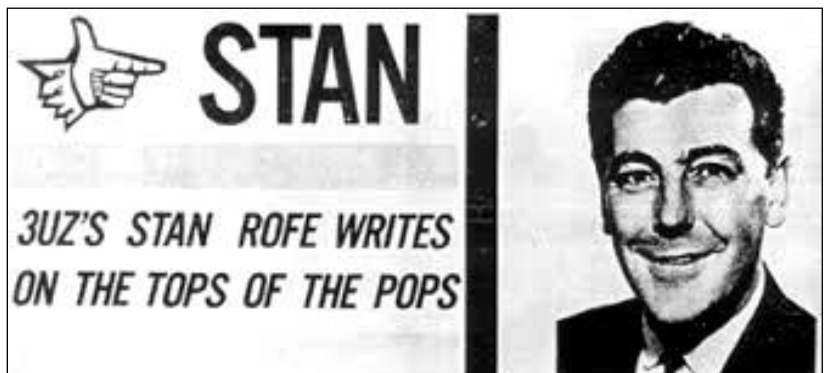
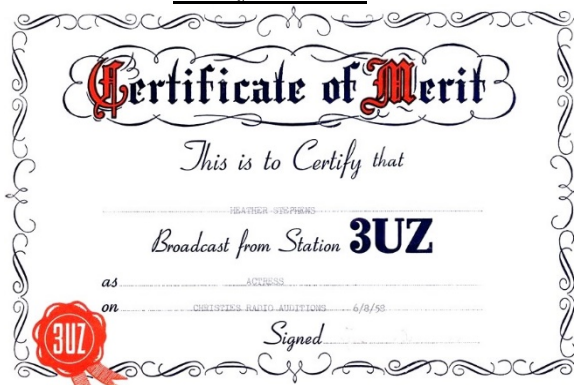
Jimmy Hannan



Max Barrenger



Peter Byrne



Tony Barber



Craig Willis + Kevin Bartlett



John Worthy with a news cross

REAL MARKET STRENGTH



- | | |
|---|--|
| 1. DON RAINSFORD — MON. to FRI., 12 to 2; SAT., 9 a.m. to 12 | 5. STAN ROFE — MON. to FRI., 9 a.m. to noon & 4 to 5 p.m. |
| 2. DON LUNN — MON. to FRI., 5.30 a.m. to 9; SUN., 4 p.m. to 6 | SUN., 1 to 4 p.m. |
| 3. KEN SPARKES — MON. to FRI., 7 p.m. to 10; SUN., 5.30 to 9 a.m. | 6. DICK HEMING — SATURDAY, 6.30 p.m. to midnight |
| 4. ALAN LAPPAN — MON. to FRI., 5 p.m. to 7; SUN., 9 to 1 p.m. | 7. PAUL KONIK, M'night to Dawn 8. JEFF WARDEN, M'night to Dawn |
| | 9. JOHN VERTIGAN — MON. to FRI., 2 to 4 p.m. & 10 p.m. to midnight |

3UZ THE STATION WITH THE NICEST LISTENERS

It's Sensational

RADIO'S ONLY CONTINUOUS SERVICE!

3UZ'S CHIEF ANNOUNCER, GEOFF RAYMOND, KEEPS YOU UP-TO-THE-MINUTE WITH ACTUALITY NEWS REPORTS THROUGHOUT THE DAY AND NIGHT.

NEWS BEAT

ALL SENSATIONAL WEEK-END EVENTS PLUS ON-THE-SPOT INTERVIEWS ARE HEARD IN TWO SPECIAL EDITIONS OF "NEWS BEAT".

SUNDAYS

10.00 a.m. and 6.30 p.m.

3UZ

Melbourne's top daytime team is on 3UZ



JOIN MELBOURNE'S TOP DAYTIME TEAM ON 3UZ

Allan Lappan
Jimmy Hannan
John Vertigan
Don Lunn

Monday thru Friday 5 a.m. — 9 a.m.
Monday thru Friday 9 a.m. — 12 Noon
Monday thru Friday 12 Noon — 4 p.m.
Monday thru Friday 4 p.m. — 7 p.m.



3UZ Coca Cola Ball



A recent addition to the 3UZ team, Graeme Lyndon has already had a veteran's training in radio. He started with 3UZ in 1952 as a panel operator and, after a year, left to gain further experience in presentation, production and announcing with other stations. He returned to 3UZ in 1957 and is now a featured night time personality.

Graeme Lyndon 1957



Chadstone Studio

LISTEN TO 3UZ.



*MOST OF MELBOURNE DOES!

From Melton to Mornington.
 Carlton to Croydon. St. Kilda to Sunshine.
 Most of Melbourne listens to 3UZ.
 So it will pay you to listen to a campaign proposition
 from 3UZ — most Media Managers do!

In Melbourne talk to 3UZ on 63 3511; Sydney-Par Plan-922 2677;
 Adelaide-Allan Taylor-223 6629; Brisbane-4GG-39 9555.

*3UZ are No. 1 Mon-Sun all people 10+ McNair — Anderson Radio audience survey No. 1, 1977.

**Move over
 Marconi...**



the greater
3UZ



Races at Flemington, Randwick and
 Victoria Park. Brisbane Cup.

2.30: Melbourne v. Collingwood with
 George Andrew and Ted Rippon.

6.00: Hi-Fi Club with Don Lunn.
 11.00: Phillip Morris Late Show.

From KEN with love:

*Swinging DJ Ken Sparkes
 talks on the tops in pops*



official
3UZ Top-40

3UZ Christmas Concert spectacular

TICKETS AVAILABLE ONLY AT THE DOOR!!

\$1

with **NORMIE ROWE**
JONNE SANDS

Wed. Dec. 18
 6p.m. to 9.30p.m.

MASTERS APPRENTICES
ZOOT
RUSSELL MORRISS
BARRY AND JILL

DON LUNN
STAN ROFE
GRAHAM CHERRY
TOWN CRIERS
IGUANA
VALENTINES
JEFF PHILLIPS

Melb. Town Hall DOORS OPEN AT 5 P.M.

AUSTRALIA'S GREATEST NOVEL
 NOW BECOMES A THRILLING
 RADIO PLAY

Come in Spinner

SPONSORED BY
 RHU PILLS PTY. LTD.

830-930
EVERY MONDAY

All the humour
 and pathos, love and
 disillusion — drama
 and excitement of
 Australia's most discussed novel is brought to
 you in this exceptional radio play.

Commencing
 10.30 p.m.
 Sunday
 next

Continuous
24 HOUR
 Service

on

The Greater
3UZ 3UZ



Don Lunn 1967

3 UZ MELBOURNE. 500 Watts.
 NILSEN'S BROADCASTING SERVICE.
 Transmitting daily from 7.30 a.m., 8.30 a.m., 9 a.m.,
 2 p.m., 3.30 p.m., to 11 p.m. 11.30 p.m.

Dear Mr. G. Strachan.....

Many thanks for your interesting communication dated 24.5.33.
 referring to the transmission and programmes from 3 UZ.

We will be pleased to have your criticism on our Transmission at
 any future time, for it is helpful to us, and if you are in need
 of advice regarding Radio and Electrical problems, then our staff
 is at your service — the pleasure is ours.


Yours faithfully, J.S. Larkin (Manager)
 NILSEN BROADCASTING SERVICES PTY. LTD., 45 Bourke Street, MELBOURNE C.1.

Studio: M3529. Also at 85 King William Street, ADELAIDE. Phone: Cent. 572

Allan Lappan John Vertigan Don Lunn Rod Sparkes John Ford Neil Thomson Ken Sparkes



Bert Bryant John Russell Bryan Martin Clive Waters Peter Byrne Jacky Clancy John Deeks



brighten
your morning
routine

BERT NEWTON
9am-12noon

the greatest
3UZ



THE ONLY LIVE
RADIO BROADCAST OF
THE BEATLES

TONIGHT at 8 **3UZ**

SPONSORED BY *New Rinse Clean* SURF ON **3UZ**
THE BEATLE STATION

*The
Station
with the
Nicest
Listeners*

the greater
3UZ
IN MELBOURNE



GETTING RESULTS FOR ADVERTISERS ... "PENELOPE" OF 3UZ

221 letters in reply to one 25 word announcement on January 16, 1941
... that's Penelope of 3UZ! If you want any more PROOF of
the RESULTS Penelope gets for the advertisers in her daily morning
sessions — well, just ask any of the advertisers.

"STEPHANI" OF 3UZ ...

And in the afternoons? Why, it's Stephani Bini and her "Ninety
Minutes"! She is also famed as Colonel Stephani in "The Battle
of the Sexes" — and for the advertisers in her sessions she GETS
RESULTS!

3UZ ... MELBOURNE'S MOST PROGRESSIVE STATION

45 Bourke St., Melbourne, C.1. MX 3529, Cen. 572.

Sydney Rep.: 5-7 Barrack St. B 2085.



3PB Melbourne 09-1925. Commenced testing in June 1925 using the callsign **3WR** (World Record Company) unaware that this callsign had already been allocated. Commercial station owned by Noel Pemberton Billing (former British M.P.), owner of the World Record Company in Melbourne. His station played and advertised their records. On air 2000-2200 with 1,500 watts. Closed in January 1926 after only four months on air, due to poor record sales. This callsign was reissued as an A.B.C. Parliament Broadcasting station (now known as "News Radio") in 1994.

WORLD RECORD (Aust.) PTY. LTD.
BAY STREET, BRIGHTON, VICTORIA,
AUSTRALIA

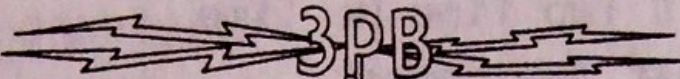
TELEPHONE - X 3454

WOCORD

All Wocord Products are fully protected by patents.

WORLD RECORD (Aust.) PTY. LTD.
BAY STREET, BRIGHTON, VICTORIA,
AUSTRALIA


TELEPHONE - X 3454



Price List

	PRICE
Wafer Duplex Record ..	1/-
Wafer Duplex Record Gold Label ..	1/6
Wafer Record ..	1/6
UNBREAKABLE.	
Austral Duplex Record ..	2/-
Austral Duplex Record Gold Label ..	3/-
Austral Record ..	3/-
INDestructIBLE.	

World Record Pty. Ltd.
Australia



Wocord Guarantee

Whereas during the manufacture of these Records, every precaution has been taken to secure perfection, by only employing the highest-grade materials and workmanship, should any record fall from either of the above reasons (hole tone and ill-sung excepted) to give value and perfect satisfaction, the guarantee, on receipt of such record, to replace the same with an entirely new record of same title.

The condition of this guarantee is, that such record shall be sent, carriage paid, together with stamps to cover return postage, to 225 Bay Street, North Brighton.

World Record Pty. Ltd.
Australia

WIRELESS

Select Your Records

Under the call sign of 3 P.B. we broadcast from 8 till 10, including


The name and number of each Record

STATION

at Home by Wireless

complete Dance Programmes each evening all the latest hits.

will be announced when broadcasting.





THE SUN NEWS PICTORIAL SATURDAY AUGUST 1, 1925

THE ONLY UNBREAKABLE GRAMOPHONE RECORD IN THE WORLD

WOCORD

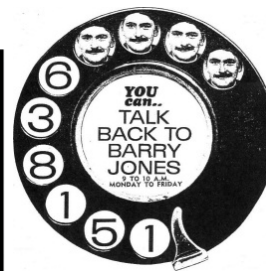
WORLD RECORD AUSTRALIA PROPRIETARY LIMITED

TO-DAY FOR THE FIRST TIME IN THIS COUNTRY'S History an **All Australian Record** is on Sale





3DB Melbourne 21-02-1927. Owned by Druleigh Business College with five staff in two rooms in the Capitol Theatre. Sold to the *Herald & Weekly Times* newspaper on 14-6-1929. Experimented with television in 1929 (see **3AR** for details). H. Holst (**3BY**) designed, built and installed new equipment in 1929. Fire destroyed the studios in 1930.

Manager Dave Worrall hired Harry Kauper (**5BG-5DN-5CL-5AD**) to rebuild the station in the HWT building. Member of the **2UW** Federal Radio Network with **4BC**, **5AD**, and **6ML** from 1930. One tower fell down on 21-3-1931. An unemployed man bought a half hour time slot to promote himself seeking work on 22-7-1932. Installed two towers 208 feet high on the *Herald* building in 1933 with a 600 watt transmitter. Claimed to have the **largest radio station record library in the world** in 1934 (also see **5AD**). Smokey Dawson won a talent quest, helping to launch his career (also see **3KZ**). Had 25,000 members in their listeners "Smile Away Club" in 1934, distributing 10,000 clothing items to needy people in the 1930s (membership cost 1/-). Bought **3HS** (later **3LK**) on 16-5-1936 as a relay. Increased power to 1,000 watts in 1937, with new owners, *The Herald and Weekly Times*. Known as "The Herald Sun Broadcasting Service". Formed the Major Network with **2UE** in 1938. Their 1938 "Wildlife Talks" with Crosbie Morrison saw 78% of Victorian radios tuned in, and on relay to New Zealand and South African stations until 1965. Reinforced their studio against possible WWII air raids. In 1949, they were the only commercial station to have a symphony orchestra. Sponsored the Royal Children's Hospital with an annual Easter appeal (raised £130,000 in 1953, and £156,000 in 1954; a world record for a one day radiothon). Broadcast Melbourne's first Hit Parade and breakfast programs. Broadcast races from factory roofs when race callers were banned from courses. On air 24/7 from 1-2-1954. Ernie Sigley started here as a panel operator. One of several stations to air popular "On the Spot" programs, interviewing people in the street. Rejected a job application from John Laws. Ron Casey broadcast the Rome Olympics in 1960. Manager Dave Worrall started the idea of using nick names for announcers copyrighted to the station (announcers couldn't use the name if they moved). He helped form the Federation of Australian Commercial Broadcasters (now Commercial Radio Australia). They were the first Australian station to play Beatles records. Barry Jones used a talkback format in February 1967 before it was legal. Bert Newton was manager in the 1980s with a 'personality' format. Had four owners during 1998 until purchased by **2UW**. In April 1988 they changed their callsign to **3TT** (after initially considering callsigns **3BB** and **3MM**), with a "Classic Hits" format. Moved to F.M. in 1990.




LISTEN TO THE
ATLANTIC
 SHOW
 STARRING
BOB DYER

MUSIC
 THIS'LL SLAY YOU!
 CAN YOU TAKE IT
 QUIZ PRIZES!
 FUN!

3DB
 AND COUNTRY STATIONS

EVERY SATURDAY EVENING AT 8 P.M.




THERE'S BRIGHT MUSIC, ENTERTAINING QUIZZES AND A FRIENDLY COMPERE IN 3DB-LK's LATE-AFTERNOON PROGRAM,

'MUSI-GO-ROUND'
 conducted by **CHARLES SKASE**
 EVERY MONDAY TO FRIDAY AT 4.5 P.M. (ON FRIDAYS ONLY AT 2.15 P.M.).

It's an easy-to-listen-to program designed to appeal to the housewife who seeks relaxing entertainment before the tea-time rush commences. And there are prizes to be won in "ADDO", the novel contest linked with the session's advertising messages, and in "NEWS FLASHBACKS," which rewards the listener who remembers recent news items.

3DB-LK

THERE'S FUN TO BE FOUND IN "MUSI-GO-ROUND"!
 BE REFRESHED AND 'ALIVE' WITH DEE-BEE AT FOUR-FIVE!



This Century's greatest
MUSICAL COMEDIES
recreated for radio-

Hear again the song hits of the century, tunes you've often whistled, sung and danced to. They're all in Musical Comedy Stage—the new weekly presentation of the gayest, the loveliest and the most exciting musical comedies ever written.

These are not excerpts! Each presentation is complete—story, dialogue, action, songs, humour—everything—cunningly packed into the most entertaining half hour of the week, and played and sung by Australian artists.

The whole family will love Musical Comedy Stage. Don't miss it.

BROADCAST EVERY MONDAY AT 8 P.M.

3DB-LK
 AND 45 OTHER STATIONS

MUSICAL COMEDY STAGE



1st TEST BEGINS FRIDAY
 NOV. 30-DEC. 5. AUSTRALIA v. ENGLAND AT BRISBANE

ALAN MCGILVRAY
 Australia's No. 1 cricket authority heads 3DB's commentators.

Tune to 3DB/LK at 10.55 a.m. each day and stay tuned for full cricket story.


All the excitement of the battle for "The Ashes" every day of the Tests.

Special summaries every day at 12.28, 1.00, 3.40 and 6.00 p.m.

BROADCAST COMMENCES AT 10.55 A.M. DAILY

ALWAYS FIRST FOR SPORT

3DB-LK




Garry Mac



Steve Murphy



Eric Welsh

NOW

COMMENCING
SUNDAY
JANUARY 31st

3DB BROADCASTS

24 HOURS



3DB MOVES 'HOUSE'

Announcer John Eden pressed a button one morning last week — and hey presto! 3DB began transmitting its new sound from brand new studios.

The occasion marked the switchover from the historic old studios at 36 Flinders St. to modern quarters in The Herald and Weekly Times building in Flinders Lane.

In a special broadcast, 3DB's manager, Mr Curteis Crawford, briefly outlined the history of the station, paid tribute to those who had been responsible for its success in the past, and then introduced 3DB's new identification sound.

The new studios are claimed to be the most modern in Australia, with the latest transmitting equipment.

In 1927 the Commonwealth Government granted a licence to the Druleigh Business College — hence the call sign 3DB — which transmitted from Capitol House in Swanston St. In 1929 The Herald and Weekly Times Ltd. bought the

licence and transferred operations to 36 Flinders St.

In those days 3DB, under the then manager Mr David Worrall, had a staff of eight. Today 87 people are required to keep 3DB on the air around the clock.

Down the years many famous personalities have been heard on 3DB. Station stars have included Charlie Vaude and Renn Millar, Monty Blandford, Lloyd Lambie, Keith Eden, Eric Pearce, Eric Welch, Jean Lawson, Danny Webb, Maurice Callard, Louise Homphrey and scores more.

Remember the all-night Test cricket broadcasts in the 1930s and 1940s — "Dad and Dave" — "Opera for the People" — "The C & G Minstrels" — "Lux Radio Theatre" — "Australia's Amateur Hour" and hundreds of other famous radio shows?

They are part of 3DB's proud history.



• DAVID JOHNSTON, right, conducts his afternoon show in the new studios. Both he and MARK WYNTER, his guest during the show, were happy with the new surroundings.



Off the air after 36 years . . .

IN the 36 years Mr Geoff McComas (left) spent with radio station 3DB he rose from a humble junior announcer to administration manager.

Mr McComas retired yesterday from the station, but said: "I leave one full-time job to take on another more than full-time."

He said that in 1977 he got involved in an effective speaking course and this will be his task for "retirement."

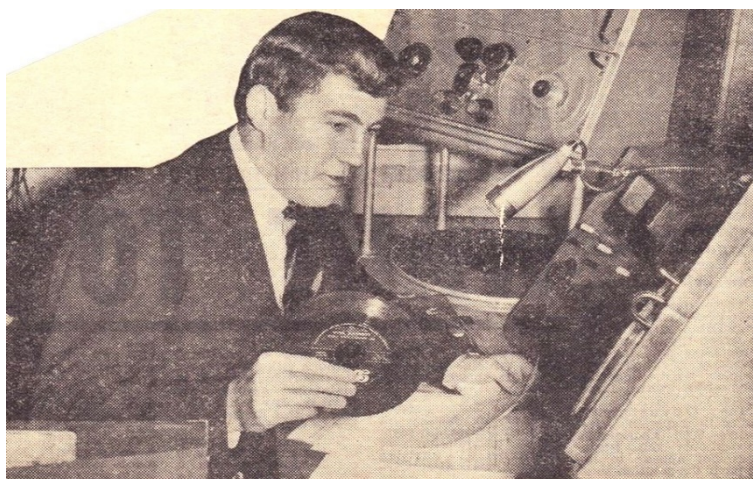
As well as offering the course eight times a year, he also does in-house work for organisations such as Telecom, BHP and HBA.

In 1945 Mr McComas started as a junior broadcaster at a Ballarat radio station.

He joined 3DB in 1947 when Sir Eric Pierce was the station manager.

Mr McComas said one of the exciting things about working at 3DB was all the "tremendous talent" that passed through the station's doors.

He said all the male news readers on TV now had links with 3DB. Geoff Raymond, Mal Walden, Brian Naylor and David Johnson all worked for the radio station.



AUDITIONING at 3DB, Jeff Wells finds that a life on the radio waves calls for special gifts. Four hands help!



• JOHN EDEN, during 3DB's Breakfast Session at 9.30 on Tuesday, March 22. Here, John is ready to press the button which switched transmission from the old studios to the new.

ENJOY **Variety** every night

3DB LK

the family's favourite

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6.00	Chips with Chips Rafferty Lone Star Lennigan - is coming	Today's Hits			5.50 Herald ALL SPORT Session	5.45 SPORTS ROUND UP with Ron Casey	ASK THE ORACLE
6.15	BURTONS of BANNER STREET				Film Report FOCUS on PUSSES Neville Thomson	Strange Last Words	
6.30	Western Action SMOKY DAWSON	FAMOUS FORTUNES			THEY WALK BY NIGHT	AFABIAN YARD	Hit Parade Music of the Moment
6.45	HERE COMES O'MALLEY	Inspector West			SALUTE TO A CHAMPION		
7.00	News as it Happens	HERALD NEWS SERVICE					News Commentary
7.15	Sincere Heart-Warming Romance When a Girl Marries				WITH A SONG IN MY HEART	World Passport	Radio's Comical Pair DADDY AND PADDY
7.30	Dick Fair Australia's HIT PARADE	THE KAYSER SHOW Dick Cranbourne	Meet Mr Cupid Taubmans SHOW Dick Cranbourne	THE Minstrels	Bob Dyer says IT PAYS TO BE FUNNY	John Stuart INFORMATION PLEASE with a panel of experts	Australia's Newest Stars Mobil Quest
7.45							
8.00	THE DAM BUSTERS	Hilarity and Fun COPTHE LOT with Bob Dyer	The Show with a Heart STRIKE IT RICH	Australia's Newest Stars in the Amateur HOUR with Terry Dear	Adventures of Ellery Queen	Bob Dyer says PICK A BOX	Drama Suspense LUX
8.15							
8.30	Melody and Mirth The	Missing Persons Address UNKNOWN	Drama Suspense D24		The Bader Story REACH FOR THE SKY	Action packed! NIGHT BEAT	Radio Theatre Entertaining
8.45							
9.00	HAPPY GANG	John Stuart WHAT'S YOUR LINE	A family favourite Homestead Harmonies	Talented Australians YOUTH PARADE	Victoria Today and Tomorrow APPOINTMENT WITH DESTINY	Rooming with Frank Clune	Orchestral Concert Hall
9.15					NEXT WEEK SALUTE TO A CHAMPION		
9.30		TRAVEL WITH MUSIC Intermezzo SONGS THE WORLD OVER	Family Drama John TURNERS Family	Sport Report featuring FOOTBALL ROUND UP	Action Packed! FINAL EPISODE LES DARCY A Sincere Story—A Great Fighter!	Showtime at the London Palladium	HIGHWAYS OF Melody
9.45							

3CH Birchip 1927. Broadcast station owned by local radio dealer, Alfred Harris, using a 40 watt transmitter.

3LK Geelong 16-05-1927. Broadcast station owned by the Gordon Institute of Technology and operated by the Geelong Radio Club using a 12 watt transmitter and a 60 feet high antenna between their Central and Southern Towers. Officially opened by Mayor T. Walls. Often received up to 350 miles distance. This call sign was reissued at Lubeck on 24-12-1936, as a commercial licence.

3EF Melbourne 1928. Broadcast station owned by Bert Maddick. Transmitter at Elwood. Often heard in California. Bert's daughter Dorothy aged 11 appeared in the *Listener In* magazine holding the station's microphone, with the caption "World's youngest radio announcer" (see photo). Also note the newspaper cutting regarding a parrot swearing on **3EF**.

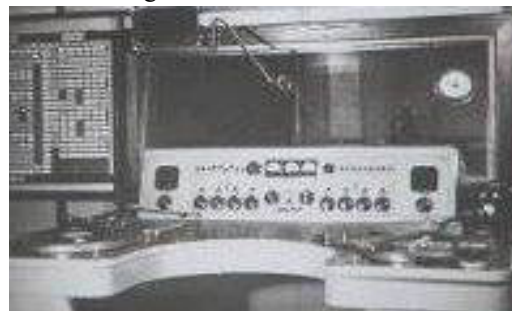
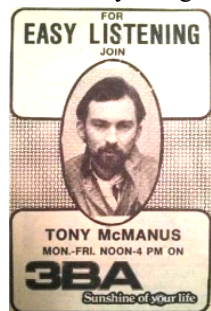


BLASPHEMY BROADCAST.
A Parrot's Impropriety.
MELBOURNE, May 6.—From an amateur broadcasting station this afternoon, a specially trained talking parrot was introduced. As an unrehearsed prologue to its performance, the parrot used grossly improper language, and later several times interjected a blasphemous expletive. The matter has been reported to the Chief Inspector of Wireless (Mr. J. Malone).

3EX Melbourne 1929. Owned by A.W.A. and established as a temporary station for the "Made in Australia" exhibition. Visitors were given a full demonstration on how a radio station operates. Managed by H. Sibary, who was later manager of **6PR**.

3FB Trafalgar 27-05-1929. Broadcast station owned by the Trafalgar Radio Club using a 7.5 watt transmitter. Operated by **Frank Berkery**. Incorrectly listed as a Melbourne commercial station by the “*Broadcast Australia*” periodical (see **3FB Melbourne** 1925). Opened with a broadcast from the Mechanics Hall. Broadcast local artists live, plus records lent by listeners. Heard all over Australia and New Zealand. Became commercial licence **3TR** on 29-9-1930.

3BA Ballarat 31-07-1930. See **3WA**. Owned by Warne Wilson (VK3WA) and Alfred Kerr (VK3AL) with studios above a bank. Earlier, in 1929, Warne was the first person to receive experimental television transmissions from **3UZ** and **3DB**. On air three hours daily using 50 watts. Sold to the *Ballarat Courier* in June 1935 as “The Courier Station”. Eight out of 10 staff went to WWII.



Raised £100,000 with Rotary for the war effort. Also forced to give up a security pistol in 1940 for the war effort. In July 1955 they celebrated 25 years on air with new studios. Renowned for their numerous outside broadcasts. Started a children’s “Blue Bird” club, (2,500 members) and a “Friendship Circle” club in the 1940s. Moved to F.M. on 5-5-1998. The photographs are their 1950’s studio and announcer Gordon Murison in 1969.



3TR Trafalgar 29-09-1930. (See **3FB Trafalgar 27-5-1929**). Opened using 30 watts as **Trafalgar Radio**. Managed by Archibald Gilchrist from **3DB**. Installed and operated by volunteers (as per its **3FB** background). On air 1030-1300, then 1800-2230. Often used local artists on air, and borrowed records from listeners. Closed on 4-5-1932. Bought by Mr Gilchrist and reopened at Sale on 12-5-1932 using 50 watts. (See **3TR Sale 12-5-1932**).



3KZ Melbourne 30-12-1930. Applied for the licence on 28-5-1926. Their opening was further delayed when their tower fell down on 3-12-1930. Owned by the Labor Party until 1994, with studios in the Trades Hall. Broke the world record for non-stop use of a transmitter in 1931 (197 hours). **Their management stated that television will never be introduced into Australia.** In 1933 they kept their flooded 200 watt transmitter on the air by using all available hair dryers from one of their advertisers. Known as “The

Free Petrol!

3KZ are looking for your car's registration number and giving you the chance to win free petrol!

Every day during August we give away \$50.00 worth of Golden Fleece petrol. For your share of the prize, listen to 3KZ.

If we call your car's registration number, you have 24 hours from the first call to claim your free petrol!

It's as easy as that!

That's Melbourne. 3KZ

3KZ Radio Pty. Ltd., 24 Victoria Street, Carlton 3053.

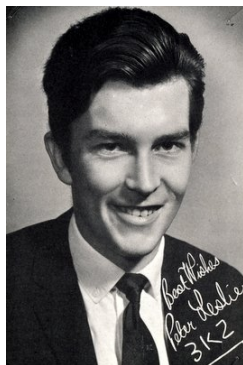
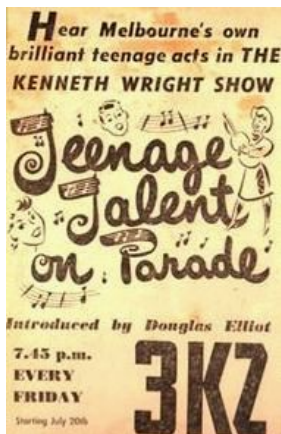




**HEY KIDS! Like to win a
FREE FOOTBALL
OR BASKETBALL!**

**Then make sure you
LISTEN TO 3KZ**

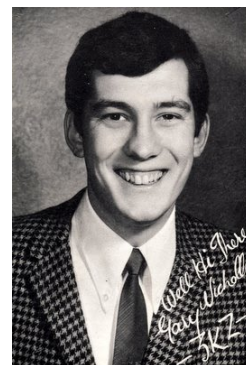
each school morning between 7 a.m. and 8.30 a.m.



Peter Leslie



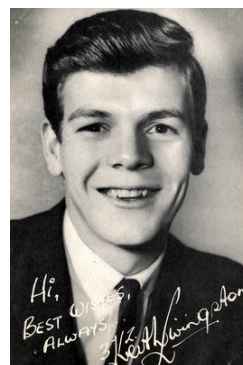
Rex Mitchell



Gary Nicholls



Jim Hilcke



Keith Livingstone



Jon Royce



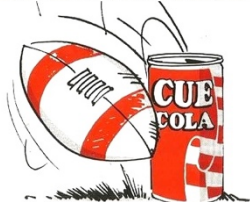
Ric Melbourne 1977



3KZ Ad on 45 RPM Disc

Brighter Broadcasting Service". Terry Dear (see **9AB**) started his career here in 1933. Raised over £1,000,000 for the Austin hospital and the Blind Institute from 1938 with "Carols by Candlelight" broadcasts (devised by Norman Banks) and their Christmas Day appeals. Norman was later granted an MBE for "Services to Broadcasting". **Closed by the military during WWII for 24 hours for broadcasting a breach of security** about the sinking of H.M.A.S. Sydney (read from a newspaper, which wasn't subject to censorship like radio). **First Australian station to broadcast news of Japan surrendering** (14-8-1945). A competition once had 70,000 listener entries. Ron Atholwood introduced "The Bum of the Flightly Bee" instead of "The Flight of the Bumble Bee".

"Fun Fuel for Footballers"



LISTEN TO **3KZ 1179** TO WIN!

"Fun Fuel for Surfers"



LISTEN TO **3KZ 1179** TO WIN!

"Fun Fuel for Anglers"



LISTEN TO **3KZ 1179** TO WIN!

"Fun Fuel for Doodlers"



LISTEN TO **3KZ 1179** TO WIN!

BIG SOUND

THE GREATEST SHOW
IN DAYTIME RADIO

STARRING

KEVIN O'GORMAN

AND 400
FAMOUS NAME STARS
OF SHOW BUSINESS
RECORDS AND FILMS
INCLUDING

Jimmy Rogers, James Stewart,
Jane Russell, Gregory Peck,
Harry Belafonte, Stan Freeberg,
Tab Hunter, Frank Sinatra,
Eddie Fisher, Dean Martin, Les
Baxter, Guy Mitchell, Garry
Cooper, Jean Simmons, Rose-
mary Clooney.

5 DAYS WEEKLY

2 P.M.

PREFERENTIAL BOOKINGS
THRU

3KZ MELB.
MF 6311

FOOTBALL — 3KZ
FOOTSCRAY v. HAWTHORN, 2.10

9 a.m.-12 Noon NORM SWAIN ENTERTAINS
9 p.m. "SIXTY-MINUTE MUSICALES"

NON STOP

HITS

1-15-7pm. ON SATURDAYS
IT'S MUSIC UNLIMITED
when Mike Menner plays 4 in a row

"BELIEVE IT OR NOT" 3KZ CRASHES THE RIPLEY COLUMN



Some time ago it was announced in BROADCASTING BUSINESS the publicity stunt staged by Station 3KZ Melbourne of one D. K. Thomson eating his hat owing to the fact that he lost a bet to Chief Announcer Norman Banks. The reproduction shown here is taken from February 13 issue of "The Sunday Express," London, and is a section of the popular Ripley, "Believe It or Not" strip, proving that if a station can think of something different it will receive world wide recognition.



Studios
Lygon Street Melbourne

Glenn Driscoll

3KZ
1179 AM

Ted Bull

January 1978

Gary Mac

TORN FROM TODAY'S HEADLINES!



"THE HUNTED ONE"

TIMELY — TENSE — TERRIFIC!
NEW — FULL-HOUR SERIAL DRAMA

This powerful Great Screen Production was written for radio by well-known Melbourne writer, Ted Bull, and brings to life under the expert direction of Lawrence H. Cull, an actor and a leader in the radio industry who has won the radio "Oscar" awarded to the best actors of the year, and whose services are provided by Ron Brown.

PRESENTED BY KIERNAN'S
EVERY THURSDAY AT 7.30 P.M.
COMMENCING — MAY 13th

3KZ

Smokey Dawson won a talent quest, launching his career (also see **3DB**). Started a Children's "Happiness" club (with "Aunty Jane", Smokey Dawson's wife) and a "Friendship Circle" club in the 1940s. Their 1954 Carols by candlelight broadcast from the Alexandra Gardens was relayed by the ABC to broadcasters around the world. All announcers recorded voice-overs for Val Morgan theatre advertisements. In 1955 they joined with the *Age* and *Argus* newspapers, plus **3XY** and **3AW** to apply for Melbourne's first television licence. Increased power to 5,000 watts in March 1956 with a 444 feet high tower. Commenced 24 hour broadcasting in 1968. In 1976 a live broadcast from Pentridge Gaol included an inmate asking listeners to rob the Commonwealth bank. Launched a "Hits and Memories" format in 1987. Became KZFM on 1-1-1990. Their A.M. 1179 KHz. frequency was then used by "Radio for the Print Handicapped" (**3RPH**).

MUSIC WHEREVER YOU GO . . . SATURDAYS with 3KZ



JIM ARCHER presents
AWA's MUSICAL MATINEE
2-5 p.m.

LIGHT CLASSICS
MUSICAL COMEDY
MELODY & ROMANCE



3KZ
THE BRIGHTER BROADCASTING SERVICE

3KZ
Carols by Candlelight
7TH
Xmas Eve Festival
1944

Under the Patronage of
The Lord Mayor of Melbourne,
Cr. T. S. NETTLEFOLD, O.B.E.

Proceeds to
RED CROSS, A.C.F., and
AUSTIN HOSPITAL

ALEXANDRA GARDENS
9.30 p.m. to Midnight

Souvenir
PROGRAM




3KZ
MELBOURNE
"BRIGHTEST AND BEST"



3KZ
MELBOURNE
"SELLS TO THE MAJORITY"

3KZ presents



SWALLOW'S PARADE
For Professionals and Amateurs

3KZ THE BRIGHTER BROADCASTING SERVICE

STAY HOME TONIGHT FOR

VOICE OF THE BUSINESS FIRM.


with **Norman Banks**
Re-Broadcast at 7.55 from 3KZ
with the compliments of
Cashmere Bouquet
and
COLES' BOURKE STREET STORE
G. J. COLES & CO. LTD. INCORPORATED IN VICTORIA.

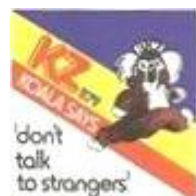
★ Nothing Succeeds Like Success!
"The Search for the **GOLDEN BOOMERANG**"
A. SERVIC EDWARDS PRODUCTION!
Continues On!!



Australia's
No. 1 RADIO SERIAL
for
BOYS and GIRLS
has been
extended
by
POPULAR DEMAND

3KZ TUES., WED. & THURS.
at 6.15 p.m.
Also on 2SR, 2YB, 3UL, 3GL, 3BA, 3CV, in Victoria, and 21 other
stations in N.S.W., Qld, Sth. Aust., W. Aust. and Tas.

SPONSORED BY
HOADLEYS CHOCOLATES LTD. Manufacturers of
VIOLET CRUMBLE BAR
The Largest Selling Line of its Class in Australia



STICK UP EVERYTHING
WITH KZ KOALA STICKERS
AND STICK AROUND FOR
KZ KOALA CLUB SUNDAY
MORNING ON 3KZ.





3GL Geelong 31-12-1930. Owned by the *Geelong Advertiser* (Victoria's oldest existing newspaper), with the transmitter on their building, and a studio above Suttons music store. Often received in the U.S.A. and New Zealand while using a 50 watt transmitter built by their Chief Engineer, Morris Israel from **3ZN**. On air 0930-1100, 1400-1500, and 1900-2230. Geelong gaol inmates presented a monthly program playing instruments from 1931. 1933 saw 5,000 children in their "Old King Cole" club. Their technician (Jack Mathews - **3SY**) became their Chief Engineer in 1935 and did not retire until 1980. Moved to new studios in 1938 with a 500 watt transmitter at Grovedale (1,000 watts in 1949). Ordered to stop a broadcast of a fire during WWII, as the smoke made Geelong a bombing target. Broadcast live the first breaking of the sound barrier by a jet in Australia. The pilot and announcer Bill Acfield talked during the event on 21-8-1953. Experimented with stereo in July 1959, with the left channel, and **3CS** broadcasting the right channel. Listeners needed two radios to hear stereo. Has the world record for the longest continuous sport broadcast (A.F.L. for over 90 years). Became K-Rock FM on 1-1-1990. (Their 1341 KHz. A.M. frequency was taken over by **3CW** for a Chinese service). Then bought by Austereo in receivership. The **3GL** callsign was earlier used by a Melbourne experimental station in the 1920s.

GEELONG BROADCASTERS PTY. LTD.

Wave Length 222 Metres
Transmitting Station: Grovedale, Victoria
Power 500 Watts
Studios: 4 James St., Geelong, Victoria, Australia

BROADCASTING HOURS:
Monday to Friday, inclusive—6 a.m. to 11 p.m.
Saturday—6 a.m. to 11.30 p.m.
Sunday—8 a.m. to 3 p.m.; 5.30 p.m. to 10.15 p.m.

Owned and controlled by Victoria's Oldest Morning Newspaper
"THE GEELONG ADVERTISER"
FOUNDED 1840



3BO Bendigo 04-06-1931. A.W.A. supplied and installed their equipment. Owned and operated by L. Shepherd, then bought by A.W.A. with Ernest Fisk as a Director. Heard all over Australia, New Zealand, and the U.S.A. Known as "The Friendly Voice of the North". Relayed some programs from the A.W.A. installed **9MI**, the world's only floating radio station on board the *M.V. Kanimbla*, from 1936 to 1939. Myra Dempsey was the first female cricket commentator in the world (1937). Their "Women's Home Forum" club had over 6,000 members in 1938. Increased power to 500 watts in 1940. In April 1949 the Post Master General, Senator Cameron, threatened to close the station after some pro-communist broadcasts. In September 1949 their Manager, Mr. Fox, accepted a position as **2CH** manager. Started a children's "Smile" club in the 1950s. Relayed news from the *Argus* newspaper starting on 25-6-1951. **First station to employ John Laws** in 1953 (then 18 years) as an office boy. Known as "Centre State Radio: Home of the Happy People" in the 1980s. They opened stereo studios on 4-6-1981, in anticipation of stereo A.M. Bought by Ray Gamble in 1993 for \$3,000,000. Became 3BOFM in 1993. Now located in the old Southern Cross Television building.

Your name, your product, your sales message can become part of the daily lives of 3BO listeners in Central Victoria . . . if you join up with 3BO. 3BO is the local Station with the largest listening audience . . . because 3BO offers the programmes they prefer.

3BO

BENDIGO: The One and Only Bendigo Station

IMPORTANT POINTS TO REMEMBER . . .

POWER: 500 watts—always on maximum licensed power with a modern transmitter.

Transmission Hours: 7 a.m. to 11 p.m. daily

COVERAGE: 9,367 Radio-equipped homes within 25 miles.
18,391 homes within 50 miles:
Latest P.M.G.'s Figures, 31/12/42.

You can cover the Bendigo and District audiences only when you use 3BO which operates and broadcasts from Bendigo.

YOUR 1943-44 SCHEDULES MUST INCLUDE 3BO BENDIGO—THEN YOU ARE MAKING THE BEST BUY IN CENTRAL VICTORIA.

For further particulars of rates, etc., apply to

The Centre of Victoria

PROGRAMMES: Speak for themselves—sponsored by Australia's leading advertisers.

COST: STATION TIME COST, basis 52 1-hrs. Evening

Station 3BO: 6/1.6 per 1000 homes

Comparative Stations—

Station B:	15/9 per 1000 homes
Station C:	18/3 per 1000 homes
Station D:	£1/7/7 per 1000 homes

You plainly see that 3BO is not just a 100% better buy, but 200% and 300%.

Remember it's the audience within 25 miles of Bendigo that gives you this low cost. Audiences beyond 25 miles and within 50 miles cost you nothing, and this bonus audience is no less than 10,000 radio equipped homes.

AMALGAMATED WIRELESS (A/SIA) LIMITED



3SH Swan Hill 27-08-1931. Started by Ronald Hipwell (see **3KU** Swan Hill), and installed in his home using a 50 watt transmitter. Ron also started **2BH** (30-6-1934). On air 1230-1730 and 1900-2200. Known as "The Border Feature Station" (later, "The Voice of the North"). Broadcast many balls from local towns. Their "Merry Makers" children's club had 10,000 members in 1938. Relayed some programs from **3WM**. Often heard in New Zealand and New Guinea. The popular "3SH Women's Club" from 1940 had 7,000 members by 1965. Relayed news from the *Age* newspaper from 1957 (later from **3AW**). Bought by GLV-10 TV on 6-4-1965. John Pearce was one of their well-known announcers. From September 1973 they relayed **3CV**. Bought by Colin Cameron in the 1980s (previously manager of **4LG** and **3UL**).



3YB Rural Towns 10-1931. A mobile commercial radio station touring rural Victorian towns until 1935. Started in a model "T" Ford using a spring-loaded 25 watt transmitter, towing a trailer with a power generator, and a model "A" Ford with the studio (both painted scarlet). Vic Dinenny (WWI veteran) was manager, announcer, and cook; Bert Aldridge was their technician, driver, and mechanic; and Bert Rennie looked after sales, schedules, and copy writing. Their temporary tower was often knocked down by cows in paddocks. Later, they rented the former 1899 Royal train for £12 per week from 17-10-1932.



They had 1,000 records, a 50 watt transmitter, and a 20 feet collapsible tower at each end of a carriage. Licensed to operate anywhere in Victoria at least 30 miles from other stations, and two miles from any Post Office. Young of Ballarat (Jack Young, their first announcer) was also the first announcer at **3BA**. They claimed to be the first mobile radio station in the world, but see **2XT** 1925. On air 1830-2230 for one week in each town with the same program. An agent visited each town earlier to arrange advertising. Listeners were always invited to inspect the station. Listeners in towns with a hospital were asked to telephone the station with a record request and make a donation to their hospital. Their opening was at Creswick. They also operated from Colac, Yarram, Trafalgar, Horsham, Clunes, Traralgon, Warrnambool, Bairnsdale, Warragul, Leongatha, Wonthaggi, Korumburra, Camperdown, Port Fairy, Mortlake, Rushworth, Seymour, Murchison, Shepparton, Numurkah, Yarrawonga, Cobram, Echuca, Kyabram, Rochester, and Terang. Their news was read from the *Argus* newspaper. Closed on 15-11-1935, after operating for four years. Reopened permanently with two licences at Warrnambool (**3YB** 18-1-1936) and Warragul (**3UL** 18-5-1937).



3HA Hamilton 24-10-1931. Installed by Rupert Fitts (Chief Engineer **3AR/3LO** - later manager of the Victorian Broadcasting Network in 1937). Opened in the Y.M.C.A. building with a 200 watt A.W.A. transmitter 20 hours per week, powered by a crude oil generator. Ernest Fisk was a Director. Known as "The Age Broadcasting Service" (later "Western Radio 3HA"). Heard across Australia and New Zealand. Increased on-air hours to 90 per week in 1934 using 300 watts. Relayed some programs from **3WM** and **3YB** (also VBN members). Started a "Junior Farmers" club in 1937, plus a children's "Sunshine" club in the 1950s. A women's "Cheer Box" club in the 1950s donated some radios to their local hospital. They opened branches at Hamilton, Mt. Gambier, Naracoorte, Heywood, Portland, Casterton, Warrnambool, and Horsham. Jack Davey, while visiting the station, was supposed to say "*The Best Teashop in Horsham*". He actually said "*The Best Horeshop in Teasham*". Played one million records in their first 20 years. Bought by GLV-10 TV on 6-4-1965. Opened a temporary studio in Portland in 1967.

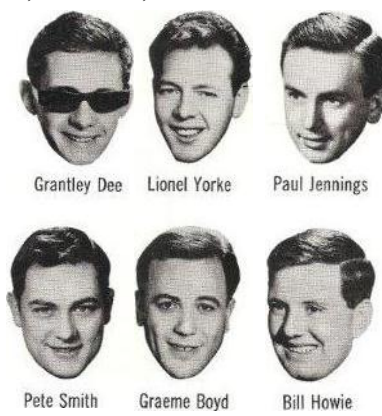


A fire destroyed the station on 11-11-1975. Back on air the next day with salvaged equipment but no ceiling or roof in their building. Moved into their outside broadcast van parked outside their managers' home until a new building could be arranged. Second Victorian country station to operate 24 hours (January 1978). Ceased 24 hour broadcasting in September 1979, and resumed in April 1986. Later bought by Ace Radio.

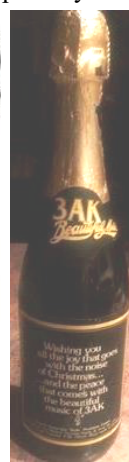
3DW Shepparton 15-11-1931. Broadcast station owned by Doug Tacey and broadcast from his house, with many listeners as far away as New Zealand. On air Sundays 0900-1000, 1230-1400, and 1645-1745. Programs were mainly live, including bands that had to broadcast from his back yard. Known as "The Original Voice of Shepparton". Doug closed his station in 1934 to work as a technician, moving **3WR** from Wangaratta to Shepparton.



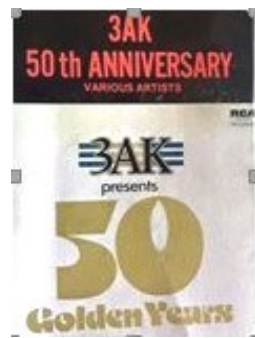
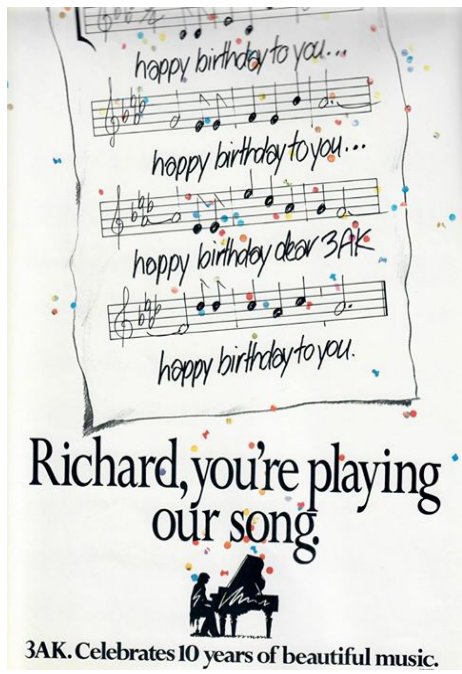
3AK Melbourne 29-11-1931. Owned by **Akron Tyre Co.** Only station to apply for a “C” class licence, which was refused. Started in the owners bedroom (George Palmer at Balwyn – father of Clive Palmer), then at his tyre business. Most programs were live concerts from their Queen Street (later Bourke Street) studio. Known as “The Voice of the Night” with 200 watts, on air 2330-0200, and 0500-0700, then all night from 1937 until 1954. Until then, their licence conditions banned operating while other Melbourne stations were on. Their news was read from the first newspaper to be tied to a rope outside their studio window. Bought **7UV** in 1933. Often heard in Perth and the U.S.A. Relayed some programs from the U.K. via short wave. Their tower blew down in 1937. Distributed 8,000 toys from listeners to children at Christmas in 1937. Broadcaster Rev. Reginald Nichols was found guilty of sending “filthy and obscene” letters to female listeners. Started a “Listeners League” club and a “Birthday” club in the 1930s. Broadcast the high rating dramas “Dr. Kildare” and “The Caltex Theatre” during the 1940s-1950s. Introduced religious programs all day Sunday in 1944. Until 1-2-1954, Melbourne was the only capital city without a 24 hour station (deemed unnecessary because **3AK** was on air during the night), but from this date **3DB**, **3UZ**, and **3XY** became 24 hour licensees, and **3AK** then broadcast during daylight only (0500-1700 in winter and 0500-1900 in summer). They were still unable to broadcast in the evenings, which, in pre-television times, were considered the peak time for radio stations. In the 1950s they moved to new studios above a bank in St. Kilda. Purchased by Sir Frank Packer (owner of GTV-9 TV) in 1961 with power increasing to 2,000 watts. Originally broadcast from a caravan behind the TV studios until new studios were installed in the Richmond GTV-9 TV building. (The early **3AK** logo uses the same style as GTV-9 TV). From April 1961, their announcers were replaced by GTV-9 personalities Bert Newton, Graham Kennedy, Eric (later Sir Eric) Pearce, Tommy Hanlon Jnr, Hal Todd, Geoff Corke and Philip Brady.



THE 3AK GOOD GUYS



Launched the “3AK Top 100” but then banned all Rock ‘n’ Roll records in 1962. Relayed **2SM** for three hours daily Monday to Friday from November 1962 with Bob Rogers. Experimented illegally with “Talkback in 1964. The Packer family purchased **2BS** (same frequency) solely to install a directional aerial to stop interference with **3AK** and from 8-10-1968, **3AK** broadcast 24 hours a day. Started a “Beautiful Music” format in June 1972 (“Nice ‘n’ Easy” from 1985). Blind announcer Grantley Dee used a Braille watch for his time calls. Banned all ABBA records. Tried a “News-Talk” format in December 1985, with relays of John Laws and Alan Jones from **2UE**. Sold to Alan Bond with the Nine Network, in 1987, but **3AK** was resold due to low ratings. In 1990, most staff were sacked with three days’ notice, by new owner Peter Corso, using an Italian format. A.F.L. broadcasts were excepted, being still under contract. Sold to **3AW** in 1994, with an “Easy Listening” format from their studios. Peter Corso then launched **3BM** on 1116 KHz. with Italian programs, but didn’t last long. Sold to Fusion Media (Mal Garvin; “Breakthrough Generation”) in 1996. From late 2003 staff were not paid, so the station was then sub-let as an SEN (Sport-Entertainment-News) station in January 2004.

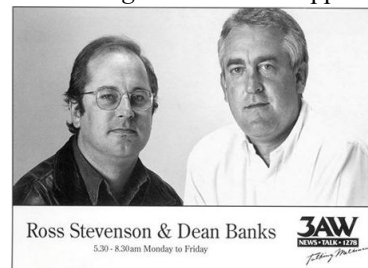
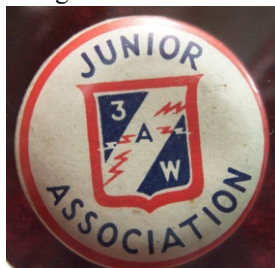




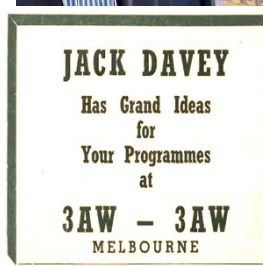
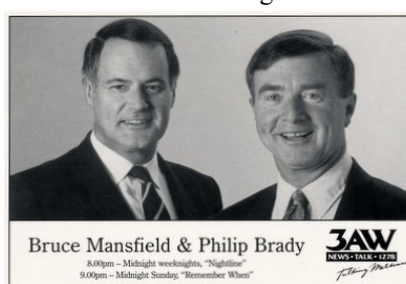
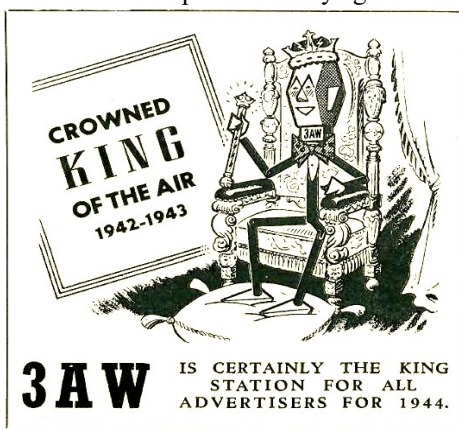
3AW Melbourne 22-02-1932. Owned by Allans Music, and J.C. Williamson to promote their music and theatre businesses, plus the *Age* newspaper. Started on 300 watts from Her Majesty's Theatre in Exhibition Street (later La Trobe Street). The callsign was first used illegally by **Arthur Ward** in 1928 at Camperdown. Known as "The Best Station on the Air". A 1934 phone competition saw



3,000 calls cued up at the P.M.G. manual exchange. Later known as "The Feature Station". **2GB** bought a half share in the 1930s. Broadcast Footscray races from on top of the Pioneer Hotel when race callers were banned from courses. Had 71,000 members of their "Chums Chatterbox Corner" in 1938 with Cliff "Nicky" Nichols and Nancy Lee, who both won "Most Popular Announcer" awards. Used short wave to relay outside broadcasts to their studio. A community singing broadcast on 13-4-1941 at the Frankston Plaza Theatre raised funds for the Red Cross. **First Australian station to use a tape recorder** (bought from the U.S.A. by their Chief Engineer). Started a "Women's Association" club and a "Breakfast" club in the 1940s. Used the first A.B.C. studios in 1946 for program production. Bought **3CV** in the 1950s. Popular singer Johnny Ray urged listeners to donate to the *Argus* "Old Folks Appeal"



on 15-9-1954. Conducts an annual appeal for the Royal Women's hospital, and the men's section of the Alfred hospital. Installed new studios and transmitter costing £150,000 in 1956. Once banned the Beatles records. Known as "Adult Radio" in the 1960s and "Life in the City" in the 1970s. Announcers included Rex Hunt, Steve Price, Ernie Sigley, Philip Brady, Norman Banks, Tony Charlton, Paul Barber, John Blackman, Ormsby Wilkins, Brian Taylor, John Burns, Bruce Mansfield, Billie Karen, and Derryn Hinch. They topped the ratings in the 1980s and 1990s. In 1975 the Minister for Media, Senator McClelland, warned **3AW** that the licence would be suspended if they again breached maximum advertising time limits.



3AW

MAKES A QUIZZICAL STATEMENT

3AW's line-up of outstanding quiz programmes—"Sums of Money," "Views & Interviews," "Name the Place," "Spelling Jackpots" and "Name the Star"—carries an aggregate waiting-list of . . .

5,000 COMPETITORS

CASH IN ON THE PULLING POWER OF

PLUS a listening audience of many thousands more. Bring your sales-message to this constant audience.

3AW

IT'S HISTORY!

3AW made radio history with these great broadcasts . . .

1936 — RICHARD CROOKS

1937 — TITO SCHIPA

1938 — LAWRENCE TIBBETT

and

1939 — RICHARD CROOKS

(The Super Shell Show)

BIG Features
BIG Sales
Bring BIG Advertisers to 3AW
SELL THROUGH

3AW

...Mr MUSICMAN—

Sundays 5.30 'till 7 p.m.!

—MANION!



... cocktails with Sabrina

5.30 to 6 o'clock!
"Sweet with a Beat"

★
6 o'clock to 6.30!
"HIT PARADE"

★
at 6.30!
"HIGH TEA"



... breakfast with Bob Dyer.

Meet Manion — Mr Musicman

thru Radio Melbourne **3AW**

Hi! Ho! Everybody!!

JACK DAVEY

Calling.....

Every Saturday Night from

3AW at 9.40 P.M.

THAT'S WHAT YOU THINK?

PRESENTED BY
SWEETACRES

FANTALES

THE DELICIOUS CHOCOLATE
CAMEL DE LUXE



RADIO
MELBOURNE · 3AW

Introduces...

THE NEW



PRESSURE PAK SHOW

featuring

KEITH SMITH

"THE PIED PIPER"

NEW TIME FOR COP THE LOT

starring **BOB DYER**

presented by **BP**



Relax with Radio...

thru Radio Melbourne **3AW**

1959



1940s

Des
Teller ...



presents ...

Radio's Biggest All-Night Newscast

WHILE MELBOURNE SLEEPS



SUNDAY MORNINGS at 9.30!

with the compliments of

RILEY - WILLIAMS PTY. LTD.

thru Radio Melbourne **3AW**

1959



3AW MORNINGS
WITH
NEIL MITCHELL

HINCH: Frankly I GIVE A DAMN.

1278 LIFE OF THE CITY
3AW



Meet
"MIKE"

3AW's Programme Pioneer

AW's "Mike" Gets
Results
For Sponsors

Heigh-Ho EVERYBODY
IF YOU FEEL LIKE
A LAUGH
Join Me
Tonight at
8.00

HA! HA!
HEE!
Ho! Ho!

Jack Davey
PRESENTS
ASK ME ANOTHER

Join in the fun as Jack plays the grand old game of 20 questions with the panel of experts, Elizabeth Riddell, Keith Smith, Linda Lorne and Dan Russell tonight and every Tuesday at 8.00 p.m.

from **3AW** of course

TONIGHT—7.15
AND AT THIS TIME EVERY
TUESDAY • WEDNESDAY


TOM CORBETT SPACE CADET

Now your favorite serial commences on a Monday each week. Follow the hair-raising adventures of Tom Corbett as he explores the solar system of 300 years from now. Brought to you by the Kiwi Polish Co., "Tom Corbett — Space Cadet" is now heard

MONDAY • TUESDAY • WEDNESDAY 7.15

from **3AW** of course

3AW
Personality Power in Melbourne



ONLY ON 1278
3AW
We've got personality

3AW gets you women.

The last round of ratings put 3AW first with all housewives, women 18 plus and women 25 plus, Monday to Friday.

We don't give you children, but we give you women.



Adult Only Radio 3AW.


TERRY DEAR
COMPERES
AUSTRALIA'S AMATEUR HOUR
THURSDAYS at 8!
3AW
RADIO MELBOURNE



3AW
Summer Cricket
2014/15
HOW TO HEAR 3AW'S SUMMER OF CRICKET
TUNE YOUR AM/FM
693
TUNE YOUR DAB+ DIGITAL RADIO TO
NTS

WEDNESDAY, MARCH 12, 2014 **\$2.95**
(including GST)

RADIO SHOCKS



■ 3AW Nightline's Philip Brady and Bruce Mansfield (pictured) lost one-third of their radio audience in the latest ratings released yesterday (Tues.) by new survey company, GFK. Their figures dropped from 15.5 to 10.2.

It was also a horror survey for 'Drive' presenter Tom Elliott (pictured left) whose ratings dropped from 10.3 per cent to 8.3.

Listen **EVERY MONDAY** AT 8 P.M.
3AW
3HA-3SR-3UL

FOR THE TERM OF HIS NATURAL LIFE

Roadside Billboard

NOW it's the **BIG 3** from 3AW!

"MANION"
with **Jack DAVEY** and **Bob "Pick a Box" DYER!**
in 3AW Breakfast Session!



Listen for BOB DYER

Wake up and laugh Every Morning with **MANION!**

at 8.15 a.m. Every Monday to Friday!

WIN! A Turner Sapphire **WASHER SPIN-DRYER!**

Enter for this Fascinating New Contest
The 3AW-Turner Sapphire
"FAMOUS PEOPLE COMPETITION"
Listen for Full Details to
"MANION'S" Breakfast Session Every Morning

thru Radio Melbourne **3AW**

NOW! MORE Recordings for
MORE Listeners
Played in

"Choice of the People"

with **John Masters**

Monday to Friday
2.30 'till 4!

To make Your Selection, Fill in the "Record Request
Coupon" on opposite page
or write to
"CHOICE OF THE PEOPLE"
Radio Melbourne 3AW
G.P.O. Box 792F,
MELBOURNE, C.I.

Listen too! For John Masters' 1.30 unit of
"Choice of the People"
Every Monday, Tuesday and Friday!



John Masters presents these Features too!

"RECORD RENDEZVOUS"
Monday to Friday Nights at 10.30!

"World Record Club"
Saturday Nights Only at 9.35!

"Choice of the Week"
Every Sunday Morning at 11.30!

Sunday Afternoon!
3 Hours of Specially Selected Music!
from 2 O'clock 'till 5!

thru Radio Melbourne **3AW**



Ron Barassi flicking a switch to change
the 3AW frequency on 1-5-2006.



Keith McGowan



Lewis Bennett



3AW FOOTY TIPPING COMPETITION
WIN \$10,000 CASH
WEEKLY PRIZE: A DOUBLE PASS TO THE EXCLUSIVE 3AW
GRAND FINAL EVE BREAKFAST!

Thanks to
Mercedes-Benz Berwick

REGISTER NOW



**What Amazing Things
Can Your Child Do?**



3AW 693
NEWS TALK




3AW 693 NIGHTLINE
WITH PHILIP BRADY AND SIMON OWENS





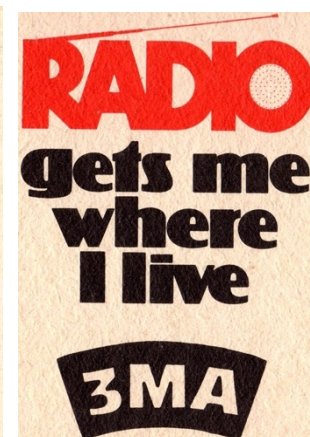
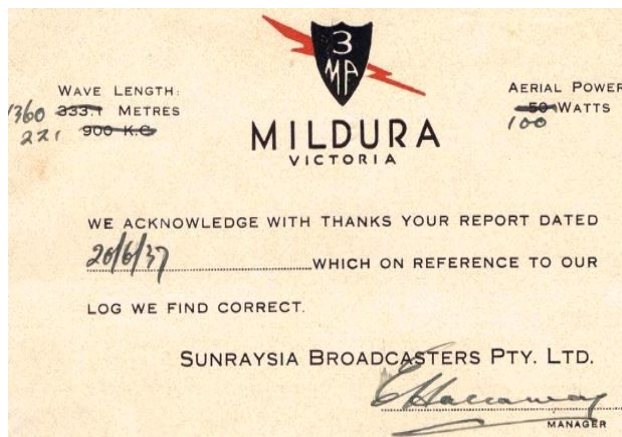
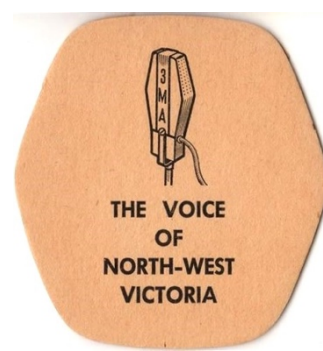
3TR Sale 12-05-1932. (See **3FB** Trafalgar 27-5-1929, and **3TR** Trafalgar 29-9-1930). Located next to the Post Office. Known as **Top Radio**. Also had a Traralgon studio, and landlines to Maffra and Bairnsdale. The *Gippsland Times* tried to stop the move to Sale fearing loss of advertising. Started on 30 watts (250 watts in 1935, 1,000 in 1939, 2,000 in 1950, and 5,000 in 1979). Relayed some **3WM** programs. On 27-7-1933 they broadcast on relay a political rally to **3GL**, **3BO**, **3HA**, **3MA**, **3SH**, and **3WR**. Dropped normal programming when 1,000 homes were burnt in 1939, and took over all firefighting communications. New studios in 1939 were opened by the Prime Minister The Rt. Hon. Robert Menzies. Technician Cecil Hopkin was electrocuted by the transmitter in 1942. Often aired broadcasts live from their transmitter due to studio power failures. Started a "Women's" club and a children's "Koala" club in the 1950s. Ambulances in April 1952 were equipped with a radio to listen for urgent messages broadcast by **3TR**. (This occurred in various Australian towns). Changed from the *Argus* to *Age* news in 1957. Bought by GLV-10 TV on 19-3-1965. Moved to F.M. on 26-4-2002, changing the A.M. callsign to **3GV** (Goulburn and Latrobe Valley).



Keith McGowan talks to Johnny Chester at 3TR in the 1960s



3MA Mildura 25-05-1933. "The Sunraysia Station". Officially opened by the Post Master General, The Hon. Mr. Parkhill. Their first Chief Engineer and Manager was Max Folie (VK3GZ) from mobile station **3YB**. Max was later the first manager of STV-8 TV. Started on 50 watts from 1800 to 2200 (200 watts in 1945). Their first announcer was Gwen Salter from their T&G building studio. Had many landlines to local theatres, dance halls, and churches for live outside broadcasts in the 1930s. Operated at a loss for 20 years with 10 staff. Started a listeners "Sunraysia" club in the 1940s. Their popular "Sunraysia's Artists of the Week" program was used to foster local talent. Changed their format to Easy Listening when they opened a separate F.M. service on 1-4-1996.




3HS Horsham 11-09-1933. Horsham Shire. Owned by Jack Ward, owner of the *Horsham Times* and the *New Sunraysia* newspapers. Cost £2,500 to build. Renowned for their many outside broadcasts. On air 1200-1300 and 1800-2230 using 50 watts. Sold to **3DB** for £2,500 on 16-5-1936, to be mainly used as a relay. One hour of local programs daily came from a **3DB** studio. Often heard in New Zealand. Changed their callsign to **3LK** Lubeck on 2-1-1937 with a new transmitter.

3WR Shepparton 13-09-1934. See **3WR** Wangaratta 25-2-1925. Opened by Prime Minister The Rt. Hon. Joe Lyons in the *Shepparton News* building using 500 watts. Dropped plans to change the callsign to **3GV** (see **3TR** 12-5-1932). The equipment was installed by Doug Tacey from **3DW**. Many requests from New Zealand and Japan. All trains were stopped on 22-10-1934 as their tower fell across the railway line. This tower was later used to start **3UL**. Live community singing was popular from the Star Theatre. Organised an appeal in May 1935 for 214 headphones for the local hospital patients. Bought by the *Argus* in 1936 with on-air hours 0730-0830, 1100-1200, and 1900-2300, with a power increase to 1,000 watts. Founder Les Hellier stayed as manager for one year. Many complaints from listeners when they changed their format to classical music. Chief Engineer Geoff Steane installed the Public Address system at Melbourne's Spencer Street railway station. Their callsign was changed to **3SR** on 1-2-1937. (See **3SR** 1-2-1937).



7 P.M. FRIDAYS!



**THE HAPPY
HALF HOUR
OF HILLBILLY
HARMONY WITH**

**JACK PERRY
AND THE
YAKKA
TRAIL
BLAZERS!**

TONIGHT at 7 p.m.!
Haunting Hillbilly Harmony in a host of hatcha styles! YAKKA Trail Blazers from 3XY — 30 minutes of music, mirth and melody with the good wishes of YAKKA... Australia's No. 1 Overall! Remember, "FRIDAY EVENINGS AT SEVEN" on your Quality Station—3XY. It's a date!

3XY

"NEVER OFF THE AIR"

VICTORIA'S ONLY
XY
24-HOUR STATION

**2.10 — TODAY — 2.10
MELBOURNE v. C'WOOD**
Uninterrupted Description by
Jack Dyer and Fred Tupper



COMMENCING

9.45 P.M. TONIGHT 'TALES OF THE CAMPFIRE'

THE STRANGE, BUT TRUE, LITTLE-KNOWN FACTS OF AUSTRALIA'S EARLY DAYS.

REMEMBER
9.45 P.M. TONIGHT
AND EVERY THURSDAY

BROUGHT TO YOU BY
RONSON AUTO POLISH

THROUGH

3XY

"NEVER OFF THE AIR"

STARTS 9 a.m. MONDAY

AUSTRALIA'S RICHEST DAY QUIZ

THE SHELL

"WIN-A-CAR"



3XY

"NEVER OFF THE AIR"

- HILLMAN MINX SEDAN PLUS 100 GALLONS SUPER SHELL WITH I.C.A.
- £500 • TATTS TICKETS
- "FYRSIDE" HEATERS
- SCORES OF OTHER VALUABLE PRIZES

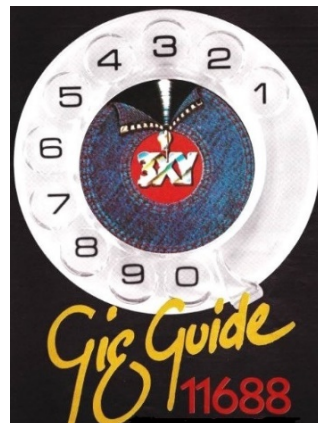
HABIT STATION

'round the clock

...all 'round Victoria

3XY

MELBOURNE



THERE'S NO QUESTION! THESE are the SHOWS all VICTORIA knows!

Princess Theatre
Spring Street
MELBOURNE
Phone: CENTRAL 6512

3XY

J. BARNES
Sydney, Brisbane, Melbourne
Room 34, 3rd Floor
44 Bridge Street, S.W. 7427

attracts a State-wide Audience with Features like these!

TIVOLI
HITS & HIGHLIGHTS

TYE'S
RADIO REVUE

Peters
ICE CREAM
Salutes the Allied Services

ASPRO
RADIO REVELS

MAPLES'
2-STATION QUIZ

PEEK FREAN'S
PRISONER at the BAR

COMMUNITY
REVUE

LACONIA'S "What would You Have Done?"

PLUS THE SOON-TO-BE-RELEASED DRAMA ALL AUSTRALIA IS AWAITING—
"ONE MAN'S FAMILY"

3XY

presents on

SEPTEMBER 3
TWO THRILLING NEW SERIALS

"THE MIGHTY MINNITES"

Something entirely new in Radio Serials! A Scientific Miracle that dwarfs the Atom Bomb! Men reduced to the size of Ants! Romance! Intrigue! Adventure!

MONDAY, TUESDAY, WEDNESDAY, THURSDAY, at 6.30 p.m.

And **TOUGH GUYS**

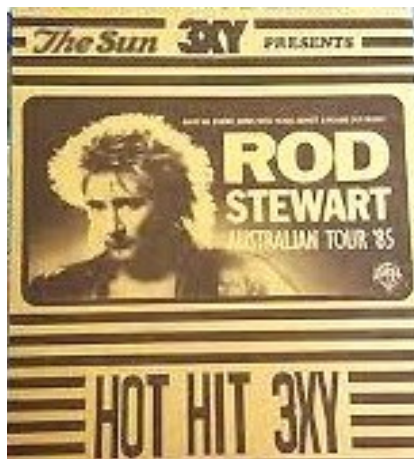
Exciting Adventures of Four Young Men
All TOUGH GUYS: Four Separate, Absorbing Tales in Radio's Newest and Most Exciting Serial!

Graham Kennedy



There's only one place you can hear him

happening radio **3xy**



GOOD MORNINGS
IN MELBOURNE
BEGIN WITH
RON BOND



YOUR NEW BREAKFAST
PERSONALITY ON
3XY
THE MOST LISTENED TO
STATION IN MELBOURNE

Bernice is the woman most women listen to for interesting interviews with local and overseas personalities... the woman's angle on public affairs... the latest fashion trends from abroad... and advice from experts in the field of Modern Cookery, Home-making, and Travel!

RECIPE RENDEZVOUS
Wednesday and Friday at 11 a.m.

THE BERNICE LUM HOUR
Monday to Friday from 2-3 p.m.

IN MELBOURNE THE TREND IS TO
3XY

JOHN FORD IS CERTAINLY
RADIO'S MOST VERSATILE PER-
SONALITY! HIS PROFESSIONAL
AIR, COMBINED WITH THE SMOOTH-
NESS AND PERFECT TIMING WITH
WHICH HE PRESENTS HIS PRO-
GRAMMES, ENSURES A MAXIMUM
OF LISTENING ENJOYMENT!



His exhilarating interviews in **HEAR THE TRAVELLER** bring the world to your home each Monday night at 8.30, and on Wednesday nights at 9.00 you'll enjoy his **NIGHTS AT THE BALLET**.

In lighter vein, his keen sense of humour adds zest to **RAISING A HUSBAND** (7.30 p.m. Thursdays), while his musical knowledge and long radio experience makes him the ideal compere for **TALENT TOTE** (9 p.m. Mondays).

AND NOW — EVERY FRIDAY NIGHT AT 9.00, WE'LL PRESENT "THE CLASSICAL HOUR", A PROGRAMME OF THE FINEST IN MUSIC, SPONSORED FOR YOUR COMPLETE ENJOYMENT BY O.M. MOTORS PTY. LTD., YOUR LEADING VOLKSWAGEN DISTRIBUTORS!

Tomorrow night, Good Friday, The Classical Hour will highlight Dubois' famous dramatic work, **THE SEVEN LAST WORDS OF CHRIST**, with conductor Willis Page and leading soloists!

IN MELBOURNE THE TREND IS TO
3XY

3XY PRESENTS.....



JON ROYCE

A colourful personality — combined with an amazing knowledge of records and the people who make 'em — makes Jon undoubtedly Melbourne's Number One Disc-jockey! Listeners enjoy his concise and informative reviews of the latest micro-groove releases... his interesting comments on local and overseas recording artists... and, particularly, his relaxed, friendly style of presentation!

THE LATE SHOW... Sunday to Friday from 11.00 to 11.30 p.m.

PLATTER PICKER'S POLL... Every Thursday, from 7.30-8.00 p.m.

MUSIC FOR ALL... Every Sunday morning, from 9.00 a.m. until 1.00 p.m.

IN MELBOURNE THE TREND IS TO
3XY



PETER DAWSON



Starts the Ball Rolling in the Mighty Yeaston Campaign keyed from Station 3XY, with a Series of Exclusive Broadcasts drawing attention to Australia's Greatest Competition, which offers entrants

£2,750
in prizes

Now, more than ever — 3XY has the Listeners! They're Ready, Willing, and Able to Hear YOUR Message!

The Best Buy
is **3XY**

★ MELBOURNE'S FAVOURITE STATION ★

Listen in to the Secret Service Play "K 7"
Fred Hesse Session, at 3XY,
from 9.15 every Sunday Evening.

To be Thrifty and Dressy
be Clothed by
FRED HESSE



THE CAST

3. MR. GEO PARKER
THE PRODUCER

1. Miss THOMAS 2. Miss KATH MOODIE 3. MR. GEO PARKER THE PRODUCER 4. Miss BERNICE LUM 5. MR. TOM MILLER 6. MR. DOUGLAS KELLY 7. MR. ROY STEYNE 8. MR. CHAS. TIMMS 9. MR. F. BLANDFORD



If you're an early bird
or a night owl —
3xy is your radio station

Radio 3XY never sleeps... on the go 24 hours of every day. Radio 3XY delivers the goods. More music — more often. Fast and factual newscasts.
Radio 3XY, the station that's happening to Melbourne.

RADIO **3xy**
Alive, 24 hours a day

GOOD MORNINGS
IN MELBOURNE
BEGIN WITH
RON BOND



YOUR NEW BREAKFAST
PERSONALITY ON
3XY
THE MOST LISTENED TO
STATION IN MELBOURNE

Why
They
Listen to

3XY
THE QUALITY STATION

- PROGRAMMES •
- PRESENTATION •
- PUBLICITY •
- PRODUCTION •
- PUBLIC APPEAL •

Victoria's Most
"Merchandiseable"
Station

3XY Melbourne's
Favourite
Station

YOUR POUND GOES TO WORK
NOT TO WASTE!

Sydney Representative: D. N. SCOTT, Watson House, 9 Bligh Street.

YOU CREATE THE PRODUCT!
WE'LL CREATE THE DEMAND!

SYDNEY REP.: D. N. SCOTT, WATSON HOUSE, 9 BLIGH STREET.

3XY
"THE QUALITY STATION"

Following another year of most
pleasant association, here's a
sincere wish to all our friends
in the World of Radio

May your Christmas
be a happy one
and may 1960
bring you
continued
Health
Happiness
and Prosperity



3XY

"Music Music Music"
1 1/2 HOUR SESSIONS
MONDAY TO THURSDAY at 7 pm.

MONDAY Personality Parade
Sponsored by VEAL'S
THE RADIO, ELECTRICAL & REFRIGERATION PEOPLE

TUESDAY LATEST RECORDS
Sponsored by PREPAC MEATS
PATE, POE AND THE FOLKS

Compered by **Douglas Elliot**

WEDNESDAY Hit Parade
Sponsored by PARRODS
The Style Store

THURSDAY HILLBILLY ROUND-UP
Sponsored by GRIFFITHS SWEETS
Bakery of CONDIMENTS

3XY
THE QUALITY STATION

COMMENCING
FEB. 1st

FIRST ON THE DIAL
with
24 Hour Service

Round the Clock Listening...

with
Round the Clock Personalities

"NEVER OFF THE AIR"

3XY

5 HOURS of MUSIC
on SATURDAY AFTERNOON

Compered by
JOHN FORD & BERT NEWTON

1 pm. till 6 pm.

1.00 DOWNBEAT
Music for Dancers

1.30 Everglades
Music

2.00 SPINNING
THE STARS

2.15 PIANO TIME

2.30 VOCAL
Contestants

2.45 THEATRE
LAND

3.00 Hit Parade

3.30 The Hour Show

4.30 These were
the Hits

5.00 Wacky Time

5.30 MELODIA

Interpersed with major
Spot Flashes
throughout the
afternoon

3XY

VICTORIAS
Only.
24 HOUR
STATION

Signalling the approach of
the Latest
Greatest
Liveliest
and most novel broadcast
live-artist show in Australia!

"PRODUCTION FRONT"
and
"War Workers on Parade"

introducing our "Munitioncers" in authentic theatre atmosphere!

It's a Leyshon-3XY Production

FEATURING

- ★ ERN. FETTER AND HIS ORCHESTRA
- ★ ALWYN KURTS AS COMPERE
- ★ A HOST OF RADIO'S MOST POPULAR STARS
- ★ NOVELTIES NEW TO BROADCASTING

3XY

TO BE RELEASED ON **WEDNESDAY SEPT. 8th**

3XY Rocks

THE UNSEEN SHOPPING LIST

The List in Mrs. Jones' handbag says toothpaste.
The unseen list in her head says Ipana or Pepsodent.
And Ipana or Pepsodent is what she buys.

On such unseen lists, national advertising writes the brand names which steady buyers steadily demand.

The sure way to get the name of your product on mental shopping lists is to use 3XY. Your advertising message over 3XY is identified with a station whose programs are consistently outstanding—programs which have so strongly influenced Melbourne's Million, that they'll go to market when you say. No matter what you sell, 3XY will help you sell more!

SMART ADVERTISERS KNOW, THE BEST BUY IS

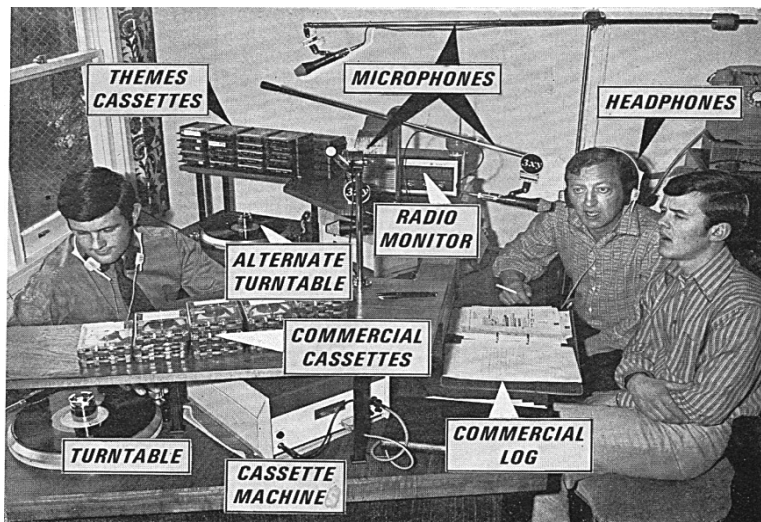
★ **3XY** ★
Melbourne's Favorite Station

3UZ 3XY
ROLA COMPANY
(AUST. PTY. LTD.)

PROUDLY ANNOUNCE
THE FIRST BROADCAST
IN AUSTRALIA OF
**STEREOPHONIC
SOUND**



3XY QSL CARD



Graham Kennedy's **3XY** home studio.

RADIO **3XY's ON TOP**

...OF THE
TRAFFIC
SCENE

with Melbourne's only
Helicopterised
traffic reports

...OF THE
MUSICAL
SCENE

with Melbourne's only
Album format — featuring
only the world's top artists

RADIO **3xy** the station that's *happening*
to Melbourne



3XY

Extends
Good Wishes to
"TV-Radio WEEK,"
and hopes that Readers
will have Many Hours of
Happy Listening with
Victoria's Only
Twenty-four-
Hour Station



COMMENCING **APRIL 11th** the **TRUE AND AUTHENTIC** UNOFFICIAL MEMOIRS OF SECRET SERVICE AGENT **'COLONEL X'**

**ALL MATERIAL BROADCAST IS
GUARANTEED AS AUTHENTIC**

The pseudonym of "Colonel X" conceals the identity of a man who had spent more than thirty years of his life in Intelligence work—his activities ranging from Persia to Petrograd—from Norway to Japan—from British Columbia to Korea—China, Manchuria, and into the little known land of Tibet.

His languages include:

- ★ Persian ★ Japanese
 - ★ Korean ★ Russian
 - ★ French ★ Mandarin Chinese
- and several Chinese dialects.

BROADCAST EVERY
MONDAY and WEDNESDAY
7.30 P.M.
3XY
THE QUALITY STATION

OFFICIAL CHART — OCTOBER, 1965

3xy National
THE STATION WITH THE HAPPY DIFFERENCE
FIRST 50 albums

3MB Birchip 26-10-1935. Owned by Mallee Broadcasters P/L using 50 watts. Known as "The Brighter Country Station". Only station to be received on Queensland's Mornington Island. Became **3CV** Charlton on 31-3-1938.

3GI Sale 31-10-1935. A.B.C., relaying **3AR** with several local programs. Gippsland service. Opened by the Post Master General, who then also opened **2GZ** by landline. Opening broadcast was a fundraising Grand Hospital Ball in Victoria Hall with Jim Davidson, the A.B.C. Dance Band, and the Sundowners. Located next to **3TR** in the Post Office. Their 7,000 watt water-cooled S.T.C. transmitter at Longford, used a 500 feet high tower (then the second highest in Australia). Moved to the former A.N.Z. bank building in 1951 and to purpose built studios on the Princes Highway in 1991. Army DUKWs carried supplies to technicians stranded by floods at the transmitter on 18-6-1952. Pictured is a copy of their QSL card.





3YB Warrnambool 18-01-1936. (See **3YB** 1931). Their 27-12-1935

opening was stopped when their 50 watt transmitter failed. Used most of the **3YB** mobile station equipment. On air 1200-1400, and 1800-2200, four days a week. Known as "Your City of Warrnambool Station". Relayed some programs from **3WM** including local balls. Sold to the *Argus* newspaper on 4-3-1937, with new studios in the Commonwealth bank and a 200 watt transmitter built by their Chief Engineer, Harry Fuller (see **3HF**). News was read from the *Argus*. Reduced on-air hours in 1940 due to loss of staff to WWII. The Army supplied a bottle of acid and a hatchet to destroy the transmitter if Australia was invaded. Their sports announcer's binoculars were taken for the war effort. Destroyed by fire on 16-4-1945. Reopened on 6-5-1945 in the T&G building with a borrowed amateur transmitter (equipment was hard to obtain during WWII), plus equipment lent from other stations. After WWII, on-air hours were 1100-2230. Launched a "Boys" club and a "Breakfast" club in the 1950s. Harry Fuller designed and built the first Australian wire recorder. Their tower collapsed in 1947. Increased power to 1,000 watts on 11-8-1951 (2,000 in 1968). Relayed some **3HA** programs from 1950. Chris Kerr once fell asleep while reading the news. Raised over £1,000,000 for hospital appeals. Helped to launch GMV-6 TV in 1961. Known as "The Station with the Happiest Listeners" in 1964. Operated a relay studio in Portland 1967-1971. Closed in 1967 for two days due to a lightning strike. Opened new studios in 1968.



3LK Lubeck 02-01-1937. See **3HS** Horsham 11-9-1934. Opened by Prime Minister The Rt. Hon. Joe Lyons on relay from **7LA** via **3DB**. Mainly a **3DB** relay station. Their five ton flywheel power generator was to power Lubeck's street lights, but not enough power was generated. Their transmitter used 10 gallons of water hourly to cool its' valves. There was one turntable at the transmitter in case of landline failures. Often heard in New Zealand. Local news items were sent to **3DB** by Morse code. During 1939, a separate one hour program for Lubeck was broadcast at midday each day from a **3DB** studio. A mice plague shorted out their transmitter in July 1942. In 1953 their annual hospital appeal raised over £80,000. In 1954 all the studio and transmitter equipment was replaced. Introduced local programs on 4-10-1971; this new service being officially opened by Myles Wright, Chairman of the Australian Broadcasting Control Board. Located in the A.M.P. building. They borrowed a record of "God Save the King" from the A.B.C. for their opening. Returned to Horsham on 1-2-1972 as **3WM**. Also see unrelated **3LK** Geelong 16-5-1927.



3SR Shepparton 01-02-1937. (Chairman **Stanisford Rickettson**). Started as **3WR** in Wangaratta on 25-2-1925. Moved to Shepparton on 13-9-1934. Opened by Prime Minister Joseph Lyons, with new owners, the *Argus* newspaper. Their 2,000 watt transmitter had a water cooled three feet long valve. Was to be **3SK** (manager **Sid Kemp**). The old **3WR** transmitter was rebuilt as a stand-by by technician Ray Shortell (see **3HF**). Received over 1,000 letters weekly. Increased hours to 0600-0000 in 1937, with popular ball broadcasts. Bought **3YB** and **3UL** on 4-3-1937. Closed 1400-1800 during WWII. Started a listeners "Friendship Club" in 1937 with groups in 13 towns raising enough funds to purchase two WWII ambulances. Known as "The Heart of Victoria". A new studio complex, designed and installed by Len Schultz (**2LO**, **2GB**), opened on 11-12-1954 with a new transmitter in 1956, with listeners in New Zealand and New Guinea. Launched the "Harmony Trail" Australian country music program in 1955, with Neville Pellitt, lasting for over nine years. Relayed to 45 Australian stations, plus New Zealand, Nebraska, Nashville, Florida, Israel, Austria, Canada, and South Africa, launching many country singer's careers. Mike Walsh started his career here in 1960. Helped to launch GMV-6 TV in 1961. Once broadcast 40 commercials in one hour (a record). All equipment in their four studios, plus their records and office facilities were destroyed on 2-10-1966 by an announcer. Studio equipment was borrowed from GMV-6 TV and **3CS** to go back on air. An escaped prisoner was caught by police hiding in their office. On air 24 hours for 10 days in May 1974 to relay emergency flood messages. Sandbags protected the transmitter with a rowboat being used for checks. Their new building was opened on 20-2-1985. Moved to FM on 9-10-1998. Their 1260 KHz. frequency is now used as a **3UZ** relay, known as Sport 927.



Says The Advertiser:—
"It's Results We Want"
SO WHAT?
Read This!
"EASY MEEL"
 COMPETITION RESULTS ARE PROVING THE PULLING POWER OF
3YB-UL-SR
 3 COMPETITIONS ON 3YB
 ENTRIES 119 : 54 : 87 — 260
 Advertising Extended
 3 COMPETITIONS ON 3UL
 ENTRIES 124 : 194 : 162 — 480
 Advertising Extended
 7 COMPETITIONS ON 3SR
 ENTRIES 232 : 240 : 158
 436 : 245 : 134 : 200 — 1645
 Advertising Extended
THIS CHAIN HAS NO WEAK LINK
THE ARGUS NETWORK
Best Coverage
Lowest Cost
 "City of **3YB** Warrnambool"
 "Central **3UL** Gippsland"
 "Heart of **3SR** Victoria"
 SYDNEY REPRESENTATIVE:
 A. D. BOURKE, B 2085

3WV Horsham 25-02-1937. A.B.C., relaying **3AR** with some local programs. Western Victoria service, using a 5,000 watt transmitter at Doon (later 10,000 watts, then 50,000 watts in 1987) with a 670' high tower. First planned to open as **3WY** in 1935. Officially opened by the Post Master General, The Hon. A.J. McLachlan with a concert in the Town Hall. Local news was broadcast twice a week, supplied by the *Horsham Times* newspaper. Later opened a studio in the Ballarat Post Office, with two hand-wound turntables and 50 records. This station was to replace **3LO** during WWII if Melbourne was bombed. They did broadcast some coded messages during WWII for the military. Off the air on 28-10-1953 due to a lightning strike.

3UL Warragul 18-05-1937. The licence was owned by **3YB**, but bought by the *Argus* on 4-3-1937 before opening. Originally planned to operate from Wonthaggi. Opened with three staff at Brooks Hill with 200 watts, using some of the equipment from the **3YB** mobile station, and the original **3WR** tower. After WWII they were granted a lower frequency to allow a wider coverage. Started a "Breakfast" club, and children's "Cheerio" club, and women's "Friendly Circle" club in the 1940s. Owned by local businesses through Associated Broadcasting Services from 23-12-1953. Their manager, Ron Williams, was appointed first manager of GMV-6 TV in 1961. Operated a relay studio in Morwell during the 1960s-1970s. Lent a transmitter crystal to **5UV** (on the same frequency) in 1972 so they could launch their service. Manager Neville Pellitt trialled a fully automated computer driven on-air system for three years in the 1970s. (**3YB** and **3SR** also tried it). Didn't last long, being too awkward despite being able to record a four hour program in 20 minutes. Denise Drysdale started her radio career here, along with Ron Burke, who introduced the station's first talkback program "Burke and the Beast". Changed their callsign to **3GG** (**G**reater **G**ippsland) on 29-11-1989, when sold to a local consortium. Letter below is from manager Neville Pellitt. Photo is announcer Max Tayler in 1963.

Alan

Had a ring from the Broadcasting Control Board who recorded your breakfast programme last Wednesday and Thursday and were horrified to hear brackets of 5 and 6 adds in a break. They complained bitterly about this and we sed tut tut and other suitable phrases. However, as a result, would you mind doing no more than 4 in a break from today please. I know its a cow when they're logged in brackets of 5s and 6s and 5 minutes apart - but if necessary you can play part of records only instead of full discs to get more brackets in. As soon as is possible the girls will start logging the breaks 3 mins apart instead of 5 mins apart as is the case now. Please break up ads with time calls occasionally too or with call sign as this was commented on also.

Good luck

NP



3UL
radio
530

REQUEST SESSIONS
Radio Arcade, Morwell

☐ Popular Choice 9 - 12.30 p.m. Sunday

☐ At Your Request 2 - 4 p.m. Monday to Friday

☐ Sat. Night Party Time 8 p.m. - Midnight

☐ Dial a Disc 8 - 10 p.m. Monday and Tuesday

1st Selection

2nd Selection

(Please tick choice of request session)

Name

Address

.....

3UL
WITH A 2 MAST DIRECTIONAL
ARRAY
NOW BRINGS
MORE power
to
MORE GIPPSLAND HOMES
CHANNEL 53 ON YOUR RADIO

3UL AR LO UZ DB KZ AW XY AK

3CV Charlton 31-08-1938. (See **3MB** Birchip 26-10-1935). Owned by **Central Victoria Broadcasters**. On air with 500 watts. "The Peoples Station". Closed daily between 1300-1700. Operated by Cliff Parry with one other staff. Their Women's Club had 11,000 members during WWII, providing ambulances, canteens, and food parcels for the war effort. Gained approval to move to Maryborough, however, their requested power increase to 3,000 watts was denied. The station was moved on the back of an old truck to Maryborough on 5-10-1943, with the cost of moving being £150. (See **3CV** Maryborough 5-10-1943).

3CV Moved to Maryborough, Vic.

The 500 watt station 3CV has been moved from its original transmitting site at Charlton to Maryborough, Victoria, from whence it is now operating.



3CS Colac 07-10-1939. Owned by **C. Sellwood** with two staff. Officially opened by Maurice Duffy (first **3KZ** manager). Their Chief Engineer was Roy Streeter, also from **3KZ**. They designed and built the studio equipment. Their Chief Announcer and Studio Manager was Basil O'Brien from **3AK**, **7UV**, and **7BU**. Broadcast fundraiser balls for a WWII Patriotic Fund, financing two mobile kitchens, plus talent quests, community singing, and church services. On air 0630-0930, 1200-1600, and 1730-2230 using 200 watts (1,000 watts in 1952, 2,000 watts in 1960 with a directional antenna, and 5,000 watts in 1978, on air 24 hours from 13-3-1978). Their 300 feet high tower fell down in 1940. Their children's "Helpmates" and women's "Sunshiners" club supported numerous WWII fundraisers. Only had two announcers during WWII. Had 12 managers over 16 years after WWII. In 1955 the A.B.C.B. instructed the station to completely modernise its equipment. Relayed some programs from **3WM**. Tried stereo experiments (for details see **3GL**). Opened an Ararat studio in 1963, which included a broadcast of their Carols by Candlelight, and a Geelong studio in 1987. Once banned all Beatles records. Sold to Associated Broadcaster Services (**3UL**, **3SR**, **3YB**) in 1965. Closed their Ararat studio in 1967 after **3BA** opened a studio there. Ian MacRae and Sam Galea (later at **2SM**), Ian Major (later **3XY** and **3KZ**), and Greg Evans started their careers here. Broadcast some Greek programs in the 1970s/80s which were relayed to **3GL** and **3UL**. They also had some Bulgarian and German programs. Installed a standby transmitter from **3AW** in 1974. Plans to become a **3YB** relay were stopped in 1975 with new owner Bill Bowie (**3SH**, **3TR**, **2UW**, **3AK**). The telephone was disconnected in 1977 due to an unpaid bill. Their new manager, Alan Wheatley from **2BE**, left the day he started. Changed to country music in 1982 which lasted two years (ratings went up but revenue went down). Once broadcast live from atop Ayers Rock. On air for two days from a hurriedly erected makeshift studio at their transmitter site due to a cut landline. Purchased by **3HA** in 1985. Later bought by the Ace Radio Network. Has had more owners than any other station. Opened a Geelong studio on 2-7-1987. Also in 1987, their Grecian Musical Parade won an award for Outstanding Ethnic Broadcasting, with a satellite link to a station in Greece. Football was prominent in 1988 with 44 live descriptions plus live crosses to over 200 other games. In 1989 \$500,000 was spent on new equipment.



3CS Westoria
RADIO 1134

1134 **3CS**
South West

**3CS TO OPEN AT
COLAC OCTOBER 7**

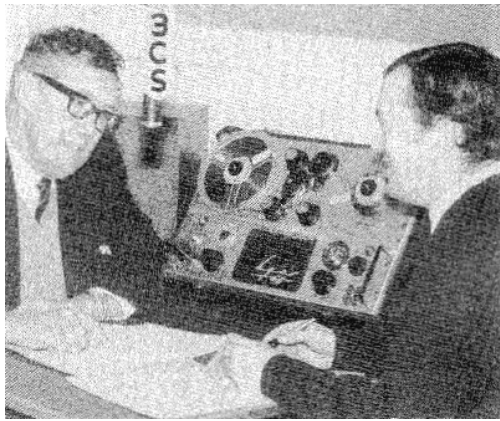
The new Victorian commercial station at Colac, with the allocated call sign 3CS, is nearing completion and will commence operations on October 7, on a wave-length of 265 metres with an aerial power of 200 watts.

The transmission plant is by T.E.P.L. and incorporates all latest improvements in design and construction and will feed into a half-wave aerial system, ensuring maximum efficiency and clear transmiss-

Mr. Maurice B. Duffy,
Chief of the new
commercial
station at Colac,
Vic.



sion in its service area. Studios and offices are located in the heart of Colac which is one of the large thriving towns in the Western district.



Doug Jennings (1966)



Gary Turner (1992)



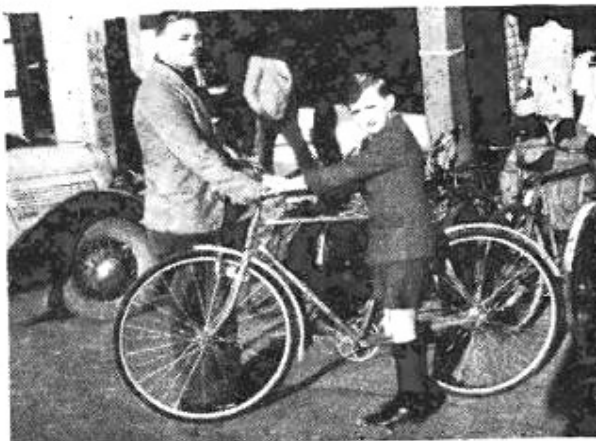
3CV Maryborough 05-10-1943. See **3MB** Birchip 26-10-1935, and **3CV** Charlton 31-8-1938. **Central Victoria.** Started a "Young Crusaders" club and a "Women's" club in the 1940s. Sold to **3AW** in the 1950s, on relay from 1800 until the 1960s. Installed a new transmitter on 3-8-1952 (often heard in Hawaii, New Zealand, and the U.S.A.). New 1956 studios cost £15,000. Relayed to **3SH** from September 1973. Later moved to Bendigo and bought by A.W.A. Bought by **3BO** in 1993. Changed to an "Easy Listening" format as **3EL** when **3BO** moved to F.M. in 1999. Photo is Harry Wilde 1977.



3eeCeeVeeMusic
Central Victorian Radio 1071

3CV TOPS FOR ENTERTAINMENT IN CENTRAL VICTORIA

— • Case No. 1 • —



Accent here is on community service and sponsor co-operation. Picture shows Mr. Alf Grierson, Bendigo manager of Motor Spares Ltd., congratulating Vernon Millkens of Bendigo, the winner of the Master Sports Bicycle donated by Motor Spares Ltd. to the 3CV Women's Radio Club to help raise money for the Children's Hospital Auxiliary in Bendigo. The 3CV Women's Club is continually receiving assistance in their work by the 3CV sponsors.

3CV
CENTRAL VICTORIA

A Macquarie
Feature Station



STATION
9 A F
POWER 200 WATTS
LOCATION, WILLIAMSTOWN



9AF Melbourne 1944. This callsign was used by the Australian Army Amenities Service testing 10 and 200 watt broadcast transmitters using 1440 KHz. The equipment was then moved to 25 Army camps in the Pacific to entertain WWII personnel. QSL cards are very rare and highly prized. Often **9AK** and **9AN** were also used as testing callsigns. The photo shows the testing of the equipment by Sgt. M. Williams before being sent to Kure in Japan as **9AT**.



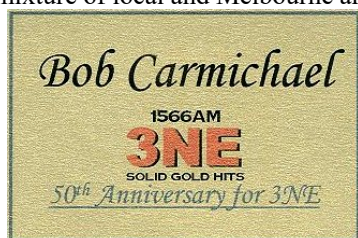
DIG Melbourne 02-05-1948. Pirate radio station called “Station Dig” set up by Ricardo Blackburn denouncing communism by using (and therefore jamming) the **3UZ** and **3XY** frequencies. He was prosecuted and fined £35-5-0.

3SA RADIO TRAINING

3SA Melbourne 27-03-1954. Cable radio station owned by Clark Sinclair at St. Kilda East on air 0800-0000 three days a week. Operated radio announcer training courses, supplying announcers to stations around the country. Clark also worked for **3AK**, **3XY**, **3KZ**, **3CV**, **3UL**, **3YB**, **3AW**, **3CR**, **3EE**, and **2QN**. He was awarded the British Empire Medal for services to broadcasting in 1981. Clark passed away in 2010.



3NE Wangaratta 27-03-1954. North Eastern Broadcasters P/L. Owned by a group of local businesses. Their transmitter site was chosen by conducting test transmissions at different sites from an Army weather balloon. Their official opening was a mixture of local and Melbourne artists performing in the St. Patricks hall, hosted by Ron Euling.



First manager, Murray Norris, was sacked and locked out of the station on the next day. Allegedly he spent half the station's first budget on a private car. Their first announcers were Jim Donnelly and Ron Alderton. Later manager, G. Billett, was previously manager of **3CS** and earlier worked for **7HT**, **3AK**, and **4BK**. Now known as “Solid Gold 3NE”, with F.M. relay transmitters at Mt Hotham, Mt Beauty, Myrtleford, and Mt Buffalo.

3WL Warrnambool 09-1954. A.B.C. Relay of **3WV**.

3PD Melbourne 1956. A closed circuit station established at Pentridge gaol with assistance by Henry Guy. Several stations donated 78 RPM records to get them started. Henry interviewed Tony Hancock, Sir Eric Pearce, Johnny O'Keefe, Mark Wynter, Don Cornell, Buddy Rich, Stan Freberg, Vicki Carr, Mat Monroe, Jack Benny, plus Michael Bentine from the Goons. The gaol Governor also allowed Henry to give panel operating lessons for young short-term inmates as possible job prospects upon their release.

3BN Bendigo 1961. A.B.C. Bendigo National service. Projected station which never went to air.

3PR Melbourne 1970. Pirate radio station called “Peoples Radio”. Jammed by the Government then closed.

3DR Melbourne 28-09-1971. Pirate radio station broadcasting from the union building of Melbourne university. Operated by four draft resisting students with police warrants for their arrest. Eventually raided and closed by the police.

3MU Melbourne 1972. Pirate radio station called “Monash University Radio” using **3DR** and **3PR** equipment. Closed by the police. Years later they were heard broadcasting on the internet.



3WM Horsham 01-02-1972.

Wimmera/Mallee. (See **3HS** Horsham 11-9-1933 and **3LK** Lubeck 24-12-1936). First manager, Les Bradley was Vice President of the Federation of Australian Commercial Broadcasters. Started with 52 hours of local programs weekly, with 59 hours of **3DB** programs. At one stage, **3WM** relayed to **3SH**, **3YB**, **3CS**, **3HA**, and **3TR**. Their slogan is “The Best Songs of All Time”. They also feature AFL broadcasts with Rex Hunt. Numerous landline failures to their transmitter resulted in a standby program on a tape recorder being installed at their transmitter. Bought by Colin Cameron (previously manager of **4LG** and **3UL**) in the 1980s, then by the Ace Radio Network in 1986, joining **3SH**, **3HA**, and **3CS** as the largest regional Victorian radio network. Now relays to Ararat and Kaniva, and produces “The Weekly Advertiser” newspaper.

3MT Omeo 06-02-1973. A.B.C. Relay of **3GI**.

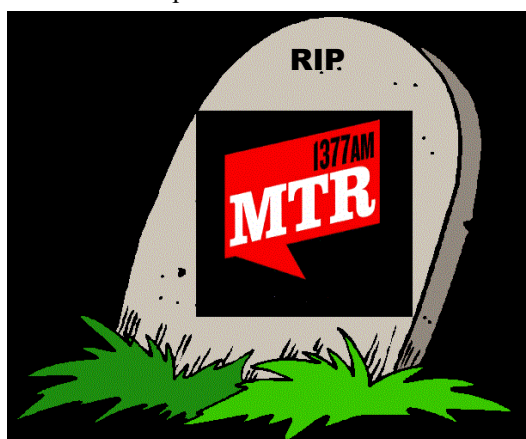


3ZZ Melbourne 12-05-1975. A.B.C. A public access station for minority groups. This call sign may have come from the two main instigators of the station: (George **Z**angalis and Richard **Z**oeller). On air 1800-2300, with taped replays the following morning. Broadcast in English three days, and in 21 other languages for four days per week. Accused by the A.B.C. management of broadcasting “political propaganda”. Described as “an experiment that failed because it succeeded too well”. Senator Sir Magnus Cormack claimed they were “aggravating racial feeling in the community with raucous and rancid programs”. Closed on 15-7-1977. Several staff resigned and reopened the station with borrowed equipment, which was then closed by the Government. A demonstration was then held outside the station by 300 supporters. Most of their ethnic programs transferred to the S.B.S. station **3EA**. Some other programs were relaunched on **3CR**. The **3ZZ** ‘experiment’ is often regarded as the forerunner of community radio (also see commercial station **5AU** 25-5-1938 regarding community radio).

3EA Melbourne 23-06-1975. Ethnic Australia with ethnic programs. An offer to the A.B.C. to take over the station in 1976 was not taken up. Became the Special Broadcasting Service in 1978, presenting 75 languages by 2013.



3MP Melbourne 22-07-1976. Mornington Peninsula. Opened by their Director Mike Walsh. Their first announcer, Dean Matters, was put off the air by their fire sprinkler system in the studio. They later purchased **3EE** and simulcast until the A.B.A. insisted on separate programs. The station was then sold to **3AW**. They refused to broadcast an anti-abortion advertisement in 1988, featuring one baby's heartbeat. Eventually leased by **2GB** as a partial relay from 19-4-2010, known as **MTR** (Melbourne Talkback Radio). However, they were closed on 2-3-2012 due to financial problems, and then reverted to their previous format. The **3MP** callsign was first issued at Hawthorne in the 1920s as a licensed experimental station.



IT'S TIME MELBOURNE WOKE UP TO REAL TALK

Melbourne Talk Radio launches 6am tomorrow.

Steve Price, Steve Vizard, Sam Newman, Andrew Bolt, Jason Akermanis, Chris Smith, Martin King, Ross Greenwood and Luke Grant on 1377am.

TELL IT LIKE IT IS

3JR Dandenong 29-12-1976. Jamboree Radio. Operated 0600-2000 daily by scouts with Jamboree information and music. Used a borrowed **3DB** outside broadcast van with a six watt transmitter. Closed on 6-1-1977. This callsign was previously allocated to an experimental broadcast station in Preston in the 1920s.



3CR Melbourne 1976. Community radio with alternative programs for minority groups. Started with old tape recorders and turntables from the ABC, and old transmitters from the Metropolitan Fire Brigade. Operated under a "Limited Commercial" licence. (After **3ZZ** closed, some programs went across to **3CR**). Numerous politicians described the station as "*scandalous, defamatory, mere propaganda, and contemptuous of the courts*". The callsign used to be a 1924 experimental licence.



3RPH Melbourne 1982. Radio for the Print Handicapped. Started with test transmissions outside the broadcast band. Moved to the former **3KZ** 1179 KHz. A.M. frequency in 1990 after **3KZ** moved to F.M. They now have F.M. relays at Albury, Bendigo, Geelong, Mildura, Shepparton, Warragul, and Warrnambool.

3AB Wodonga 1984. A.B.C. Relay of **2CO** Corowa.

3WA Wangaratta 1987. A.B.C. Relay of **3AR** Melbourne.

3ML Mildura 22-02-1988. Commercial station with an "Easy Listening" format. See **3MA** 25-5-1933.



3TT Melbourne 02-04-1988. See **3DB** Melbourne 21-2-1927. Featured “Classic Hits”. The only **3DB** announcer retained was Lawrence Costin. He had served the station for over 30 years. Now owned by **2UW**. In 1989 they were the first station in the world to replace audio mixers with touch sensitive screens. This cost \$2,300,000. Became “MIX F.M.” in June 1990, with their A.M. frequency used to launch A.B.C. station **3PB**.



3BT Ballarat 02-06-1988. “Radio Sports National”.

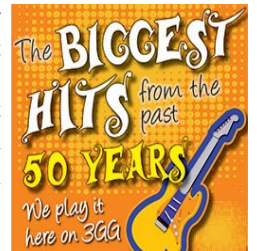
3CW Geelong 1989. Chinese language station using the old **3GL** 1341 KHz. A.M. frequency.

3PB Melbourne 1989. A.B.C. Parliamentary Broadcasting network. Broadcast Muzak style music between daily Parliamentary sittings. Closed on non-sitting days, until starting a news service known as “A.B.C. News Radio” in August 1994. This callsign was previously issued as a commercial station in Melbourne in 1925, which closed in 1926.



3GG Warragul 29-11-1989.

(See **3UL** Warragul 18-5-1937. (**Greater Gippsland**). Moved to Traralgon with their new callsign, selling their Warragul building, which they later bought back, moving back to Warragul. A promotion for a sci-fi movie at a local cinema received an award. It involved a fake flying saucer in a park being ‘discovered’ by a reporter. Several live crosses resulted in the public attending. The flying saucer then opened to reveal an advertisement for the movie. Rival **3TR** broadcast it as a news item. Derryn Hinch on **3AW**, criticised the promotion, and **3DB** congratulated the announcer during a live interview. Their format changed from contemporary to an Easy Listening and Talkback mix in 2002, following the introduction of F.M. licenses in the area. Owners have included Reg Grundy Capital, Macquarie Regional Radioworks, and Resonate Broadcasting.



3EE Melbourne 02-07-1992. See **3XY** (8-9-1935) and **3MP** (22-7-1976). Owned by A.W.A. with a low rating easy listening and talkback format. Only station to use a four tower directional antenna. Bought by, and relayed **3MP** on 1-9-1992. Became “Magic 693” on 26-3-1994 as a separate service as per a directive from the A.B.A. Their new format was top hits of the 1940s to the 1960s. Bought by **3AW**, swapping frequencies on 1-5-2006).

3BM Melbourne 05-12-1994. Bilingual Media, but also known as Rete Italia, with Italian programs. Owned by Peter Corso. Started on 1116 KHz. then moved to 1593 KHz. swapping frequencies with **3AK** (also see **3XY** below).



3XY Melbourne 26-10-1995. Greek language station known as Radio Hellas, started by Peter Corso, using the previous 3XY callsign and frequency. Off the air in August 2009 due to a tower collapse.



3EL Bendigo 10-1999. See **3CV** Maryborough 5-10-1943. Started as **3MB** Birchip (26-10-1935). Later became **3CV** Charlton (31-3-1938). “Easy Listening”. Became “Easymix Radio” on 6-9-2005.



3GV Sale 26-04-2002. See **3TR** Sale 12-5-1932. (**Gippsland and Latrobe Valley**).

Letters to the Editor, and other bits ‘n’ pieces:

Summer nights are coming soon; we shall dance beneath the moon, while the sighing breezes blow, melodies from 3LO. Youth and pleasure, dance and song, dainty mind with escort strong. Summertime is sweet you know, dancing to the radio. Rounded cheek and flashing eye, see them swaying, flitting by, as their feet move to and fro, on the tunes from 3LO.

Why the howling and the fuss, 3LO’s cut off from us. 3UZ is more than weak, 3KZ can faintly squeak. 3AR’s not in the fun, or mixed up with t’other one. The more you want, the less you get, then you start to fume and fret. Plugging here, plugging there, 3HA is full of air.

Disgruntled anonymous listener in Hamilton complaining about the launch of 3HA interfering with Melbourne stations.

“There are far too many records and cricket descriptions on 3AR, and a total lack of musical talent”.

Letter to the Editor 4-3-1927.

“I strongly object to the broadcast of advertisements for batteries, piano players, and tea etc. on 3LO and 3AR. I think it is a downright insult to my intelligence”.

Letter to the Editor 6-5-1927.

“I wish to protest about the mediocre programmes on 3WV. This includes horrible imitation swing music and other much less than average programmes”.

Letter to the Editor 2-1-1939.

A 3DB announcer once said “A woman was bitten on the funnel by a finger-web spider”.



MELBOURNE ALL-NIGHT PLANS FOR STUNTS, MUSIC, NEWS.

(From the Listener In 30-1-1954).

News services, shift workers' requests programmes and stunts will be featured in 24-hour broadcasting from three Melbourne stations from Sunday January 31. Night-owl listeners will be introduced to new radio people and will find former day-time favourites on the air at all hours. The extended broadcasting hours licences date from February 1, but 3DB, 3XY, and 3UZ have received permits to broadcast to midnight on Sunday without interrupting their services.

Listeners to **3DB** on Sunday night will hear a gala opening to the new service. All of its radio personalities, including Danny Webb, Maurice Callard, Dick Cranbourne, John Eden, Peter Surrey, John Stuart, and Eric Welch will take part in the opening. They will introduce the new night announcer, Glenn Millins. Glen is known to theatregoers as producer and actor in the Kiwis. Programme manager for 3DB, Norman Spencer, said the emphasis in the 3DB night service would be on streamlined news presentation. News broadcasts will be given throughout the night and bulletins will be broadcast as they come to hand. The station will rebroadcast boxing, wrestling, and cycling events each week in the night programme. The 3DB announcing, programming and technical staffs have been increased to cope with the new service.

The **3XY** all-night programmes will be conducted by British actor Leon Peers, who became known to Melbourne listeners when he recently took over the 3XY breakfast session while Jack Perry was on holidays. Night news bulletins will be heard over 3XY at midnight and three and six o'clock each morning. Information will be broadcast to waterside workers at 6-10 each morning. A newcomer to Australian radio, American Gerry Bogin, will compere the first 3XY late programme at 10-30 on Sunday night. Each Sunday he will broadcast "Spotlight Microgroove Hour"; a programme featuring Spotlight Variety records. Cyril Stevens, manager of Spotlight Varieties, secured an option of the first all-night programme from 3XY when plans for first night broadcasting were announced.

The **3UZ** all-night programme will be opened by a staff show featuring well-known 3UZ personalities, beginning at 10-30 on Sunday night. Those taking part will include John McMahon, Nicky and Graham, Fred Tupper, Bob Horsfall, Norman Ellis, Bert Bryant, John Russell, Howard Scrivener, Shirley Radford, and John Pacini. Hourly news broadcasts will be given in the 3UZ night service which will be conducted by Donald Day. Requests will be played for night workers and hospital patients.



HERE ARE YOUR ALL-NIGHT ANNOUNCERS



DONALD DAY (3UZ)



GLEN MILLINS (3DB)



LEON PEERS (3XY)



3UZ Ph. 63-3511 930 KC	3DB-LK Ph. 63-5451 1030 KC. — 1090 KC.	3KZ Ph. 63-6311 1180 KC	3AW Ph. 329-6666 1280 KC	3XY Ph. 34-5191 1420 KC	3AK Ph. 42-0201 1500 KC
5.30 Don Lunn presents The Early Morning Show — including Top 40	5.00 Breakfast Session with John Eden	5.30 John Jones Show	12.00 Midnight to Dawn Show with Carryl	12.01 Graham Bowie Big 30 and Predictions	5.30 Graeme Boyd Show
9.00 Jimmy Hannan Requests	9.00 Talkback with Gerald Lyons	8.15 Sports Week	5.30 Pete and Artie Breakfast Show	5.00 Brian Lehmann Big 30 and Predictions	9.00 Myke Dyer Show Commentary on current local and overseas affairs
12.00 John Vertigan Show Includes Top 40	11.00 John Thompson Show	9.30 Tatts Drawing	7.00 Powerline	8.30 Mike Walsh Big 30 and Predictions	12.00 Bill Howie Good Guy Chart, Showbusiness Report, Theatre, Film & Book Reviews
4.00 Allan Lappan Show Includes Top 40	2.00 Rob Lynch Show	9.35 John Bright	8.30 Ormsby Wilkins and Norman Banks	11.30 Bill O'Brien Big 30 and Predictions	4.00 Lionel Yorke Good Guy Chart and Tim Hewat for Tonight
7.00 Bill Gates Show Includes Top 40	5.00 Paddy O'Donnell Show	12.30 Peter Leslie Show	8.45 Norman Banks' Open Line	3.00 Laurie Bennett Big 30 and Predictions	7.00 Alan Aitken Good Guy Chart, Calls on the Friendly Line
8.00 SAM ANGLESEY SHOW Includes Top 40	6.15 Yes, What?	4.00 Rick Melbourne Million Dollar Musical	11.00 Lois Lathlean's Melbourne Today	6.00 Mike Jeffreys Big 30 and Predictions	10.00 Gary Mac Show Good Guy Chart
10.00 Stan Rofe Show Includes Top 40	6.35 Paddy O'Donnell Show	5.45 Sports Week	12.30 Powerline	7.35 Greyhound Races Preview	1.00 Gary Nicholls Good Guy Chart, Calls on the Friendly Line
1.00 Rod Spargo Presents the All Night Show	8.00 DENIS SCANLAN SHOW	6.00 Dr Pym's Progress	2.30 3AW at Your Service	9.00 GRAEME BERRY Big 30 and Predictions	
	12.00 All Night Show with John Cook	6.15 Deadly Nightshade	3.30 Geoff Manion Show		
		6.30 Rick Melbourne Movies and Music	6.30 RAY LAWRENCE SHOW		
		7.11 Rick Melbourne 7.30 BILL RULE REQUESTS			
		12.00 Melbourne After Midnight with Barry Casey			

Melbourne Program Line-up 1970



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SOUTH AUST. *5DN Adelaide *5RM Renmark	BRISBANE (Stations to be announced)	TASMANIA 7HT Hobart 7EX Launceston 7AD Devonport
N.S.W. 2UW Sydney 2TM Tamworth 2KO Newcastle	4GR Toowoomba 4LG Longreach	

*7 p.m., 5DN, 5RM B.W.352-16

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