

PERSONALS

Mr. H. G. Horner, general manager of 2GB and Macquarie, has arrived in New Zealand by flying boat, on a business visit to the Dominion. He planned to stay in New Zealand for several weeks. During Mr. Horner's absence Mr. Reg. Lane will hold the reins.

Syd. Morgan, of 3KZ, is looking very fit these days, reason being his week-ends spent in good austerity fashion. If you were to take a trip out to Burney Horticultural Society you would not doubt see him with a number of other Melbourne leading lights, digging as hard as they can dig. This is all for a very good cause, because vegies produced (and they do produce 'em) are all sent to the hospitals.

2UW rep. and Victoria's racing cyclist, Peter Sullivan, is ever so busy these days keeping up his record of six big contracts per day. All the same, we saw him the other day fraternising for a few moments with Bayne Mackay, Cec. Corboy and Capt. Lin Corr, quite a reunion of the old clan.

Streamlined salesman Arthur Banks gave other radio salesmen a bit of a break the other afternoon when he took time off to enjoy a bit of sunshine and really good golf. His pals were Bill Kelton of Adelyn, Jack Clemenger and Phil Gouldstone. "What's your handicap, Arthur?" 23 said Arthur, and so they played. "Has your handicap always been 23, Arthur?" they all chirped as golfing became strenuous! "Oh no," said Arthur, "I used to be on 8!"

The P.M.G. Department has been following Bert Snelling everywhere he has been lately, phones here and phones everywhere—phone calls from the wide open spaces. All because he was organising the big interstate station to station hook-up from the Melbourne Town Hall and 3XY last week.

Absent from the air for the duration of the war is the well known voice of 2GB's announcer, Oscar Mason, who recently received his call-up for the Air Force.

Back again as one of the comedy stars in Jack Davey's "Calling the Stars" presented over 2GB and Macquarie Stations every Wednesday and Thursday at 8 o'clock by Palmolive. George Blackshaw has recently completed a successful visit to Melbourne, where he was starred on the Tivoli circuit. With Jack Davey, Wayne Froman and George Blackshaw, "Calling the Stars" is proving particularly rich in comedy at the moment.

Hugh Anderson, Melbourne rep. of 2SM, was over in Sydney for a few days during the past fortnight. Outside of working hours 2SM manager Lance Quirk and sales manager Bernie Stapleton saw to it that the popular Melbourne resident could not take back with him the memory of one dull moment. In return Hugh Anderson "turned on the lights" for an enjoyable evening as host to a number of friends and business acquaintances at the Hotel Australia. Climax for a rather "eventful" week for the visitor was a visit to Rosehill on Saturday last—or was it an anti-climax!

Harold Darke, ex-radio sales executive and now advertising manager of Rydge's Business Journal, has taken on a new task—to wit, one son and heir. John Warren Darke was born December 7 to Mr. and

COMMERCIAL BROADCASTING

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Mrs. Darke at St. Luke's. Mother, son (and father) are doing well.

Saw Syd Baume, of 3UZ, and Cec. Corboy entertaining in austerity fashion one of radio's very good sponsors, who already has one of radio's most interesting and progressive programs on the air. Looks like some new ideas are being concocted.

Eric Wood, of 3UZ, must have gone into smoke the last few days. Having broken a bone in his ankle and then getting round for weeks on crutches, one could get a chance of seeing him, but now—alas for would-be visitors—gone are the crutches and Eric with them!

Mr. C. T. Sproule, advertising manager of A.W.A. Broadcasting Department, has taken annual leave and will be back "on deck" early in the New Year, and if we know Mr. Sproule there'll be some fish stories circulating after his return. Anything from a whale to a minnow—they all fall easy victims to the genial Tom's cunning hook.

Charles Tingle, former 2CH announcer, has won his wings at the early age of 20. He went to Canada recently under the Empire Air Training Scheme, and little time has been lost before the announcement of his promotion to pilot officer.

A personal letter to the editor of "C.B." arrived during the week from Pilot Officer Jim Joyce, who wishes to be remembered to "all the boys." It seems only a very short time ago that Joyce was sitting behind his glass-top at Artransa headquarters but at the time of writing he was in New Guinea, having already made the acquaintance of centipedes, scorpions, hornets, flies, jumping spiders, snakes, leeches, ticks and crocs. He was suffering from a bad bout of sunburn, but was otherwise his old wise-cracking self. He pays unstinted praise and

respect to our boys of the A.I.F. and A.M.F. who have been on the island for 'up to nine months.

Captain E. O. Erickson, well known Press-sodent chief, has had final leave, and left Melbourne a few days ago.

Mr. Gordon Tait, of 3AW, was a visitor to Sydney this week and spent a busy round with the Macquarie folks in the city. He booked back south on to-night's train.

Nance Martell, well known 3XY personality, has found time in her busy life to qualify as a transport or ambulance driver, emerging from a stiff exam. with 87 per cent. to her credit. Now busy being fitted with her uniform, Nance intends to plunge straight into the job, taking up Red Cross ambulance driving in what used to be her "off-the-air" leisure.

Birthday greetings came the way of young Kevin McBeath, 3XY night announcer, a week or so ago—and a share of a very toothsome cake came the way of his station colleagues. McBeath has a great deal of microphone experience to his credit, and his very considerable musical knowledge stands him in good stead when handling the station's many good musical programs. He's also a popular member of the team which handles the children's sessions.

W. G. (Bill) Delaney, well known Sydney advertising executive and former chief of the Radio 2UE service and copy departments, is now serving with the A.I.F. in the Middle East. In recent letters he asked to be remembered to all friends through the columns of "C.B."

"Bobby Filbert" who a few years ago was one of radio's outstanding juvenile stars has grown up. He was 18 last month and turned the beam at 6-3. Day after his birthday he was accepted by the R.A.A.F. Bobby is the youngest son of 2UE's Arthur Carr. While awaiting his call-up he is carrying on at Lintas.

At the close of the Austerity Loan, 2KY news commentator, Sid Jordan, totted up the number of meetings he addressed during the campaign. These totalled 106, of which 61 were country meetings. Owing to his being on loan to the Commonwealth Government, Jordan has been absent from the 2KY mike on many occasions of late, but expects now to be giving his commentary from 2KY at 8 o'clock every night without interruption, until his services are again required.

Mr. and Mrs. John Barnes became the parents of a bouncing young Australian a week or so ago. John is of course production manager of 2UW, while Mrs. Barnes is professionally Margaret O'Brien of Arthur Smyth and Sons.

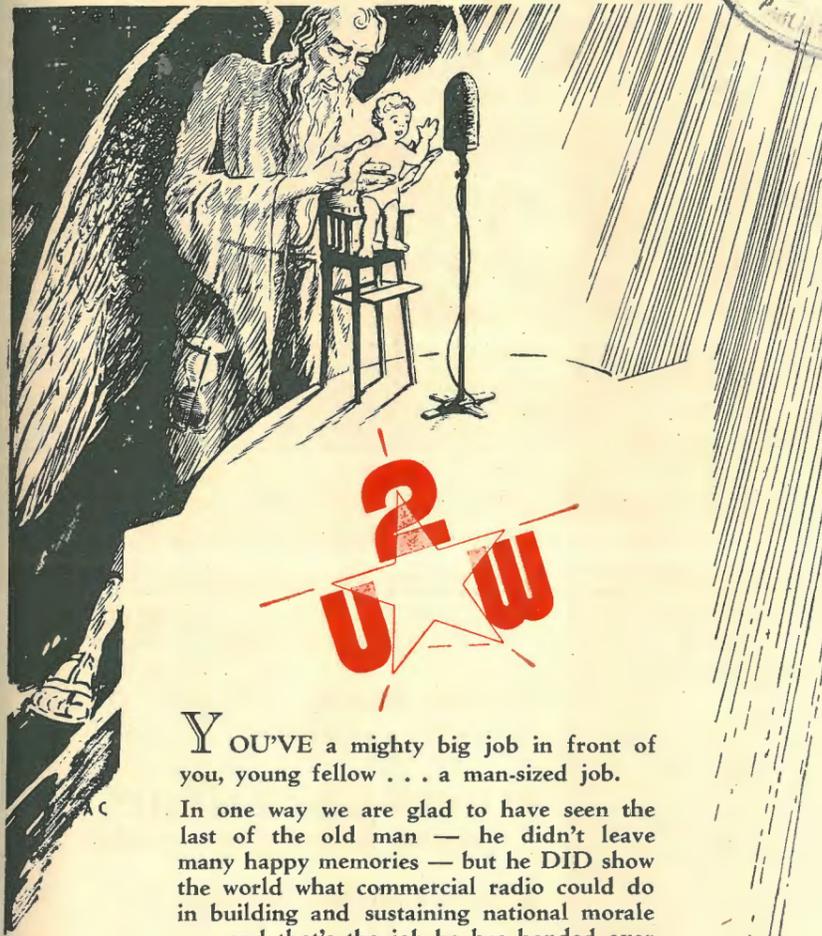
Valerie Chick, who was recently with Goldberg Agency, is now at 2GB working in conjunction with Jack Lumsdaine on the production of Peters Ice Cream show, "Over Here." They must certainly be putting some hard work into the show too for the last week Jack Lumsdaine collapsed in harness and had to have a few days' rest, while this week we learn that Mrs. Chick has succumbed to a severe bout of flu.

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Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



YOU'VE a mighty big job in front of you, young fellow . . . a man-sized job.

In one way we are glad to have seen the last of the old man — he didn't leave many happy memories — but he DID show the world what commercial radio could do in building and sustaining national morale . . . and that's the job he has handed over to you.

It's a big job . . . but it's more than a job; it's a solemn trust which is given to you—and to us. It's our obligation to see that the nation in 1943 reaps an overflowing measure of that immense power for good which is commercial radio to-day.

You can of course rely on us at 2UW to do our full share.

COMMONWEALTH BROADCASTING CORPORATION PTY. LTD.

HOLIDAY ISSUE

Owing to holiday arrangements copy closing date for next "C.B." 31/12/42 has been brought forward to Wednesday next, December 23.

be with the Leaders
for 1943

with

2CH

These new sponsored features were announced towards the close of 1942:

★ "ACADEMY AWARD"

Sponsored by the Proprietors of Vincent's A.P.C. Powders and Tablets.

★ JOAN READ'S TALENT QUEST

Sponsored by Goodland's Pty. Ltd.

★ "INFORMATION PLEASE"

Sponsored by General Motors Holden's Ltd.

★ "EVERYBODY DANCE"

Sponsored by Beare & Ley Pty. Ltd.

Why not place your programme in 2CH's All-star Array for 1943?

for further particulars apply
AMALGAMATED WIRELESS (A/SIA) LTD.

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Vol. 11, No. 14. Thursday, December 31, 1942 Price, 6d. per copy.

Broadcasting in Australia Should be Declared an Essential Service

The people of Australia are not lagging in their war effort, but there is a definite lag in Government policy affecting some of our most vital industries. Take the case of radio broadcasting. It has not yet been declared an essential industry. Yet no one knows more fully than the Prime Minister himself just how vital is our broadcasting set-up to the efficient prosecution of the war. Mr. Curtin, his Ministers, and his various departmental chiefs lean heavily upon the broadcast medium for assistance in Australia's war effort.

The essentiality of radio broadcasting is altogether too obvious to need any elaboration of the work which it has already achieved, and the work which it is destined yet to achieve.

In the United States of America where wartime production and armed service problems are every bit as great as ours, where radio broadcasting also is playing its vital role in the plan of wartime government, broadcasting has been declared an essential service.

In October last the chairman Mr. James L. Fly, of the Federal Communications Commission in Washington, wrote to the president, Mr. Neville Miller, of the National Association of Broadcasters, advising the broadcasters of the Government's decision to declare radio broadcasting an essential service. The N.A.B. has courteously made available to "Commercial Broadcasting" a copy of the F.C.C. letter which is well worth reading. Here it is:—

"Dear Mr. Miller.

"It seems to me that the importance of radio broadcasting in the national war effort is self-evident and can hardly be over-stated.

"Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to guarantee victory is assured if radio stations can operate at full efficiency. Officials of other agencies of the Government may well be able to inform you better than I of the part radio has played in achieving public co-operation and response to specific civilian endeavours such as the elimination of waste scrap collections, and war bond subscriptions, to name only the most obvious. The Office of Civilian Defence has, I believe, placed a great deal of reliance upon radio to inform citizens of the steps necessary for the adequate protection of the public in the case of airplane attack. The armed forces have been aided in recruitment drives and in other ways through the use of station facilities. As you know, the Office of War Information has issued several revisions of the Radio War Guide, and even the most cursory examination of this document should reveal the essential character of the information which can be and is being conveyed to the public through the medium of radio.

"Over and above this sketchy list of specific services performed by radio, I cannot emphasise too strongly the vital role radio plays in the maintenance and building of morale. Radio carries programs of sustaining spiritual inspiration. Its news services and commentators convey the realities of the present struggle and bring realisation of the necessity for emergency measures. Its importance in providing entertainment and recreation during periods of rest should by no means be minimised.

"The War Manpower Commission and the Selective Service System have classified radio broadcasting as an essential service. It is my belief that unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war."

New Broadcasters Association Formed in US

Rival Body to NAB

Formation of the American Broadcasters Association, horizontally competitive with the National Association of Broadcasters, was announced in Chicago recently after the NAB Board of Directors and the Broadcasters Victory Council had failed in efforts to bring the two groups together under the NAB banner.

The new association, to supplant BVC, will have a paid president and two other executive officers, and will function out of Washington headquarters. Membership in the new association was said to be open to all stations, but not to network organisations, as in the case of the NAB.

The breakaway arose out of attempts by the Broadcasters Victory Council to bring into operation a plan of personnel reorganisation which if it had been put into effect would have brought about the termination of BVC.

The new group called ABA says that it decided on the new association in recognition of the "increasing complexity of the problems confronting the broadcasters in their relationship to the war effort of the Government." The announcement said they were setting up the machinery to provide "every facility for correlating an intelligent and effective co-operation between radio broadcasting and its proper place in the war effort."

The announcement continued:

"This move basically constitutes a reorganisation and realignment of the industry figures responsible for the BVC and a number of other broadcasters whose interest in intelligent and wholehearted co-operation in the war effort has prompted their financial support."

Mexico Now Has 108 Stations

With the recent opening of a 50,000 watts station at Rosarito, Lower California Territory, not far from the U.S. border, Mexico now has 108 broadcasting stations in operation. Mexico has a population of about 19 and a half million, and an area of nearly 764,000 square miles—about one-third the area of Australia.

The station is operated by an ex-President of Mexico, General A. L. Rodriguez, who is now commander of the Gulf military-navy zone, and chief supervisor of the Mexican Government's intensified farm-factory production program.

Spirit Behind Sponsors Shown by Gartrell White Chief

The tremendous assistance rendered to the Austerity Loan by commercial broadcasting program sponsors was indicated in last issue of "C.E." All over Australia in that eleventh hour appeal to the people to fill—to over-subscribe—the £100,000,000 loan, program sponsors rose to the occasion. They donated station time, they paid for outstanding artists (in the aggregate many hundreds of them) and huge program production costs, and in some cases made personal appearances before station microphones, all in a strained effort to push the Loan along. The Loan was handsomely over-subscribed.

One of many inspiring addresses delivered by sponsors was that which came from Mr. C. A. White, chairman of Gartrell White Ltd., who sponsored two hours of outstanding programs on 2SM on Saturday night, December 12.

Mr. White's address is well worth reprinting in full, as an example of the spirit and the endeavour of the men who back our industries which back our fighting forces. Here it is:—

"For many years, through the medium of 2SM, Gartrell White have given you countless hours of entertainment. Tonight they give you this presentation in the hope that you, the listeners, will also give—and give till it hurts. This big show, the whole idea, has been presented to aid the hundred million pounds Austerity Loan which will close in just a little over 70 hours from now.

"There once appeared in a Wall Street journal these words: 'Money is an article which may be used as a universal passport to everywhere except Heaven, and as a provider of everything except real happiness.' Well, right now we can prove that's wrong, because to-day our money—if we put it to the right purpose—will help to keep the only kind of happiness worth having—the happiness of living as—free people. As you want to live, and I want to live. We have a date with Destiny. To-morrow is what counts. It always was with us. And to-morrow we've got to be bigger and stronger than ever before.

"Now, back in 1775 there was a Mrs. Betsy Ross. She was a good American lady who was asked to devise a flag. She'd never made one before, but she said she was game to try. She did. It bore the red stripes and the Union Jack, and they named it "Old Glory!" To-day, the stars and stripes and our Union Jack are again as one flag, and with them we can add the colours of other brave Allies—all those fighting people who know the meaning of unity and freedom. What lies ahead cannot be foreseen; we know the road is not easy. But just how many more "September the thirds" will pass before those guns stop for good depends on two things—our courage and our quality of sacrifice.

Well, we know our boys can "dish it out"—but they can't get the tools for the job unless we "shell out"—we've got to deliver the goods; we've got to lend our money to pay for the weapons they fight with—we've got to know the meaning of unity in that way too—everyone putting in their share, not once but perhaps many times. Not giving, though—just lending. Perhaps it isn't easy, you'll say—but isn't our way of life worth striving for—worth making a sacrifice?

"If we wish to be free, then—if we wish to preserve the privileges for which we've long been contending, we must fight with everything we possess; every pound, every shilling, every penny.

"So remember, the success of the Austerity Loan depends upon each and every one of us. In four little words—It's Up to You!"

Joan Read's Talent Quest Sponsored by Goodlands

Goodland's Pty. Ltd. have contracted with 2CH for the sponsorship, to commence early in the New Year, of Joan Read's Talent Quest, a program which has built up an excellent following during its presentation of the past two months.

This is a 60-minute broadcast every Friday, commencing at 8.15 p.m. Presented as a talent quest for women in the home, the session at once made a direct appeal to women, many of whom had never previously thought of broadcasting. At the same time an excellent standard of talent has been maintained which together with a wide variety of performers ensures its appeal as an entertainment.

As organiser of the show Joan Read became Australia's only woman competitor of a talent quest, and as such she has struck an appealing note. In addition to securing the attention of the large listening audience to her "Home Harmony" (morning) session, for the talent quest she has gained new followers each week by her ready wit and personality.

Goodland's account is handled by Goldberg Agency.

Evidence of the following secured for this feature was found on Saturday last when a special program was presented by recent prize winners in an appeal for support for the Austerity Loan. This was presented between 8 and 9 p.m., followed by "Rally to the Flag," and other entertainment. As a result a big subscription was obtained for bonds of large and small amounts.

Great Effort at Tamworth

2TM Rally Nets £7,770 Direct

Tamworth's radio rally conducted by 2TM for the Austerity Loan brought in directly £7,770 in phoned subscriptions during a special program on Tuesday night, December 15.

Tamworth's loan quota was £100,000, and it is believed that this amount was surpassed. Although the broadcast rally which was the culmination of earlier organised broadcast publicity was responsible for the £7,770 being phoned direct to the station it is impossible to measure the full impact of the radio broadside.

Reporting the broadcast station rally, the Tamworth "Leader" made the following comments:—

A loan rally conducted by broadcast station 2TM Tamworth, on Tuesday night, was directly responsible for 130 subscribers taking out an aggregate amount of £7,770.

"Cr. G. S. R. Park, Cockburn Shire President, opened the rally, and between individual items on an excellent musical program, appeals were made by Mr. D. Gray, secretary of Tamworth Loan Committee, Archdeacon E. A. North Ash, and Messrs. C. D. Everingham, H. Owens and P. R. Harradine.

Instancing the complete success of the rally, telephoned requests for bonds received from Currabubula, Manilla, Waraba, Gunnedah, Curlewis, Mullaley, Warrumbungle, Attunga, Nemingha, Piallamore, Bendemeer, Woolomin, Woolbrook, Kootingal, Loomberah, Westdale and Bithramere, as well as from many parts of Tamworth.

"The total of £7,770 thus applied for has to be divided, for quota purposes, between a number of districts.

"Yesterday, however, was another busy day at Tamworth, 23 applications for £4,300 being received. This brought the grand total to £97,120, from 1,116 subscribers.

"With less than £3,000 still required and with many postal applications likely yet to be received, there is every prospect that the £100,000 mark will be reached.

"Details at the close of business yesterday were: Tamworth, £65,330; Warral, Currabubula and Goonoo Goonoo, £9,900; Attunga, Moor Creek, Somerton and Beattie, £9,090; Loomberah, Nemingha, Dungown, £5,150; Bendemeer, Woolbrook, Kootingal, Moonbi and Limbri, £7,640.

"Applications received during the remainder of the present week will be accepted.

Passing of Fred Bluett

Whilst the name of the late Fred Bluett has long been associated with national radio, it was only of recent months that he played a leading role in commercial radio through his appearances with Les. Warton as the Two Black Diamonds in "Over Here." He will undoubtedly be missed by many listeners to the "Over Here" program, and in the broadcast over 2GB of this hour revue, appropriate tribute was paid to him on the night following his death in the spot usually occupied by his grand comedy. The tribute was spoken by his old friend, Lou Vernon, who recalled the many years of service that the late Fred Bluett had given to the cause of entertainment both on the stage and on the air.

Carry On . . .

A New Year dawns with a new hope. The tide of arms has turned and from the four quarters of the globe news from the battlefronts inspire thoughts of victory sooner than hitherto believed possible. This may be Victory Year. Let that be our aim, our resolution, and, bending to the task in hand, Carry On.

PRISONERS OF WAR FUND £7,250 Raised by Northern and Coastal Tasmanian Broadcasting Network Stations

A cheque for £7,250, representing the total of the appeal by the Tasmanian Broadcasting Network's northern and coastal stations 7LA Launceston, 7BU and 7AD North Western Tasmania, 7QT Western Tasmania, and 7DY North Eastern Tasmania, and including a cheque of £1,001/11/10 raised by the Citizens' Christmas Carnival Committee, promoted by 7LA, to provide food, clothing and medical supplies for Prisoners of War, was handed over last week by the chairman of the Tasmanian Broadcasting Network, Mr. A. P. Findlay, to Mr. G. W. Fulton, chairman of the Northern section of the Red Cross.

The Mayor of Launceston, Alderman D. T. Oldham, in introducing Mr. W. Gellie, chairman of the Citizens' Committee, congratulated Mr. A. P. Findlay who organised the appeal for the Tasmanian Broadcasting Network, which he said set an excellent example to the community.

Mr. Gellie, in handing the cheque for £7,250/11/10, representing half of the net proceeds of that committee's effort, congratulated Launceston citizens on their fine effort.

Mr. Findlay thanked the Mayor and Mr. Gellie for the cheque and the public for its response. On August 22 the Northern and Coastal Station of the Network—7LA Launceston, 7BU Burnie, 7AD Devonport, 7DY Derby and 7QT Queenstown—began a Christmas appeal which terminated on October 31, and £8,248/8/2 was received in subscriptions, which, with the citizens' cheque for £1,001/11/10 made the total amount of the Christmas appeal £7,250. In Hobart 7HO was conducting an appeal in conjunction with the Red Cross companies of branches of the southern divisions, and more than £9,000 has been received.

Mr. W. Pierson compered the opening night of the appeal at 7LA, when over £1,200 was obtained, and the opening night at 7HO Hobart when £1,400 was donated. It was estimated that more than 10,000 Tasmanians subscribed to the radio appeal. Mr. Fulton, who received the money, said he was to supply food, clothing and medical supplies to Prisoners of War. Those in European camps were receiving regular supplies, and the first consignment of 5,000 tons already has been despatched to Prisoners of War in Japanese hands. It was hoped to set up a regular service to them and adequate funds were needed.

The Tasmanian Broadcasting Network's Prisoners of War Fund will continue for the duration of the war, but from time to time special appeals for the Australian Comforts Fund, and other patriotic organisations will be conducted.

£414,045 Subscribed for Austerity War Loan by Effort of "Argus" Network

The "Argus" stations were once again well to the fore in broadcasting appeals for subscriptions to the Austerity War Loan. As a result of these broadcasts a total of £414,045 was subscribed from 4,658 listeners. The individual tallies were as follows—

3UL Warragul, £40,260 (421 subscribers).

3YB Warrnambool, £120,100 (983).

3SR Shepparton, £105,650 (1,280); Wangarratta, £80,000 (955); Kyabram £24,475 (409); Cobram, £15,690 (152); Tatura, £15,030 (251); Mooroopna, £12,840 (207).

These figures represent the amounts subscribed in the centres where broadcasts were actually carried out by 3SR, 3YB and 3UL, and, of course, do not include the total subscribed by the many other towns in the service areas of these stations.

Splendid assistance was given by Councillor Philpot, ex-Mayor of Warrnambool, Mr. J. G. B. McDonald, M.L.A., of Shepparton, and Mr. Leason, of the Commonwealth War Loan Committee, who each worked tirelessly at the microphones of 3YB, 3SR and 3UL respectively in the raising of these large amounts.

Mr. Sid Kemp, the superintending manager of the "Argus" Network, was naturally very pleased to receive a phone call from Mr. C. H. Banfield, the Commonwealth War Loan organiser, who offered his personal congratulations and thanks for the wonderful results obtained.

Mr. Kemp gives credit to the managers who were responsible for all the good work. He says Vic. Dinerny 3SR, H. Fuller 3YB, and Mr. Murray Cline of 3UL, are all to be heartily congratulated.

DUBBO OVER £6,300

Dubbo station, 2DU, a 200 watt transmitter, brought in a great tally for its Austerity Loan rally on December 9. An hour and a quarter appeal in which local artists were featured raised £4,130—an average of more than £55 per minute—with only one telephone available to take the phoned subscriptions. Two nights later the Peters' Ice Cream program resulted in another £2,200 being phoned through to the station.

A new program to be broadcast on the "Argus" three stations is "The Stories from the Great Book," new Columbia-George Edwards one hour dramas.

Commencing on Xmas Day and then continuing every Sunday from 6-7 p.m. from 3SR, and from 7.45 to 8.45 p.m. over 3UL and 3YB, these programs are being presented on the air sponsored by the "Argus" and the "Australasian."



Coming Events

YES, THEY CAST THEIR SHADOWS— AND THE SHADOWS FOR 1943 ARE BIG— AND INTERESTING



Sydney Representative
A. L. FINN, 66 King Street

May this New Year wish come true

Very soon

In the New Year, we trust

Countries of the Allied Nations now

Tearing out the spread roots of Nazism will

Over-ride the arms

Raised against us in the past three

Years of the Struggle for Freedom.

Sydney Electricity Signs Again

County Council Features Rhythm

Maggie Foster's 2UW Girls' Band are now featured in "Recipes and Rhythm," the Sydney County Council's audience session on 2UW, following an arrangement made through the Hansen-Rubensohn Agency.

"Recipes and Rhythm" is a session of cooking and household economy plus music, broadcast by 2UW each Thursday afternoon. Miss Joyce Williams, Sydney County Council cookery expert, who presents the session, each day goes through the details of a recipe, actually

preparing the dish and cooking it on stage in front of the audience. (A special electric range on wheels was installed on the 2UW stage for this purpose.)

Miss Williams also covers questions of general household economy; while at intervals throughout the presentation a musical entertainment is provided. This latter phase of the program, in future, will be presented by Maggie Foster and her 2UW Girls' Band.

To

THREE AW

Twist the Dial.

and

Face the World with
a Happy Smile.

IN PASSING

(By THE ARMCHAIR CRITIC)

In Australia's war effort commercial broadcasting stations are being more and more called upon by Government instrumentalities and Government departments to provide time for the broadcasting of essential matter—in many centres the commercial stations are relied upon solely to get official messages into the homes of the people. So surely it is time that the paltry power (in watts) allocations given to commercial stations is reviewed. The A.B.C. annual report reveals that the 27 national medium wave transmitters throughout Australia aggregate 147,500 watts. Of these 27 stations eight transmitters operate on 10,000 watts. The balance range from 500 watts to 7,500 watts. The maximum power allocated to any commercial station is 2,000 watts, and that has only been granted to 12 of the 99 stations whose aggregate power in watts only totals 62,900. These figures show a definite lack of logic somewhere.

South Africa's Prime Minister, General Smuts, is a statesman for whom this critic has a deep admiration. His words carry weight. This fact made all the more refreshing his statement last week that the end of the war would come quickly when it came, and that it might come much sooner than some people seemed to expect. It was a well-timed morale lifter for the whole of the Allied peoples.

"It must be made plain, both by Governments and by the citizens of this country, that the bureaucracy made inevitable by war is not to be perpetual when peace comes . . . It will have been in vain if we escape the tyranny of Fascism only to remain under the tyranny of officialdom."

These comments of the N.S.W. Premier, the Hon. W. J. McKell, M.L.A. made in a newspaper article last week ring like a clarion call to all business executives to be up and doing. The watchword is "Watchfulness."

We've heard a lot about "complacency" lately. Whence spring these inspired words? From the very source of complacency? Australia's war production does not seem to indicate any complacency in the soul of the Australian people. Perhaps this word then is just another of those bludgeon words with which the Australian public is becoming accustomed to being badgered.

My Dictionary:
Austerity (two pronunciations) no pink icing.

Complacency, orig. Canberra, meaning obscure.

Rationalisation (derived from a misprint when the initial "r" replaced the initial "n"), in common usage and having a multitude of meanings, including the orig. nationalisation.

Rationing, a word denoting a high ideal but little more, and sometimes meaning chaos.

Regulation, government of the people by some people for some people.

Radio Foundation Day

I.R.E. Address by Sir Ernest Fisk

This year, Radio Foundation Day, was celebrated by the Sydney Division of the Institution of Radio Engineers (Australia) on Monday, December 14, at Science House, Gloucester Street, Sydney.

The function was attended by almost one hundred members and their friends who listened with much interest to an address on "Radio Founders' Day, 1942," which was given by the I.R.E. President, Sir Ernest Fisk.

Sir Ernest explained that "The idea of commemorating the founders of radio science and radio industry on December 12 in each year originated with the Australian Institution of Radio Engineers. That date was chosen because on December 12 in the year 1901 our great pioneer, G. Marconi, successfully received the first intelligent wireless signals across the Atlantic Ocean and inaugurated this phase of world-range radio communication which is so familiar and so important to the people of the world to-day.

"From that first trans-Atlantic experiment have come other great developments of equal importance, but not so well known to the masses of the people. World-wide radiotelegraphy, by means of which, in the course of a year, hundreds of millions of words are flashed by high speed Morse, from point to point and from continent to continent. Those radio telegraph services are semi-secret and they carry the written communications of trade and commerce, of world news, of social and family greetings, of Government affairs and departmental business at speeds up to 500 words per minute on each duplex channel.

"In the new field of television we pay our tribute to J. L. Baird from Scotland, Paul Nipkow from Germany, Alexander-son of America, and others who produced the first mechanical systems, but which have been superseded by the new electronic system. Modern electronic television is based upon the first discovery of photo-electric phenomena toward the end of the 19th century and upon the photoelectric mosaic suggested

in the early years of this century by Campbell-Swinton in England. Practical success has come from the elaborate researches of Zworykin in America and particularly his micro-mosaic screen, with later developments from Farnsworth, and important work done in England by the E.M.I. Laboratories under Shoenberg.

"It would be impracticable to mention all the names of pioneers and contributors, but our purpose to-day is to honour them whether mentioned or not, and in doing this we must not overlook the theoretical and experimental foundations laid by Joseph Henry, William Thomson (later Lord Kelvin), Clerk Maxwell, Heinrich Hertz and Branly.

He said: "In the field of radio, as well as in many other technical fields, Australia has demonstrated that it can establish and develop modern scientific industries with the brains and energies of its own people. We have at least that assurance to encourage future progress in the same direction. Whether our friends in other countries agree or doubt it, we must convince ourselves that the best contribution this nation can make to the future of the British Empire is to develop our heritage here to the utmost. By that means we strengthen ourselves and strengthen the whole Commonwealth of nations."

Commander R. C. Allsop, chairman of the Sydney Division I.R.E., thanked Sir Ernest Fisk for his interesting address, and Mr. N. S. Gilmour, past president of the Institution, in supporting Mr. Allsop's remarks, also gave a synopsis of the history of the I.R.E. He informed the meeting that the Signals Training Committee and Instructions had carried and were carrying out a very important job within the Army and Defence services generally. He was quite confident that had it not been for Sir Ernest Fisk's determination, together with the invaluable assistance of his confreres, to place "radio" in Australia and internationally "on the map," radio would not hold such a foremost position in the scheme of things, as it does, to-day.

Slips to Add New Zest to Big Quiz Show

Several interesting new angles on audience participation quiz presentation are included in the new version of "The War of the Sexes," presented by Mark Mayne Ltd., Sydney Dry Cleaning House, as part of 2UW's Friday night live artist variety show.

One outstanding feature is a provision for the payment of a £5 cash prize to any listener detecting any mistake in the judging of answers given in the studio during the broadcast.

The old set-up of "The War of the Sexes," which has been sponsored by Mark Mayne Ltd. over the past two years, provides for teams of six men and six women to compete at the microphone in tests of general knowledge, under the supervision of "Field Marshall Mark Mayne," "General Dyer" and "General Cleaner." The new presentation throws each question open to any member of the audience in the 400-seat theatre.

"Field Marshall Mark Mayne" asks the question, and Cecil Scott as "General Cleaner" and "Shirley Ann" as "General Dyer" then, in rotation, call respectively for a man or a woman from the audience to answer the question. Each correct reply earns for the member of the audience concerned an order on the sponsor, while, at the same time, one point is added to the score of the respective army.

In the first presentation, when the men and the women's army were scoring point for point, the audience interest grew into intense enthusiasm as the women's army won the last point to win.

The £5 prize is provided for listeners only, and not for the studio audience. It is planned that occasionally a deliberate mis-statement will be made by "Field Marshal Mark Mayne" in his comments on answers to quiz questions; and it is realised too that occasionally an inadvertent mistake may occur. Listeners detecting these errors are invited to write to the station, where their letters will be subjected to a court marshal. If and when any alleged mistake is substantiated by authoritative reference, the listener concerned will receive a cash prize of £5.

2TM is PROUD of results achieved for the Austerity Loan. Our Loan Rally, one night alone, netted £7,770 from 130 subscribers who phoned direct to the Station.

Australian Programs in U.S.

Grace Gibson Comments on American Shows

The editor of "C.B." has received a newsy and, as usual, breezy, letter from Grace Gibson, written from Hollywood in October.

She said that now she was getting ready to return to Australia she seemed to be getting all the breaks. Last August she took over the general management of the Radio Transcription Co. of America Ltd., which used to be the largest producing and selling organisation in the country. But she points out that U.S. transcription companies are having a very tough time due mainly to Government priorities in business, the American Federation of Radio Artists and the Musicians' Union. (We've heard of Mr. Petrillo in Australia). But in spite of all those difficulties some companies, including her own, were existing, and she had received a most gratifying response to her first general mailing to all stations.

Miss Gibson took to America four series of Artransa shows which are all being well received by listeners. "Doctors Courageous" in particular, seems to have gripped the imagination of the Americans. Miss Gibson's comment on U.S. programming at the present time is interesting indeed, and here it is:—

"There are a few particularly outstanding shows on the air in America—including the good old standbys—shows by Jack Benny, Bob Hope, Fibber McGee and Mollie, and Charlie McCarthy. However, besides these really outstanding shows, the air is cluttered with news sessions. Here, the news sessions are sponsored and some stations have as many as 30 to 35 sponsored news sessions daily. . . . sponsors do not want to contract for programs that will run over a period of time due to uncertain conditions, and they can cancel out on the news session at any time. The Government is also supplying the stations with many transcribed outstanding propaganda shows featuring all the well known screen, stage and radio stars."

GODFREY PHILLIPS (AUST.) PTY. LTD. CONTINUE SPONSORSHIP OF SIX YEAR OLD PROGRAM

Throughout a number of years the same sponsor, Godfrey Phillips (Aust.) Pty. Ltd., have programmed the "March of Time" over 3DB and a large network of stations. Godfrey Phillips are the proprietors of Black and White cigarettes, and it is generally recognised by all listeners that the "March of Time" is Black and White. This feature year by year is doing a bigger and bigger job for the sponsor. Much praise should go to Goldberg's advertising who have handled this account for so long, and who are responsible to a great degree for its success.

In 1936 when the Sunday night broadcast, "The March of Time" began over Station 3DB and a relay in other States, none could have visualised the tremendous world events which would be recorded in this unusual and dramatic feature. The drift of war, war, the darkest hour—and to-day the first glimmer of coming victory.

"The March of Time" has given an unusual service to the public by giving the news behind the news—presented in a manner which makes each news story easily understood, and vitally interesting.

The first production actually recorded the prologue to the outbreak of the Spanish Civil War, which was really the prologue to this World War, and an inspection of the scripts of 300 performances is essentially a record of the world's history.

R. C. Hickling has produced the "March of Time" since its inception. The original compere was Keith Eden, who is now back with the "March of Time" after serving with the A.I.F. in Greece and Crete. Other original members of the cast who are still heard are Lance Nichols and David Reid. Actors and actresses used in the 300 performances include most of the well known artists in Australia.

In chatting to Stuart Hunt, of Goldberg's who, incidentally, looks after this very large and interesting account, our interviewer learned that Godfrey Phillips (Aust.) Pty. Ltd. has been responsible for two of the oldest programs on the air, "World Famous Tenors" and "March of Time."

Government will spend £15,000 on Food Publicity

The Australian Government will emulate the good example set by the British Government in food publicity. The scale of expenditure on the public, however, will be minute compared with what is being done in England.

Full Cabinet last week provided £15,000 for an Australian-wide national education program covering 12 months' allocation. The campaign will direct public attention to the use of substitutes for a number of foods which are now in short supply.

Campbell's Renew for 8th Consecutive Year

Carry on with George Edwards Shows

One of the outstanding sponsors in commercial broadcasting in Australia, the association of W. W. Campbell and Co. Ltd., Sydney Furniture House, with 2UW Sydney, was renewed last week for the eighth consecutive year on the same basis as previously—six quarter hours in the night session weekly.

It is understood also that the sponsor will continue their past policy of sponsoring outstanding George Edwards productions of which they always have been strong supporters.

Their first George Edwards program was broadcast on 2UW in May, 1936, and, during the intervening seven years, they have brought to radio an uninterrupted presentation of the finest programs to come from the George Edwards studios.

Their current feature is "Passport to Danger"—an original script in which an English agent secures entry to membership of the Gestapo on behalf of Britain's Intelligence service. Current program time channels will remain unaltered—8.30 p.m. Monday, Tuesday and Wednesday, 9 p.m. Thursday, and 7.15 p.m. Saturday and Sunday.

Radio Guild Plays Major Network Broadcasts

Following the successful presentation of the first bracket of four "Academy Award" plays over Major Network and other stations throughout Australia the presentation will commence to-day, December 31, of the first of the New York Radio Guild plays featuring George Hewlett in "The Man Who Forgot."

These outstanding 30 minute two act dramas are being produced in the Sydney studios of Amalgamated Wireless (A/asia) Ltd. and will specially feature some of the best known players in Australian radio.

George Hewlett was chosen to star in "The Man Who Forgot," Jane Holland, British Drama League cup winner, will play lead in "The Ghost Who Sneezed," to be presented on Wednesday, January 1, Hal Thompson, well known American actor, will be heard in "Chinaman's Dance" on January 13, and Therese Desmond will appear in "The Firstborn" on January 20.

Other names which are well known also appear in the various casts, such as John Tate, Marion Johns, Enid Lorimer, Rita Pauncefort and Harold Meade. These dramas will be followed by further "Academy Award" plays, featuring Ona Munson, Lurline Tuttle, Edmund McDonald.

Sponsored by the Vincent Chemical Co. Pty. Ltd., proprietors of Vincent's A.P.C. Powders and Tablets, the "Academy Award" and New York Radio Guild plays will be broadcast over 2CH, 2KO (N.S.W.), 3DB-LK Victoria, 4BK-AK Queensland, 5AD-PI-MUSE South Australia, 6IX-WB-MD Western Australia, and 7HT, 7EX Tasmania, as well as over many other stations throughout Australia.

Vincent's contract is handled by Marsh Ltd.

RACELESS SATURDAY GIVES LISTENER AN IDEA

Added to the big listening audience which does not tune to race broadcasts on Saturdays is a large percentage of those on "Raceless Saturday," who now go round the dial in search of entertainment of type which for them has a particular appeal.

One such listener at Ryde has written to Leon Becker, compere on Bon Marche "Saturday Afternoon at Home" program on 2CH, in the following terms:

"Dear Leon,—Raceless Saturday so nice each way to-day. Not able to work being an invalid I looked around for the next best thing, found your program and got something better, so I made up my mind to try for some cash this way."

Following the signature there is a postscript: "Now I know a good place to spend 'Raceless Saturdays. I also know another good tip—Bon Marche."

Enclosed with the letter was an entry in the "Musical Consequences" session, one of the six popular features which go to make up Bon Marche's "Saturday Afternoon at Home" program from 2 to 5 p.m.

This session is now in its third year of sponsorship on 2CH by Bon Marche Ltd., who recently renewed for its presentation over a further long term.

A.C.I. SHOW RENEWED Red Cross Benefits

Among other outstanding renewals announced by 2UW last week was an arrangement completed through the Hansen-Rubensohn Agency for a long-term extension of the sponsorship by Australian Consolidated Industries Ltd. of the Red Cross program, "Lest We Forget."

"Lest We Forget," a half-hour choral program of outstanding brilliance and charm, is broadcast by 2UW each Saturday from 8.30 to 9 p.m., immediately following "The Bright Horizon" (McWilliams Wines), and the whole of the commercial announcement time is donated by A.C.I. to the Red Cross Prisoners of War appeal. No actual figures are available concerning the details of the response to the broadcast appeals, but representatives of the Red Cross have stated that it is "phenomenal."

XMAS FAIR AT SYDNEY TOWN HALL

Xmas week program from 2KY was heightened afternoon and night by broadcasts of the United Nations' Christmas Fair in aid of the R.A.A.F. Central Area Comforts Fund, at the Sydney Town Hall.

At the opening of the Fair on the afternoon of December 21, 1,000 of Georges Dyer's "Radio Kids" took the stage. There were ballets, choir, and music ensembles.

Groups of these "little people" have been featured at a series of Saturday afternoon shows at the 2KY Radiatorium for some time past.

CELEBRATES NEW YEAR'S EVE WITH BIG THEATRE SHOW

The Princess Theatre is the scene tonight for the New Year's Eve Midnight Radio Jamboree with which 3XY welcomes 1943 in gala style. Commencing at 11.15, a non-stop variety program continues until 1 a.m., and will be broadcast from 3XY until 12.05 a.m. Carl Briglia's Rhythm Band and a ballet of 15 will be supported by a very long list of radio and stage favourites, including Laurie Smith, Hal Percy, Charlie Sherman, Victor Marchese, the Artistos, the Kilroys, the Fashion Plate Dancers, Ron Atkinson, Buster Fiddes, Barry Sandford, June Hillyer, and Ena Strachan. On the stroke of midnight, to the accompaniment of streamers, novelties, and balloons, Miss 1943 makes her appearance (her identity is a mystery, but we're told she's a blonde!) Alwyn Kurts will direct proceedings.

2KY

"On Active Service"

424 George Street, Sydney.

Dear Friends, . . . As one of the most momentous years in the nation's history gives way to another year—certainly brighter in promise—may we hope for a continuance of the happy relations which now exist between us; may we hope to send you at this time next year the traditional Christmas salute; may we hope that, ere then, the bells will have rung out the joyous tidings of "Peace—with Victory."

1943 . . .

What's in Store?

SUCCESS!

If You Sell Through

3XY

Naturally . . . It is the Quality Station!

Improved Relations with A.P.R.A.

Looking back over the past 12 months much has been achieved in the domestic reorganisation of the commercial broadcasting structure and outstanding feature in this field is the better understanding achieved between the commercial stations and Australasian Performing Right Association.

A better spirit of co-operation with the stations has been built up and easier working conditions established under the five years' agreement signed in 1939 and extending to 1944.

A very definite relief from arduous detail was secured when the simplified method of logging was introduced. This was done by arrangement between A.P.R.A., the Federation of Broadcasting Stations, and the transcription makers. Under the new scheme it is now only necessary for stations to place on their log the name of the transcription played and the episode number. All the musical details are supplied in a key log by the transcription maker through arrangement with the Federation, and this key is applied to each episode under each transcription name. In this way the stations are saved the trouble of logging the musical details and A.P.R.A. has an easy method of calculating the amount of music used in each transcription and episode.

Because of present day circumstances an arrangement was brought about also whereby stations are now able to send a copy of their station log to A.P.R.A. Where the original log may have contained certain musical items and these musical items were used, it is only necessary for the station management to eliminate the original entry by a blue pencil cross-out.

BROADCASTS FIVE THOUSAND HOURS WITH THE BBC

Henry Hall, one of Britain's most popular orchestra leaders, recently completed five thousand hours of broadcasting with the British Broadcasting Corporation. For this, more than one thousand six hundred hours have been spent in rehearsal and seven thousand tunes have been specially orchestrated, while the number of gramophone records made since Henry Hall's Dance Orchestra was formed in 1924 exceeds two thousand.

Born in London, Henry Hall studied at the Trinity College of Music where he was awarded three prizes for harmony and counterpoint.

At 17 he joined the editorial staff of the Salvation Army and stayed until the outbreak of the Great War when he enlisted in the Garrison Artillery with which regiment he served until demobilisation in 1919.

On his return to civilian life Hall took a job in a cinema orchestra, but when "talkies" came along his job finished.

Dick Whittington (Kay, of 3KZ), the Dame (Geoff Whitting) and Joan Moss arrange things for 3KZ's very successful Xmas pantomime, sponsored by the Mutual Store and presented just before Xmas.



CLUBS ENTERTAIN FOR CHRISTMAS

Loaded to the eyes with parcels, the 3XY Service League turned up in full force at a military hospital near Melbourne on December 15 to conduct a Christmas party for the 100 patients. Nance Martell (organiser), Alwyn Kurts (manager), Bert Snelling, Doug, Gamely and Zell Manners were among the XY personalities to entertain and exchange greetings, and to every soldier was given

a big parcel. Alwyn Kurts conducted some lively quizzes, with prizes of smokes and sweets, and a gala afternoon tea was served at decorated tables.

Then, on Wednesday, December 23, the Good Companions, headed by Sally, visited the kiddies' ward at Prince Henry's Hospital to distribute toys and novelties, cakes and fruit.

RED CROSS NEEDS BOOKS AND MAGAZINES

Since the Red Cross Books and Magazine Section started work in February, 1940, it has handled 136,458 pieces of reading matter. These have been distributed for use among sick and wounded members of the fighting forces in Naval, Military and Air Force Hospital Units at home and overseas, in hospital ships, in sick bays on troop ships, sick bays in naval vessels, and in convalescent homes and depots.

With the great increase in personnel in the fighting forces and the growth of the women's auxiliary services—sick members of which receive suitable reading matter from Red Cross—demands on the book and magazine section are

increasingly heavy, and more and more donations of reading matter are urgently needed.

Particular needs of the section at the moment are for Digests, Geographical and Walkabouts, although all types of magazines are always in great demand. Donations should be sent to the Book and Magazine Section C/o Red Cross House, 289 Swanston Street, or direct to the section, B.M.A. Rooms, 426 Albert Street, East Melbourne. Parcels of reading matter, clearly marked "Red Cross, Melbourne," will be carried freight free on the Victorian railways from country stations.

as Sir Henry Hall, president of the BBC

Invited to be guest conductor for the broadcasts by the dance orchestra of the "Queen Mary" on her maiden voyage to New York in 1936, Henry was responsible for 14 programs in four days! Each of these was rebroadcast from coast to coast on the two main American networks, National Broadcasting Corporation and the Columbia Broadcasting System.

Henry Hall is well known as concert pianist and for the originality of his orchestrations, while his capacity for business organisation is proved by the fact that at one time he controlled 14 bands.

Henry Hall has received something like half a million letters from listeners all over the world. Many contain requests for special numbers, others reproach him for not complying with earlier requests. Some want him to collaborate with them in composition of their own which they know are sure to become popular hits if "only you will let your band play them."

GROWTH OF LISTENERS' LICENCES IN AUSTRALIA

Year ended 30th June	Licences in Force	Ratio to 100 of Population	Increase in Number of Licences
1925	63,874	1.08	63,874
1926	128,060	2.14	64,186
1927	225,249	3.68	97,189
1928	270,507	4.33	45,258
1929	301,199	4.75	30,692
1930	312,192	4.88	10,993
1931	331,969	5.12	19,777
1932	369,945	5.67	37,976
1933	469,477	7.14	99,532
1934	599,159	9.00	129,682
1935	721,852	10.74	122,693
1936	825,136	12.22	103,284
1937	940,068	13.78	114,932
1938	1,057,911	15.40	117,843
1939	1,131,860	16.33	73,949
1940	1,212,581	17.33	80,721
1941	1,293,266	18.32	80,685
1942	1,320,075	18.58	26,809

Among the Sponsors

Messrs. Gibb and Beeman Pty. Ltd., Chemists, of Dean St., Albury, have increased their current schedule on 2AY Albury with additional 15 minutes presentations on the evening schedule—the feature "Spy Exchange."

A special War Loan broadcast of 90 minutes was sponsored over 2AY Albury by Wates Ltd., of Albury, on Thursday last.

The Sanitarium Health Foods (agency, Thompson Associates) have now scheduled the Kommonsense Kitchen Klub on 3BO Bendigo each Tuesday and Wednesday at 11.15 a.m. for 104 quarter-hours.

Hantzen (Aust.) Ltd. have contracted through J. Walter Thompson for a series of 10 word announcements on 2CH.

Fassett and Johnson are using 2CH in a campaign for Carter's Little Liver Pills.

Through the George Patterson Agency, Associated Newspapers have contracted with 2CH for a big series of 100 word announcements.

W. D. and H. O. Wills are using 2CH in support of Capstan Cigarettes.

Under the title of "The Perfect Song" session, the manufacturers of Pepsodent will present an attractive musical program throughout 1943 in 2UW's night program. Time selected is 7.30 p.m. Mondays and Wednesdays.

Central western Queenslanders are now tuned to 4LG for the new feature, "Cappy Hicks," sponsored by Speirs, Central Queensland's leading chemists. Speirs are extensive advertisers, and a Speirs feature has been regularly on the air since the inception of 4LG more than six years ago.

★ For ALL your **PRESTO** RECORDING SUPPLIES

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3908

"Youth Speaks" for Nyal's

With the commencement of their new campaign on January 8, Frederick Stearns Pty. Ltd., the makers of Nyal's Family Medicines, have extended their program to all stations of the Macquarie Network, in addition to a number of associate stations.

The program chosen for the campaign is "Youth Speaks," which was originally introduced to 2GB listeners for several weeks and created considerable comment amongst listeners. "Youth Speaks" takes the form of a Parliament of Youth, in which Australia's leading young debaters are called upon to discuss problems of to-day—political, social and general. The debate is conducted according to the accepted rules, and is presented at the Macquarie Auditorium by a live audience, so that the audience reactions and applause can be incorporated in each program.

In order to obtain a list of topics of the widest possible interest, a prize of £10 has been offered for the best list of ten subjects. Although in the earlier sessions to be broadcast the debaters are all boys, it is planned in future, to introduce talented girl debaters as well, and the program will not necessarily be confined to Sydney debaters. Later, it is hoped to extend the scope of the session so that it can take in young debaters from other centres. The program is of half an hour's duration.

The day and time selected for the broadcast on the majority of stations is Friday at 7.30, though, in the case of 2GB, it will be broadcast at 8 o'clock.

The stations included in the campaign are: 2GB, 2HR, 2CA, 2GZ, 2KA, 2WL, 3AW, 3BA, 3HA, 3SH, 3TR, 4BH, 5DN-RM (commencing January 8), and 2BH, 2KM, 2NZ, 2LM, 4BU, 4RO, 4MK, 4CA,

COMMERCIAL BROADCASTING

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Miss Beatrice Touzeau, 4th Floor,
403 Bourke Street. Phone: MU2932

6PR, 6TZ, 7HO, 7LA, 7BU (commencing January 29).

The contract has been handled by the Hansen-Rubensohn Agency, and provides for 52 weeks.

MUSIC SHOW FOR LAXETTE

"Music for Mothers," a special musical presentation designed for afternoon entertainment, has been arranged on 2UW by the John Rist Agency on behalf of Laxette Manufacturing Co.

The program—a 30-minute presentation—will be broadcast each Wednesday at 3.45 p.m., commencing on January 6.

Recent contracts with 4GL include Longreach business houses sponsorship of the 15-minute feature, "The Count of Monte Cristo," presented thrice weekly. The Nyal Family Medicines' program, "The Kingsmen"; Pike Bros. and Nissen's quarter-hour goodwill sessions; Vickers Gin band numbers; and the Black and White Cigarette program, "March of Time." Recently Solleys, the friendly store, of Longreach, arranged for periodical presentations of new Australian compositions.

3 SR YB UL

LICENCES 61,098
POPULATION . . 378,110

Argus Broadcasting Network
365 ELIZABETH ST., MELBOURNE
F 0411
Sydney: Fred Thompson — B 2085

PERSONALS

The many friends of Col. Kemsley, active general manager of 3UZ until war duties claimed his full attention, will regret to learn that he is ill in Heidelberg Hospital.

On leave from 2GF Grafton is Mr. A. W. Bradford, announcer, who is heard in the luncheon and evening sessions from this popular northern station.

Seen in Sydney last week was Mr. John Dower, manager of 4CA Cairns, on a long vacation from Australia's most northerly broadcast station. Mr. Dower was seen chatting to several agency executives eager to learn of listeners' reaction in the land of sugar and papaw.

Christmas week at 3XY was brightened by the arrival on leave of Corporal Norm. Currey, more sun-tanned than ever and exchanging breezy greetings with the toilers as though he hadn't a care in the world. Another ex-staffer to pay a seasonal call was Michael Miles, who, not content with his adventurous career in Singapore, is now setting out for another distant radio post overseas.

Arthur Banks, salesman of 3KZ, deserves a good pat on the back these days. As well as the big job of work he is doing in raking in contract after contract for 3KZ he is to be found every evening looking after the interests of the Force at Melbourne's famous Dug Out. The Dug Out provides entertainment and all the comforts and service required to make the boys happy, has an excellent band, all the best artists and good meals, it has become a popular rendezvous for the troops, and to Arthur goes much of the credit as he is in charge of this home-away-from-home for the lads.

There have been changes at Goldberg's Advertising, Melbourne, Mr. N. V. Nixon has left the ranks and Mr. Perc Clark is in charge, he is manager for Victoria. Perc Clark is well known in the trade, having been attached to Goldberg's for over 15 years. We wish him all the best in the New Year.

Mr. Frank Goldberg returned to Sydney last week after spending his usual busy few days in Melbourne.

Sid Kemp, of the "Argus" Network, is looking happier than ever after the success of his war loan rally, there is no doubt about Sid Kemp when he grits his teeth and decides to do a thing.

Although this Xmas is being spent in a very austere fashion, certain of the Melbourne radio fraternity have been quietly gathering together to keep the remembrance of the season. We noticed most of 3AW's executives lunching at the Hotel Australia with a number of agency chiefs. Which brings to our notice the number who are in the services these days and missing from our ranks. We take this opportunity of wishing the absent ones, wherever they are, all the very best for the New Year.

What a quiet place 3UZ will be for the next couple of weeks. It is the annual holidays for their three live-wire salesmen, Cec Corboy, Stan Fawcett and Mr. Abramowski. So here is advice to all salesmen in and around the vicinity of Melbourne—go for your lives and get in on those contracts before the clean-em-up-three get back. To the three salesmen of 3UZ we wish a happy holiday.

Syd Baume, of 3UZ, must be looking forward to his only peaceful and quiet fortnight in the year when he loses his three salesmen. Now he will be able to get home earlier to look after the potatoes that "C.B." Melbourne rep. is hoping to taste some day.

Mr. J. Riddle, of George Patterson's Advertising, has returned to Melbourne after a delightful trip to Tasmania, which he tells us was all business. But Tassie is such a lovely place it would be a pity to have no time at all for relaxation!

Mr. A. Y. Storrer, who has been manager of 2DU Dubbo for the past 12 months, has joined the legion of radio executives who have gone into camp. Vic. Laxon, ex-3UZ sportscaster and late of Stevenson Advertising, Melbourne, who went to 2DU last February, is the newly-appointed manager.

Before his recent departure on a business trip to New Zealand, Mr. H. G. Horner, general manager of 2GB and Macquarie Network, announced the appointment of Mr. R. E. Lane as assistant manager of the Macquarie Network. Mr. Lane has played an active part in the building up of the Macquarie Network to the unique position it occupies in commercial radio in Australia to-day. He joined Macquarie as advertising manager four years ago, and recently became a director of Canberra Broadcasters Pty. Ltd., and Hunter River Broadcasters Pty. Ltd.

Mr. Russell Yeldon, managing director of 2WL Wollongong, has returned to his desk after a week or so rest in the highlands. Mr. Yeldon this year holidayed at Bowral, thus for once, forsaking his usual fishing and camping holiday.

NEW BOOK BY AUSTRALIAN AUTHORESS

Mrs. Eileen Finlay, who is rapidly coming to the forefront as an Australian authoress, has just had published by the National Press Pty. Ltd., her third book, "Undeclared." This, like her two previous books, "The Caravan Passes" and "Full Turn," were dramatised by 3KZ's Prince of Storytellers in his session broadcast at 1.15 each Monday to Friday.

OCTOBER LICENCE FIGURES

NEW SOUTH WALES		Oct. 1941	Oct. 1942	Additional
New issues	4,632	4,549	(1,612)	
Renewals	34,951	39,318		
Cancellations	4,953	270		
Monthly total	499,804	507,842	(7,856)	
Nett inc. or dec.	-321	4,279		
Population ratio	17.83	18.06		

VICTORIA		Oct. 1941	Oct. 1942	Additional
New issues	2,480	3,480	(1,562)	
Renewals	29,799	30,998		
Cancellations	1,990	1,281		
Monthly total	367,470	372,416	(6,015)	
Nett inc. or dec.	490	2,199		
Population ratio	19.15	19.26		

QUEENSLAND		Oct. 1941	Oct. 1942	Additional
New issues	1,954	1,224	(256)	
Renewals	13,506	14,111		
Cancellations	1,980	1,351		
Monthly total	172,749	171,620	(1,256)	
Nett inc. or dec.	-26	-127		
Population ratio	16.77	16.55		

SOUTH AUSTRALIA		Oct. 1941	Oct. 1942	Additional
New issues	1,297	1,326	(709)	
Renewals	9,004	9,684		
Cancellations	929	617		
Monthly total	135,042	139,291	(3,384)	
Nett inc. or dec.	368	709		
Population ratio	22.19	22.85		

WESTERN AUSTRALIA		Oct. 1941	Oct. 1942	Additional
New issues	927	1,253	(259)	
Renewals	6,694	7,121		
Cancellations	586	500		
Monthly total	92,220	92,620	(1,056)	
Nett inc. or dec.	341	753		
Population ratio	22.25	19.75		

TASMANIA		Oct. 1941	Oct. 1942	Additional
New issues	342	433	(139)	
Renewals	3,138	3,202		
Cancellations	246	278		
Monthly total	45,251	47,170	(669)	
Nett inc. or dec.	96	155		
Population ratio	18.61	19.76		

COMMONWEALTH		Oct. 1941	Oct. 1942	Additional
New issues	11,632	12,265	(4,542)	
Renewals	97,092	104,432		
Cancellations	10,684	4,297		
Monthly total	1,312,536	1,330,959	(19,770)	
Nett inc. or dec.	948	7,968		
Population ratio	18.56	18.74		

The above totals include free licences for the blind—2,580 (1941) and 2,467 (1942)

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