

## PERSONALS

On a visit to Sydney this week is Mr. Graham Dowland, manager of 6PR-TZ West Australia. Mr. Dowland is crowding a large round of business calls into the few short days at his disposal.

Stewart Duff and K. W. Kilpatrick, head office executives of the New Zealand Commercial Broadcasting Service, have been appointed to the committee organising the Dominion's Second Liberty Loan of £10,000,000.

Ex-3XY staff members now in the services are adding distinction unto themselves at a rapid rate, both Norman Currey (Signallers) and John Storr (Mobile Entertainments Unit) having acquired two stripes in the past week. Erstwhile assistant manager, Frank Mogg, called in to report that he was heading "somewhere north" with the Navy, while musical director, Kevin Bradley, after having been rejected by both A.I.F. and R.A.A.F. on grounds of ill-health, is jubilant at having been accepted for the Naval Auxiliary Patrol, and is assiduously studying for same between sessions of baton waving.

We extend our heartfelt sympathy to Mr. and Mrs. David Worrall, their only daughter, Joan, aged 12 years, passed away last week. She was fatally injured when thrown from her horse.

## COMMERCIAL BROADCASTING

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Jack Sandbrooke, late of Goldberg's, Sydney, and now in the Army, has written a sentimental number called "Thru' All Eternity," in collaboration with mate Bruce Thompson. This is Jack's first venture into the composing field, and our congrats to him on this excellent number which was broadcast from 3LO last Friday evening at 8 p.m.

In the absence of Mr. Hook, Mr. Mulholland, of A.W.A., last week made a presentation of a handsome clock on behalf of the 2CH staff to Lieut. Keith Howes, in honour of his approaching marriage to an Adelaide lass. Lieut. Howes is back in Australia after active service abroad.

Miss Joy Morgan, acting sales manager of Artransa, and Mr. Maxwell Dunn, well known radio dramatist, were two interested visitors to the King George V Memorial Hospital. By the end of their visit they were fully acquainted with the complete care of mothers and babies. The reason for their curiosity is the fact that they were seeking background for a new Artransa production. It sounds interesting.

Jerry Bride, of O'Brien Publicity, looked very proud last week—reason being a visit from the stork, who presented him with another daughter. Congratulations, Jerry.

Lieut. Lin Corr, of Broadcast Exchange, who is now doing a big job at Victoria Barracks, bade farewell to Capt. Leo. Mooney, recently Leo has at last realised his wartime ambition and has headed north for a month or so.

The Lord Mayor (Cr. Nettlefold), Sir Frank Beaurepaire, and members of the City Council are frequent visitors at the Melbourne Town Hall on Sunday nights where Peters' Ice Cream (Vic. Ltd.) entertain 3,000 troops and their friends.

Arundel Nixon's baby daughter was one year old on Friday last. Party held in her honour at the Australia on Saturday. Cute invitations, telling guests that "she would be one, but before she was only nort!"

Jack Clemenger has been promising himself a day at the links for a long time now, so gathering his clients around him he hied to the Commonwealth last week. He informs us that Les Leyshon is now out of hospital—it will be good to see you around again, Les!

P. and A. Parade judge, Beatrice Touzeau, has acquired a cottage by the sea—she tells us the roof needs painting—any volunteers?

Musical director, Harcourt Garden (2KY) is another personality who has been enjoying a brief respite from radio activities. Claims to have gained a few unwanted lbs. during his week's holiday.

Doug. Melton (2CH announcing staff) is now in the Air Force, having been transferred from the Militia.

Albert Russell (Goldberg's, Sydney) pooh-poohs the idea of petunias and sweet williams, and instead is now growing spinach in his backyard. There's grit for you! Albert, by the way, was responsible for much of the work connected with the big American Red Cross baseball broadcasts, a story of which appears in this issue.

## JULY LICENCE FIGURES

	June	June	Adol.
TASMANIA			
New issues	486	545	(188)
Renewals	4,985	5,226	
Cancellations	319	245	
Monthly total	44,883	46,704	(188)
Nett inc. or dec.	+ 167	+ 300	
Population ratio	18.47	19.56	

COMMONWEALTH			
New issues	17,600	15,812	(5,340)
Renewals	144,029	151,015	
Cancellations	12,097	10,614	
Monthly total	1,298,769	1,325,271	(5,340)
Nett inc. or dec.	+ 5,503	+ 5,198	
Population ratio	18.37	18.66	
	1941	1942	tional

NEW SOUTH WALES			
New issues	7,223	8,163	(2,109)
Renewals	56,667	61,735	
Cancellations	7,203	4,155	
Monthly total	494,904	504,459	(2,109)
Nett inc. or dec.	+ 20	+ 4,008	
Population ratio	17.66	17.94	

VICTORIA			
New issues	3,885	2,201	(1,471)
Renewals	38,908	40,093	
Cancellations	1,175	2,700	
Monthly total	365,500	370,225	(1,471)
Nett inc. or dec.	+ 2710	- 499	
Population ratio	19.05	19.14	

QUEENSLAND			
New issues	2,797	1,603	(417)
Renewals	17,729	19,797	
Cancellations	1,727	729	
Monthly total	169,286	173,401	(417)
Nett inc. or dec.	+ 1,070	+ 874	
Population ratio	16.46	16.73	

SOUTH AUSTRALIA			
New issues	1,875	1,699	(860)
Renewals	14,247	14,380	
Cancellations	792	1,742	
Monthly total	132,375	137,201	(860)
Nett inc. or dec.	+ 1,683	- 43	
Population ratio	21.81	22.51	

WESTERN AUSTRALIA			
New issues	1,384	1,601	(305)
Renewals	9,493	9,784	
Cancellations	881	1,043	
Monthly total	91,821	92,503	(305)
Nett inc. or dec.	+ 453	+ 558	
Population ratio	19.56	19.73	

The 'flu germ and Alwyn Kurts, of 3XY, came to grips recently—and it would be hard to say which won! Attacked on Saturday morning, he resolutely covered the races that afternoon, compered "Croft Radio Revels" in the evening, and staggered off to bed—only to rise in defiance of medical advice, and comper "Peters' Ice Cream Salutes the Services" on the Sunday night! After that, his wife reported she locked all the doors and hid the keys!

A visitor to 2KY last week was Comedian Joe Lawman, who called in to say "Hullo" and "Goodbye." He left the same night for Brisbane, where he's now entertaining Tivoli audiences.

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★ 1942 Broadcasting Convention Opens in Melbourne

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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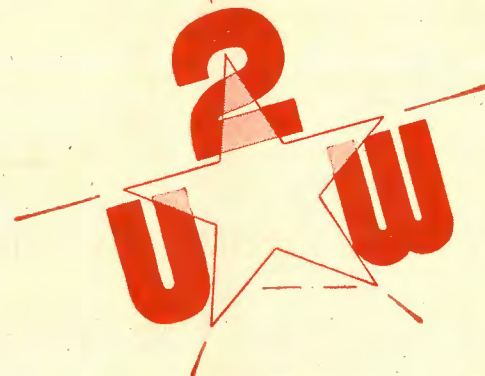
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## COMMERCIAL BROADCASTING

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**BROADCASTING BUSINESS**

Subscription,  
10/- p.a.

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Thursday, October 22, 1942.

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### And Now, a New Year . . .

To-day commences a new year of activity for the Australian Federation of Commercial Broadcasting Stations—a year in prospect of increased difficulties, of ever greater sacrifices. For to-day, in Melbourne the 12th Annual Convention of the Federation is scheduled to close with the election of new office-bearers for the ensuing 12 months' term.

The Convention—shortest for many years—was officially opened on Tuesday last by the Minister for Customers, Senator Keane, acting in the stead of the Postmaster-General, Senator Ashley. Under the chairmanship of the year's president, the Hon. R. A. King, M.L.C., the Convention reviewed the work of the past year and went on to wrestle with the problems of the present and to plan for the continuation in the future of that magnificent service to the public which has so outstandingly characterised the commercial broadcasting set-up in the past.

In next issue of "Commercial Broadcasting" a comprehensive report of the proceedings of the Convention will be published.

The agenda, which appears elsewhere in this issue, provided for full discussion on such vital national problems as the co-operation of stations with the Government in the war effort (it was shown at the 1941 Convention that free-time donated to the war effort up to that date had represented half a million pounds), and to the question of manpower.

Other very important matters brought up for discussion included the Parliamentary Standing Committee on Broadcasting which was established by the Broadcasting Act; matters arising out of the Broadcasting Act and the Commercial Stations Licence Fees Act, both of which were legislated during the year; the news agreement with the A.B.C.; the Agreement with the Record Manufacturers; and the manufacture by Federation members of Australian musical recordings.

The Convention of Federation delegates gathered this year in a more determined atmosphere than had hitherto been possible. In the words of Senator Keane, "the status of commercial broadcasting had been confirmed by the new Broadcasting Act," and thus members were able to take a longer view of their problems to plan with more decision the conduct of the commercial services in the days to come. When last year's Convention was held at Orange, N.S.W., the Parliamentary Committee which studied all aspects of broadcasting in Australia, had not completed hearing evidence. Since then that Committee had presented its report to Parliament, and subsequently the Broadcasting Act, incorporating a charter for national and privately owned commercial services had been enacted.

A high tribute came from Senator Keane when he referred to the discussions in Parliament on the Broadcasting Bill. He said he was impressed with the absence of any suggestions that there was anything seriously wrong with either the national or the commercial services in Australia. He also indicated the Government's keen appreciation of the important part which commercial stations were playing in the national life of Australia, and of their very considerable contribution to the war effort.

The Federation President, Mr. King, in his annual report, made very pointed reference to a matter which has been discussed with strong emphasis in these columns during the year. That is the question of an equitable contribution to broadcasting stations' revenues in payment for at least some of the station time made available for Governmental announcements and sessions.

For the executive of the Federation the past year has been an arduous one—possibly the most momentous in broadcasting history in Australia—and our congratulations are extended to them, and in particular to the efficient and dynamic secretary, Mr. Ray Dooley, who was called upon to perform a gargantuan task in connection with the Parliamentary broadcasting investigation. Congratulations are also due to other members of the Federation who, though not on the executive, threw in the weight of their experience and judgment to assist in the satisfactory solution of a number of major problems.

To the incoming executive we extend our good wishes and pledge our assistance as a publicity medium in the promotion of any plan or project undertaken by the Federation, which in our opinion is for the betterment of broadcasting as an art and for the improvement of service to the listening public.

## SPECIAL CONVENTION ISSUE

The next issue of "Commercial Broadcasting" published on November 5 will contain a full report and pictures of the 1942 Melbourne Convention. Owing to newsprint restrictions orders for extra copies must be placed before November 2.

### Television Around (The War) Corner

Lent to Australia by the British Government to carry out a special scientific work here the well known television expert, Major W. E. Osborne, firmly believes that television services should be well established within two years after the war.

He accused the Commonwealth Government and Australian private enterprise of lack of vision in that nothing had been accomplished in the television field in Australia before the outbreak of war.

Major Osborne declared that the Australian licence fee of 20/- per year—just double the British licence fee—should provide ample funds for the national service to introduce television. He believed that the scope of advertising in this country should make television a commercial proposition.

The first cheap set, he believes, would cost about 50 guineas, largely because television amplification involves the use of a minimum of 12 valves. The special aerial would be two short copper rods, each about 5ft. 6in. On such a set it would be possible to have images flashed on a screen about 12in. x 10in.

Until the outbreak of war, television transmission had become regular daily features of London radio programs, and in America, despite the war, their scope was being progressively extended over a number of stations, including two in New York.

Within five years of the end of the war, Major Osborne believes the scope of transmissions will have been enlarged to include full colour television which is already being transmitted in America.

Another post-war radio development he envisages is frequency modulated transmission—high fidelity, static free reception, achieved like television, on an ultra short wave. The improvement in fidelity will be so marked that he is confident most householders will make the change-over which can be made by the purchase of a special adaptor. Already in America there are more than 40 frequency modulated stations broadcasting.

# Minister for Customs Officially Opens 12th Annual A.F.C.B.S. Convention

## Senator Keane Says Broadcasting Act Confirms Status of Commercial Service

Officially opening the 12th Annual Convention of the Australian Federation of Commercial Broadcasting Stations in Melbourne on Tuesday last, October 20, the Commonwealth Minister for Customs, Senator Keane, paid a tribute to the work and the usefulness of the commercial broadcasting service provided by private enterprise throughout Australia. He declared that from a welter of comment in Parliament during the passage of the Broadcasting Bill, he was impressed with the absence of any suggestions that there was anything seriously wrong with either the commercial or national broadcasting services.

Senator Keane opened the Convention in the stead of the P.M.G., Senator Ashley, who was not able to attend.

At the outset Senator Keane said that his colleague the Postmaster-General takes a very real interest in the activities of the Federation, and he therefore greatly regretted his inability to be present to open the proceedings of the Federation's Annual Convention.

"He has delegated the duty to me, and I can assure you that the task is a very pleasant one, because I realise that you have come together at this particular time, not with any idea of combining a little business with a pleasure trip to Melbourne, but solely for the purpose of devising means for enabling you to better perform the public service with which you have been entrusted and to carry on in spite of the difficulties caused by the war," Senator Keane added.

"During the past year, the broadcasting services of the Commonwealth have been subjected to very close scrutiny. The Joint Parliamentary Committee undertook a very thorough investigation into all phases of the industry, and consequent upon its recommendations came the Australian Broadcasting Bill, which gave members of both Houses of Parliament adequate opportunity to express their views on the merits and the demerits of the broadcasting system which is serving the Commonwealth.

"One of the outstanding impressions which I have gained from the welter of comment—most of it well informed on the subject—is the absence of any suggestion that there was anything seriously wrong with either the National or the Commercial Services.

"Certain recommendations were made by the Joint Committee—and adopted by the Government—which I think will be for the ultimate good of this medium

of instruction and entertainment, but they did not involve any fundamental alterations to the foundations on which our broadcasting system has been developed over the years.

### Significant Convention

"Your 1942 Convention is significant because this time you gather as the representatives of companies authorised to conduct the commercial broadcasting services of the Commonwealth under conditions prescribed by an Act of Parliament. Previously those conditions had been stipulated by regulations, an arrangement which no doubt suited the purpose admirably in the early days of broadcasting when flexibility was desirable to meet the changing circumstances of what continued for some time to be regarded as something of a novelty.

"Thanks largely to your initiative and prudence, that stage has passed and broadcasting is now a stabilised industry playing an important part in the life of the nation, as is evidenced by the fact that nearly one and a third million Australian homes have at least one wireless receiver. The new licensing system operating from July 1 already indicates that many thousand homes have more than one.

"The broadcasting service has come to maturity and the new Act proclaims that fact.

### Commercial Status Confirmed

"Had there been any doubt as to the importance of the commercial stations in the scheme of things, it would no longer exist for the Act confirms the status of the commercial service. Whilst that feature of the changes which have

occurred since your last Convention must naturally be satisfying to you gentlemen, you must not lose sight of the fact that it imposes also additional obligations on the broadcasters to ensure that their stations fulfil the primary object for which they exist, namely, to serve the public. I sound that note of warning more as a guiding principle for your future conduct than by way of implication that you have failed in that respect in the past. It is far from my thoughts to make any such suggestion and it would indeed ill become me as the representative of the Government to fail to pay a tribute to the commercial broadcasting stations of the Commonwealth for the manner in which they are co-operating in these difficult times in all matters affecting the public good.

"The individual stations, and your Federation as a whole, have made a very notable contribution to the war effort, the value of which cannot be assessed simply in terms of time made available for official pronouncements, appeals and other essential matters arising from the prevailing conditions.

"I am cognisant of the fact that the war, with its inevitable restrictions on trading, and the resultant diminution of advertising, has caused many difficulties for your stations, and I trust that the exchange of views which you are about to commence will help you to overcome them.

"I now declare the Convention open with the sincere wish that your deliberations will further benefit the people of Australia who have already been so well served by your stations, and also advance the interests of the Australian Federation of Commercial Broadcasting Stations and its individual members.

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## Convention

# Hon. R. A. King, M.L.C., Reviews Past Year and Foreshadows Sterner Times Ahead

Welcoming the delegates to the 12th Annual Convention, Mr. King said that it was indicative of the interest which members took in the work of the Federation that so many delegates from all States of the Commonwealth had made the time available to attend the Convention.

Mr. King then went on to give his Presidential Address and Report of the year's activities.

He pointed out that in many respects the year had been one of the most momentous since commercial broadcasting was established. During the year the Joint Parliamentary Committee on Broadcasting had completed its investigations, in the course of which the Federation had presented considerable evidence.

"In March of this year, the Committee presented its report and many of its recommendations have been embodied in legislation," Mr. King continued.

"The report is the best vindication of the existing system of broadcasting, and throughout its pages many fine tributes have been paid to the work of the Federation in the interests of broadcasting.

"On many previous occasions, Presidents have referred to the excellence of the broadcasting service provided to the people of Australia, and it was evident that the members of the Parliamentary Committee became more appreciative of this fact as the enquiry proceeded and the fact that commercial broadcasting has been given a charter by legislation is a fitting tribute to the work which stations have done.

"There were certain criticisms in the report, and some of them affect commercial stations. In the main, however, they are problems which the industry itself had approached and had dealt with as far as it was possible to do so. I refer to such matters as medical advertising and health talks and to political broadcasts. We were able to demonstrate to the Committee the steps which the Federation had already taken to deal with these problems, and the Committee was impressed with the degree of self-imposed control on these matters.

Such other question as Sunday advertising and racing broadcasts are necessarily controversial, and the needs of the community must be studied in suggesting what further control should be imposed.

"Such questions as still require consideration from the Committee's report have been listed for discussion at this Convention, and the Government may be assured that any conclusions reached will be those which are considered to be in the best interests of listeners as well as those of the industry."

### Standing Committee

Mr. King said that a most important innovation in the industry had been the appointment of a Parliamentary Standing Committee on Broadcasting. This Committee is empowered to deal with such matters as may be referred to it by the Postmaster General, the Commission and the Federation. The suggestion to have this allparty committee was to enable there being in Parliament a body of members well informed on broadcasting so that Parliament could receive the benefit of their advice and experience whenever matters affecting broadcasting were being discussed in Parliament.

"From that point of view, the appointment of such a committee might be admirable and capable of removing many misconceptions which have been apparent among members in the past," he continued. "On the other hand, if the Committee is to be super-imposed as another controlling authority, its appointment may be detrimental to broadcasting. The Federation would watch the proceedings of the Committee with interest.

"Another recommendation of the Committee which had been incorporated in the Act was that State Advisory Committees be appointed, one function of which would be consideration of complaints of objectionable broadcasts. The Federation has always maintained a very definite attitude that broadcasting has an intimate relationship with listeners and as it enters the home, nothing should be broadcast which is offensive in tone or subject matter. Stations generally had taken steps to ensure as far as it is possible to do so that the comedian who depends upon coarse jokes for his laughs is either kept off the air or is under rigid control. There always would be the occasion however where incidents of this nature do occur, and it was hoped that, in selecting personnel for State Advisory Committees, people with a broad vision and an understanding of the industry would predominate.

### Far Reaching Effect

"I have mentioned these points in the legislation as they may have a very far-reaching effect on the future of our in-

dustry," said Mr. King. "Up to the present, the opportunity for self-regulation within the Federation has been freely given by the Postmaster-General's Department, and the wisdom of that course has been apparent from the way in which commercial broadcasting has developed and the tributes which members of the Committee of all parties paid to commercial stations in the speeches in Parliament during the passage of legislation. The possibility that these bodies which have been created may be super-imposed administratively could not result in anything excepting detriment to the industry.

"I would like now to deal briefly with some of the major problems which confront the industry. The first of these is the economic aspect. While, up to some months ago, certain of the smaller stations only had been adversely affected by war conditions, the position more recently is that all stations without exception have had to face more difficult conditions as well as falling revenue. This has been brought about largely as a result of Government regulation or by measures which the Government has introduced as part of the effort to gear up the nation to a more efficient prosecution of the war.

"Commercial broadcasting cannot expect to escape unscathed from a general restriction of trade, but, in implementing some of the decisions, the departments concerned have not always been fully aware of their ultimate effect. It has been necessary therefore to negotiate with the Government in the interests of members of the Federation and, as a result of our representation, important modifications have been obtained and these have resulted in a number of good programs being continued on the air instead of being withdrawn.

### Confusion May have Been Avoided

"If, on the other hand, there had been the opportunity of consultation with the Minister or Director of the Department prior to the regulations being issued, the necessity for later amendment would almost certainly have been avoided. Up to the present, stations have generally maintained their normal hours on the air and the standard of programs has also been retained. Whether this state-



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# Federation President Points to Industry's Problems

(Continued from page 6.)

of affairs can continue indefinitely it is difficult to say, but the Government and the public of Australia can be certain that commercial broadcasting will do its utmost to maintain the standards of broadcasting to which the public has been accustomed.

## Government Advertising

"As members are aware, representations have been made to the Government recently that Government advertising on the air should be paid for. At last year's Convention it was revealed to you that from the outbreak of war until the end of 1941, the value of free time given by stations to Governmental or patriotic fund activities were in the nature of £500,000. The same generous attitude has since been continued, and members know that no day goes by without a request being received for free announcements of one sort or another and that stations willingly donate the time required.

"Other advertising media, however, have had rather different treatment as many campaigns or advertisements have been paid for throughout the war period.

"It is not intended that the Federation should in any way try to detract from the free space devoted by the press to war and other activities or to the free assistance that the films and other media have given to the Government. All that we have asked for is equality of treatment and an abandonment of the attitude that the air is free.

"Until the economic position of the industry had altered so materially, this question was not brought forward but, under present conditions, re-consideration of the matter became urgent, and I am pleased to say that our representations in Governmental circles have been favourably received. A decision favourable to stations would enable them more fully to co-operate with the Government throughout the war as it will enable many stations to reconsider their hours of operation on the air and will keep up the program standards.

## Drain on Manpower

"One other important problem is that of manpower: The drain on technicians in particular became so great during this year that it was necessary to make special representations to the Manpower authorities so that stations would be permitted to retain sufficient technicians so that normal hours of operation could be continued.

"Commercial broadcasting provides entertainment, in many cases from 6 a.m. until midnight each day, for a potential audience of 5,000,000 people. The use of manpower has never been high and, in the returns which were compiled

last year for the Parliamentary Committee, it was shown that the total permanent staffs on all stations was 1,500, and approximately 500 were engaged casually. The percentage of female employees is high, so when it is revealed that 530 employees of commercial stations have enlisted in the Defence Services, it will be realised that very few of the younger male staff who were engaged at the outbreak of war remain in their jobs.

"Considerable ingenuity has been used in readjustments of duties, and notwithstanding their improvisation, the quality of broadcasting has been maintained. The necessity for the retention of key personnel is, however, very evident. The public in Australia has been educated to expect high standards of presentation from commercial stations and the morale value of commercial broadcasting cannot be over-estimated. Fortunately the Government is fully aware of our problems and our usefulness and, as will be seen, the Manpower authorities have adopted a reasonable attitude in deciding upon the manpower which stations are permitted to retain.

## Value of Federation

"I do not propose to go into any further details of our problems as these matters will come before you at Convention. Before closing though, I wish to stress upon all members the value of their own organisation. This voluntary body, known as 'the Federation,' has been in existence for 12 years, and its usefulness cannot be stressed too much. It is recognised by all authorities as the mouthpiece of commercial broadcasting, and this has been largely due to the effectiveness of its administration and the firm loyalty of its members. The years in front of us are fraught with many problems and difficulties, and the need for unity will be even greater than in the past. With this in the minds of all members, I feel that the Convention of 1942 will face its problems in the same spirit of sweet reasonableness as has evidenced our proceedings in the past.

"Our nation, in common with the Allied nations, is engaged in a life and death struggle to which there can be only one end—Victory. As broadcasters we have great obligations and great responsibilities to the Government and public of Australia. We can assure both the Government and the public that the weight of the commercial stations will be devoted to the effort which is being made for the fullest prosecution of the war. The public can be certain that commercial broadcasting will do its utmost to maintain the standards of broadcasting to which the public is accustomed.

# AGENDA

12th Annual Convention

TUESDAY, OCTOBER 20

- 2.30 p.m.—  
1. Roll Call and Proxies.
- 3 p.m.—  
Official Opening by Postmaster General.  
Motion of Thanks to Postmaster General.  
2. Presidential Address.  
3. Confirmation of Minutes.  
4. Appointment of Committees:  
(a) Press.  
(b) Finance and Administration.  
(c) A.P.R.A. Fees.  
(d) Federation Propaganda.  
5. Parliamentary Standing Committee—Review of items dealt with by Committee.  
6. Matters arising out of Broadcasting Act and Commercial Stations Licence Fees Act.

WEDNESDAY, OCTOBER 21

- 10.30 a.m.—  
Co-operation of Stations with Government in the War Effort, including payment for Government Advertising.  
8. Manpower.  
9. Agency Matters:—  
(a) Credit Control.  
(b) Payment of Commission on Outstanding Accounts.  
(c) Standard Order Forms.  
(d) War Conditions and Contracts.  
10. News Agreement with A.B.C.
- 2.30 p.m.—  
11. Agreement with Record Manufacturers.  
12. Program Material—Suggestion re American Transcriptions.  
13. Manufacture of Australian Musical Recordings.  
14. Industrial Matters:—  
(a) Award of Musicians' Union.  
(b) Announcers' Award.  
(c) Actors' Equity.  
15. Departmental Matters:—  
(a) Priority on Motor Cars.  
(b) Supply of Essential Equipment.  
16. Self-help Arrangements re Material and Technicians.  
17. Provision of Emergency Programs.

THURSDAY, OCTOBER 22

- 10.30 a.m.—  
19. Reports of Sub-committees:—  
(a) Finance and Administration.  
(b) A.P.R.A. Fees.  
(c) Federation Propaganda.
- 2.30 p.m.—  
20. Reports of State Vice-Presidents.  
21. Election of Office Bearers.  
22. Convention for 1943.  
23. Any other business.

# Among the Sponsors

Colgate-Palmolive have signed for 418 x 15 minute announcements, 4BC and its associate relay station, 4SB Kingaroy, in the breakfast, daytime and evening sessions, through the agency of George Patterson Pty. Ltd.

E. C. De Witt and Co.: Through W. H. Bennett and Co., further 12 months' renewal covering 104 x 15 minute evening sessions, over Stations 4BC Brisbane-4SB Kingaroy, the initial feature being "These Old Shades."

Bushells Ltd.: Through March Pty. Ltd. This client has again issued a 52 weeks' contract for 156 x 100 word evening announcements for broadcast through 4BC-4SB Kingaroy.

Clifford Love and Co. Ltd.: So satisfied has this client been with results obtained from the presentation of "Katy and John" in competition, three times weekly—1 x 15 minutes and 2 x 10 minutes—that a further 12 months' contract has been placed with 4BC, through Arthur Smyth and Sons.

W. H. Ockelford: Renewal contract for 104 x 100 word announcements in the breakfast session, for broadcast over Stations 4BC Brisbane, 4SB Kingaroy, through Campbell Advertising.

B.C.C. Stores is using 400 x 25 word announcements in the women's morning session on 4BC over a period of 12 months. This account comes through the Noble-Bartlett Agency.

John Campbell Pty. Ltd.: In addition to the one hour session broadcast each Sunday morning from Station 4BC, this client has extended his contract to cover 104 x 5 minute breakfast sessions, this account being handled by Johnston Jones Advertising.

H. T. Andrews: Through the agency of Gordon and Gotch comes a further renewal from this client for 156 x 25 word announcements in 4BC's women's session.

Frederick L. Thomson: A consistent 4BC advertiser, has this time signed a contract for 52 x 15 minute sessions, broadcast twice weekly at 11.15 a.m. featuring the George Edwards' production, "I Live Again!" Campbell Advertising being the agency.

Lowes Home Furnishers: Advertisers through stations 4BC Brisbane-4SB Kingaroy since the inception of this organisation, they have again renewed their contract for 52 x 60 minute sessions, one being broadcast each Sunday from 1 to 2 p.m., on relay also to 4GR Toowoomba. Noble-Bartlett is the agency handling this account.

Charles Hope: Also through Noble Bartlett comes a renewal of this client's contract for 52 x 15 minute evening sessions through 4BC Brisbane.

Overells Ltd.: A contract has been written with Station 4BC by this client for 156 x 15 minute evening sessions—on the basis of three sessions weekly.

J. P. Fry: Another constant 4BC advertiser has signed a further 12 months' contract for 52 x 15 minute Sunday morning sessions and 156 v 5 minute women's sessions.

Trevor Henderson: Through Vinnicombe Advertising Agency, a further 52 weeks' contract has been received for broadcast through Stations 4BC-4SB Kingaroy, for 52 x 15 minute Sunday evening sessions.

"Oh Reggie," now in morning spot on 3XY was formerly heard during "International Comedy Hour," at 8 p.m. on Fridays from that station. This comedy serial, "Oh Reggie," is now aired each Wednesday, Thursday, and Friday morning at 10.45, still sponsored by the Mack Furnishing Co.

Leviathan Ltd., men's and boys' store, has concluded the program of "Fireside Memories," featuring the Sundowners, on 3XY, and now sponsors a session known as "Leviathan's Latest" in the same time-slot—3.30 p.m. on Thursdays. The new program brings news releases of popular recordings, both vocal and orchestral.

Tivoli Circuit Aust. Ltd. have signed a contract with 3XY for 52 half-hours, commencing on November 1; program, "Hits and Highlights," to be aired on Sundays at 6.15 p.m., and relayed to 2UE.

Savoy Theatre—contract on 3XY for day and night scatters and direct announcements—52 weeks.

Lord and Kingston Pty. Ltd. have renewed their contract on 3XY for 52 weeks' advertising in shoppers' session.

Foy and Gibson Pty. Ltd. have renewed their contract for 52 half-hours on 3XY, Tuesdays at 8.15 p.m., featuring "Cream of the Classics."

Mountford Hats Pty. Ltd. have renewed their contract with 3XY for six announcements weekly in racing sessions; contract covers 52 weeks.

Gibb and Beeman Pty. Ltd. current feature release on 2GN Goulburn is "Spy Exchange," broadcast each Monday, Tuesday and Wednesday at 7.45 p.m.

Cadbury's Ltd. (agency: Geo. Patterson) have renewed the two 15 minutes' weekly on 4TO and 3BO, featuring the Cadbury's "Four Hit Tunes."

Distillers Ltd., Melbourne (agency: John Rist), have scheduled a series of 5 minute sessions on 4JA, 4TO, 4MK and 3BO, commencing 5/10/42 in evening positions.

"Lest We Forget," the 30 minute musical program, is now being released over 2AY by Cox Bros. (agency: Richardson-Cox). Time is 8.30-9 p.m. Friday evenings. "Lest We Forget" is also scheduled for early release over 2GN Goulburn directed by the local Red Cross branch.

The Colgate-Palmolive 30 minute feature shows are now on schedule over Stations 2GF Grafton, 2GN Goulburn, and 4MK Mackay. "Rise and Shine," Mondays, "Youth Show" Tuesdays, "Calling the Stars" Wednesdays and Fridays, except 2GF where it is scheduled Thursdays, and "Quiz Kids" Sundays except 2GN.

Wilson's Musical Store has renewed with 2UE for the Sunday show, "Piano Accordions on Parade," which is broadcast every 15 minutes at 9.30 a.m.

Radio Corporation Pty. Ltd., through O'Brien Publicity Pty. Ltd. (Melbourne) has contracted with Radio 2UE for 100 word preferred time commercials merchandising Astor radios. The announcements are to be made before and after Mr. R. G. Menzies' war commentaries each Friday at 9.15 p.m.

"Gus Gray—Special Correspondent," the Artransa thriller co-starring Arundel Nixon and Neva Carr-Glyn, had its premiere at 3AW on Monday, October 19. The show is being sponsored by Catanach's, one of Melbourne's principal jewellery establishments, and sessions will be heard on Mondays and Thursday at 9.15 p.m.

# THREE MORE BRISBANE SPONSORS FAVOUR 4BH

TREVOR HENDERSON  
OPTOMETRIST  
"NIGHT NURSE"  
15 MINUTES  
EVERY  
WEDNESDAY, 7.33 P.M.

CHEMIST ROUSH  
5 SHOPS  
"WHITE CLIFFS"  
25 MINUTES  
EVERY  
FIVE PRESENTATIONS

LES GOODE  
CASKET AGENT  
"IT'S A FACT"  
5 MINUTES  
EVERY  
MON. to FRI. 6.33 P.M.

A CHANDLER

Sydney:  
CHANDLER'S BROADCASTING  
SERVICE,  
Australia House,  
Carrington Street, Sydney.

# 4BH

STATION

Melbourne:  
MACQUARIE BROADCASTING  
SERVICES PTY. LTD.,  
239 Collins Street, Melbourne.

# "This is War" For Australian Release

Philips Lamps (A/sia) Pty. Ltd. to Sponsor Half Hour on 21 Stations for the Australian Comforts Fund

Dedicating the program to the Australian Comforts Fund, Philips Lamps Australasia Pty. Ltd., have undertaken sponsorship of the now famous American series of half-hour programs "This is War," which will be released on 21 Australian stations commencing October 27.

Negotiations for the broadcasts were made between Macquarie Network and Hansen Rubensohn Co., advertising agency handling the Philips' account as a result of which the feature will be broadcast from 18 Macquarie Network stations and through 3DB-3LK and 4GR.

For "This is War," America's greatest writers, her most popular radio, stage and screen stars, and her far-flung radio networks pooled their talents and broadcasting facilities to present to the people of America a vivid picture of the United States in war time. The program was accepted by the United States Government as the contribution of the broadcasting industry, and was heard over more than 500 American stations and on short-wave throughout the rest of the world.

The series consisted of 13 programs, and realising their importance, arrangements were made by the Macquarie Network for special permission to release them in Australia. The aim of "This is War" was to stimulate morale towards the most efficient and energetic prosecution of the war, and to inform the public of the wartime resources and policies of America and her Allies.

Such a program, it was felt, could not fail to interest Australians, particularly at a time when there are so many Americans stationed in this country.

Norman Corwin, the brilliant young radio director and dramatist, who recently achieved nation-wide acclaim in America in his program celebrating the 150th Anniversary of the Bill of Rights, was chosen to direct the 13 programs comprising the series. Many famous American dramatists have collaborated

with him, including Maxwell Anderson, Stephen Vincent Benet, and Archibald McLeish.

In addition, some of the most famous screen stars, a number of whom are now attached to the American forces, contributed their services as actors and comperes. The first series has been chosen to cover every phase of American war activity. The opening program is "America at War," and thereafter the programs broadcast will cover the following subjects:—

"Your Navy," "Your Army," "The United Nations," "You're On Your Own," "The Next Three Months," "Your Air Force," "The Enemy," "The White House," "Axis Propaganda," "Smith Against the Axis," "To the Young," and "Yours Received and Contents Noted."

Then the final show of the series will deal with listener reaction to the series.

Among the famous people who are starred are Robert Montgomery, Douglas Fairbanks, Frederic Marsh, Tyrone Power, Claude Rains, John Carradine and John Garfield, James Stewart, Paul Muni, Donald Crisp, James Cagney, and Raymond Massey. Different composers and orchestral conductors will participate in each production.

Reviewing the program in its issue of April 27, of this year, famous American Magazine "Life," said:—

"War has thrown new problems at radio—of presenting fact and propaganda, of keeping commercialism and patriotism decently separated, of informing and stimulating the public. Many of radio's war jokes have been lamentable, many of its war programs hysterical. But some have been fine. Standing above most is 'This is War,' a program by famous writers over all four networks. Much of its excellence derives from the direction of Norman Corwin, who at 32 is radio's top dramatic genius. A former newspaper man, Corwin made himself famous by writing and directing plays for Columbia Broadcasting. His shrewd and eloquent combination of mockery and poetry has set the style for a fresh new school of radio dramatists."

The opening program will be broadcast from 2GB and Macquarie stations

## Control of Patent Medicines

National Security Regulations gazetted this week bring under Strict Government control the manufacture and the advertising of patent medicines.

The use of essential drugs in compounds where their presence is not considered necessary is prohibited.

Under the new regulations no statement or advertisement may be published which contains other than the trade name of the medicine, its nature expressed in not more than 10 words; the price, and the name and address of the manufacturer or distributor.

Manufacturers and agents for medicines manufactured outside Australia must furnish to the Director-General of Health before November 14 a return setting out the formula of the medicine, a sample of containers, leaflets, pamphlets and labels, copies of all advertisements published or broadcast between August 15 and September 1, and the amount of medicines sold during the year ended June 30.

The Government may prohibit the manufacture or sale of any medicine. It may also limit the amount to be manufactured or prohibit or limit the amount of any ingredient.

on Tuesday, October 27, at 9 p.m. In Victoria, however, where the program will be taken by 3DB Melbourne, 3HA, 3SH, 3TR and 3BA, the broadcast will be on Wednesday nights from 9 to 9.30.

A feature of this program will be a special message from President Roosevelt, read by the famous American poet, dramatist and propagandist, Archibald McLeish. The star for this broadcast will be Robert Montgomery, and the musical highlight will be the Almanac, a very popular New York Singing Group who specialise in satirical and topical songs. Their contribution to the program will be "Round and Round Hitler's Grave."

In reviewing this first program the American paper "Variety" said: "This is War" is not for those charming people who consider it bad form to speak too harshly of the Nazis."

## People Follow News Commentaries

### "Book of Time" in Three States

Latest development in the trend towards news commentary session in Australia was an announcement last week that Dr. W. G. Goddard's "Book of Time," in future would be relayed from Brisbane to New South Wales and Victoria, under the sponsorship of Maxam Bakeo Pastry Products.

Dr. Goddard's weekly commentary, originally on 4BC, has for some time past been relayed from 4BC over 4SB, 4GR and 4RO.

Dr. Goddard is a Doctor of Letters in the school of Oriental Languages; a past graduate student of Yale University; president of the China Association of Australia; and Morrison Memorial Lecturer at Canberra in 1941. The extent of his audience in Queensland is illustrated by the fact that (as recorded in "C.B.", 30/7/42), listeners to his session had contributed, in response to his appeal, sufficient funds to purchase for the R.A.A.F., seventeen trainer aircraft.

The Minister for Air (Hon. A. S. Drakeford), in accepting the plaques for attachment to the latest five planes provided by the appeal, congratulated Dr. Goddard and the Commonwealth Broadcasting Co. on the success of the appeal, "This wonderful effort," he said, "sets to the entire Australian nation, an inspiring example of time, work and money, expended in the service of the United Nations."

Under the Maxam sponsorship, the session in future will be broadcast each Sunday night over 4BC, 4SB, 4GR, 4MB, 4RO, 2UW, 2KO, 2MW and 3UZ.

The broadcast over the Queensland stations occupies 40 minutes, but the transmission over 2UW, 2KO and 3UZ will be condensed to a 30 minute presentation.

The appearance of Dr. Goddard's "Book of Time" on 2UW, is indicative of the value which the management of 2UW places on news commentaries today; because that station already broadcasts daily commentaries by A. M. Pooley and "The Watchman"; and this is probably the first occasion in Australia on which any commercial station has scheduled regular broadcasts by three outstanding commentators.

Under the new arrangement "The Watchman" retains his established channel of 7.18 p.m., Monday to Friday, and 9.45 p.m. Sunday; while A. M. Pooley's "War Digest" will continue to be broadcast at 10.15 p.m. Monday to Saturday.

Dr. Goddard's session will occupy the 30 minutes from 6.28 p.m. Sundays.

### Popular in U.S.A.

In a letter recently received from Mr. W. D. McDonald, of the well-known Chicago Advertising Agency, Henri, Hurst and McDonald Inc., Mr. Frank Goldberg was very interested to learn at first hand, of a phase of commercial broadcasting which is enjoying unprecedented popularity in the States.

Quoting from Mr. McDonald's letter, Mr. Goldberg said that one thing which has come very much to the front in America in the way of radio advertising is the news commentator. "Hardly a day goes by," he added, "when there is not a new advertiser on the air with a large chain hook-up, giving news. The most recent was the Ford Company. Ford is using Earl Godwin out of Washington D.C., seven times a week at 7 p.m. on a large number of stations. People are hungry for news and even though everyone recognises that the news is limited, the commentators on various phases of the world situation are listened to constantly."

This throws an interesting light on American mass consciousness. It also suggests a field which so far has been but little exploited on the part of Australian commercial stations. The two largest networks employ recognised commentators who are, however, not obviously sponsored. In the case of one of these, commercial announcements appear before and after the commentators take the air.

Mr. Goldberg also tells us that his correspondents report a growing tendency on the part of the public to criticise adversely, the quantity and quality of commercial announcements from many of the smaller and more localised American stations. An association has been formed called the "Plug Shrinkers," for shortening and sweetening radio commercials.

Actually, the radio industry in the U.S.A., as also in Australia, has for some time past improved its commercials. The N.A.B. code not only governs the type and length of commercial copy, but each of the principal networks also censors every commercial it carries. The Columbia Broadcasting System, for example, has, for the past five years, refused laxative, deodorant and even beer copy. Many of the small independent stations have no such rigid rules.



# Inactivity

INACTIVITY IS AN INSIDIOUS KILLER.

THERE IS NO ROOM FOR IT IN ANY BUSINESS. BRING ACTIVITY AND LIFE BACK TO YOUR BUSINESS BY WELL PLACED MESSAGES ON THIS WELL KNOWN STATION.

# 3KZ MELBOURNE

Sydney Representative  
A. L. FINN, 66 King Street

## A U D E X — the Super Recording Blank

More than 26,000 Audex Discs were supplied to Recorders during the past year—many were recoated more than once.

Help us to maintain a 100% service by returning promptly all empty containers and spacing washers.

**AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED**

47 York Street, Sydney

167 Queen Street, Melbourne

# "Star Night" Huge Success With Soldiers

## Fred Hesse Acclaims Broadcast Advertising

A sponsor of many of radios' best programs in the past, Fred Hesse, of Melbourne, is convinced that advertising per medium of the air certainly sells goods.

Some time ago the Fred Hesse Family was formed. Anyone is entitled to become a member—all they have to do is to visit one of the Fred Hesse stores and register their name and address. They do not necessarily have to purchase anything at the store. After registering they become members of the great Fred Hesse Family and are then invited to participate in the program at Earl's Court. Members may also receive War Saving Certificates free. A certain number of names are drawn each week and the winners are presented with War Savings Certificates. Fred Hesse has already given away over 2,000 certificates.

The following extract from a letter written by a Digger, Private Frank Morgan, shows what the troops think of Fred Hesse and his radio show "Star Night" at Earl's Court broadcast through 3UZ:—

"In my particular work I am moving in and around the camps a great deal, and come in contact with thousands of soldiers to the extent of hundreds of fresh faces every week, and it was partly due to this atmosphere that I was prompted to write this letter.

"If it were not for the fact that I have always been a keen student of advertising, and closely watched its effects and results, I probably would not have gathered these six points, which I think you will find most interesting:—

"(1) Amongst the soldiers, I have yet to meet one who has not heard of Fred Hesse. (2) Whenever the question of a uniform or accessory comes up invariably Fred Hesse's is the first place mentioned. (3) With a few discreet enquiries here and there I find that your quick service is a winning point. (4) I am definitely sure that were it not for radio advertising 60 per cent of these soldiers would not know what the name 'Fred Hesse' stands for. (5) The majority have at one time or another heard the session 'Star Night' at Earl's Court. (6) I would vote 'Star Night' as your most widely listened to session of all time.

"There is no question of the success of your advertising, both past and present, with such live wire methods, and clear thinking it could not be otherwise—but the true results of your foresight will only be seen after this war—with the mad scramble for civilian dress again, I can only add that there will not be nearly enough 'Fred Hesse' stores."

"Star Night" is in the capable hands of Leyshon Advertising, where much care is given to artists, script, music and the production generally.

With such a feature as this we say, "Good luck to Fred Hesse and good advertising."



Mr. Fred Hesse  
Melbourne Clothier

## AUSTRALIAN COMPOSITIONS

### Second Release Schedule

The recent A.W.A. disc release of Australian compositions was enthusiastically received by broadcasting stations everywhere in Australia.

A second release is now scheduled. This time the 16in. double-sided disc will have 10 numbers. Stations will be advised within a few days of the details of the release.

A preview of the recording at the A.W.A. studios indicates that it will be even in greater demand than the first release.

## STORE BROADCASTS

With the approach of Christmas, Anthony Hordern & Sons Ltd., have again honoured the old custom, by arranging for a series of broadcasts by that well known actress, Miss Lucille Brunt, in the role of "Fairy Jingle Bell." "Fairy Jingle Bell" will be heard in a series of 10-minute sessions to be broadcast over 2GB each Tuesday, Wednesday and Thursday from November 2 to December 23 at 5 p.m.

She will relate to the children stories of Christmas time, as well as tell them of Anthony Hordern's efforts to entertain the children in the traditional Yuletide manner. Arrangements have been made also for the broadcast of the arrival of Santa Clause at Anthony Hordern's store.

In recent months Anthony Hordern have made quite a feature of store broadcasts over 2GB. Recently they presented the official opening of the orchid display, and on Friday, October 30, at 3 p.m., they will broadcast the Salvation Army function from their store.

## WAR SAVINGS ARMY

Each Monday, Wednesday and Friday at 5.50 p.m. during the "Chatterbox Corner" session aired from 3AW, Joan Melwit talks to members of her "War Savings Army." One stamp makes the entrant a private, and from that rank on promotion is made in accordance with the number of stamps held. Badges indicating the rank are posted regularly to members of the Junior War Savings Army.

## MAX ASHTON FUND DEFINITELY CLOSING OCTOBER 31

The Max Ashton Testimonial Fund which will provide a most useful and much needed assistance for the widow and two young children of the late Mr. Max Ashton will definitely close on October 31.

Postponement of the closing date to October 31 was necessary as the result of the hon. treasurer having recently been confined to hospital. This circumstance, however, will be welcomed by those who had neglected to send in their contributions earlier, and they will now have that opportunity.

A special meeting of the fund committee will be held this week.

## MELBOURNE LORD MAYOR'S HOSPITAL APPEAL

Stations 3UZ and 3AW on October 24 will present a dual-station program on behalf of the Lord Mayor's Hospital appeal. This program is being sponsored by the Mutual Store, and is being compiled in conjunction with Manager Cliff McKay, of Paton Advertising Service. Elaborate arrangements have been completed to enable the appeal to be handled quickly and efficiently. The appeal is being made by announcers from both stations, and a strong supporting program will assist the effort.

## CHEQUE PRESENTED WOMEN WORK FOR LEGACY

Lady Fisk, Patron of the 2CH Women's League, presenting a cheque for £65 to Mrs. P. Lazarus, President of the Legacy Women's Auxiliary. On the right is Legatee Stephen Starke, and on the left Mrs. Meg McSpeerin, organiser of the 2CH Women's League.



As a result of the collaboration by various clubs associated with the 2CH Women's League a cheque for £65 was presented on behalf of the league to the Legacy Club recently.

This took place at a monthly meeting at the Legacy rooms by members of the 2CH League, when Lady Fisk, chairwoman and patron of the league, presented the cheque to Mrs. P. Lazarus, president of the Legacy Women's Auxiliary.

The meeting was addressed on this occasion by Legatee Stephen Starke, who enumerated the objective of Legacy and indicated how its work had grown since the outbreak of the present world conflict.

Mrs. Meg McSpeerin, organiser of the 2CH Women's League, expressed thanks to the various clubs for the continued assistance to Legacy and other wartime charity activities.

## DR. GODDARD FOR MAXAM

Under the sponsorship of Maxam Cheese, Dr. Goddard, the well known Queensland news commentator, will be heard by Melbourne audiences each Sunday evening at 6.30 from 3UZ. Forward publicity of this interesting feature embraces the Melbourne daily newspapers in addition to substantial plugging by the station.

Sparkling Presentation is  
a feature of

# THREE AW THE STATION WITH A SMILE

Our Production Department, Announcing Staff and Technical Equipment ensures 100 per cent efficiency — therefore, when you've got good goods sell 'em thru —

THE FEATURE STATION

# "IN HIS STEPS"

— Sponsored Half Hour —

"INSPIRING" — "AMAZING" — "A GLORIOUS PRESENTATION"

COMING:—

# "OVER HERE"

An Hour of Wonderful Entertainment by Specialty Artists

A MASTERPIECE

# 2TM

Commercial Centre of  
Northern N.S.W.

Phone BW 7375

## Talent Still Available For Two State Show

### "P. and A. Parade" Nears Final

Sponsors—Maple's in Melbourne and Murdoch's in Sydney have a large audience, as the "P. and A. Parade" nears its final stage.

This program, now in its seventh year, has a background and record which is unusual. It has been responsible for bringing much Australian talent to the fore, and many of our radio artists have made their first microphone appearance through this medium.

Just a few are Coral Gunning, who obtained much fame here after winning her year of the Parade, and who subsequently went to London, and who is now back doing much work with Tivoli Circuit, etc. George Bellmaine, who after the "Parade" sang for three years at the Regent. He is now a network star. Peggy Brooks, Smokey Dawson, the Two L's and Horrie Dargie. These artists are well to the fore in radio throughout Australia. All were discovered at auditions of the "P. and A. Parade."

Finding talent isn't easy. Since its inception, 14,000 acts have been auditioned. That means that approximately 50,000 people (including choirs) have visited the studios for audition.

In addition to amateurs, professionals have also been launched into radio through the "Parade."

In peace time, there has always been an abundance of talent to draw from, but according to producers and compere Eddie Balmer, "It has held up very well since war started, considering the disabilities we are working under."

This year the quality was maintained by bringing in juveniles who have caused much interest.

In the "P. and A." Parade every artist receives a fee. Prizes since its inception have totalled £7,000, but this is a mere drop in the ocean, compared with what the "Parade" artists have earned since.

The grand final will be held at the Regent Theatre, Melbourne, where nine Melbourne acts will compete against nine Sydney acts. On that night, just over £1,000 will be won by the 18 finalists. The proceeds from the donations given at the Regent Theatre will go to the Lord Mayor's Fund, and prominent Melbourne hospitals. On December 6 the prize winners will be announced from the studios.

Congratulations go to Mr. Lionel Newton of Maples, and Mr. Alf. Mallaloe of Murdoch's, for the good work they are doing in presenting this program to Australian audiences, while honours go to Stations 3KZ and 2UE for the amount of work, energy and thought given to the entire production.

## BONNINGTON'S CARRY ON THROUGH SUMMER

So great has been the popularity of "Mrs. 'Obbs" broadcast on behalf of Bonnington's Irish Moss, that the sponsor has decided to continue with his broadcasting on 2GB, 2HR and 3AW during the summer months.

To-day "Mrs. 'Obbs" is one of the most popular comedy features on the air, commanding a wide audience of listeners, and there is no doubt that these listeners will appreciate the forethought shown by the sponsor in allowing the series to continue during those months when, ordinarily the broadcast would cease.

The contract has been placed with Macquarie by J. Walter Thompson (Australia) Pty. Ltd.

## STORE'S NEW REAL LIFE THRILL SHOW

"Thrill of a Lifetime," in which listeners are invited to send in a short account of their greatest thrill, is the title of a new 3KZ feature billed for Mondays at 7.25 p.m. under Payne's Bon Marche sponsorship.

Script writers at 3KZ choose the two best "thrills" sent in, and the dramatisations are enacted over the air. Each dramatisation is of 15 minutes' duration, and in each 30 minute session it is hoped to present one comedy and one "straight" or dramatic "Thrill of a Lifetime." For each "thrill" used, the sender will receive a half-guinea fee.

## NEW ZEALAND ANNOUNCER'S BUSMAN'S HOLIDAY

Pilot Officer Kingi Tahiwai was one of those who came to the B.B.C. to broadcast in the programme, "Calling New Zealand." He is a Maori and one of New Zealand's favourite announcers. His station is a "commercial" one—2ZB in Wellington.

The B.B.C. asked him if it could take a photograph of him in the studio. He answered, laughingly: "I wouldn't do this in New Zealand. They nearly drove me mad out there. They took pictures of 'A Day in the Life of Kingi Tahiwai'—getting out of bed, frying my bacon and eggs, setting off for the office, answering my fan mail, and all that sort of thing. But since this is the B.B.C., well, I suppose it's different."

He asked if he might bring a friend to the studio, and it turned out he was an announcer, too. It was Des Lock, from 1ZB Auckland. So a picture was taken of them both together.

—From the B.B.C. News.

## U.S. Red Cross Appreciation of Recent World Series Broadcasts

One of the most remarkable achievements in international broadcasting in recent years was the rebroadcasting in Australia of the American radio commentaries on the World Series baseball games played in the United States.

Listerine (Lambert Pharmacal Co. Aust. Pty. Ltd.) were the sponsors of the Australian broadcasts ("C.B." 8/10/42).

In appreciation of the service rendered by Australian broadcasting stations the American Red Cross Australian Headquarters who originated the idea of the broadcasts to entertain U.S. troops in Australia, have written to the editor of "Commercial Broadcasting" the following letter:—

The Editor,

Dear Sir,—

On behalf of the American National Red Cross, we want to express our sincere gratitude to the Australian radio interests who made possible the rebroadcasting of the World Series baseball games to the fighting men of the United States armed forces in the South-west Pacific area.

Fifteen commercial stations in the State of Victoria, New South Wales and Queensland extended the most helpful and sympathetic co-operation in rebroadcasting the full 45-minute transmission of the five games played. We would like, in particular, to convey our appreciation to Mr. M. Brooker and Mr. C. T. Sproule of A.W.A., Sydney, who in addition to making available 4TO and 4CA, also attended to the making of the transcriptions in time for speedy air transport to interstate stations; Mr. C. F. Marden, of 2UW Sydney, who with Mr. N. Lyons and Mr. F. E. Levy, arranged for a network of stations in New South Wales and southern Queensland; and to Mr. Eric Welch, of 3DB Melbourne, who provided us with more than adequate network in Victoria.

These individuals, in addition to managers of the local stations involved, experienced with us several obstacles (most of which originated on the other side of the Pacific), and it was only with their aid that they were weathered.

We also want to mention the enterprise of the Australian Broadcasting Commission, in the persons of Mr. T. W. Bearup, Mr. A. Jose and Mr. J. Pratt, in rebroadcasting a special 15-minute summary of the games each night and each morning of the series. Reports from our field directors and United States Army special service officers assure us that the broadcasts were heard and appreciated by considerable numbers of the United States servicemen in Australia.

And I also want to mention Mr. Albert Russell, radio manager of Goldberg's Advertising Agency, whose knowledge of Australian broadcasting conditions and arrangements proved of great value in making the above arrangements.

(Signed), GEORGE L. MOORAD, Director, Public Information, American National Red Cross.

## Support Your Own Trade Newspaper

"Commercial Broadcasting" carries the news of the broadcasting and advertising industry every fortnight. Advertising rates on application to the publishers, Box 3765, G.P.O., Sydney, phone FL3054

## HE'S ON DRY LAND ANYWAY

Lieutenant Roy Lockwood, an Australian, recently came to a B.B.C. London studio with other "Aussies" to send a message in the overseas service to his mother at Mosman, Sydney, and to a friend at Berry Hospital, New South Wales. His greetings were included in the weekly "Anzacs Calling Home" programme. He said: "Hello everyone—Mother, Vivienne, Dad, Muriel and the Kiddies. How are you all? We are in London and off for a spot of leave. To you Vivienne, my dear, I send one magic word: Good! To my mother, my dear—love; and to you all at home from all of us here, a big cheerio."

As the message ended, H. H. Stewart, the Australian compere of the message programme, suddenly asked: "Weren't you on the gallant Wild Swan, Roy?"

Lieutenant Lockwood corrected him: "No, is the word in the Navy." Stewart was repentant: "Sorry, Navy. But anyway we are jolly glad you are neither on nor in her now. And I am sure all at home will join me in congratulating you on your happy escape. The London papers—you'll be glad to know at Mosman—have been full of the story."

"Is it true"—he turned to Lockwood—"that Wild Swan accounted for six of the enemy planes before she went down?" Lockwood gave his assurance.

The destroyer H.M.S. Wild Swan was sunk 100 miles off the French Atlantic coast after a gallant fight against twelve German bombers of which she destroyed six. The raiding planes also attacked a Spanish trawler fleet fishing in the vicinity. H.M.S. Wild Swan was herself damaged in the engagement and an unfortunate collision occurred between her and a damaged Spanish trawler. This caused the trawler to sink. Subsequently Wild Swan also sank. The crew were picked up, but there were some casualties. Lieutenant Lockwood was the only Australian in Wild Swan.

—From the B.B.C. News.

## Backing Up the Man at the Front

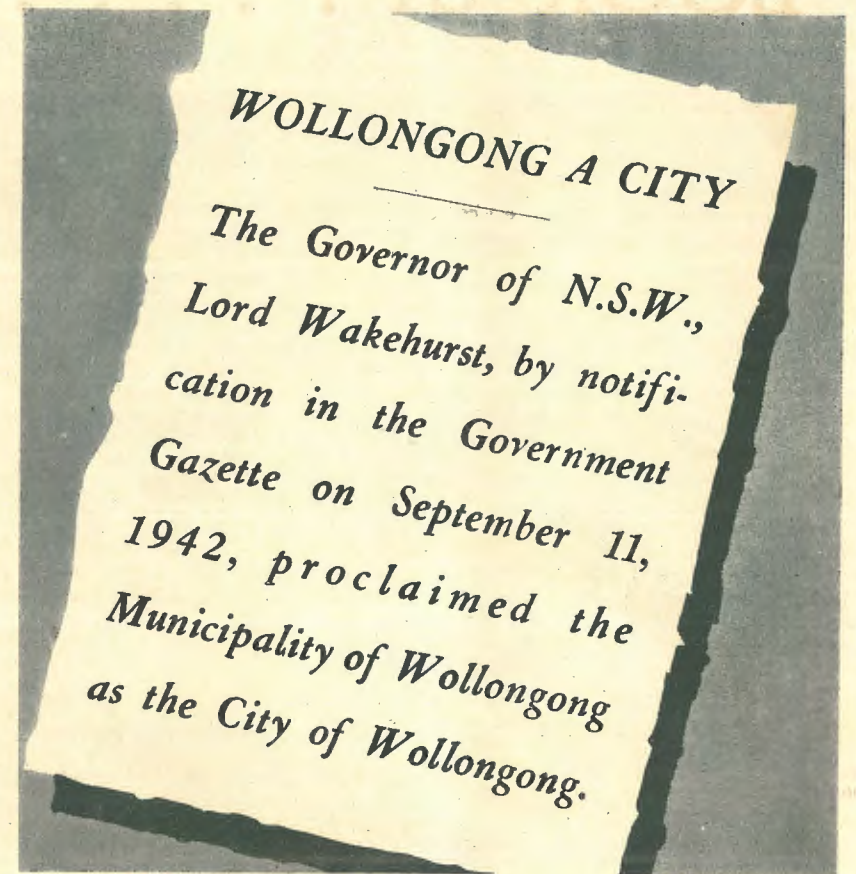
"Each hour of work that is lost, each day that we do less than we might by way of productive effort, each needless article that we use, makes our total effort less effective and lets down someone, somewhere, who is giving his life to save all that we hold dear—whether it be in Russia, Malaya, Africa, or elsewhere."

## FOY'S CREAM OF THE CLASSICS

### Renews on 3XY for Another Year

A program which has done much to popularise classical music in Victoria is "Cream of the Classics," heard from 3XY at 8.15 on Tuesday evenings, for half an hour, under the sponsorship of Foy and Gibson Pty. Ltd. Until he joined up with the services, John Storr annotated and presented "Cream of the Classics," which now comes to the microphone under the guidance of Kevin McBeath. Foy and Gibson Pty. Ltd. have just renewed their contract for 52 further half-hours.

# PROGRESS



POPULATION OF WOLLONGONG MUNICIPALITY  
1927: 8,770. 1930: 10,490. 1933: 11,450.  
1936: 14,118. 1939: 18,050

1942 : 23,000!

STEP OUT AND UP WITH WOLLONGONG  
PROGRESS AND PROSPER

USE THE SOUTH COAST STATION

# 2WL

Coverage takes in a city population of approximately  
23,000; a district population of 81,488!

## Support Your Own Trade Newspaper

Single copy sales of "Commercial Broadcasting" are restricted owing to newsprint rationing. Become a regular subscriber for 10/- per year and insure regular fortnightly delivery of "C.B." to your office or home.



# LOOK UP! . . . .



## Keep your eyes on the future

**WE** recognise that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business will be when this war emergency is over.

Everyone today is working for Victory, but at the same time wise business executives are keeping their eyes on the future. They realise that they must enter the post-war period with all the business good-will that they can possibly hold.

Manufacturers and Retailers are finding that the most effective and economical way of retaining and building up, good-will is by maintaining contact with their customers through the broadcast medium.

They read this trade news magazine with greater interest than ever because it keeps them abreast of what is new and what is news in the advertising, merchandising and commercial broadcasting field.

The most effective medium for all sections of the industry, in war time as in peace is the national trade paper, "Commercial Broadcasting".

FOR ADVERTISING ENQUIRIES WRITE BOX, 3765, G.P.O., SYDNEY.

Subscription 10/- per year

## Tivoli Signs Again

### Sunday Feature in Two States

The Tivoli Circuit has signed a year's contract for 30-minute live artist session every Sunday commencing at 6.15 p.m.

Under the title "Hits and Highlights," the program will be relayed from 3XY to 2UE.

One of the features of this new program will be a competition carrying £35 in prizes and 20 double theatre tickets weekly for Division between Sydney and Melbourne listeners.

The competition will be based on the public's selection of the seven most popular tunes of each week.

There will be a first prize of £20, a second of £10, and a third of £5 each week, in addition to the theatre tickets.

Listeners will be asked to send in their views on the seven most popular hits of each week, and in order to win the first prize it will be necessary for someone to forecast, in order, the public's choice as decided by the total votes.

In the event of no one winning the first prize it will be jackpotted each week by £20 until a correct solution is received.

In this way it is possible the first prize could become the largest ever offered in the history of Australian radio.

The second, third and consolation prizes, however, will be awarded each week to those whose forecasts are the nearest to the correct order of public rating.

The program will consist of the playing of the seven most popular tunes of each week, and in between musical numbers there will be numerous bright entertainment spots.

After two or three weeks an added attraction to the program will be the appearance of leading Tivoli artists who will be featured in outstanding acts.

No effort has been spared by the Melbourne producers, and the sponsors to ensure that this will be a program up to the highest standard of Tivoli tradition.

The first 2UE broadcast will be on November 1.

### GEORGE EDWARDS' "GREAT EXPECTATIONS"

Commencing on Thursday, October 15, the George Edwards transcription, "Great Expectations," based on the novel by Dickens, is being aired on 3XY each Tuesday, Wednesday and Thursday at 6 p.m., replacing the now concluded "Dombey and Son." Sponsors are Hoadley's Pty. Ltd.

## 3XY Goes to the Circus

### Red Cross Half-Hour in Novel Location



Hal Percy doesn't seem to worry as he takes the mike in the lions' cage during 3XY's recent broadcast of "Red Cross Half-Hour" from Wirth's Circus.

"Strenuous, but highly successful," is the way 3XY describes its recent broadcast from the ringside of Wirth's Circus for the Red Cross half-hour on Wednesday, October 7. Both compere Alwyn Kurts and comedienne Zell Manners submitted to being hoisted aboard Alice the Elephant—Alice did the hoisting, per trunk!—and though a mite breathless after their aerial ride, both managed to face the mike with aplomb. Crooner Lennie McDermott, mounted on a dashing white horse, sang "Deep in the Heart of Texas," with such rhythm that his steed danced to the music. But the big moment came when Hal Percy entered the lions' cage, in company with five lively lions, and with perfect nonchalance put over a six or seven-minute act with five pairs of savage eyes fixed upon him—and several thousand pairs of anxious ones regarding him from the audience. Yes, he came out intact! Sponsor for the Red Cross program was Manon Shoe Stores.

### READY RESPONSE

An appeal for funds to provide two mobile ambulances at a cost of £1,000, recently launched by 2HR, has met with a most satisfying response. Up to October 12, within five weeks of the fund opening, listeners had subscribed £650. The organiser, Bill Hemsley, early morning announcer on 2HR, is confident that the two units will be ready for handing over to a representative of the Government on November 7.

### NUGGET'S NEW QUIZ

John Rist Agency on behalf of Nugget Shoe Polish are now presenting an entirely new program from 3UZ under the title of "United Nations' Quiz." Each session will feature the national music of one of the United Nations. Included in the continuity will be a question associated with the country concerned, and the sender of the first correct answer will be awarded a War Savings Certificate.

## What is Time?

Philosophers have argued about it . . . scientists, geologists . . . and they all have a different answer. But there's one definition we vouch for . . .

**TIME**  
on

**3XY**

**Means MONEY to you!**

Make every minute count in your favour . . . let 3XY broadcast your sales message. We'll find you the spot and the session that leads to success!

*Make Your Name Known on the Quality Station!*

## LONG TERM CONTRACT FOR SATURDAY MORNING SHOW

Evidence of the popularity of live artist entertainment as an early morning feature is found in the renewal over a long period of the "Saturday Morning Live Artist Revue," sponsored by Buckingham's on 2CH.

Compered by Albert Russell, this program is scheduled every Saturday at 7.30 a.m., with a break between 7.45 and 8.4 a.m. for the National News. The Oxford Quintette of instrumentalists provide the latest swing hits, and their music is interspersed with vocal and other items by specially selected guest artists.

The program recently celebrated its first anniversary on 2CH, and on present indication will be just as popular on the completion of its second year of broadcasting.

Buckingham's contract is handled by Goldberg's.

## CROFT'S RADIO REVELS IN A NEW LOCATION

For the second time in a short space, 3XY's "Soldiers' Show"—Croft's Radio Revels—has been compelled to seek a new location. First the Princess Theatre and then Central Hall, have become moving picture houses—with, incidentally, a ready-made audience appeal, since both these halls have come more prominently to public notice by reason of the immensely popular "Radio Revels." The new spot, Cathedral Hall, is to be the permanent home of the show; seating 1,000, it fortunately allows a far greater number of seats for the general public than did the previous hall. Just on the city outskirts, it's easily reached by tram, and the opening performance more than justified the choice of Cathedral Hall, many would-be patrons having to be turned away. All the features which have built the show to such proportions are retained, and Croft's Stores Pty. Ltd. continue to present it by courtesy of their managing director, Mr. Arthur Crofts. Alwyn Kurts is the popular and competent compere.

## LONDON ADVERTISER New Musical Session

"Music from A to Z" is the name of a new program broadcast from 3KZ on Monday nights at 8.30. Featuring specially selected recordings, this session has been scripted by Eddie Balmer, and compered by Norman Banks. Each week a different initial is taken, and every composer and composition will be a name starting with that letter, hence the title of the session.

This program will also be heard over 2GB, 2HR, 5AD, 5MU, 5PI, 5SE, 6PR, 7EX and 7HT. The sponsors are Cyclax of London.

## SUCCESS OF 2UE CHARITY APPEAL

So successful was the blind appeal launched through Radio 2UE and the A.S.B. that the management has now decided to conduct an appeal for worthy charities on each of the raceless Saturdays.

More than £300 was secured in donations for the Women's Auxiliary of Blind Institution, and the 2UE management feel that once a month they should set aside Saturday afternoon in an effort to assist organisations working for the benefit of less fortunate citizens.

The next raceless Saturday is on November 7, and the appeal planned for that day is for the Smith Family.

## "THE HOUSE THAT TALKED" Ruth Harper's 2CH Broadcasts

Ruth Harper, charming English personality who has been associated with the 2CH afternoon programs over a considerable period is now presenting an unusual series of cameo broadcasts each afternoon from Monday to Thursday at 4.15 p.m.

A special feature on the Wednesday afternoon program is the delightfully refreshing serial romance, "The House that Talked." This charming story tells the tale of Nicolette Danby, a young Australian who visits her relatives in England. It has the delicately fragrant perfume of a bouquet of English field flowers, and presents listeners with something quite out of the ordinary. The story was especially written for broadcasting by Ruth Harper herself, and is a regular 4.15 p.m. feature every Wednesday.

Equally entertaining are her broadcasts on other week days at this time—"Let's Discuss" on Mondays and "Byways to Beauty" on Tuesdays and Thursdays.

## TRANSCRIPTION SALES

New transcription sales announced by A.W.A. include "The Golden Sanctuary," 52 x 15 mins., 2GN, 2GF, 2CH.

"Coast Patrol" (second series), 52 x 15 mins., 3CV and 3MA.

"For Richer for Poorer," 104 x 15 mins., 2BH, 4CA, 4TO, 4BU, 4RO, 4GR, and "Rapid Fire" 39 x 15 mins., comedy, some group of stations under the sponsorship of Fostar's Shoes Pty. Ltd.

"The Horseley's in Horse-tralia," 208 x 15 mins., to 2CH Sydney, 3XY Melbourne, plus a number of provincial stations under the sponsorship of Samuel Taylor Pty. Ltd.

"You Aint Heard Nothin' Yet" (second series), 26 x 30 mins., 4BC-SB Brisbane.

"Cavalcade of Comedy," 104 x 15 mins., 2CH Sydney, under the sponsorship of Murdoch's, the Store for Men.

"When Dreams Come True," 26 x 15 mins., 4BC-SB Brisbane.

## QUEST CATCHES ON

### Joan Read's Session Appeals

Joan Read's talent quest for women in the home on Friday nights has definitely caught on with 2CH listeners, judging by the heavy mail which has been received since the session commenced.

The quest has been responsible for unearthing an extraordinary amount of talent of a very high standard, principally from women who normally would never have thought of competing. Instrumentalists, vocalists, elocutionists, and even whistlers are forthcoming in surprising numbers, and all ages, the oldest competitor so far being 81.

There has been a big enquiry regarding audition times, while the demand for studio admission tickets far exceeds the seats available for each session.

Every competitor receives a prize—cash prizes for the winners and runners-up, and household goods as consolation prizes.

If results prove anything, Joan Read's talent quest is destined to become one of the most popular home sessions on the air.

## RADIO PLAYHOUSE FROM 2UE

So much talent was discovered through the Radio 2UE "One 'our Show" that the station is now able to present a straight half-hour play every Thursday night at 8 o'clock.

Under the direction of Miss Betty Empson the shows so far produced in this program, "The Radio Playhouse" have been of a particularly high standard.

Each production is written, produced and presented by members of the station staff, the various casts including such well-known names as Michael Wiloughby, John Ryan, Allan Toohey, Sid Everitt, and Gwen Plumb.

## A.S.B. COVERAGE OF VICTORIAN EVENTS

Associated Sports Broadcasts (Stations 2UE, 2KY, 2GZ, 2GA, 2KA and 2HR) has completed arrangements for a comprehensive cover of all this spring's big Victorian turf fixtures.

Clif Cary, sports editor of the A.S.B. says the network will adhere strictly to the wishes of the Prime Minister in the coverage given Melbourne races.

Five of the main events to be broadcast being the Caulfield Cup, Melbourne Cup, Moonee Valley Cup, Williamstown and the Victoria Derby.

## ANY QUESTIONS?

### New Zealand Sunday Night Feature

The Commercial Broadcasting Service in New Zealand, which plays an efficient part in all campaigns of national interest, is making an important contribution to New Zealand's "Campaign for Christian Order," which is being conducted by the National Council of Churches. The contribution is a half-hour program entitled "Any Questions?" modelled on the B.B.C.'s well known "Brains Trust," which is one of the most popular radio features in Britain to-day, attracting over three thousand questions a week.

The following are the types of questions which are submitted and discussed:—(1) Why does the Archbishop of Canterbury live in a palace? (2) Why does the Church follow a hush-hush policy on the subject of venereal disease? Does the Church feel that ignorance is bliss and knowledge an enticement to sin? (3) Why does the Church place such emphasis in all its services and music on solemnity rather than on joy? (4) Has not the Church opposed many social reforms in the past? (5) Why should we teach our children the bloodthirsty war tales of the Old Testament? (6) Why isn't the Church more outspoken against such social evils as the control of money by a minority, and the manipulating of foodstuffs for profit and to maintain prices?

The answers are supplied by a panel of four "permanent" members, and a "guest" member, who for the first broadcast were:—Rev. D. Rosenthal (Anglican), Rev. Herbert Newell (Congregational), Rev. Brian Kilroy (Presbyterian), Mr. Harold Miller, Librarian of Victoria University College, the Ven. Archdeacon W. Bullock ("guest" member).

Unlike the "Brains Trust," the ZB session confines itself to questions about the problems of Christianity and its relation to everyday affairs. And that, of course, is a very wide field, since it can embrace not only religion but also politics, economics, culture, and most of the social problems of the world in which we live. Indeed, the sponsors are anxious that the scope of the questions will always be as wide and critical and provocative as possible, since it is the aim of the "Campaign for Christian Order" to interest the average man and woman in the way in which the Christian message has a bearing upon every aspect of national, international, and private life. The question master (Mr. Howard Wadman) acts as compere, introducing the panel, announcing the questions, and indicating who should answer first. No attempt is made to prepare a formal answer. Any member who feels he has something useful to add to the first answer puts up his hand, and on being named by the question master, make his contribution. It isn't necessary for any speaker to agree

## NEW W. W. CAMPBELL FEATURE

"Paul Clifford," an adaptation of Lord Lytton's famous romantic drama of high-way men in Britain's Regency days, will follow the conclusion of "Girl of the Ballet," the current W. W. Campbell feature on 2UW Sydney.

"Paul Clifford," which is produced by the George Edwards Company, and which will be continued in the same time channel as the "Girl of the Ballet," is one of the most ambitious programs to come recently from the George Edwards studios.

It marks the advent as a dramatist of Warren Barry, who also plays the title role. The remainder of the cast supporting George Edwards (he plays a dual role), includes Marion Johns, Dan Agar, John Cazabon, Ross Buchannan, Maxwell Osbiston, Lloyd Berrell and Ailsa Grahame.

## 3XY INCREASES NEWS SERVICE COVERAGE


Commencing on September 28, 3XY now broadcasts the B.B.C. news nightly at 10 p.m., and has in addition introduced a local and overseas news service at 9.50 a.m. on Monday to Friday inclusive, to provide for women listeners. These innovations bring the news coverage on 3XY to a very comprehensive one, commencing at 6.40 a.m. Monday to Saturday with local news, followed by B.B.C. at 6.45; national news at 7.45, local and overseas at 9.50, national news again at 12.30, independent news at 6.15, and B.B.C. news at 10 p.m., followed by local news. On Sundays there is a news broadcast at 9 a.m., and again at 12 noon.

## MANPOWER REGULATIONS

Attention is drawn again to the National Security Regulations which make it compulsory for almost all employees, whether in non-essential or in protected industries to seek employment through National Service Offices. Advertising for employees or employers advertising for positions is practically eliminated by these regulations. In special circumstances, with the approval of the National Service Office, this type of advertising may be permitted.

Conservation of paper supplies is one important factor in our nation's war effort. You can help the publishers to avoid wastage by subscribing direct to Australian Radio Publications Pty. Ltd., Box 3765, G.P.O., Sydney, for this trade newspaper and thus secure your copy every fortnight post free to your office or home address. Ten Shillings per annum.

IT'S

6

YEARS OLD  
and  
"STILL CLICKING"

**2KY'S**

**"MERRY-GO-ROUND"**

**SUNDAYS — 7.30 p.m.**

*presented by the courtesy of the original sponsor*

**J. STANLEY JOHNSTON PTY. LTD.**

## CHINA DAY BROADCAST

On Saturday, October 10, the ZB stations in N.Z. broadcast a special half-hour program on the occasion of China's National Day. Highlights of the program were three radio dramas by the eminent stage artist, Alfred Lunt and Lynne Fontaine, in which the tragedy, the suffering and the undying courage of China is brilliantly portrayed.

The first tells of the Chinese children who seek the protection of caves in the hills against Japanese bombings; in the second the story is told of a Chinese shopkeeper whose son was killed at Pearl Harbour; and in the third the invincibility of China is dramatically portrayed.

In addition there was a brilliant sketch by screen star John Garfield. He played the part of a young Chinese soldier whose arm has been blown off in battle and when in hospital is visited by Madam Chiang-Kai-Shek.

## 2UW MUSICAL PRESENTATION FOR MacROBERTSONS

One of the most interesting recent examples of institutional advertising, is a session arranged on 2UW Sydney by MacRobertsons Pty. Ltd., through the John Rist Agency, Melbourne.

They have arranged to present each Friday night at 7.30 a half-hour of carefully selected music, under the title of "MacRobertson's Uninterrupted Half hour of Music." The only commercial credits—and they consist of only approximately 50 words—are those used to introduce and close the program.

Each consists only of an invitation to listeners to enjoy 30 minutes of fine music "with the compliments and good wishes of MacRobertson's, makers of fine chocolate."

This new feature occupies the time channel between W. W. Campbell's dramatic program and the opening presentation of 2UW's Friday night show from Station 2UW's theatre.

## VICKERS' GIN ON 2UE

The distillers of Vickers' gin, through John Rist, Melbourne, in a goodwill session from Radio 2UE three nights weekly, are featuring famous marches. The session will run under the title "Famous Marches," and broadcast time is 7.45 every Monday, Friday and Saturday night.

## England Plans to Retain Radio Engineers to Provide Service Facilities

Particularly interesting in view of similar action already being taken in Australia, is the announcement that in England important moves are taking place to ensure that sufficient service engineers are being left at the disposal of the industry to enable the public's wartime radio repair needs to be met.

Pending the formulation of a scheme for this purpose, the Ministry of Labour agreed to the temporary suspension of the call-up of service engineers with provision for deferment applications on behalf of those who have already received de-reservation notices.

No definite plan, however, either for national or local use could be laid down without certain essential information as to the volume of service called for, the personnel and facilities at present available to meet it, and the extent to which these are likely to be depleted in the near future.

Accordingly, the organisations listed below jointly prepared questionnaires which aim at collecting the required data and these questionnaires were mailed by the RMA to all known firms in every section of the industry likely to be interested. The Associations interested are:

National Association of Retailers Ltd.  
National Radio Trade Service Association  
Radio Manufacturers' Association  
Radio Wholesalers' Federation  
Scottish Radio Retailers' Association  
Wireless Retailers' Association.

The questionnaires referred to were distributed during the early part of February, but advice has not yet been received as to the information gleaned from the returned questionnaires or of the decision of policy of the Government which must be resultant upon the complete information obtained.

Evidence of the British Government's concern in the matter, however, is contained in the fact that call-ups have been temporarily suspended.

## HOYT'S SUBURBAN THEATRES ON 3XY

A new series of sessions titled "Talking Topics" are now being aired on 3XY under the sponsorship of Hoyt's Suburban Theatres. The programs of the theatres in the circuit are publicised by flashes of information about current films, and each session has its film competition with prizes of free tickets at Hoyt's theatre. Five-minute sessions are heard Mondays to Saturdays at 8.45 a.m., 10-minute sessions Mondays to Saturdays at 6.30 p.m., and a 1½ hour program takes the air each Sunday at 3.30 p.m. The Sunday program is presented in three units—"Today's Triumphs," "Stories of the Stars," and "Film Futures." Latest releases of film and radio favourites make up an exceptionally bright program. In addition scatter announcements during the evening programs, and a competition spot each morning and afternoon, handled by "Sally" and Nance Martell respectively, give the sponsor's screen programs a very comprehensive coverage.

## 116 Dance Music from 2UE

Radio 2UE now relays dance music from the Rockdale Town Hall every Tuesday night.

Featured band is the 116 Rhythm Ensemble—the army orchestra heard in "116 on Parade" from 2UE every Sunday at 8.30 p.m.

The Tuesday dances are in aid of the unit's comforts fund, and for lovers of dance music 2UE provides three broadcast brackets from the hall.

## 2UE PROGRAMS FOR WAR WORKERS

Radio 2UE is now featuring two half-hour programs daily for the benefit of people engaged in war work.

Miss Diana Reeve is heard in a session, "Women in War," from 11.30 to noon, Monday to Friday. This program covers the activity of all women's organisations assisting the war effort.

Then from 2 to 2.30 p.m. Mrs. Myrtle Harten is comper of a program specially broadcast for factory and munition workers, featuring bright musical recordings and gossip.

## OAK BRAND MILK SIGNS WITH 2SM

Carrying the sponsorship of the Feature Radio Transcription, "Under the Big Top," the manufacturers of Oak Brand Milk take the air from Station 2SM every day, Monday to Thursday, at 9.30 a.m., and again each night, Monday to Thursday, at 6.10.

This quarter-hour feature is a thrilling tale of circus life, starring some of Australia's finest acting talent, including Hal Percy and Arundel Nixon.

By staging a re-broadcast of the morning's episode (put out at 9.30) in the evening session, the sponsors give the kiddies a chance to hear the tale and provides an excellent closing unit to the Gang's session.

## PETER DAWSON IN "CALLING THE STARS"

Following their policy of presenting the greatest stars available in Australia today, the sponsors of Palmolive's "Calling the Stars," have added Peter Dawson to their list of artists. Already listeners to this session have heard such famous Australians as Stella Power, Stella Wilson, Harold Williams.

In the fourth broadcast over 2GB and Macquarie Network stations listeners will have the opportunity of hearing Peter Dawson's evergreen voice singing "The King's Highway."

## GRACE BROS. RENEW "LEAVES OF MEMORY"

Grace Bros. has renewed its "Leaves of Memory" contract with Radio 2UE.

This contract first came into force in 1932, and has been in operation ever since. "Leaves of Memory" is a 30-minute dramatisation under the direction of Ellis Price, and is now broadcast every Wednesday at 8.30 p.m.

The program covers every type of dramatisation, and the castes feature many well-known radio players.

## 3KZ'S "GOODNIGHT"

It's a far cry from Melbourne to the northern battle stations, but there's a little bit of the old town which Victorian lads have managed to carry up to sunny Queensland. A northern paper reports that a concert was held for men of the three services, and "a successful show concluded with the playing of the well-known record by Norman Banks of 3KZ "Goodnight." And, to clear up an old controversy, the music of 3KZ's "Goodnight" song was written by Ken Hallam, the vocal is sung by Sam Coster, and the spoken words by Norm. Banks.

## "Women in Wartime"

A newcomer to the ZB Commercial Network of New Zealand is Joyce (California) Ltd., with an annual contract for the famous American "Joyce" shoes now being marketed in the Dominion for the first time. A very appropriate program has been selected, "Women in Wartime," a series of part-narrative, part-dramatised story of various phases of women's war work throughout the United Nations.

## "THE KING'S MEN" ON NYAL PROGRAM

Following the presentation of the "Hall of Memories," Frederick Stearne's have chosen "The King's Men" as their current program for broadcast over the majority of Macquarie Network stations, plus a number of outside stations. They continue with the arrangement whereby the program is broadcast on Sunday night, with a repeat broadcast on the following Monday, to enable them to reach the larger audience of housewives and mothers listening in during the day-time.

"The King's Men" have proved one of the most popular features in Australian broadcasting. In this country their fame has been almost as great as in America, where they have been featured on many of the outstanding coast-to-coast programs.

The current series of programs was specially recorded for release in Australia, and they represent the wide repertoire of this famous quartet. The Nyal account is handled by Hansen Rubensohn Agency.

## Minister for Education Visits 2GB Show

An interesting visitor to Uncle Frank's cheer up session, presented at the Macquarie Auditorium over 2GB on Saturday at 5.30, was the Minister for Education, Mr. Clive Evatt.

The choir, on this occasion, was the St. George Girls' High School, and as this high school is in Mr. Evatt's own electorate, he took the opportunity of witnessing the broadcast, and saying a few words over the air on the importance of music in the educational syllabus.

**£7 PER MINUTE RAISED IN TWO HOURS DURING LAST LIBERTY LOAN**

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**A. M. CLUBB & CO. PTY. LTD.**  
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## Shorts from the BBC Talks

### Such an Interfering Man

... a provincial newspaper recently announced one of my forthcoming and of course highly paid appearances in these words "The committee ask the support of all who have this great charity at heart for a cabaret supper dance to be held at the Ritz on March 15. They have secured the services of that witty star artist, Ronald Frankau, whose turn will be so arranged as to interfere as little as possible with the dancing." Well, actually I interfered as much as possible. . . ."

(BBC talk by Ronald Frankau)

### For a Boy in the M.E.F.

"Twenty-one year old Peggy McKeller, a munition worker herself, is touring the district in 'Waltzing Matilda,' the Ministry of Labour recruiting van, and to one of her audiences she said: 'My boy is one of the thousands in the Middle East . . . I'm working to give him the munitions he needs' . . . If her boy is listening, he'll be glad to know that Peggy is a grand recruiting-sergeant."

(From a BBC Newseletter to the forces overseas, belonging to Lancashire, Cheshire, Yorkshire, and Lincolnshire.)

### The Graf Spee Classic

"I wonder if you know that the action in which the Graf Spee was sunk is now regarded as a classic example of a naval battle. One day, the details will be in all the naval text-books, and every young midshipman will be expected to learn the strategy of the Battle of the River Plate by heart. The most striking feature of the action was that it was so perfectly planned and co-ordinated that the British ships scarcely exchanged a signal. The whole engagement worked out exactly as Harwood planned it should."

("London Letter," by Macdonald Hastings, in the BBC North American Service.)

### Free French Spy-Hunt in Piccadilly

Ronnie Shiner, who comperes the BBC program to the British forces in Malta, comes up to London once a week on his motor cycle for a consultation with Alick Hayes, the producer, about the following Sunday's broadcast.

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UL

LICENCES . . . . . 61,098  
POPULATION . . . 378,110

Argus Broadcasting Network

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

The other week, Hayes was called out of town shortly before the time fixed for the meeting. Mr. Hayes' secretary was unable to get in touch with Shiner to let him know. On going to lunch, she saw, propped up against the pavement in Piccadilly, the familiar motor cycle. Hastily she scribbled a few words explaining Mr. Hayes' absence, and ending: "Meet me in the canteen and I will give you the dope about Malta." She tucked the note into the handlebars.

As she moved away, she was horrified to see two Free French sailors take possession of the machine. They read the note with considerable concern. Summoning a policeman, and as many passers-by as they could collect with speed, they set about organising a spy hunt. The secretary decided that discretion was the better part—and made off, registering a vow never again to trust her instinct to know Ronnie Shiner's motor bike anywhere.

### The Velvet Glove

"I am reminded of the story of Gentleman Jim Corbett. Somebody said to him, 'Jim, I can't understand why you're always so polite to everybody.' Corbett replied: 'The heavyweight champion can afford to be polite.'"

(J. B. Priestly, in the B.B.C. series, "Britain Speaks.")

### The "Once Over" 24,000 Times

"On a day when a thousand fighter sorties go out, for instance, take just one little detail—the checking of the sparking plugs—24 in each Spitfire—that's twenty-four thousand to be looked over besides something like two million rounds of ammunition needed in the guns of the aircraft. It gives an idea of the scale of the job."

("Organising the Fighter Sweeps" by Peter Masefield in a B.B.C. Radio Newsreel.)

### Gentlemen Prefer Bombs

"The glumest man I know in London is one of the Marines who guards our Embassy here. We were talking it over the other night.

"Ah, shuks," he said, "I'm fed up with it here."

He's a cheerful fellow, and I was surprised.

"What's wrong, don't you like London?"

"It's not that," he said, "we volunteered to come over here when the bombs were falling. We thought we'd be right in the thick of it, and now we'll probably be standing around here doing nothing while those other guys have all the fun."

"He wants to join a Commando unit. I guess men who were first to volunteer to come over during the blitz deserve that choice."

(Peter Rhodes speaking from the B.B.C. in London on "An American Looks at America from London.")

### "Terrible" V.C.

"A few days ago, Lieutenant Peter Roberts, of the Royal Navy, rang up his wife on the 'phone and said: 'A terrible thing has happened. I have to be given the Victoria Cross for doing something any man jack on board my submarine would have been glad to do.' 'What was that?' said his wife. 'Oh, heaving a couple of unexploded bombs overboard. That's all.' And that was how this new hero of the British Submarine Service described an act of bravery which, with Petty Officer Gould (who has also been awarded the V.C.) he performed when two unexploded bombs lodged on the deck gun-casing of the Submarine Thresher. It was the first bomb Lieutenant Roberts had ever seen. 'As I lay in the gun-casing,' he said, 'my only ambition was to get the bombs overboard and get back to sleep.'"

(From "London Letter" broadcast in the B.B.C. Overseas Service by Macdonald Hastings.)

### Farming Family in Line of Fire

"A farmer and his wife and the land girl who drives a tractor have been decorated for bravery. They work on 120 acres on the Kent coast at the nearest point to the Continent. A barrage balloon over their farm has been shot down several times. As many as two hundred shells have fallen in their district in a day. Often they have been machine-gunned from the air and have had to take cover under the tractor or farm implements out in the field. They have gathered their own and have rescued crops from evacuated farms nearby. On this frontline farm within range of the German heavy guns and under fire, they have raised five hundred lambs this spring."

(William Holt in the B.B.C. series, "Democracy Marches.")

### Small Boy Raid Experts

"One of the best tips for bomb dodging was to watch the small boys and to run for shelter as soon as they did. They were very expert in recognising the different types of enemy 'planes and in gauging what their immediate objective was going to be. They could even tell by the way they were being flown whether the Messerschmitts were carrying bombs or not."

(A B.B.C. R.N.R. talk on Life in Malta.)

### Dutch Air Force Show on 2GB

A historic broadcast took place on 2GB two Saturday's back. It was the first broadcast by the choir of the Royal Dutch Air Force. This band of 40 singers presented a series of Dutch folk and national airs, interspersed with well known and favourite English songs.

Their singing was a real delight, and created much favourable comment from listeners. It was a half-hour broadcast heard from 7.30 to 8 p.m.

## Merchant Navy Comes to Town

With the Merchant Navy Day appeal passed, the germ of an idea for a good Australian program is contained in news from the B.B.C. of a regular Merchant Navy Club for officers and men of the Merchant Service on leave. The B.B.C. idea originated some months ago with the "Shipmates Ashore Club." Its emergence from the chrysalis phase had something of the "hey presto!" quality that attaches to the pantomime pumpkin's change to glass-coach splendor. Not that the new club has the smallest note of over-sumptuousness. Nor that the "Shipmates" venue had about it anything Cinderella-ish of the palace ballroom scene. But the original club's life may justly be said to have been changed by the waving of a fairy godmother's wand. The wand, waved by the men and women members of the International Garment Workers' Union of America, wafted across the Atlantic a donation of 75,000 dollars (approximately £18,000) to the British Merchant Navy Fund. The money was subscribed (before the United States entered the war) to "establish a permanent monument to symbolise the American Labour Movement's support and sympathy for Britain," and as a token of admiration for the men of the Mercantile Marine.

And so, in a "Shipmates" broadcast a short while back, the Joint Parliamentary Secretary to the Ministry of Labour and National Service announced the form the monument was to take: "We've noticed how you've cottoned on to this club opened in the West End by the B.B.C., and we've taken the hint. You want a West End club—we're going to give it to you. We're going to make this club the centre of the Merchant Navy World."

### Uncle Sam's Salute

Weathered old seadogs and war-matured youngsters, navigating uncharted crossings between Picadilly Circus and Leicester Square with eyes that told of practice in searching the void for stern realities, suddenly dropped anchor and gazed in open wonderment—like any small inland boy with his first model ship—at the sight of their very own club in the heart of the Empire's first port. Too good to be true, or too true to be good, there was no mistaking her name, "Merchant Navy Club" writ bold between the Red Ensign and the Stars and Stripes a-flutter in the summer breeze. Once inside what was formerly a celebrated restaurant—now packed to the doors with Empire and Allied seamen—their surprise was complete. A resounding cheer went up when the American Ambassador, Mr. John Winant, who made formal presentation of the club (he having consented to become chairman of its council) to Mr. Ernest Bevin, said: "Merchant Navy, salute to you from Uncle Sam." Britain's Minister for Labour thereupon declared it "open."

## Free Men's Charter

1216

"No free men shall be taken or imprisoned or be disseised of his freehold, or liberties, or free customs, or be outlawed or exiled or otherwise destroyed, nor will we place upon him, nor condemn him, but by lawful judgment of his peers, or by the law of the land. To no man will we sell, to no man will we deny or defer, right or justice."

That was Runnymede in June 15, 1216. And—declaimed by an actor taking the part of Archbishop Langton—it opened a recent B.B.C. feature program "Free Men's Charter," written and produced by the distinguished English actor, Robert Speaight. "And here," said the announcer, "is Runnymede today; and here is Mr. Vernon Bartlett, M.P., to describe it to you." Which he did, as follows:—

"In these Meads on the 15th June, 1216. King John, at the instance of the deputies from the whole community of the realm, granted the Great Charter. I am looking at these words engraved on a kind of stone pillar at the entrance to Runnymede."

AND 1942

"The things that Magna Charta stood for, and has increasingly come to stand for, are the things we are fighting for now. Magna Charta is very much a piece of modern history; all the same, I'd like to know what these meadows

looked like on June 15, 1216. I suppose daisies and buttercups were in flower, as they are this afternoon, and the woods in leaf. But what was the feeling of that strange historic scene? That's what I should like to know."

And then the Free Man comes to tell him. "I am the Free Man. I sit with you in the House of Commons. I heckled you during the election meeting at Weston-Super-Mare. You read my letters in the newspapers; sometimes agreeing with me, sometimes not. You can hear me any Sunday in Hyde Park. You don't recognise my voice? Never mind, I speak with many voices, and with many minds. But my mind and my speech are free. Although I may sound to you fairly young I am really very old. I am much older than many people imagine. I wasn't born with the Parliament Act in 1911, or the Reform Bill in 1832, or the French Revolution in 1789, or the Bill of Rights in 1689. My beginnings are back in the Athenian Market Place, and the Roman Tribunal, and deep in the first catacombs of Christendom . . . All the time I've been growing up. Magna Charta? That was one of my birthdays. You can call it my 21st birthday if you like. It wasn't only important for what it did in 1216; it is even more important for what it does in 1942."

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# COMMERCIAL BROADCASTING

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BROADCASTING

## PERSONALS

Mr. Hector Crawford, well known Melbourne musical director and conductor, who was appointed acting manager of Broadcast Exchange (Australia) when Mr. Lin Corr left to take up military duties, has been confirmed as manager of the organisation. Crawford has conducted for many well known orchestral and choir concerts, and he has also had a sound business training. He was at one time on the administrative staff of the Victorian Electricity Committee. He takes a prominent part in the "Lest We Forget" program, which is now aired over 25 stations throughout the Commonwealth.

With the enlistment of Phil Furley, 2CA sales manager and announcer, in the R.A.A.F., another Australian woman has proved her courage and initiative by offering to take over her husband's job. Mrs. Furley is now contacting 2CA advertisers in place of her husband, and if she receives half the good fellowship and co-operation that was extended to her husband, 2CA believes that her's will be a happy task. Phil Furley joined the staff of 2CA almost five years ago, when its power was stepped up to 2,000 watts.

Cliff ("Nicky") Nicholls, of 3AW, has gone away to keep a date with Joe Trout somewhere in the Victorian bush. Nick met this feller some six months ago in a rather cold stream when Joe used to lie in wait under a large flat stone. When Nicky came along rigged out as a high-class angler, Joe winked one eye because he knew he was not in the "cast." Anyhow, he hasn't much of an opinion of Nick's ability, and is confident of seeing him in the same spot whenever he can spare the time from his numerous city activities.

The wedding was quietly celebrated at the Wesley Chapel, City, last Wednesday (October 21) of the well known Radio 2UE announcer, Sidney Everitt, to Miss Delwyn Edmunds, of Petersham.

Arthur Carr, of Radio 2UE, is receiving congratulations following the announcement that son Jack (formerly 2UE technical staff) has been promoted to the rank of Flying Officer in the R.A.A.F. For some time past Jack has been up north flying Kittyhawks against the Japanese in New Guinea.

Stuart Edwards, former outside race commentator for Radio 2UE and the A.S.B., has received his R.A.A.F. call-up for air crew, and is now in camp in Victoria.

Cliff Mackay, of Paton's Advertising, is very busy these days getting ready for the big dual station program to be broadcast from 2UZ and 3AW on Saturday, October 24, at 8.30 p.m. This program is to be sponsored by the Mutual Store, and dedicated to the Lord Mayor's Hospital Appeal.

Fred Hesse, sponsor of Starnite, believes in exercise to keep him fit—it is not unusual to see him on the tennis court giving former Davis Cup player, Jack Clemenger, a bit of hurry up.

Saw Emil Christenson, managing director of Peters' Ice Cream, at lunch with executives of 3XY and agent Tex Rickards—all evidently getting together over Peters' very popular Sunday night program from the Melbourne Town Hall. Peters' are certainly giving the troops a treat.

Edward Haines, of A.W.A., felt so benevolent after his super holiday at Cowes, that on his return he dashed up to Bendigo to allow Mr. Wilson, of 3BO, to have a few weeks' spell.

Broadcast Exchange lost one of its oldest members last week when Engineer Athol Reilly joined the Air Force. Lieut. Corr broke away from his duties at the barracks to wish him luck and all the best on behalf of his co-workers and friends.

Syd. Baume, of 3UZ, has a very good vegetable garden—remember your best friends when those potatoes come good, Syd!

Mr. A. Lex Lippmann, managing editor of "Commercial Broadcasting" and associate publications, who has been on sick leave for two months due to pneumonia, returned to his desk on Monday of this week. Following a convalescence at Kurrajong Heights, after he was discharged from hospital, he has taken up duties again in the best of health.

Leon Becker, who has been associated for many months with "Take It or Leave It," "Saturday Afternoon at Home," and other 2CH programs, is the latest from the announcing staff of that station to join the R.A.A.F. He commences training on November 3.

Penelope, of 3UZ, had a party in the Lower Town Hall, Melbourne, last week, to get funds for the Merchant Navy, she expected two or three hundred, their was seating accommodation for five hundred. The hall was packed and literally hundreds were turned away. Afternoon tea was provided at 6d. and 1/- per head. In this way amount made was £70, a wonderful effort. Guests of honour were American nurses and men of the Merchant Navy. Padre Lloyd, of the "Flying Angel," was also present. During the afternoon the matron of the Caulfield Hospital spoke. The rest of the program was made up of a few vocal items—Peggy Brookes delighted the audience with a rendition of the "Aussies and the Yanks are Here."

Madge Thomas, 2CH morning announcer, is taking a keen interest in building up her session, "Women in the Home." While at 3XY she organised the "Good Companions Club" and many other activities of interest to women, so she is well fitted to make this session a success. Commencing at 9 a.m. with music, competition features and house chats, the program finishes with morning devotion at 10.30 a.m. "The Golden Sanctuary," sponsored by J. R. Love, is presented every Tuesday and Thursday at 10 a.m.

Visitors to 2UE during the week were former staff members, Bert Monies and Harley Goodsall, on leave from a northern A.I.F. camp. They now sport the rank of Major and Captain respectively. Both are "in the pink."

Planiste Eunice Lloyd, who has been with 3XY for two and a half years, has for domestic reasons secured six months' leave of absence. Her place at the piano in the station's many live shows will be taken by Doug. Gamely.

Sally, of 3XY, still maintains that honesty is the best policy—but admits that it comes a bit expensive on occasions. As witness the day she picked up a parcel in the street, and conscientiously omitting to open it, advertised for the loser. No reply was forthcoming, so, feelingly free to examine it, she cut the string. Out tumbled—two packets of lunch papers!

The 3XY scripters, having run one very successful dance recently to aid the station's Service League, of which Nance Martell is president, plans to hold a similar function on October 31 in the lower Town Hall, Melbourne. The Service Leaguers, mostly wives and mothers of servicemen, will take time off from their knitting to cook and serve dainties for supper.

A despatch from Pilot Officer Bert Button, formerly sales manager at 2CH, brings the news that he now wears a moustache, which has assumed a ginger tinge. A moustache would suit him.

Joan Read is so enthusiastic about her new Talent Quest on 2CH, that she couldn't let a small thing like bronchitis interfere with her session, so while arrangements were being made to carry on the show during her absence the other Friday, Joan rose and dressed and surprised everyone by making her appearance in plenty of time to do all the preliminary work prior to the show going on the air. She also carried out the job of compere—and then went back to bed.

## AUGUST LICENCE FIGURES

	August 1941	August 1942
New issues	6,390	4,820
Renewals	47,257	48,817
Cancellations	3,221	4,800
Monthly total	498,073	504,837
Nett inc. or dec.	3,169	200
Population ratio	17.77	17.14

### VICTORIA

New issues	3,714	2,750
Renewals	36,136	37,100
Cancellations	1,985	2,741
Monthly total	367,229	371,012
Nett increase	1,729	1,110
Population ratio	19.14	19.14

### QUEENSLAND

New issues	2,805	3,120
Renewals	15,431	16,042
Cancellations	334	2,229
Monthly total	171,757	127,367
Nett increase	2,471	1,044
Population ratio	16.70	16.42

### SOUTH AUSTRALIA

New issues	2,068	1,960
Renewals	13,161	14,070
Cancellations	601	1,400
Monthly total	113,842	137,200
Nett inc. or dec.	339	157
Population ratio	19.68	22.11

### WESTERN AUSTRALIA

New issues	1,222	1,300
Renewals	8,535	7,800
Cancellations	883	1,807
Monthly total	92,160	91,976
Nett inc. or dec.	339	520
Population ratio	19.68	19.63

### TASMANIA

New issues	533	450
Renewals	4,381	4,610
Cancellations	346	300
Monthly total	45,070	46,880
Nett inc. or dec.	187	150
Population ratio	18.54	19.61

### COMMONWEALTH

New issues	16,732	17,705
Renewals	124,901	128,470
Cancellations	7,370	12,153
Monthly total	1,308,131	1,323,331
Nett inc. or dec.	9,362	1,450
Population ratio	18.50	18.41

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