

## PERSONALS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### NEW BOOK BY AUSTRALIAN AUTHORESS

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

## OCTOBER LICENCE FIGURES

### NEW SOUTH WALES

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

### VICTORIA

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

### QUEENSLAND

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

### SOUTH AUSTRALIA

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

### WESTERN AUSTRALIA

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

### TASMANIA

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

### COMMONWEALTH

New issues .. ..	11,632	12,265	(4,542)
Renewals .. ..	97,092	104,432	
Cancellations .. ..	10,684	4,297	
Monthly total .. ..	1,312,536	1,330,959	(19,777)
Nett inc. or dec. ..	948	7,968	
Population ratio ..	18.56	18.74	

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

11, No. 15  
15th Issue)  
Thursday  
14, 1943  
Price 6d.

# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



## 839 1/4-HOURS . . . . . AND NOW—

839 sponsored 1/4-hours of featured entertainment on 2UW during the past seven years have provided one potent factor in maintaining and building the prestige which rests in the famous brand name of E. C. De Witt & Co. (Aust.) Pty. Ltd.

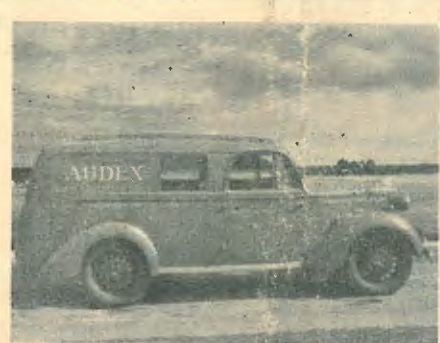
To-day, in the face of all the problems which confront the manufacturers of patent medicines, De Witt's have decided to continue, without interruption, their advertising association with 2UW on the same basis as previously . . . three 1/4-hours weekly of the finest entertainment they can provide . . . on this occasion utilising the latest George Edwards dramatic triumph "The Witch's Moon."

Congratulations, gentlemen on the far-sighted vision of your decision. . . . Thank you, too, for this latest expression of your continued confidence in 2UW.

Most people listen to . . .

SYDNEY:  
49 Market St.,  
M 6686

MELBOURNE:  
18 Queen St.,  
MU 2819



## AUDEX—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) LTD.

47 YORK STREET, SYDNEY. : 167 QUEEN STREET, BRISBANE

# DAYTIME NIGHT-TIME

more people listen to

# 3BO

## BENDIGO

Radiating from the very HEART OF BENDIGO, 3BO provides complete AIR DOMINATION over Bendigo and Central Victoria 16 hours daily.

The leading programmes of Australia's prominent sponsors are aired from 3BO—the only station which gives Bendigo and Central Victoria listeners continuous service from 7 a.m. to 11 p.m. daily.

3BO is the only station which commands absolute listener preference in this large air-rea.

3BO is the only station which operates in—and actually RADIATES from Bendigo.

Get the Real Facts about Bendigo broadcasting and 3BO from  
**AMALGAMATED WIRELESS (A/SIA) LTD.**  
 47 YORK STREET,  
 SYDNEY, B 0522

167 QUEEN STREET  
 MELBOURNE, M 4161

- Big Sister
- Culinary Corner
- Betty and Bob
- Kommonsense Kitchen Klub
- Martin's Corner
- Paul Clifford
- Quiz Kids
- Captain Midnight
- These Old Shades
- Aust. Amateur Hour
- Hit Tunes of the Hour
- Rise and Shine
- Lest We Forget
- Bob Dyer
- Croft's Radio Revels
- Lux Radio Theatre
- P. and A. Parade
- Youth Show
- Doctors Courageous
- Calling the Stars
- Radiola Harmony
- Tabernacle Choir
- Australian Cavalcade
- Hymns You Love
- Jungle Doctor
- Musical Tea Party
- Variety Hour

## A.B.C. DEFICIT £121

### Effect of Reduced Share of Licence Fees

The annual report of the Australian Broadcasting Commission for the year ended June 30, 1942, reveals to some extent the difficulty of maintaining program standards in entertainment under wartime conditions, and under the pressure of demands on broadcasting time for the broadcasting of matter which is required by the Government for furthering the war effort.

The report says that 20 per cent of the total program time of the A.B.C. was occupied by items associated with the war. "This made inroads into the normal programs, but with a third less time devoted to sport it was possible to adhere to the Commission's charter to provide "adequate and comprehensive programs."

"At the outbreak of war there was a general tendency towards lighter programs and audience participation shows flourished. As Australia adapted itself to wartime conditions many of these shows disappeared, having served their purpose and reached the limit of their value. For security reasons audience participation shows declined from December, 1941, onwards.

The report goes on:—  
 Manpower problems are reflected in a decrease of nearly 3,000 in the number of artists and speakers engaged, as compared with the previous year, the greatest drop being in brass bands, orchestras, and choral units. . . Serious music took a slightly more prominent place in a total of 52.21 per cent devoted to music of all kinds. Sporting broadcasts (notably racing) were reduced, but religious, cultural and instructional talks, as well as feature and general war talks, were increased. A point not revealed in the statistics is the difficulty of meeting pressure for spoken transmissions at peak listening hours without unduly financing the programs unduly. . . .

During the year a major problem that troubled the Commission was the relationship of the Commission, as a body charged specifically with using its corporate discretion in regard to broadcast matter, to wartime publicity generally. The Commission fully realised its duties and obligations as a public instrumentality in employing the broadcasting medium to the full in implementing and furthering our national war activities. On the other hand it was conscious that even in such activities its usefulness to the war effort and to public morale would be seriously prejudiced should it become merely the mechanical mouthpiece of wartime agencies or Government departments.

"The keystone of public confidence in both the matter and treatment of national broadcasting lies, in the Commission's opinion, in the public realisation of the Commission's integrity and impartiality and on the non-partisan judgment of its Board of Commissioners, and serious loss to the wartime effectiveness of our national institutions would result from any undermining of this basic confidence. The reconciliation of the Commission's conviction in this regard with the justifiable demands made on its programs by wartime Government agencies has not been easy, but has generally been resolved with commendable good-will on the part of all concerned.

Actually there was some difference of opinion between the Commission and certain Government departments on the manner in which some types of propaganda would be handled. An example is the series "The Jap as he really is," introduced in March, 1942.

"In making this report the Commission desires to stress that its experience during the past year has still further convinced it that it is greatly to the advantage of the Commission's future status in the public mind, not only as an impartial instrument of broadcasting, but also a medium of wartime information and inspiration, if the maximum of discretion both as to broadcasting matter and as to the treatment thereof is left in the Commission's hands."

### Drama Wanes

"Generally speaking, it was a disappointing year as regards locally written serious drama, and revivals were the order of the day. This, however, is not unique to Australia, as overseas programs show exactly the same tendency. It might also be noted, with some regret, that original scripts received from overseas by no means reached the pre-war standard.

"During the year 8,487 talks were broadcast from ABC stations. Of this number 2,054 were rebroadcast from the Empire program, while 6,433 were broadcast in Australia by 1,541 different speakers. This is the largest number of talks broadcast in any one year by the Commission.

### News Services

"On February 11 a conference was held in Canberra between representatives of the Department of Information, the Australian Broadcasting Commission, and the Australian Federation of Commercial Broadcasting Stations.

"The Postmaster-General (Senator Ashley) presided, and an agreement was made by which the Commission provides all radio stations in Australia with an Australian news service from Canberra broadcast daily at 7.45 a.m., 12.30 p.m., and 7 p.m. It is compulsory for all stations open to take the service, the entire cost of which is borne by the Commission. The agreement came into operation on February 16. At the request of the Federation of Commercial Broadcasting Stations the Commission also agreed to make its overseas news service available to those commercial stations that desired to take it. It is understood that commercial stations availed themselves of this offer as follows (these figures refer to the end of the period under review): On Sundays, the 9 a.m. overseas news was taken by 47 stations, the 12.50 p.m., news by 72, and the 7.8 p.m. news by 69. During the week, the 7.50 a.m. news was taken by 78 stations daily; the 12.35 p.m. news by 77 stations from Mondays to Thursdays inclusive, by 75 on Fridays, and by 76 on Saturdays; the 7.8 p.m. news was taken by 68 stations daily.

### Public Relations

"In addition to the contact with listeners made through 'The ABC Weekly,' the Commission seeks to make details of its programs available in the metropolitan and country press, and to keep in touch with listeners' opinions as reflected in correspondence.

"During the year 112,741 letters and 6,847 telephone and personal calls were reported to the Federal Public Relations Department. All letters are analysed and referred to the department concerned, and suggestions made by listeners receive due consideration.

### Overseas Broadcasting Links

"The Commission gratefully acknowledges the helpful co-operation in many fields, of other Empire broadcasters and of American organisations. . . .

"The Commission supplied the BBC with news cables on special subjects and with talks and commentaries expressing Australia's viewpoint and giving Australian impressions of the war in the Pacific. An increase in these services replaced the Commission's former contribution to the BBC's programs of despatches from the AIF-ABC Unit in the Middle East.

"At the beginning of 1942, Mr. R. C. McCall (now the Commission's Acting Federal Superintendent) reached Australia after a homeward journey from Britain via Canada and the United States. During his term with the BBC the courtesy of its officials enabled him to secure much valuable broadcasting experience and information, and to bring an Australian point of view to bear on questions of common interest. In June, 1942, the BBC decided to appoint Mr. G. I. Smith (the Commission's former N.S.W. Talks Officer, now under secondment to the BBC) to the post of BBC Pacific Service Director (the position formerly held by Mr. McCall). Mr. Smith has been responsible for a number of programs in the BBC's Pacific Service.

"The entry of the U.S.A. into the war strengthened the ties between the Commission and U.S. broadcasters. Mr. McCall, when he was in the U.S.A. at the beginning of 1942, explored possibilities of increased co-operation, and the preliminary researches have recently borne fruit in the shape of both regular and special re-broadcasts from the U.S.A. The censorship restrictions affecting the relay of U.S. programs in Australia have been relaxed.

"The help of the U.S. Office of War Information was valuable in numerous ways. This office was responsible for a special daily cabled service of American news which was used by the Commission in the preparation of its afternoon session of news for U.S. troops in Australia. The section of this report dealing with the Short-wave Department refers to the Commission's activities in supplying material for re-broadcast in the U.S.A. . . .

### A.P.R.A. Payments

The Commission has continued to pay the Australasian Performing Right Association Ltd. at the rate fixed by the Arbitrator in 1938. In evidence before

the Joint Parliamentary Committee on Broadcasting, the Commission, claiming that its rate of payment to A.P.R.A. was excessive, recommended that provision should be made for compulsory arbitration to fix a comprehensive Australian fee, and to apportion that fee between the Commission and the Federation of Commercial Stations.

The Committee's recommendations (which in effect endorsed those to the Commission) were as follows:—

- There should be one Australian fee payable by the ABC and the Federation of Commercial Stations shared in proportions to be determined;
- the fee should be fixed by agreement;
- if the parties are unable to agree, then the matter should be referred to an arbitrator to be agreed upon by the parties;
- if the parties are unable to agree upon an arbitrator, then he should be appointed by the Governor-General in Council.

"The Committee further recommended that the terms of reference to the arbitrator should stipulate.

- The fixing of a fee that is fair and equitable;
- the settlement of the proportion of the fee to be paid by the ABC and the commercial stations;
- the period covered by the award.

"The Commission understands that the passing by the Commonwealth Parliament of the Statute of Westminster Ratification Act recently has removed a possible barrier to such amendments of the Commonwealth Copyright Act as would be necessary to give effect to the Parliamentary Committee's recommendations."

#### Time Devoted to War Effort

The total number of broadcasting hours for the National, State, regional and short-wave stations for the year ended June 30, 1942, was 159,859 hours. As the comparable figure for the previous year was 159,262, this represents an increase of 597 hours or .38 per cent.

An important aspect of the program analysis is the time devoted to the war effort. During the current year 34,668 hours (21.7 per cent. of the total broadcasting hours) were allocated to war activities. This total includes such items as BBC news relays, war news bulletins and commentaries prepared in Australia, appeals related to recruiting, war loans and patriotic charities, and entertainment programs for the forces,

such as "Out of the Bag," and actuality programs such as "Voices from Overseas."

The program analysis reveals that the time used for news and news commentaries during the year was 24,411 hours or 15.26 per cent of the total broadcasting hours. This illustrates the important part these broadcasts play in the life of the community owing to the present state of national emergency.

Comparing the 1941-2 analysis with the previous year, the amount of time devoted to music increased slightly; serious and popular classical music both showed large increases. Under the sub-heading of "sport" the amount of time decreased considerably, both "running descriptions" and "results and resumes" showing large decreases. Most of these decreases took place during the second half of the year, when sporting activities in general were curtailed.

The total number of program items given during the 12 months over all stations was 659,491, a decrease of 11,846 or 1.76 per cent compared with the previous year. The "live artist" performances numbered 220,017 as compared with 255,699 for the previous year; the recorded items numbered 439,474 as compared with 415,638 for the previous year. This year the "live artist" performances represented 33.36 per cent, the recorded items 66.64 per cent of the total.

The total number of performances given was 114,294; these were broadcast by 9,318 artists, including 270 Australian musicians — orchestral players, bandmen, accompanists and choristers—who received full-time employment. The corresponding figures for the previous year were 127,565 performances given by 12,243 artists. The following table shows the number of persons engaged and details of the number of performances given:—

	No. of persons	No. of Engaged	No. of Appearances
Individual Musicians . . . . .	1,268	1,268	8,274
Actors . . . . .	679	679	13,784
Speakers . . . . .	1,474	1,474	43,102
<b>Total . . . . .</b>	<b>3,421</b>	<b>3,421</b>	<b>65,160</b>

#### Balance Sheet

Assets increased by £1,714 bringing total value, after showing depreciation, to £535,722. The value of land and buildings was increased by £9,666 owing to the construction of new buildings at William Street, Melbourne.

Revenue from all sources decreased by £29,329 to £700,639. Revenue from listeners' licences decreased by £23,024

### WAR DAMAGE COMMISSION Basis for Valuing Plant and Stock

The Secretary of the War Damage Commission has drawn attention to the fact that merchants, manufacturers and others owning plant or stock valued at more than £1,000 are under an obligation to pay, not later than January 23, 1943, the necessary contribution to renew cover against damage for 1943.

Contributions must be paid at the office of an approved insurance company or broker. The rate of contribution in respect of plant and stock is the same as last year, viz., 8/- per cent.

At the time of renewing cover, a contributor may review the value of plant or stock which he adopted for 1942 contribution period.

The correct basis on which plant and stock should be valued is set out below.

**PLANT**—The cost of replacing the plant at the commencement of the contribution period, less an allowance to cover depreciation and obsolescence, e.g., plant which was purchased five years ago at a cost of £20,000, and which would cost £30,000 to replace at the commencement of the contribution period, would be valued at £30,000, less an appropriate allowance to cover depreciation and obsolescence. When a market value is available—such as for motor vehicles—that will determine fairly accurately the allowance for depreciation and obsolescence.

**STOCK**—As a general principle, stock is to be valued on the basis of the actual cost price (as distinct from the cost of replacement) less an allowance to cover any depreciation. There are exceptions to this rule, viz.:

- Hire Purchase stocks, which are to be valued at selling price, less hiring charges, ordinary insurance and depreciation; and
- Special stocks such as primary products in the hands of the producer, which are generally to be valued on the basis of market price.

**Variations in Value:** Where the value of plant or stock increases during the currency of the contribution period by further purchases, the increased value (in the case of stock, where the increase is in excess of 10 per cent of the value of the stock already covered) must be declared, and a pro rata contribution paid on the increased value.

The owners of stock which has to be declared under the compulsory provisions of the Regulations (stock which exceeds £1,000 in value) may obtain cover on the basis of quarterly declarations. If an owner wishes to contribute on this basis, an application must be lodged at the office of an approved insurance company or broker at the commencement of each quarter, showing the estimated maximum value of stock likely to be held in that quarter.

to £656,469 owing to the reduction in the Commission's share of fees.

Expenditure decreased by £4,247 to £700,760. The result of operations for the year was a deficit of £121, as against a surplus of £24,960 for the previous year.



**TOWARDS  
THE GREATER TOMORROW**

In spite of the dark and difficult days in which we live and the dangers which lie ahead, we can look forward confidently to the coming of a New Era of peace and prosperity.

During a time of war, invention and ingenuity are spurred forward at a breathless pace. The achievements required to win Victory on the battlefronts will afterwards be available for the creation of a better and more abundant future.

*When all the bombs have spent their fury down,  
When all the sacred towers are gone in flame,  
Faith will be standing in a shattered town,  
The Magna Charta's words will be the same,  
Freedom will not be lost where men have died  
On streets, and blood-stained coasts, in stubborn pride.*

In the greater future, Broadcasting is bound to play an ever-widening part in providing entertainment and enlightenment for all the people.

NATIONAL COMMERCIAL BROADCASTING SERVICE  
WELLINGTON NEW ZEALAND

**NEW ZEALAND'S ZB STATIONS**

**1 Z B 2 Z B 3 Z B 4 Z B**



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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) LTD.

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## November Increase in Licence Figures

The return of broadcast listeners' licences made available to-day by the Postmaster-General (Senator Ashley), disclosed an increase of 4,377 for the month of November. The total number of licences in force is now 1,335,336.

Senator Ashley said that the increase for November followed an increase of 7,968 licences in October. The number of homes equipped with wireless receivers had increased in these two

months more than in the previous eleven months. Since the passing of the Australian Broadcasting Act which became operative in July, 23,560 supplementary licences have been issued for receivers in excess of one. Only 1,367 licences have been issued for motor car radios.

Licences for additional receivers in homes, however, continue to increase, and the Department had encountered cases where no fewer than six receivers

had been licensed in the same home, Senator Ashley said.

Referring to the obligation to hold broadcasting listeners' licences, Senator Ashley explained that under the new Act all radio dealers were required to notify the Postmaster-General's Department of the names and addresses of purchasers of wireless sets. This information was proving a great help in the detection of unlicensed listeners.

Senator Ashley said that the recent increase of licences was caused by a drive to detect unlicensed receivers. The drive would continue in all States.

	1941	1942	Additional
<b>NEW SOUTH WALES.</b>			
New issues	3,971	4,863	(1,306)
Renewals	31,732	33,601	
Cancellations	4,161	2,102	
Monthly total	499,614	510,603	(8,772)
Nett inc. or dec.	-190	2,761	
Population ratio	17.77	18.16	
<b>VICTORIA.</b>			
New issues	2,450	2,111	(1,279)
Renewals	24,007	24,992	
Cancellations	3,078	1,465	
Monthly total	366,842	373,062	(7,207)
Nett inc. or dec.	-628	646	
Population ratio	18.92	19.24	
<b>QUEENSLAND.</b>			
New issues	1,532	1,228	(201)
Renewals	11,085	11,662	
Cancellations	1,381	955	
Monthly total	172,907	171,893	(1,450)
Nett inc. or dec.	151	273	
Population ratio	16.68	16.58	
<b>SOUTH AUSTRALIA.</b>			
New issues	1,235	1,076	(569)
Renewals	7,780	8,125	
Cancellations	966	890	
Monthly total	135,311	139,477	(3,953)
Nett inc. or dec.	269	186	
Population ratio	22.20	22.88	
<b>WESTERN AUSTRALIA.</b>			
New issues	823	999	(254)
Renewals	5,703	6,030	
Cancellations	833	496	
Monthly total	92,210	93,123	(1,309)
Nett inc. or dec.	-10	503	
Population ratio	19.66	19.89	
<b>TASMANIA.</b>			
New issues	323	254	(101)
Renewals	2,640	2,722	
Cancellations	562	246	
Monthly total	45,017	47,178	(770)
Nett inc. or dec.	-234	8	
Population ratio	18.80	19.76	
<b>COMMONWEALTH.</b>			
New issues	10,339	10,531	(3,790)
Renewals	82,947	87,132	
Cancellations	10,981	6,154	
Monthly total	1,311,894	1,335,336	(23,560)
Nett inc. or dec.	-642	4,377	
Population ratio	18.43	18.80	

The above totals include free licences to the blind—2,572 (1941) and 2,459 (1942).

### That's the Spirit!

Two spontaneous gestures, both of which were much appreciated by 3KZ during this station's Christmas Day Appeal, were those made by 3AK, Melbourne's all night station, when they said "Hats off to the brighter broadcasting service. 3KZ has made a brilliant effort—they have raised £13,000 for charity." This was heard by Norman Banks as he was going home in a taxi, and certainly filled his cup of joy. The second was a contribution to the appeal by the engineering staff at 3UZ. This paper adds its congratulations on a performance which is outstanding.

## Press Hopes for Speedier News

### To Meet Broadcast Competition

Following the deliberations of the Commonwealth Communications Conference held in Canberra recently the Postmaster-General, Senator Ashley, called a conference between Sir Campbell Stuart (Chairman of the Imperial Communications Advisory Committee, and also Chairman of the Canberra Conference), and representatives of Australian newspapers. The Australian Federation of Commercial Broadcasting Stations was also represented, the senior vice-president, Mr. A. C. Paddison, attending.

Newspapers in Australia have been noticeably behind the times with news releases as compared with broadcast news, and they have long been bitterly complaining of the situation.

Senator Ashley, however, has revealed that the discussions with newspaper representatives would, he felt confident, result in more expeditious communication services between Australia and other countries.

Mr. R. A. Henderson, chairman of the Australian Newspaper Proprietors' Association, advocated that the Australian press should be allowed to enter into an arrangement with Press Wireless of U.S., thus enabling two way working with news transmission on short-wave radio, and also to have the right to pick up and use matter broadcast by the B.B.C. and other organisations.

At a luncheon tendered the delegates by the Commonwealth Government, Senator Ashley expressed his thanks for the co-operation of non-Government representatives. He specifically referred to Sir Ernest Fisk, chairman of A.W.A., who had more than once at personal inconvenience, travelled and given the Government the benefit of his expert advice.

Delegates attending the Sydney conference were:—

Senator Ashley, Sir Campbell Stuart, the Attorney-General (Dr. Evatt), Lieut. Colonel Warren Zambra (secretary), Mr. W. J. Harvey (British Treasury), Messrs. D. McVey (Director-General of Posts and Telegraphs), L. B. Fanning (Acting Deputy-Director of Posts and Telegraphs), E. H. Bourne (Chief Inspector of Telegraphs), R. A. Henderson (ANPA), Watkin Wynne (secretary, AAP), E. Kennedy (chief executive officer, Associated Newspapers Ltd.), Colonel R. J. Travers (general manager, Consolidated Press Ltd.), C. S. McNulty (editor-in-chief, Consolidated Press), F. Lloyd Dumas (managing director, "Adelaide Advertiser"), M. E. Gallard (editor-in-chief, "Truth" and "Daily Mirror"), F. V. McGuinness (editor, "Daily Mirror"), A. C. Paddison (senior vice-president, Federation of Commercial Broadcasting Stations).

## DR. EVATT IN SPECIAL COMMENTARIES

### Regular Broadcasts Arranged

From January 10 the Commonwealth Attorney-General and Minister for External Affairs, Dr. H. V. Evatt, will be heard in a series of exclusive talks from 2UE every Sunday at 9.45 p.m.

Dr. Evatt's broadcasts will be under the title "Special Commentaries," and will cover every phrase of the war as well as happenings on the home front.

It is expected that he will also deal extensively with post-war reconstruction from both the Australian and global

## BROADCASTING CENSORSHIP

By notification in the "Government Gazette" of December 18, Thomas P. Hoey has been appointed a Broadcasting Censorship Authority under National Security Regulations.

The appointments of the following as Broadcasting Censorship Authorities has been terminated: Tulla Marie Brown, Clayton Burns, Sydney Harpur, Russell Keon-Cohen, George R. P. Lee.

viewpoint.

The broadcasts are expected to create Australian-wide interest.



## ever been bitten by a tiger?

Apart from being one of the most powerful and fiercest of the carnivora, the tiger has been blessed by nature with a perfect scheme of camouflage. Thus he is enabled to sneak up on his prey, and with a nerve shattering roar strike his victim down. Reminds us of how some radio contracts are sold—come to think of it. However, unlike the tiger, Station 2KO needs no camouflage. The facts are there. Look at these figures established by independent scientific survey—

Territory	Population	% of Listening hours tuned to Station 2KO
Newcastle	119,550	73.5%
Cessnock	14,460	38.0%
Maitland	12,680	55.0%

No matter how you try to camouflage it, the fact remains that only Station 2KO can claim to cover Newcastle and district. That's why it is the premier station.

the premier station >> **2KO** <<  
NEWCASTLE

**THE BRIGHTEST WOMEN'S SHOW ON THE AIR**

MUSIC  
KITCHEN WISDOM  
NEW RECIPES  
MOTHERCRAFT  
MEDICAL TALKS

Sanitarium Health Food Co.'s  
Great Feature—  
**Kommonsense Kitchen Klub!**

2TM was chosen  
for this kitchen wisdom program because of  
2TM's unrivalled Women's Audience.

**2TM** COMMERCIAL CENTRE  
NORTHERN NEW SOUTH WALES

# OUR XMAS DAY APPEAL!

In 1933 - - £15

**IN 1942  
£13,050**

A RECORD  
for any  
ONE-DAY  
APPEAL  
on  
AUSTRALIAN  
RADIO

# 3KZ MELBOURNE

Sydney  
Representative  
A. L. FINN, 66 King Street

## De Witt's Seven Years

Following through with still another George Edwards' show

Approaching the end of the seventh year of uninterrupted sponsorship of feature entertainment from 2UW Sydney, E. C. De Witt and Co. (Aust.) Pty. Ltd., have arranged to continue in the existing time channel and on the existing basis of three nights weekly with the latest outstanding production from the George Edwards studios.

The new program is "The Witch's Moon," and it is the nineteenth program presented by De Witt's over 2UW since March, 1937, when they first entered commercial radio advertising in Australia from 2UW.

The first program used by De Witt's was "The Elusive Baronet"—one of George Edwards' early productions. Then followed a series of transcriptions, including "Bits of Life," "The Memory Box of Runjit Singh," "Shamrocks," "Queer Street," "Mamma Blooms Brood" and "Secret Diary."

In 1940 the sponsors renewed their association with the George Edwards Players and, with one exception over the intervening three years, George Edwards productions have provided the consistent entertainment for the De Witt's channel.

"These Old Shades"—a dramatization of Georgette Heyer's famous novel, was brought to an end last week, and arrangements then were made to carry on with another George Edwards show, "The Witch's Moon."

"The Witch's Moon" is notable for the length of its cast, including as it does 14 famous players. In addition to George Edwards and Nell Stirling, the cast includes Lyndall Barbour, Iris Moore, Babs Mayhew, Ailsa Grahame, Hazel Hollander, Lorna Bingham, Warren Barry, Maxwell Osbiston, John Casabon, Eric Scott, Lloyd Berrell and Michael Willoughby.

The story is an adaption by Warren Barry of Lord Lytton's famous novel, "Godolphin." It is a story of eighteenth-century England, and one of the highlights of the show is a series of famous Shakesperian scenes woven into the thread of the action as it moves through the lives of a company of strolling players.

The program is broadcast from 2UW each Monday, Tuesday and Wednesday at 7.45 p.m.

## Great Minstrel Show Revives Great Past

McNiven Bros. Ltd., ice cream manufacturers, made a sound choice when they undertook sponsorship of the John Dunne-produced Minstrel Show on 2SM which had its premiere broadcast on January 6 last.

Now billed as McNiven's Minstrel Show, this hour of entertainment, Wednesday nights from 9 p.m., is likely to make something of a dent in the Sydney radio audience. For hours before the show was due to start crowds rolled up to the 2SM playhouse studio, and hundreds were disappointed in not finding seats available.

For the show John Dunne has secured one of the most versatile casts of "old timers" imaginable, and although they are "old timers" their talents are as sparkling as ever. They revive the songs and comedy routines which made them famous in years past. Carrie Moore, at the age of 15, made world-famous the song, "I Don't Want to Play in Your Back Yard." She sang it again the other night, and she still brought the laughter and the tears to the eyes of her admirers.

Others in the cast include Minnie Love, Bert Warne, Ranger Sisters, Rene Ireland, Ward Leah, Olga Pennington, Wal Rockley, Billy Bovis, Ted Tutty, Alfred Wilmore and Betty Smith.

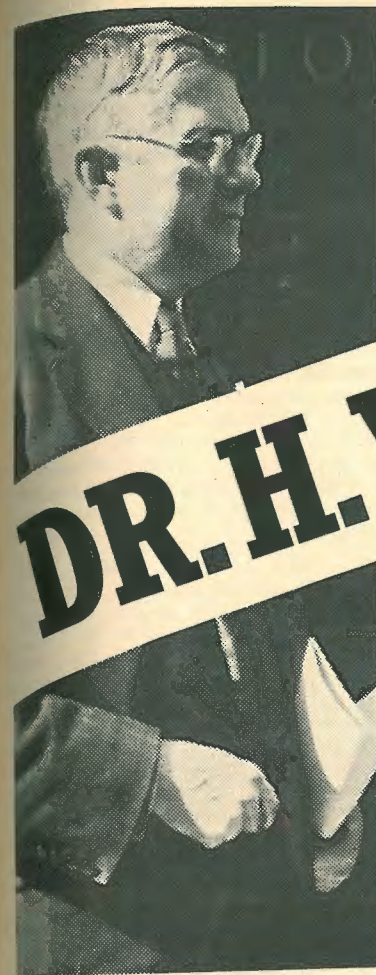
## More Aid to the Sick by Broadcasters



At the 3XY Service League treat to a voluntary hospital. Manager H. A. Snelling and Alwyn Kurts chat to the patients. Zell Manners and Nance Martell are on the left.

### FOR REST HOUR

Sponsored by Laxettes (through John Rist, Melbourne) a special half-hour program is now broadcast through 2UE every Tuesday at 2.30 p.m. The session is compered and arranged by Sid Everitt and is entitled, "A Half-hour for Mothers." Idea of the program is to broadcast 30 minutes of restful music at a time in the afternoon when it should provide a restful interlude for those in the home.



**DR. H. V. EVATT, P.C., K.C.  
M.P.**  
FOR EXTERNAL AFFAIRS GENERAL AND MINISTER  
**SUNDAY AT 9.45 p.m.  
FROM**



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*And Still  
They  
Come!*

### NEW ADVERTISERS:—

McNIVEN BROS. LTD.  
CAMPBELL EYE TREATMENT  
LORD MAYOR'S FUND  
JANTZEN (AUSTRALIA) LTD.  
KING GEE CLOTHING COMPANY  
LAXETTE PTY. LTD.  
RENEWALS:—  
ASHLEYS  
PEPSODENT CO. (AUST.) PTY. LTD.  
RURAL BANK OF N.S.W.  
GREATER UNION THEATRES  
SARGENTS LTD.  
MacROBERTSON'S PTY. LTD.  
TWIN SODA  
CARTER'S LITTLE LIVER PILLS  
GOLDMAN & CO.  
ROYAL ART FURNISHING LTD.  
POPSY PRODUCTS LTD.

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# Success on 3KZ's Christmas Day Appeal

By raising the big amount of £13,050, between 9 a.m. and midnight on Christmas Day, 3KZ Melbourne broke all existing records for a one day appeal by any single radio station in Australia. The Christmas Day appeal was preceded by "Carols by Candlelight," held in the Alexandra Gardens on Christmas Eve. Norman Banks, who organised both functions, spent many anxious hours before by "Carols by Candlelight," held in the air.

After a week of brilliant sunshine, the morning of Christmas Eve dawned thickly overcast, and by 4 o'clock fairly heavy rain was falling. Banks decided at 8 o'clock that the carols would go on, and he conveyed his decision to Hector Crawford, musical conductor, who was in charge of the two choirs and the orchestra. That his decision was right was demonstrated by the fact that not one drop of rain fell throughout the festival. Police estimate that 35,000 paid to go into the festival, while probably an even bigger crowd listened from outside the enclosure. It says much for the department of the carol singers that not the slightest damage was done to any gardens or shrubs, and that there was no need for any reprimands on the part of either civil or service police.

Gladys Moncrieff's singing of "Home, Sweet Home" was one of the highlights of the night, others being the short-wave message from Mayor La Guardia, of New York, the playing of the L. of C. Band, the lighting of thousands of candles throughout the gardens, and the singing, with hands joined, of Auld Lang Syne, by the huge audience, plus

the members of the Netherlands East Indies choir and other choirs on the dais.

The whole function was an outstanding triumph and augured well for the Christmas Day Appeal. This, still with "Dynamo" Banks at the microphone, started at 9 o'clock on Christmas morning, and was highlighted throughout the course of the appeal by many incidents which proved the amazing enthusiasm of those contributing. One of the first big contributions came from the "Ha Ha" Club, members of which belong to the Commercial Travellers' Association. Each member had put in two shillings a week, and their total contribution amounted to £400/14/-. Another group which put forward a very good effort comprised girls of the cashier's department of Myer's Bourke Street Store, who, by putting in 3d. per week each, raised £60. A similar contribution was made by the girls at the Eagley Mills, Collingwood. The oldest contributor was a lady of 99 years, who after listening to carols by candlelight for the first time, then tuned in for the whole of the Christmas Day Appeal. The youngest contributor was a baby aged 10 minutes, whose mother had listened to the festival the night before, and with her contribution sent a note saying that she was going to call her little girl Carol. The "toughest" contributor was a hard-bitten workman who heard the two early Christmas morning broadcasts from the hospital after he had made his first contribution. He was so moved with all he heard concerning the hospital—so unbelieving, too—that he made

a special trip out to prove what had been said, after which he returned and made another contribution. Largest donations came from an anonymous donor who gave £1,000, and another £1,000 which was given by Mr. and Mrs. Lionel Newton, Mr. and Mrs. Leonard Newton, and Mr. and Mrs. Christian

When Mr. Banks challenged Geelong concerning that city's poor response, a Geelong listener promptly rang, offering £10/10/- if he would apologise. He did!

The most distant 'phone call in Victoria was received from Mildura, and interstate from Sydney, the Sydney call being from Darby Munro, the jockey, who offered to add £30 if any other jockey, or ex-jockey would contribute £5/5/-. An immediate telephone response came from Jockey T. Uncoville, also a voice in the studio—it was the voice of Mr. King, an ex-jockey and now husband of Jenny Howard, who gave a sparkling act.

At 9 o'clock at night, Lady Dugan Broadcast a special message from Government House, while before this time, word had been received from the Heidelberg Military Hospital that the staff and patients would give £100 at least. Their final contribution was £104. There were many inter-telephone battles between such generous donors as the Bell Family and Mr. Denis Foley, who endeavoured, to the considerable benefit of the appeal, to outdo each other all night.

## MISSED HIS HUNCH

When 2GB general manager, H. G. Horner, recently visited New Zealand on business he took time off to attend the Ellerslie Race Meeting at Auckland. Not knowing one horse from another Mr. Horner decided to "back his hunches" all day. Came the Ellerslie Handicap and H.G. meticulously circled the name of a starter in his race book. It was Billy Peach. Remembering the famous love bird, Billy Peach, recorded



Mr. H. G. Horner

of whose talking have been broadcast in New Zealand, and after whom the horse undoubtedly was named, this horse looked "a natural" for one who was backing hunches. But at the psychological moment Mr. Horner met a friend, and the friend had it from the horse's mouth that so-and-so couldn't be beaten. Mr. Horner turned away from the tote window and promptly forgot Billy Peach. Billy Peach rolled home the winner paying £440/17/8 for a win and over £40 for a place!

# A.W.A. Light Opera Co. New Year Celebration

To mark the close of the 1942 record season, Humphrey Bishop entertained the 50 odd members of the A.W.A. Light Opera Co. at his Rose Bay home.

A feature of the afternoon was the surprise presentation by company to their director and producer (Mr. Bishop) replica of his portrait recently painted in oils by Clement Kennedy for the Albald Prize exhibition.

In acknowledging the handsome gift Humphrey Bishop thanked the principals chorus and orchestra for the marvellous team-work which, he said, had done so much to make 1942 the biggest year in the history of the A.W.A. recording musical section. Reviewing the year's work he recalled that they had completed the series "Rally to the Flag" and "Radiola Harmony," both of which had enjoyed the widest release of any musical shows ever produced in this country, having been broadcast right throughout Australia, in New Zealand,



Mr. Humphrey Bishop is shown in typical attitude in the portrait.

South Africa and Egypt, and in the case of "Rally to the Flag" in India and Canada as well.

Following that, Humphrey Bishop went on, had come the notable inspirational program, "The Golden Sancy" and their current production, "The Bright Horizon" which, even at this early date, had acquired the biggest line-up of commercial stations ever achieved by an Australian musical show. The season had reached a sensational climax with the Light Opera Company's bright horizon patriotic rally at the Sydney Town Hall as a highly successful gesture towards the Commonwealth Gov-

ernment's over-subscribed Austerity Loan.

As a result of this record of achievement, he concluded, he had the authority of the manager of the department, Mr. V. M. Brooker, to tell them it was proposed to greatly enlarge the scope of the A.W.A. Musical Recording Department, and that plans were already in hand to that end.

## "Legacy to Youth" to Carry Big Prize

An eighty guinea Radiogram, complete with 26 records and 26 books, is the first prize in 3AW's new "Legacy to Youth" competition, which is broadcast every Friday night at 7.15.

Designed to develop juvenile appreciation of music, "Legacy to Youth" is a program planning competition, which will be judged by Mr. Lindsay Biggins, well-known Australian pianist who is attached to the professorial staff of the Melbourne University Conservatorium of Music. Each week a prize of a War Savings Certificate will be awarded to the entrant whose program of six recordings is selected, and the winner's child nominee will be eligible to compete in the finals for the grand prize.

Entries will close each week at 3AW at noon on Tuesdays. The winning program will be featured in the session. The best record in each week's winning program will be placed in the Radiogram, together with a special bonus prize of a book, selected for its educational value.

The contest will extend over six months, after which the weekly prize

## GENEROUS SPONSOR



Norman Banks 3KZ and Mr. Harold Brockhoff, of Brackhoff's Biscuits, sponsor of Junior Information, photographed at the grand final on December 2. This year, 1943, Brockhoff's will give two final prizes of £50, one to a boy and one to a girl, with the option in each case, of a year's scholarship at a Victorian Public School. Country children may enter. The session is broadcast at 7.30 on Tuesday nights.

## CHRISTIE'S PTY. LTD. USE 3UZ

Commencing on January 7 Christie's furniture and music warehouse present a weekly program under the title "The Thursday Night Players." This series of 30-minute plays feature most of Australia's leading radio players and promises to be most popular with Melbourne audiences. Christie's account is handled by Leyshon Publicity.

winners will have the opportunity of sending in a further program. This will also be judged by Mr. Lindsay Biggins, and the first prize Radiogram will go to the child originally nominated by the entrant supplying the winning program.

The sessions will be compered by Rod Gainford, and will be sponsored by Love and Lewis.

## They Listen . . . and EARN!

Bright entertainment . . . and cash prizes! An irresistible combination, whether it's a "live" or a listening audience which participates! Below are some of 3XY's popular quizzes.



TIVOLI HITS AND HIGHLIGHTS  
At least £35 each week.

MAPLE'S TWO-STATION QUIZ  
Often £70 offered on 1 Night

MONEY FOR MUSIC!  
Cash Prizes by the dozen

MACK'S MUSICAL CONSEQUENCES  
£1 Prizes 3 Nights a Week

Beville's "GUESS YOUR LUCKY STARS"  
A Cash Prize Each Week

PAYNE'S MELODY CLUES  
A Cash Prize Each Week

These are 6 of the Scores of Reasons why They Listen in to The Quality Station

# 3XY

NOW IN IT'S

# 4th YEAR!

and  
"STILL CLICKING"

## 2KY's FRIDAY SHOW

at the RADIOTORIUM

Now Under the Sponsorship of

### McDOWELL'S LTD.

## Radio Trials to Play Again

2KY-Morley Johnson Ltd. Feature to be Reviewed

Over nine years ago 2KY broke new ground in radio entertainment with the introduction of the Radio Trials—a novel feature which immediately caught and held the interest of aspiring artists and the general public.

The warmth of its reception may be gauged by the fact that from a half-hour studio attraction, the 2KY Radio Trials soon developed into a feature of such appeal as to warrant its presentation at a public hall, where listeners were invited to watch competitors "strutting their stuff" and to act in the capacity of adjudicators. Such was the audience response that hundreds of patrons were turned away each week through being unable to secure a seat. Reservations were then permitted, with the result that the box plan was invariably filled a few hours after it opened!

In 1935, it was decided to provide greater opportunities for talented localites — and so came into being the Coronation Players' Quest—the first of a series of mammoth Radio Trials to be sponsored by Morley Johnson Ltd. From then on, the public auditions of talented artists settled down as a two-hour entertainment and occupied the happy position of being one of Sydney radio's foremost attractions.

During the six years of its unbroken presentation, over 5,000 competitors were given a public audition, whilst over £1,500 was awarded in prizes, together with a return ticket to London, a return ticket to Hollywood, a return ticket to New Zealand, and 12 silver cups as special prizes.

Listeners and aspiring artists alike were disappointed when the Radio Trials

were temporarily withdrawn from the 2KY-Morley Johnson Wednesday night entertainment in June of last year, and it is anticipated that their re-introduction as a feature of the same show on January 27 will be hailed with much delight.

Two cash prizes of a guinea and half a guinea will be awarded each week during the Radio Trials of 1943, whilst every five weeks the prize winners will again face the "mike" to compete for a first prize of five guineas, and two prizes of two guineas each. An appearance at the Capitol Theatre is in store for the grand finalists.

### EXCELLENT TASMANIAN EFFORT

Hobart station 7HO has just concluded a very successful drive from Prisoner of War Funds. Working in conjunction with Red Cross, an appeal was launched over the air on October 16.

The opening night £1,400 was raised in a three-hour appeal from the Hobart Town Hall. The fund was officially closed on December 18 with the handing over to Lady Clark, of a cheque for over £10,000. When all outstanding amounts are handed in, almost £11,000 will be realised.

This, combined with the 7HO appeal in July for the same fund, when over £6,000 was raised, makes a total of £17,000 for the year.

ANY SPONSOR KNOWS:—

YOUR Product + 3AW's Time

= Highest Sales Results

∴ YOUR Spot is



## Western Australian News

"The Man Behind the Melody" is proving to be a very popular feature over Stations 6IX-WB-MD. Produced and presented by program director, B. F. Saunders, this 30-minute feature gives the life story of composers and artists. Some unusual facts are brought to light and the programs include the special musical numbers as examples of the works of these "Men Behind the Melody." Heard each Tuesday night at 8.15 p.m. this special production is sponsored by a leading Perth departmental store, Aherns Ltd.

"Plays for the People," the A.W.A. production, is being sponsored by Stewart's, the tailors of Perth. This episodic series of light dramas is heard over 6ML every Wednesday at 8.30 p.m.

Edments Ltd., of Perth, have just completed over 12 months sponsorship of a locally produced feature, "Memory Lane." They have now commenced another series of broadcasts, taking the form of a 30-minute Sunday evening program under the title of "Edment Melody Souvenirs." This is a special transcribed series, originally sponsored in America by the Wessell Co., and presenting the Metropolitan Symphony Orchestra in association with famous American artists. This unbroken period of high-class music is heard over 6IX on Sunday evenings at 9.30 p.m.

The Saturday evening line-up over 6ML includes many strong sustained features. By special arrangement the programs are relayed to 6WB Katanning and 6MD Merredin, and in consequence of this the whole evening has been specially designed to cater for the tastes of country listeners.

Commencing at 6 o'clock with the children's session and swinging in to the Theatre Birthday Club at 6.40, with a live artist presentation of Glen Matson's Harmony Hawaiians at 6.45 and at 7.30 p.m., the "Western Mail" (widely read weekly farm paper) is sponsoring a program of recordings under the title "The Countryman's Choice." The latter are chosen from suggestions submitted by country listeners. The B.B.C. news is heard at 8 and 10 p.m. respectively, and between those hours, two outstanding dramatic half-hour features become the highlights of the evening with the "Sentimental Bloke" at 8.25, and "To Death and Back" at 9.20.

### NEW QUIZ KID

"The Quiz Kids" program for January 24 from Macquarie stations will see the introduction of a new quiz kid to listeners. Having reached her sixteen birthday, Suzanne Dutton, one of the most popular of the quiz kids, now stands down and her place is taken by 14-year-old Audrey Baker. This newcomer to "The Quiz Kids" program was born in Brisbane, but has been educated in Sydney, where she attended the Rose Bay, Woollahra Special and Sydney High Schools. Her main interests are mathematics, science and chemistry, and her ambition is to become a doctor.

IT'S  
BIG !!



# McNIVEN'S MINSTREL SHOW

The premiere broadcast of this new radio program on 6th January was a sensation, and there is every indication that most listeners will tune to 2SM on Wednesday nights at nine to hear and enjoy "McNiven's Minstrel Show," reviving the songs and comedy which made the participating artists famous.

"McNIVEN'S MINSTREL SHOW" is sponsored by the makers of McNiven's Pure Ice Cream.

- ★ JOHN DUNNE
- ★ CARRIE MOORE
- ★ MINNIE LOVE
- ★ BERT WARNE
- ★ RANGER SISTERS
- ★ RENE IRELAND
- ★ WARD LEAH
- ★ OLGA PENNINGTON
- ★ WAL ROCKLEY
- ★ BILLY BOVIS
- ★ TED TUTTY
- ★ ALFRED WILMORE
- ★ BETTY SMITH

9 P. M. — WED.  
2 S M

## Sponsors of "Are You an Artist?" Give Bigger Prizes

One of Melbourne's most popular sessions is "Are You An Artist?" aired over 3UZ each Sunday night. Last year this session was very widely listened to and many budding artists came into the limelight.

Well presented with a tuneful orchestra, under the capable conductor Harry Jacobs, this session certainly went with a great swing.

This year the sponsors, "Adelyn," are offering greater inducement for artists to enter into their talent quest. As well as the usual fee that is paid to each artist there has been a prize of £2/2/- given to the artist who gives the best radio entertainment, according to the sponsor.

"Adelyn" have just announced that this year £100 is to be given away in prize money. Each three months there will be £20 for first prize and £5 for second prize, judging will be by popular vote. The artists who have been successful each three months will be selected for the special final program. There are four sections—female vocal, male vocal, juvenile under 16, and novelty, comedy or instrumental.

Bill Kelton, of Adelyn, feels that through their session they should do much for local Melbourne talent. The program is already a success.

A monster party was tendered by Station 4TO to members of the Smile Club on Saturday, January 2. The members take part each Saturday in a special session which has listeners right throughout North Queensland, and the party was a memento of a successful year's broadcasting to other club members and adults too.

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

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

**2 MW**  
**MURWILLUMBAH 500Watts**  
Sydney Representative — WALTER J. SMYTH — Carrington Street

## WHAT A HOW "DO" YOU DO!

Albury was one of the place names, common to both Britain and Australia, featured a short time back in the BBC series "Calling Australian Towns."

In that program Colin Wills, Australian journalist, interviewed Malcolm McEachern ("Jetsam" of "Flotsam and —") and Bob Driscoll, general manager of a factory at Croydon. The recent meeting of these two was the result of an odd coincidence. They had lost sight of one another for thirteen years. Then the name McEachern on a concert bill outside the Albert Hall caught Driscoll's eye. Wondering if it could be his old friend, Bob went to the nearest gramophone shop and got a McEachern record. Then he was sure—no mistaking those deep notes.

On that same day Malcolm, who had made efforts to trace Bob, noticed a "display" man in the window of a London store. Bob has been a display artist. The man in the window might have comes across him. McEachern went in and put his question. The man did know him. He was manager of — store, now.

That was at three in the afternoon. It was three in the morning before Bob and Malcolm finished saying "Hello" to each other.

## "TEA FOR TWO"

### New Kitchen Angle

For the extension of the Sydney County Council's contract on 2CH a new version of "Tea for Two" is to be presented, featuring Win Richmond, well known musical comedy star, and Bill Perryman, popular radio personality, in a series of comedy-musical sketches.

This program is presented every Tuesday between 2.30 and 3 p.m. as a unit of "Melody Matinee," a daily feature on 2CH. Win Richmond and Bill Perryman appear as Jane and Jimmy, a newly married couple who find that Jane's adventures in the mysterious realms of cookery lend variety if not spice to their married life. Each scene lends itself for entertaining comedy and delightful singing, in which the two principals take part, and the comedy highlight of each broadcast incorporates a hint for housewives as to what not to do in order to be a success in the kitchen.

"Tea for Two" will be presented as formerly by Joyce Williams, Sydney County Council expert, who handles the commercials and introduction to the session.

The Sydney County Council's account is handled by Hanson-Rubensohn.

## AMATEUR HOUR

During the 1942 the activities of "Australia's Amateur Hour" were extended, especially in the booking department of the organisation, where more and more amateurs have been sent out to professional jobs.

Harry Dearth, who joined the R.A.A.F. is now a Pilot Officer, and his work has been carried on, and will be until his return, by Dick Fair.

Country tours by Richard White have included Newcastle and the Hunter River districts, Katoomba, Wollongong, Gosford and Northern Rivers, from whence much talent has been used to augment the programs.

Auditions, both day and night, continue, and Marie Ormston now estimates that at least 7,000 amateurs have been heard in Sydney alone.

## WIRELESS WAVES KNIT THREE GENERATIONS

Among parents taking part in a recent BBC message program, "Calling the British Forces in India," were Mr. and Mrs. F. H. Preece, who called their son.

Mr. Preece recalled that it was his father, Sir William Preece, when Engineer-in-Chief of the General Post Office, who gave the late Marchese Marconi his opportunity to carry out his early experiments, with the help of post office engineers, after his arrival in England as a young man. Sir William could scarcely have guessed that those experiments would one day enable his son to speak from London to his grandson serving in India.

## "SNOW WHITE" BROADCAST

An outstanding 2GB broadcast of the Christmas season was the presentation from the Children's Theatre of the Air of a special program of "Snow White and the Seven Dwarfs," written, arranged and produced by Reg. Johnston and Judith Young. The broadcast was by special permission of Walt Disney Enterprises Ltd., and was cleverly dramatised and acted by these two radio personalities, assisted by a number of talented youngsters they have discovered during the broadcasts of the Children's Theatre of the Air. The broadcast was sponsored by Anthony Hoernern and Sons as a goodwill gesture to their many young friends.

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## Horlick's to use "Ginger"

With Mal Verco busy preparing the Horlick's show which will feature the famous ventriloquist and his doll, "Ginger for Dinner," has been taken out of the 2GB schedule.

The new half-hour Horlick's show will feature a number of well known radio stars as well as "Ginger," and will be broadcast 7.30 p.m. Saturdays.

With the cessation of the "Ginger for Dinner" program Monday to Thursdays at 6.30 p.m., 2GB are programming a quarter-hour series by Bob Dyer.

The Bob Dyer broadcasts are along the lines of the "You Ain't Heard Nuthin' Yet" series, that were so popular as a half-hour entertainment some time back. In the feature Bob Dyer is supported by Billy Blinkhorn and many other popular artists, and combines comedy with popular numbers of hill-billy and other types of song. Snapping choruses and quick-fire wisecracking help the show along.

## NANCY LEE REJOINS 3AW'S "CHATTERBOX CORNER"

Nancy Lee, who, with husband Cliff (Nicky) Nicholls, was responsible for the introduction of "Chatterbox Corner," on 3AW, one of the most popular children's sessions heard on the air in Australia, has, after an absence of approximately two years, rejoined the staff of 3AW. She will resume her unrivalled position of "matron d'honneur" for the Melbourne children.

The sessions will be heard from Mondays to Saturdays inclusive between 4.45 and 6 p.m., and new and novel features to be introduced will include:—Mondays, Birthday Greetings to Chums, a bright sketch which will feature Nancy, "Nicky," Rod Winford as "Snoffy," and Phil Bray, "Kiwi College," a burlesque on Nursery plays, "Rosella Rounders," and a chat to members of the War Savings Army. Tuesdays will produce Birthday Greetings, Sennitt's advertisement put over in a novel and attractive manner; "It Happened to Me," a interesting feature which will bring to the microphone Chums who have experienced something unusual in their lives, and an active concert will run for 30 minutes. Wednesdays, Birthday Greetings, "Invalid's Corner," which will embrace questions and answers to those chums who are not enjoying the best of health, a playlet, "Rosella Rounders," and another chat to members of the War Savings Army. Thursdays, Birthday Greetings, "A Page from History" and "Chums Parade." Fridays, Birthday Greetings, "Invalid's Corner," a minutes pianola session, another playlet, "Rosella Rounders," a comedy sketch, and further talk to members of the War Savings Army. Saturday, Birthday Greetings, "A Battle of Riddles," which will pit the wits of chums one against the other, and the "Kiwi Kids," a feature inaugurated by "Nicky" some years ago, and which has given to the radio world and the stage quite a number of brilliant artists.

Ru D. Pullan, who has contributed to radio a number of popular and famous sketches, will devise and write the sessions in collaboration with "Nicky" and Nancy Lee.

## "DO YOU WANT TO BE AN ACTOR?" REVIVED FOR MELBOURNE

Scheduled to commence at 3AW during this month, "Do You Want to be An Actor?" the show which had such a phenomenal run in Sydney some time ago, and which, apart from being broadcast was performed weekly before record audiences at the Assembly Hall, will, as in Sydney, be written, compered and directed by Rod Gainford, who is now with 3AW.

Sponsored by The Mutual Store, an organisation responsible for many high-class radio programs, "Do You Want to be An Actor?" will be broadcast each Wednesday night at 6.30 from a military hospital "somewhere in Australia," and cash prizes will be given to successful contestants.

## RACING SESSION APPEALS A.S.B. Nets Over £3,000 for Charities

During 1942 Radio 2UE and A.S.B. stations (2UE, 2KY, 2GZ, 2CA, 2KA and 2HR) raised over £3,000 for various charities from appeals held during racing sessions.

In addition to money, hundreds of pounds worth of camp comforts were also secured. These included wireless sets, portable gramophones, pianos, typewriters, indoor games and sporting equipment.

The next A.S.B. appeal, conducted on behalf of the stations concerned by Cliff Cary, Allan Toohey and Arthur Carr, will be on the first Saturday in February. It will be for Boys' Town.

Robur Tea have purchased another program. At the conclusion of "The House of Peter Macgregor" on February 2, another program and a great favourite will take its place in "Betty and Bob." This will commence on February 3 and will be heard at 9 a.m. Monday through Friday.

Mutual Store have commenced a new program, and one that should attract many listeners—the Tonic Talks by Dr. Frank Crane. They will be heard every morning over 3DB at 8 a.m. from Monday to Saturday inclusive. Talks are of five minute duration.

## THOUSANDS

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"THE VOICE OF THE NIGHT" IN MELBOURNE

## Leggett's Aid Service Morale

"Comrades in Arms," new 3DB show, commenced Sunday, January 3, and is a direct broadcast from Leggett's ballroom. The broadcast is from 10.5 p.m. until 10.45 p.m., and comprises a grand entertainment for the troops.

This program is sponsored by Leggetts, who are to be congratulated on the good work they are doing. Each Sunday night they supply ballroom dance orchestra and staff, with artists to give the men and women of the forces a good night's free show. Men and women of the Army, Navy, and Air Force were there in hundreds last Sunday. Also invited are men of the Merchant Navy, and so that all these lads are sure of enjoying themselves many civilian girls go along and act as hostesses.

The show swings along under the personality of Dick Cranbourne who acted as compere, arranger, and general master of ceremonies.

## Grocery Stores Big Daytime Buy

Five quarter-hours per week in the women's session immediately following "Big Sister," will be sponsored on 2UW Sydney by Goodlands Ltd., Sydney retail grocery house, for the presentation of "Romance in Music."

"Romance in Music," which will be presented by Shirley-Ann and Ron Beattie, will feature the most popular recordings in a romantic vein, linked with a special dialogue continuity calculated to appeal to the mass audience of the women's session.

Added listener interest is created by a general invitation to everybody to participate in the session to the extent of nominating the records to be played. Four 5/- prizes will be awarded in each session for the most appropriate choices.



## PERSONALS

Mr. Sid Baume's young sons, Peter and Derrick, made their radio debut from 3UZ on Xmas Day in a special Xmas presentation written by Laurel Berryman. Following in father's footsteps all right.

After a grim silence of 11 months news has been received that Lieut. "Teddy" Webster is a prisoner of war in Malaya. Mrs. Webster ("Bobs") Tree of George Patterson Pty. Ltd. Agency) passed the good news around last week following receipt of an official telegram to that effect. The popular ex-broadcaster man had been previously reported missing, believed killed, following the fall of Singapore.

Eric Pearce, now out of the army, has joined 3DB. For the past year he has been welfare and entertainment officer in the R.A.A.F. and after a term at Darwin was discharged for health reasons. Pearce was born at Hampshire, England, educated at Barton, and from there took his first job in a bank. But indoor life did not suit him, so at 17 years of age he went to Canada where he worked his way round Canada and U.S.A. with insurance and law firms. In May, 1940, from 2CH Sydney he came to 3XY as studio manager and chief announcer. He will handle similar work for 3DB, effective from January 4.

Sid Kemp is missing from Melbourne for a couple of days, but will be found in the Harbour City on Federation business.

Melbourne is practically bereft of radio station salesmen (giving sponsors a bit of a rest). Carol Rose of 3KZ is on holidays, all UZ salesites are away, and 3XY's Bill Berry is missing for a couple of weeks.

Jerry Bride, of O'Briens, is looking very fatigued after a particularly heavy year's work. Bride says he is going into smoke for at least one week to recuperate.

Bill Kelton, of "Adelyn," and sponsor of that increasingly popular program, "Are You An Artist?" dashed off to Sydney last week. He has been having quite a bit of trouble with transport problems, but we notice that nothing ever really gets him down. We don't mind laying an even bet that his first social and (business?) call will be on Alf Mallaloe of Murdochs. Alf and Bill both claim that radio has done much in building business, both of them are responsible for some very fine radio programs.

Norman Banks has gone for a well deserved three weeks' holiday, can't tell you where as we can't find out. If the Banks' fans found out where he was spending his holiday there would be an onslaught. During his absence the Myer Musical goes on as usual, with Frank Allen writing the script and Ron Atholwood as compere.

Norm Balmer is back from his three weeks' holiday, and is not looking as brown as we expected; in fact, he had an unusual pale look when we saw him, maybe it was because of the inundation of budding composers being thrust upon him. One of these days Balmer will have to get himself a bodyguard.

Mr. Jack Woodbridge, of A.P.R.A., has returned from a much needed few days' holiday, which was spent at Port Macquarie where the fish are fish and their "tales" are long. However, Jack admits that Mrs. Woodbridge carried off all the honours. She caught the biggest whiting of the trip, and one day with four in the boat she hauled in 16 flathead to the other fishermen's score of nil. But Jack did catch a few whopper Jewies from the breakwater and a brace of salmon from a beach, so his nose is not altogether out of joint.

Reg. Lane, assistant manager of 2GB and Macquarie, packed his port this week and headed for nobody-knows-where. Pressure of work has necessitated a holiday.

Mr. H. G. Horner, general manager of Macquarie and 2GB, returned from New Zealand by flying boat on January 5. He originally intended returning by the flying boat which crossed on January 8 and met engine trouble over the Tasman. Having escaped that ordeal and having flown to Melbourne on the Southern Cloud the trip prior to that on which she so mysteriously disappeared, H.G.H. says he thinks he has tempted providence enough. In future urgent travelling which requires going aloft on the company's business might find Assistant Manager Reg Lane "doin' the chores!"

Mr. Bernie Stapleton, sales manager of 2SM, has shaken the city's dust from his heels to find much needed relaxation for a week or so. Judging by the station's successful sales figures, "the big fellah" has had a strenuous 12 months, and his holiday should put him into fighting trim for '43.

From Melbourne to Frankston is a very popular train journey for radio people these days, as many seem to be making it their home for the summer period. Noticed on the early morning train are Jerry Bride, Les Leyshon, Johnny Macmahon, John Dexter. We noticed Stan Clark (Macquarie rep.) making Carrum-Chelsea area his home port over the Xmas holidays. We will be shortly seeing Rupert Fitts who, a little bird has told us, has taken a house down that way for a few weeks. And your reporter manages to just catch the early morning express from Frankston.

His many friends will be glad to hear that Colonel Kemsley has partially recovered from a recent illness and once more is at his job at the Melbourne Barracks.

Bert Snelling, 3XY's popular manager, has gone on well earned holidays. Snelling never lets up. He even works on Sunday nights looking after his big live artist shows. Here's hoping he comes back with more pep than ever (if it's possible).

Amazing what some folk will do to catch a little fish. There was a complete exodus from Melbourne last week when "Age" network's Rupert Fitts, Macquarie rep. Stan Clark, "Argus" network's Sid Kemp, and 5DN's Randall White dashed to Nelson on the Glenelg River to fish for bream. According to expert bream angler, David Syme, there is a lot of patience required for catching bream. We wonder whether the main topic will be fish or radio. This fishing party looks more like a Macquarie Network Convention with a little "Argus" mixed in.

Royston Marcus, for the past three years manager of 2PK Parkes, has been appointed secretary of Parkes Broadcasting Co. Pty. Ltd., the local company which owns 2PK, and he will combine his new duties with those he has carried out since assuming the management of the station in 1939.

Breakfast session on 3XY is now in the hands of Alec McNish, a newcomer to Melbourne radio but by no means a stranger to the microphone, since he has done a large amount of work on country stations, and is a practised public speaker. Joining the station at the peak of the Christmas rush was a fair test of anyone's ability, but McNish weathered the storm nicely, and says rising at 5.30 is no trouble at all in the summer.

As former dancing champion of Australia, Alan Grant, now announcing on 3XY's night roster, is in his element when conducting the new program, "Shall We Dance?" aired from Mondays to Thursdays inclusive at 10.45 p.m. till 11.30. Grant himself chooses the programs, grouping the numbers so that they're readily available to gatherings in the home when an informal dance is indicated. Alan was a "Tobruk rat" until a couple of wounds led to a discharge from the Army.

## COMMERCIAL BROADCASTING

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### Strict Watch Kept on U.S. Advt.

The Federal Trade Commission in the United States keeps a very strict supervision over all forms of advertising copy and in particular the F.T.C. maintains a sharp lookout for any claims which may in some degree or other be false.

One of the latest big American concerns to be challenged by the F.T.C. is Zenith Radio Corp. of Chicago, who have been ordered to stop misrepresenting the qualities and characteristics of its radio receiving sets in the radio broadcasts and the other advertising media it uses. F.T.C. has found that Zenith has falsely represented that its receiving sets are capable of bringing in programs broadcast from radio stations located in Europe, South Africa and the Orient every day and that such programs will be reasonably audible and distinct at all times and under all conditions. Representations made by the company as to the number of tubes in its sets were also found by the Commission to be misleading.

Under the F.T.C. order, Zenith is directed to cease representing that any of its sets will bring in broadcasts from any foreign station "every day," or are capable of providing reasonably audible and distinct reception of foreign broadcasts at all times and under all conditions.

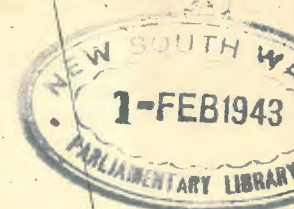
The company is also ordered to stop representing that any set contains a designated number of tubes or is of a designated tube capacity, when one or more of the tubes referred to are tubes or other devices which do not perform the recognised and customary functions of tubes in the detection, amplification and reception of radio signals.

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