

PERSONALS

Mr. Lance Quirk, general manager of 2SM Sydney, is having more than his share of bad luck. Following a short bout of 'flu a few weeks ago he returned to work too soon and was laid low with pneumonia. He was taken to St. Vincent's Private Hospital a fortnight ago, and was reported to be progressing favourably at the beginning of this week. On Tuesday last, however, his condition took a turn for the worse and an urgent abdominal operation had to be performed.

Stan Clarke, Macquarie's Melbourne manager, is back in Sydney for a short stay, renewing old acquaintances and attending to a spot of business in his spare time.

Madge Thomas, well known radio personality, is a recent addition to the Macquarie staff. Miss Thomas' breezy personality and optimistic manner is well known to many thousands of listeners throughout Australia, and her name has been on the air on every A and B class station in Melbourne. She has won great popularity for her work in family serials— notably the role of Fanny Barbour in "One Man's Family" from 3XY, and as Emily Hale, in the new serial "Digger Hale's Daughters," heard from 2GB and Macquarie Network stations every Monday to Thursday at 6.43 she will bring to the role a human understanding and realism that will establish her popularity just as firmly in the minds of Sydney listeners. She will also be heard in various 2GB and Macquarie productions from time to time.

Alan Grant, formerly of 3XY Melbourne, is now airing on the announcing staff of 3KZ. Grant is a returned soldier from this war and before enlisting was an exhibition ballroom dancer.

Another newcomer of 3KZ's announcing staff is Thelma Seaman, who takes over the morning sessions from Joan Moss, who left last week. Miss Seaman hails from Adelaide where she was in broadcasting for about four years.

On annual recreation leave is Mr. J. L. Proust of the 2AY staff, and he is being relieved by Mr. W. J. McLean. Following Mr. Proust's return to duty at 2AY, Mr. Geo. Jennings will proceed on leave.

Cliff Cary has resumed duties at 2UE after a six weeks' absence following an appendix operation.

Miss Peggy Rehfish, 2UE copy department, is at present holidaying at Bathurst.

David Samuel is still bemoaning the loss of his saxophone and clarinet which were stolen recently. He feels quite lost without them, and in these days, the hope of replacing them does not look overbright.

There are few places more depressing than a dentist's waiting room. We all know the tense atmosphere, the agonised expressions of the patients, and the nervous laughter as their turn draws closer and closer. There is however one Melbourne waiting room in which this atmosphere was dispelled, at least for a time, when Norman Banks recently found it imperative to visit the dentist—and equally imperative to catch up with some work. Hence the unusual spectacle of Mr. Banks dictating to his secretary in a Collins Street waiting room, to the intense interest and astonishment of half a dozen people.

It is quite unusual for "Star Night" to go on the air without Jack Clemenger seeing that everything is right up to the mark. Unfortunately Jack is still on the sick list, though latest report is that he is improving and we shall look forward to seeing him back on the job again.

That super salesman of 3UZ, Cecil Corboy, has been away for a couple of weeks with a very bad bout of 'flu, certainly giving other Melbourne salesmen a break. The doctor told him he was not to return to work until the sun shone. Cecil waited impatiently for a peep of sunshine and then darted 3UZ-wards, and before he arrived there the rain came down, so Cec. had to be put back to bed again.

"Are You An Artist?" sponsor, Bill Kelton, has also been bitten by a nasty 'flu germ and had to leave his bed so that he would not disappoint last Sunday's prize-winners to whom Bill had the pleasure of handing over the prize money.

Mr. H. G. Horner, 2GB's general manager, was in Melbourne last week, though only for a few days. Melbourneites had not seen him for quite some time and did their best to give him a good welcome.

Virginia Uren, of 3AW's women's session, is handing over £450 to Admiral Sir Guy Royle, K.C.B., C.M.G., and Commodore G. D. Moore, to buy a cinematograph for the Navy. She is also presenting £230 to Colonel J. G. Down, O.B.E., E.D., and Major General S. R. Burston, C.B., C.B.E., D.S.O., V.D., to buy dental equipment for the Army.

July 4 will be the opening day for the new Allied Wings Services Club at Coventry, South Melbourne. The club will be opened by Mr. Drakeford at 5 p.m., and the opening will be followed by a musical program produced by Gerald Kirby and compered by Claud Fleming. The artists will include Marjorie Gordon, Madge Aubrey, Letty Craydon, Eric Lippman, and a super orchestra. The program will be broadcast for an hour over 3AW, and the "Age" newspaper donating the time in place of their usual program of classical music.

"Penelope," of 3UZ, is certainly doing a good job for the Merchant Navy. Mr. Bert Harrison, of the Chalet Warburton, sent her £33 the other day—he has already given her £232 for this same good cause.

Recently the Women's War Utility Group at Port Melbourne asked Mr. Will Sampson to appeal for a sewing machine for the mending of clothes for troops while they are on leave. The appeal was made from 3UZ community session on the Friday. Within a few minutes Mr. Athol Smith, tailor, of Heidelberg Road, Alphington, telephoned to say he would supply the request with a machine in perfect order. During the past five weeks the community singers have also supplied two invalid chairs—one a bed cot to little Bruce Marshall, a poor little lad in Frahan, and the other an elderly man in Elsternwick.

Mr. O. F. Mingay reports having attended the National Association of Broadcasters War Convention at the end of April in Chicago, where he met a lot of interesting radio people. Over 1,000 attended the Palmer House Hotel venue in Chicago. A very well organised affair, it consisted mainly of address by prominent Government, Army and Naval officials, on various applications for broadcasting and how the broadcasters can help the entire war effort.

3 SR
YB
UL

LICENCES 61,098
POPULATION . . . 378,110

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

Mr. H. G. Horner, general manager of 2GB and Macquarie, announced some changes in the organisation of 2GB, Macquarie and associated companies. In order to relieve pressure of work, Mr. Horner has handed over to Mr. Lane, assistant manager of 2GB and Macquarie, considerable responsibility previously carried by Mr. Horner himself.

In order that Mr. Lane may cope with this work, Mr. Heath has been appointed representation manager, and will be generally responsible for individual station business, whilst Mr. Firth has been made responsible for national program sales. Mr. Fletcher, lately appointed acting manager of 2CA Canberra, will also continue with his efforts on behalf of 2GB daytime sales.

The appointment of Miss Joy Morgan, to sales manager of Artransa, has been confirmed, whilst Miss Grace Gibson, now resident in Los Angeles, has accepted the position of representative there for Macquarie, 2GB and associated companies.

Mr. Cortez has been appointed script editor of the production department of Macquarie Broadcasting Services, and Mr. Barratt has been placed in charge of the copy department.

Mr. Chirlian is now general publicity officer, whilst Miss Hamilton has been appointed in charge of all publicity in connection with Station 2GB.

A re-organisation of the production department has taken place in order that the services of script writers Messrs. Waxwell Dunn, Richard Lane, and Max Green will be made exclusively available for script writing.

Miss D. Gowlland, who was associated with 2GB for many years, and was secretary to the managing director, prior to the formation of the Macquarie Broadcasting Network, has now returned to her old position, and is secretary to Mr. H. G. Horner, general manager of 2GB and Macquarie. Miss Anderson, who was holding the position in a temporary capacity, has been appointed secretary to Mr. B. Coombes, officer in charge of production administration, in place of Miss Judy Allen, who recently left to be married and is now residing at Wagga.

Mr. Horner also announced that Miss Kitty Bluett has joined the 2GB staff, and it is expected that Al. Thomas will be taking up duties with the Macquarie broadcasting program production department on the completion of his contract with the Minerva Theatre.

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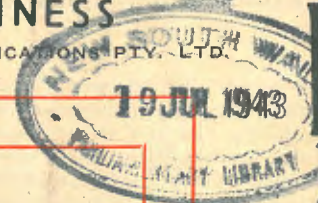
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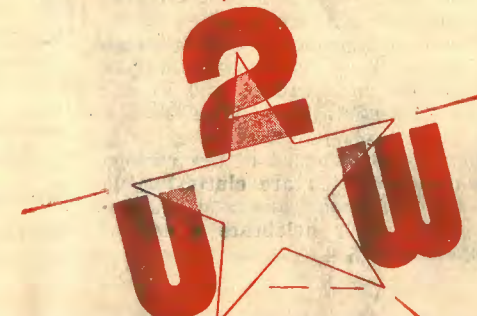
COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS
PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



- WEDNESDAY:**
- 6.28 p.m. Martin's Corner.
 - 6.43 p.m. What I Think of the News—By "Dad."
 - 7.00 p.m. News.
 - 7.16 p.m. The Watchman.
 - 7.30 p.m. Three Generations.
 - 7.45 p.m. The Pearl of Pezores.
 - 8.00 p.m. Are You An Artist?
 - 8.30 p.m. Mr. Thunder.
 - 8.45 p.m. You, Me, and My Piano.
 - 9.00 p.m. Stars of Song.
 - 9.15 p.m. A Salute to Victory.
 - 10.15 p.m. A. M. Pooley's War Digest.
 - 11.00 p.m. B.B.C. News.
- THURSDAY:**
- 6.28 p.m. Martin's Corner.
 - 6.43 p.m. Jack Davey's Casting Bureau.
 - 7.00 p.m. News.
 - 7.16 p.m. The Watchman.
 - 7.30 p.m. Three Generations.
 - 7.45 p.m. Bob Dyer.
 - 8.0 p.m. Australia's Amateur Hour.
 - 9.00 p.m. Why Worry?
 - 9.15 p.m. Chins Up.
 - 9.45 p.m. Popular Parade
 - 10.15 p.m. A. M. Pooley's War Digest.
 - 10.30 p.m. Music.
 - 11.00 p.m. B.B.C. News.

most people listen to



AND EVERY OTHER NIGHT IS JUST AS GOOD!

U.S. and Australia After the War

Interest Aroused in Melbourne Broadcast

A "news break" which would have been welcomed by any newspaper was secured by 3UZ's "50 and Over" broadcast on July 4 when Brigadier-General Ernest H. Burt, of the American Army, was interviewed before the microphone by compere John Dexter. The occasion was a special Independence Day program.

In the course of the interview General Burt, who is Asst. Judge Advocate General U.S. Army, said that considering the large number of American troops in this part of the world the number of civil crimes committed is amazingly small.

His first impression of Australia was the similarity of the country to America. There were parts of the countryside which seemed identical. The Australian people seemed to impress all Americans with their extreme friendliness. "You find the same thing in the western States in the United States," he went on. "It seems there is something about big cities and a dense population which sort of dries up the milk of human kindness, and although your people live mostly in the cities there's much of the friendliness of the open spaces about all of them. I've talked a great deal with the rank and file, and I find they think the same way."

The General said he must refuse to be drawn out on the subject of American soldiers marrying Australian girls, but he added: "Officially the Army discourages such marriages, but unofficially, I'll say your girls deserve the best types in the American forces."

General Burt said that he had no doubt many American soldiers would stay in Australia after the war or return to Australia. Without commenting on national policy there were many interesting conjectures which spring to the mind on that matter. He added: "Lots of your social prophets have remarked on the need for an increased population to ensure Australia's future safety. That brings up a difficult problem. Who are these people to be, and how can Australia be sure of giving encouragement to good types who can be assimilated into your national life? The United States is the greatest laboratory in existence for determining what types can best adapt themselves into a new nation."

"America has taken emigrants from every European nation. Some of them have remained socially insular and are merely little national islands in American social life. They retain their own homeland customs, food, manners and sometimes even speech. Others have completely fitted into the American background and have made first-class citizens. Now if Australia wants to boost up its population, it seems the sensible

Good Radio Sponsor Backs Big Town Hall Concert For Stage Door Canteen

Moran and Cato Ltd., sponsors of the famous 2SM mighty feature, "Grocer and Madam," generously acceded to a request by Mr. John Dunne a few weeks ago to back the first big Sydney Town Hall concert to be organised by the recently formed Stage Door Canteen organisation which will be held on July 22.

Comperes of the concert will be Lloyd Lamble, Wiltred Thomas, Jack Davey, John Dunne and Dick Fair, while artists and "turns" will include the following: Jim Gussey, Jenny Howard, Raymond Baird, Herbert Browne, Gladys Moncrieff, "Dan and Dusty," Peter Dawson, "Out of the Bag," Colgate Palmolive's Marie Burke, Ada and Elsie, George Blackshaw, Jack Davey, "Grocer and Madam," Francis Stuart, Betty Smith, Boby Dyer, and the Trocadero Girls' Band.

The only part of the program which will be broadcast will be Moran and Cato's "Grocer and Madam," through 2SM. This occasion will mark the tenth anniversary of the session under Moran and Cato's sponsorship, and a speech by one of the directors of the company, and presentations to John Dunne and "Madam" will be made.

Following three announcements through 2SM last week, booking for the concert was filled at seat prices ranging from 5/- to five guineas!

INTERNATIONAL RELAYS

Germany-Japan: Program Exchanges

In accord with the broadcasting agreement which was concluded between Germany and Japan in December, 1941, a daily news reel is exchanged between the two countries; it contains also accounts of any events of importance.

thing to observe what has happened in the States and to profit by our experience. By observing the American scene, Australia can decide what stock is best for her purpose.

The General said that although "we are celebrating our Independence it's becoming quite apparent in the present world that while our nations are individually independent there is still a great deal of mutual dependence one upon another. There is no reason why nations should not be independent and at the same time co-operative. Who knows, history might take another queer turn, and when we've disposed of the various fascist nations which are cluttering up the earth, we, Americans and Australians, might jointly celebrate a day of inter-dependence."

The Local Station and the Community

Mr. Charles Allen, assistant director of research of the Medill School of Journalism of the North-western University, states that the local radio station has attained an indispensable place in the social structure of the American community. It is regarded as an essential institution comparable in usefulness and importance with the schools, the churches and the press. Among men and women of the cities and farms served by it, it has become indispensable. These facts are apparent from the results of a research study in radio listenership recently made by the Medill School of Journalism by observation of the activities of the station WAIM, Anderson, S.C., of 250 watts, affiliated to the C.B.S.

Anderson is a typical Southern city of about 35,000 population in the heart of a region which has an almost even balance of agriculture and industry. In January, 1942, a field crew of 20 people, working for the Medill School, interviewed personally about 900 housewives, farmers, business men, professional men and unskilled workers, and the results were published in a booklet showing that the radio density in the area served as WAIM is 90 per cent, many homes having more than one wireless set, and that the average time spent in listening is three hours per day. This particular station was, in the large majority of answers to the questionnaire, ranked first of the five stations considered most important.

The particular interest of this enquiry lies in the fact that the results give a picture of the general attitude of American listeners towards their local stations.

New Show Replaces "Heroic Past"

"Pacific Pageant" is the program chosen by the Rural Bank (through Gotham's) to replace the "Heroic Past" series which has concluded a long and successful season on 2UE Sydney.

"Pacific Pageant" will commence on August 1, and will be broadcast each Sunday at 6.45 p.m.

Produced at 2UE the series will deal with the history of the Pacific. Based on historical and factual information the stories are compiled by a recognised authority on the Pacific Ocean.

Some of the best known stars of radio will be in the cast.

Save now or lose all. Buy War Savings Certificates and £10 National Savings Bonds.



"... A man so white ... so clean ..."

When Lance Quirk died last week the broadcasting industry lost one of its finest men. He was general manager of 2SM and died at a private hospital after a short illness, at the age of 41.

At the graveside service Monsignor Meany, managing director of 2SM, in the course of a tribute, said that in all his 60 years he had "not come in contact with any man so white, so clean, as Lance Quirk." That true note strikes deep in the heart of every man who knew Lance Quirk.

Requiem Mass was celebrated at the

Church of St. Mary Magdalene, Rose Bay, on Friday morning last, Monsignor Meany officiating, assisted by Monsignor W. Hurley, while at the graveside Father Dominic Furlong was also in attendance.

A very large gathering attended both the Requiem Mass and the graveside service to pay their last respects. In addition to his very wide circle of close friends there were representatives of all sections of the Sydney commercial world and of the judiciary. The cortege, nearly a half mile long, proceeded from

Rose Bay to the Randwick Cemetery with a police escort.

Station 2SM closed down for three hours, from 9 a.m. to 12 noon on Friday last, following a short announcement to listeners explaining the reason.

Lance Quirk was general manager of 2SM for the past two years, having been promoted to that post from that of advertising manager, which he had filled since 1933. Prior to that he was manager of The Weston Co., advertising agency with whom he had been for about 12 years.

He is survived by his widow.

Tributes to the Late Lance Quirk

How deeply his passing has touched the hearts of men is expressed in these simple tributes which came through the post to the Editor of "Commercial Broadcasting"—one from the staff of 2SM and the other from "We, his friends, associates and acquaintances ..."

Memory of a Man

On Wednesday, July 7th, 1943—a man fought the last fight . . . and lost . . . We—his friends, associates and acquaintances—mourn his passing—our world is so much the greyer for his going!

A man, my friends, with kindness in his soul—a man with a helping hand ever outstretched—a man, able, efficient, master of his calling—one who spoke all people truly!

Above all, a man who lived life completely, cheerfully, with strength and honesty of purpose—a twinkle in his eye, humanity in his every motive.

A man, my friends, with his feet on the threshold of a broader future . . . gone . . .

Farewell—Lance Quirk

VALE LANCE

We, of 2SM, all of us from Father Meany, sitting in the managing director's chair to John Whelan running our messages, say farewell and wish your spirit peace in that world which for you is and which for us is to come.

We shall miss your cheerful smile, your personal interest in all of us, your word of ready praise, your firm control, your discipline that derived from and likened itself to family life, your gracious, pleasant way of correcting us when necessary.

How happy we were; how secure we felt to have you with us, to guide and advise and help, is only realised fully now that you are gone.

Vale—Lance Quirk.

It Must Not Happen Here!

The Parliamentary Standing Committee on Broadcasting has made its second "report," parts of which cast a blow at the freedom of radio in Australia.

The recommendations of the Committee need not necessarily be accepted by the Minister or the P.M.G.'s Department, but the fact that, practically concurrently with the tabling of the Committee's report in Parliament, at least one of its recommendations was well on its way towards implementation indicates that there is in some matters at least a close liaison between what the Post Office thinks and what the Committee recommends. There may be nothing wrong with this in fact, but in principle it does point to the signal of danger for the fate of private enterprise in the broadcasting structure, for the freedom of speech and independence of point-of-view which go hand-in-hand with a mass-contact medium which should be unshackled by bureaucratic domination.

Theoretically the advent of the Parliamentary Standing Committee on Broadcasting should have strengthened the broadcasting set-up in this country. In practice it may yet prove a disruptive element. In some of its recommendations can be found ample evidence that far from the best brains of Parliament or the broadcasting industry are at influence. There is the classic example of the suggestion that "a greater proportion of Australian compositions should be broadcast in 'Hit Parades' and similar music popularity polls." Such utter disregard for the facts concerning this type of broadcast session smack of an appalling ignorance of the subject by a Committee of men charged with the heavy responsibility of "guiding" Parliament.

The recommendation regarding new works in the latest report of the PSCB again shows that lack of knowledge of

Don't turn a deaf ear to the Legacy War Ophans' appeal. £50,000 is urgently needed. You can help.

the subject, but tolls a bell of deeper significance. Should it be implemented (and God forbid) one of the most fatal blows at the very principle and practice of private enterprise in this democratic country would be struck. The PSCB says that networks should be required to function under written agreements with stations, advertisers, program producers and other associated with their activities. There should be Ministerial approval of the general terms of such agreements, which should cover a period not exceeding two years, and should be contingent upon the stations concerned securing renewal of their licences year by year. The network should also be required to keep proper accounts and to supply annual statements to the Minister.

What a precedent? And why stop at broadcasting? Will the press be next in line for investigation and Government control? Whither are we headed?

These, and more questions must challenge the right of the Broadcasting Committee to interfere with private enterprise in broadcasting beyond the reasonable limits of its charter. That charter is to consider and report upon such matters relating to broadcasting as may be referred to it by resolution of either House of Parliament, by the P.M.G., or by the A.B.C. and the Federation of Commercial Stations through the Minister.

Seven million Australians should be proud of their unique broadcasting service with the Government controlled "national" network and programs and the popular "private enterprise" stations all operating in healthy competition. Any move, political or otherwise, which tends to break down that spirit of competition and to regiment the privately operated stations under complete Government autonomy must be resisted.

STATIC ELIMINATOR

Chairman of the Goodyear Company in America reports the invention of a "radio static neutraliser," which is claimed to eliminate static due either to atmospheric or electrical interference.

BROADCASTING ORGANISATION

Network Development

The Council of Ministers has approved a new plan for the development of the Rumanian broadcasting network, made necessary by its increased activity notably in the matter of new stations and of studios now completely equipped.

Various means of providing for the cost of this development are proposed, amongst them being a tax on the increased capital of the broadcasting organisation. The board of directors of the latter, according to information contained in the official journal for November 6, and following an extraordinary session of its shareholders held on March 14, 1942, decided at a meeting held on November 5, to increase the capital of the Rumanian Broadcasting Co. from 50 million to 250 million lei, by a new issue of 400,000 nominative shares of 500 lei each.

In accord with a decision taken by the Council of Ministers all apparatus and material imported by the Broadcasting Company for the purpose of carrying out this development is to be exempt from all import duties and from all ordinary taxes levied within the country as well as for entry into it.

FOUNDER OF "WIRELESS WEEKLY" DIES

Major Albert Mitchell, O.B.E., of the Army Transport Service, died in Brisbane on July 4, aged 51 years. After returning from the last war he joined the staff of the "Evening News," and later with Mr. McLoudy, founded "Wireless Weekly."

Major Mitchell served with the Second Battalion, A.I.F., in 1914-18. He was at the Gallipoli landing and later was wounded and shell-shocked in France.

6KG FIRE

Studios Loaned by A.B.C.

Kalgoorlie station 6KG certainly did suffer badly during its recent fire, but with emergency studios and equipment, they managed to continue broadcasting without losing one hour on the air. That is a remarkable fact, and much of the credit for this must go to Arthur Taylor, the manager and chief technician of 6KG. The emergency studios were loaned to the goldfields commercial station by the Australian Broadcasting Commission, and with emergency equipment the station has continued operating from the day of the fire without a break from regular transmission hours; thus keeping faith with all advertisers and the goldfield's listening public.

Considerable difficulty is being met with in building new equipment because of the present shortage of wireless components.

AUDEX

THE RECORDING BLANK

you are looking for! . . .

because . . .

The Audex Black Magic is setting a higher standard of quality for Transcriptions and Recordings.

Just put an Audex Royal on your recorder, and let 'er roll. Then, sit back and listen to the magic of a thrilling new quality in recording fidelity.

There must be a reason why broadcasting's keenest ears have voted Audex The Perfect Recording Blank!

Remember, your old bases recoated with the famous Audex Royal formula—swift, efficient service.

AMALGAMATED WIRELESS (A'SIA) LIMITED

**INVEST
IN
THE
FUTURE—
BUY
TIME
NOW
ON—**

**3KZ
MELBOURNE**

Sydney
Representative
A. L. FINN, 66 King Street

Army-Navy Gridiron Game "They Who Nationalise in Sydney for U.S. Industry Nationalise Broadcast Themselves

Sydney listeners heard probably their first Sunday afternoon football description on July 4, when, at the request of the Special Services Division of the United States Army, 2UW broadcast a complete ball-to-ball description of the Army-Navy football game for the benefit of members of the American forces in hospital and camp.

The match, which attracted a capacity crowd of 30,000 to the Sydney Sports Ground—an additional 10,000 were turned away—is one of the biggest sporting events in the American calendar; and Sydney saw it staged with all the colour and showmanship which is an essential part of the first-class American "Gridiron" football.

The broadcast was organised and controlled by 2UW's ace sporting commentator, Cyril Angles, who had with him Keith Dunbier, who covers football on 2UW's sporting sessions.

The U.S. authorities arranged also for the presence of Hal Berger and Briggs Macelmore, two well known American football broadcasters; and the broadcast by 2UW gave a running description shaped to appeal both to Australian and American listeners. The two American commentators gave a minute-to-minute description of the play, while Cyril Angles and Keith Dunbier interpolated a running commentary describing the scene for the local audience.

Midway through the broadcast, General Rilea, of the United States Army, and Commodore Coman, of the United States Navy, came to the microphone to broadcast messages on the significance of the day and the game.

When arrangements were first discussed the U.S. authorities requested 2UW to arrange for a complete recording of the broadcast, and so successful was the description that a dubbing was made last week of the highlights of the play for transmission to America, where the record will be played over one of the national networks.

Co-incidentally, two other 2UW broadcasts of last week were recorded for despatch to America. One was "Hail Columbia," a special 30-minute program broadcast in tribute to Independence Day, and the other was "A Salute to Victory" which, on this occasion, was devoted to a dramatic narration of awards for gallantry among members of the U.S. Forces in New Guinea.

STOP PRESS.

We regret to announce that Mr. Malcolm (Bob) Metcalfe popular 2GB announcer, injured in street accident early this week, died in hospital on Wednesday.

Some pertinent remarks were made to the chairman, Mr. G. G. Foletta, at the recent annual meeting of Prestige Ltd., dealing with the question of post-war reconstruction and the insidious growth of propaganda against private enterprise.

"There has been, lately, far too much vicious propaganda aimed at dividing rather than welding our people into one united whole, propaganda designed to make our people believe that industry is something apart from them, that industry is some big monster which for generations has been sucking their life blood, until to-day, unfortunately, many people are secretly delighted by any move which further controls, embarrasses, or impoverishes industry," Mr. Foletta declared.

They say: "Let us nationalise industry," but they foolishly forget, nor do the propagandists remind them, that when they nationalise industry, being part of industry, they nationalise themselves.

"Under nationalised industry there would be only one employer—the Government. If we did not like our employer we could not change him. If we did not like the money he paid, there would be little we could do about it, and still less satisfaction in telling a soulless bureaucracy what we thought of it—even if allowed. No! With nationalisation would go every vestige of personal freedom, and we, the individuals, would become simply pawns in the game."

Radio Promotion of Cinema Films

After several months of experimenting in radio advertisement of films, one of the big cinematograph companies in America promoted a new film recently in this way by supplying local broadcasting stations with a record containing a 25-second and 55-second announcement with a 5-second cut-off for the date. Another film company submitted a questionnaire to cinema theatres in about 185 cities, of which 80 per cent were returned, disclosing the fact that a much more favourable view is now taken of radio advertising of films than was taken a few years ago.

of VICTORIA'S **5** BIGGEST SHOWS in ONE **3XY** WEEK-END

1. THE SOLDIERS' SHOW
"ASPRO"
Radio Revels

★
SATURDAYS 8.15 P.M.

2. PEEK FREAN'S PRESENT
"PRISONER
at the BAR"

★
SATURDAYS 9.15 P.M.

3. The TIVOLI Attraction with a 2-State Audience—
HITS and HIGHLIGHTS

At least £25 per week, in War Savings Certificates, for the 7 hit tunes of the week in correct order! A tremendous weekly mail from Victoria and New South Wales testifies to its popularity!

SUNDAYS 6.15–6.45 p.m.

4. **ROLA**
Radio Newsreel

Relayed to
2UE, 5AD, 5PI, 5MU, 5SE
SUNDAYS 7.15 P.M.

5. **Peters**
ICE CREAM
Salutes the
Allied Services
Broadcast from Melbourne Town
Hall
SUNDAYS 9.30 P.M.

WE'VE PLANNED AND PLANNED - AND WE'VE ACHIEVED
SUPREMACY IN PROGRAMMES
SUPREMACY IN AUDIENCES
SUPREMACY IN SPONSORSHIPS



73

**SPONSORED FEATURES
 TOTTALLING
 166x¼ HOURS
 EACH WEEK!**

2GB

PRESENTS TO-MORROW'S RADIO PROGRAMMES TO-DAY

P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6.00 - 6.15		O.T. LTD. "CHILDREN'S NEWSPAPER OF THE AIR"				"Especially For You"	Announcement Channel
6.15 - 6.30	Announcement Channel	"Kate Smith"	Announcement Channel	"Hit Parade"	Announcement Channel	"Fibber McGee and Molly"	Grace Bros. "Chasing Your Troubles Away"
6.30 - 6.45	Announcement Channel		Announcement Channel		Announcement Channel		Theosophical Society
6.45 - 7.00		PRO'S "DIGGER HALE'S DAUGHTERS"			Amber Cosmetics "Story Behind the Song"	Bodega Wines "The Good Earth"	Elmer Davis News Commentary
7.00 - 7.15	CANBERRA AND OVERSEAS NEWS						
7.15 - 7.30		PALMOLIVE'S "FIRST LIGHT FRASER"			Nugget's "Music Box Memories"	Announcement Channel	Colgate's "Quiz Kids"
7.30 - 7.45		BONNINGTON'S "MRS. 'OBBS'"			Nyal's "Youth Speaks"	Horlick's "Ginger Show"	Schumann's "Star Barometer"
7.45 - 8.00		CADBURY'S "HIT TUNES"					
8.00 - 8.15		Cashmere Bouquet "Youth Show"	Lourmay "Passing By"	"Troupers All"	Palmolive "Calling The Stars"	Johnson & Johnson's "Australia Sings"	Murdoch's Macquarie Play
8.15 - 8.30						De Witts "Doctor Mac"	
8.30 - 8.45	Daily "Doctor Mac"	Seppelt's "Reflections In A Wine Glass"	De Witt's "Doctor Mac"	Curzon's "Play Of The Week"	The Stars	Pepsodent's "The Perfect Song"	Traders' "Interviews With The Stars"
8.45 - 9.00	"What's In A Name"		Gilbey's "What's In A Name"				"Australia Speaks"
9.00 - 9.15	"Melancholy"	"Encore"	Pepsodent's "The Perfect Song"	Beecham's "The Doctor's Case Book"	"Witch's Tales"	Peek Frean's "Prisoner At The Bar"	De Reszke's "Famous Tenors"
9.15 - 9.30			Murdoch's "In His Steps"	Announcement Channel			
9.30 - 9.45	Performance "Comedies"	Talk By W. M. Hughes		Penfold's "Musical Comedy Memories"	"Hill Billy Johnny"	Curzon's "Please Johnny Wade"	
9.45 - 10.00	Announcement Channel	Announcement Channel	Current Book Distributors	Mick Simmon's "March Past Of The Bands"			

Life Savers Launch Five State Sponsorship

Bruce Anderson Show Set for Sundays

It was announced this week that Life Savers (Vincent H. Freeth account) had signed, for 52 weeks of the Bruce Anderson program "Those Who Serve," to be broadcast through 16 stations, starting with 2UE on Sunday, August 1.

The feature, released through Anderson's National Effort Programs organisation, dramatises the life stories and present-day work of such figures as Molotov, Madame Kai Chek, Eisenhower, Mountbatten, as well as the unsung heroes of actual battle—a nurse with the Chinese Army—merchant seamen adrift in an open boat for 35 days—the Dutch pilot who took the last Flying Fortress out of Java—the carrier pigeon "Winky" who saved the lives of a Beaufort crew.

Aided by Neva Carr Glyn, Lloyd Lamble, John Tate, Alfred Bristowe, George Willoughby and Ernest Walsh, the producer, has made strong entertainment of his crisply written scripts, the dramatic values of which are heightened by the excellent panel work of the A.R.C. operative, Bill Eve.

Anderson has certainly handled the production of the drama packed series with that same skilful appreciation of radio dramatisation which has marked other recent outstanding shows for which he has been responsible.

National Effort Programs, with no broadcasting or transcription company affiliation, is now producing shows on 2UW, 2CH, 2UE and 2GB, which fill nearly three hours a week of networked air-time.

The Life Saver's feature, "Those Who Serve," will be recorded and processed for Anderson by Australian Record Co., and under the Life Saver banner shows will be broadcast, mainly Sunday evenings, over the following line-up of stations 2UE, 2TM, 2KO, 2GF, 2GZ, 2KA, 3NZ, 3BO, 3BA, 4BK-AK, 5DN-RM and 6AM-PM-KG.

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Sydney: Fred Thompson — B 2085

3AW WOMEN'S

ASSOCIATION

RAISES £680

Virginia Uren presenting Admiral Sir Guy Royle with a cheque for £430 on behalf of 3AW Women's Association.



The Women's Association at 3AW was well represented at Myers recently when they gathered there to present moneys raised by their efforts to buy a cinematograph for the Navy and a Dental X-ray for the Army.

Mr. F. Challingsworth, presidents of the R.A.C.V., drew the winning raffle ticket, after which he introduced Miss Virginia Uren to present the cheque for £430 to Admiral Sir Guy Royal for the purchase of the cinematograph for the Navy, and to Colonel J. E. Down, Director of the Dental Services, who received from her a cheque for £250 to provide

a Dental X-ray for the Army.

Virginia Uren should be congratulated on the good work done in her appeal over the air, most of this money was raised by the raffling of a case of cutlery and by various functions organised by the Women's Association. The afternoon proved a very entertaining one for all those who attended, as they heard very interesting speeches given by Admiral Sir Guy Royal, Colonel J. E. Down and Major General Burston. The proceedings concluded with a vote of thanks by Mr. Gordon Tait of 3AW, and seconded by Miss Uren.

Sponsor Pays Tribute to Radio Advertising

Using practically no publicity other than radio, the St. Moritz Ice Palais put on one of its most successful performances to date on June 23, when "Sun Valley Revels," a carnival on ice, was given to aid the Royal Victorian Institute for the Blind, Melbourne.

The manager of St. Moritz, Mr. H. A. Kleiner, says that radio advertising of the function was definitely responsible for the attendance of a record crowd of 3,368 persons, to say nothing of the hundreds unable to find accommodation. As a result of the carnival, approximately £700 was handed to the Institute, and Mr. Kleiner plans to repeat the "Revels" on July 21, in aid of the Merchant Navy. A large proportion of the publicity was given during 3XY's St. Moritz News Service, aired six nights per week at 6.15.

TO COVER ELECTIONS

Arrangements to provide a comprehensive broadcast of the Federal election results on Saturday, August 21, are being made by 2UE.

The broadcast, as in the past, will come direct from the tally room at the G.P.O., and voting figures for each electorate will be announced the moment they are posted.

A special staff of commentators and journalists with "election night" experience will ensure a fast moving 2UE service, comprising results, forecasts and summaries.

"BACK STAGE" INTERLUDE

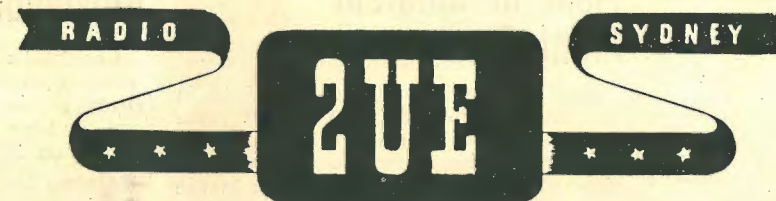
An interesting addition to the afternoon program at 3UZ is the new Thursday feature "Back Stage" at 2.30 p.m. This new feature will be incorporated in Judy Willing's two-hour matinee programme, and will include bright music, interviews by Mrs. Rex Potter of theatrical artists, back stage personnel—in fact all people whose work is responsible for the productions. By this method 3UZ hopes to bring before listeners—particularly country listeners as this complete afternoon matinee is on relay to 3SR—some real knowledge of the theatre from the "other side" of the curtain, and so promote a wider interest in the living stage.

The Radiola harmony "Ye Olde Time Music Hall," is now being released on 2AY Albury, 2GF Grafton, and 4WK Warwick, also 4GY Gympie and 7BU Burnie, on a once weekly schedule for the A.W.A. Radiola Sales Dept.

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This is the kind of record we enjoy breaking! While every care is taken with the thousands of precious records held by 2UE, record new business and renewal lists are broken month after month—with real pleasure.

NEW BUSINESS

Life Savers (A/sia) Ltd.—"Those Who Serve"— $\frac{1}{4}$ hour—7.45 p.m. Sunday.

W. C. Douglass Ltd.—"Waltzes Old and New"—5 x 10 min., 7.45 p.m. Monday to Friday.

Bureau of National Affairs—"The Voice of Freedom"—2 x 10 min., 7.20 p.m. Tuesday and Friday.

Nicholas Pty. Ltd.—"Star Night"—9.15 p.m. Saturday—45 minutes.

Goodlands Pty. Ltd.—"I Like It"—5 x 15 min., Monday to Friday, 7 a.m.

Australian National Service League—7.20 p.m. Thursday.

Clinton Williams Pty. Ltd.—"Cracker Jack"—1 hour—8 p.m. Saturday.

J. R. Love & Co. Ltd.— $\frac{1}{4}$ hour—"Miss Portia Intervenes"—8.30 p.m. Monday.

Moderne Knit Wear — $\frac{1}{2}$ hour—"Moderne Music"—10 a.m. Sunday.

Malt Cup Manufacturing Co.

Stroller's Dance.

Sydney Pincombe Pty. Ltd.

Spruso Co.

Ron Doyle Dance Studios.

J. A. D. Gibson & Co. Ltd.

McCarthy Phillips Pty. Ltd. (Gleem Lipstick).

Paradance.

Black Lance Ltd.

Mensa Manufacturing Co.

Speedo Knitting Mills.

Maroney's.

Green Tree Tea Rooms.

Olympic Spark Plugs.

RENEWALS

F. J. Palmer and Sons—Serial Story—4 x 30 min., 12 noon, Monday to Thursday.

Radio Health Service—4 x 15 min., 11.15 a.m., Monday, Tuesday, Thursday, Friday.

State Labour Party—10 min.—6 p.m. Friday.

I.C.I.A. & N.Z.—4 x $7\frac{1}{2}$ min.—Tuesday to Friday—10 a.m.

Popsy Products—"The Picture Book"—Monday to Friday—4 p.m.

Australian Cosmetics Pty. Ltd.— $\frac{1}{4}$ hour—"Sentimental Interlude"—9.30 p.m. Friday.

Rural Bank of N.S.W.— $\frac{1}{4}$ hour—"Pacific Pageant"—6.45 p.m. Sunday.

Rhu Pills.

Sydney County Council.

Anthony Hordern & Sons.

Goldman & Co.

W. E. Woods Ltd.

Lever Bros. Ltd.

Mauri Bros. & Thomson Ltd.

Bon Marche Ltd.

Tompkin's Nurseries.

E. Griffiths Hughes Ltd.

RADIO
2UE
SYDNEY

TWO-PIANO ACT

Under the sponsorship of Manon Shoes a delightful two-piano act is being presented on 3KZ Melbourne each Thursday night at 8.45. The title of the program is "Two Boys and Two



Laurie and George.

Pianos," and the pianists are the well known Melbourne artists. George McWhinney and Laurie Wilson. Except for a short commercial at the beginning and the end of the program it is uninterrupted, the pianists playing a total of five numbers in each quarter hour. This should prove a very popular session with listeners who like modern numbers played in the modern rhythmic way.

A BIG JOB DONE IN A QUIET WAY

In their quiet and unobtrusive way, Mrs. Stelzer and her 2GB Happiness Club followers, are indefatigable workers for numerous well-deserved causes. Two ambulances have already been donated to the military authorities, and now a mobile cooker is to be presented in August. Six hundred pounds is the cost of this mobile cooker, and it speaks well for the efforts of the 2GB Happiness Club that this amount is now in hand. Numerous other causes have benefited from the efforts of Mrs. Stelzer's 2GB Happiness Club. In a period of approximately eight months, £5,000 has been invested by members in War Savings Certificates, the National Defence League have received 6,000 camouflage nets, and approximately 4,000 garments have been presented to the Lord Mayor's Fund.

"TROUPEERS" FOR THE TROOPS

So successful was Jack Lumsdaine's latest venture of presenting his "Troupers All" Pierrot Show from a military camp, that this versatile producer has now decided to make this a permanent arrangement. In future, "Troupers All," heard from 2GB every Thursday at 8 p.m. will be presented each week from various military camps, when the men of the forces are assured of the brightest and best in variety entertainment.

Male Singers Dominate Field in Amateur Night Final

Male vocalists dominated the field in the final competition of the first prize winners for the £50 in 2SM's "Amateur Night" broadcast on Wednesday night, June 30. Of 12 competitors left in the final after 13 weeks, 11 were young men. Among the packed studio audience were a number of leading city business men, while Mr. Peter Dawson who had "dropped in for a few minutes" on his way home, was another interested spectator, who very obviously enjoyed the whole program, and remained discussing the amateur talent with 2SM executives until long after the broadcast.

During the show Mr. Dawson was interviewed by Mr. John Dunne at the microphone, and he expressed his astonishment at the strength of the singing talent represented by the finalists.

That "Amateur Night," which is sponsored by McNiven Bros. Pty. Ltd., manufacturers of ice cream, from 9.15 p.m. Wednesday nights, has rapidly won a wide audience was clearly demonstrated when shortly after the show commenced an appeal was made over the air on behalf of some sailors for a gramophone in serviceable condition. Within two minutes a donor had phoned offering his machine. It was accepted and announced over the air. Nevertheless inside the next ten minutes 16 other willing donors had phoned the studio with their offers.

The winner, announced the following Wednesday night was Francis Stewart, baritone, who subsequently was engaged to sing at the Sydney Town Hall in the Stage Door Canteen first big presentation on July 22.

Mr. C. R. McNiven, on behalf of the directors of the sponsoring firm, presented the cheques for £50, £10 and £5 to the first, second and third prize winners.

A sidelight upon this 2SM show is the fact that last week's presentation, as well as the previous week's "Fifty and Over" broadcast, have been made for

Goodland's Hour Reveals Outstanding Talent

Goodland's "Stars of the Services," a talent contest for servicemen, has already revealed some remarkable talent and a high standard of entertaining ability on 2CH.

Among the competitors for the hour's second broadcast on Wednesday, July 7, was Sergeant Reg. Baxter, A.I.F., gifted composer and musician who gained first award with the playing of two of his own compositions, "Anzac March" and "Reverie Gem."

His performance was the more meritorious because of the fact that he has never learned a note of music. In answer to Joan Read, compere of this program, he said he had strummed tunes since he was four years of age, and now played both the organ and the piano, although he had never been taught.

Baxter said he had hundreds of musical compositions to his credit, but though many of them have been recorded, he had not had them published because of the modern trend of some artists of mutilating the original melody.

Sergeant Baxter's father is bandmaster of the 6th Dragoon Guards, and his brother is the blind organist of St. Paul's Cathedral, Arthur Edwin Baxter. He himself frequently practises on the St. Phillip's church organ and also at the Sydney Town Hall.

"Stars of the Services," is a weekly 60 minute program sponsored by Goodland's, who also present another hour show, "Joan Read's Talent Quest" for women in the home on 2CH.

The account is handled by Goldberg's.

the Australian representative of the B.B.C., who had expressed a keen desire to get recordings sent home to the B.B.C. as a demonstration of what can be done in this country with the "human interest" types of radio entertainment.

The McNiven Bros.' account is handled by Hartford Advertising Agency.

Peter's Salute to Services

Snapped at the special Independence Day broadcast of Peter's Ice Cream Salutes the Allied Services, a 3XY production—Geoff. Brooke, William Laird, Alwyn Kurts (compere) and Don Phillips (U.S.)



Buy a National Effort Programme and place it with any Station you like

Life Savers have just bought

"THOSE WHO SERVE"

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BRUCE ANDERSON

It will go on 2UE and 15 others

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"It is of the utmost important that we mobilise every man and woman behind a program to make this the last war. It ought to be quite clear that the responsibility rests squarely upon citizens like you and me. The job of the armed forces is to win the war. We are dodging our responsibilities if we ask them to win the peace. We know that our Government is waiting for public opinion to crystallise. If in this moment you and I and the millions of other Americans cannot make up our minds that we want world organisation and peace and order which come with it, we shall richly deserve all the misery and chaos and deep damnation that the future holds in store for us. Ours is the power to choose, ours is the power to build. We have the opportunity to create a better world—let's go out and do it."

From a speech by Mrs. J. Borden Harriman—former U.S. Minister to Norway.

Boomerang's Fine Work

A military hospital somewhere in Victoria which has become the especial interest of the 3XY Service League, received a visit on the League's behalf from the Boomerangs Camp Concert Party on Thursday, July 8. Organised by Ray Dean, the "Boomerangs" comprise about 30 people, each of whom is engaged in a regular war job or essential industry. Putting on an average of 14 shows per month, this group is widely appreciated by servicemen, and last Thursday's performance brings their total appearances up to 480. Incidentally, Dean appears before the 3XY microphone to tell of the Boomerangs' activities in Nance Martell's session, "My War Job," on Thursday July 15.

"FIRST LIGHT FRASER"

"First Light Fraser" recently celebrated its 200th performance over 2GB and Macquarie Network stations. Few radio serials have attained such a wide reputation for daring exploits, exciting and thrilling adventures, as that action-packed drama of war-torn Europe, heard from 2GB every Monday to Thursday at 7.15.

George Randall brings to the role of "First Light Fraser" many of the elusive qualities attributed to the famous "Scarlet Pimpernel"—cold daring, wit and initiative, poise, and an ingenuity in meeting and overcoming the many formidable obstacles which are constantly confronting them in their dangerous exploits.

An officer in the R.A.F. in the last war for many years, George Randall won the Order of the Crown of Belgium, the D.F.C. and Bar, and the Croix de Guerre. He was also a Squadron Leader in the present war for three years.

His equally famous conspirators are Kay Lawrence, who provides a romantic interest, and his partner Tony, played by Lyndall Barbour and Walter Pym, with Arundel Nixon playing the part of Carl von Luten the tyrannical, fanatical Nazi.

Show is a Macquarie Network production and not B.A.P. as indicated in a picture caption in last issue of "C.B."

Popular Glee Singers

Winn's Radio Glee Singers, broadcast from 2GB every Thursday at 3.20 in a full hour program, are proving themselves one of the most popular singing groups on the air. The Radio Glee Singers are under the tuition of Miss Violet Rodgers, who won a P. and A. Parade choir contest with her lyric singers. She is also well known in musical comedy world.

Drama From The Bible

Fostar's Seek Extension of G.E. Show

When 13 weeks ago Fostar's Shoes Pty. Ltd. announced sponsorship of a series of one hour dramatisations of "Stories from the Great Book" to be broadcast over 2UW Sydney, each Sunday at 4.45 p.m., it was intended that the programs would be restricted to the 13 then in production.

Audience reaction was so favourable, however, that Fostar's, last week, arranged with the George Edwards Co. for the production of a further series of programs, and the 2UW sponsorship will continue without interruption.

The same condition will apply also to Fostar's sponsorship over 4BC-SB Queensland, and coverage of a number of Queensland stations, including 4RO, 4GR, 4BU, 4MK, 4CA and 4TO.

One outstanding fact covering this presentation is that Fostar's have not included anywhere one line of commercial selling copy. In every instance the presentation has been shaped only as a goodwill gesture, and a contribution to the war-time thought and relaxation of Fostar's radio audience.

Each program is broadcast, in the words of one presentation, "as a gesture of goodwill from Fostar's in the hope that you will find in it an hour of escape from some of your cares of today, and an inspiration for your tomorrow."

ANOTHER STAR GETS HIS "CALL"

Jack Davey, compere and producer of Palmolive's "Calling the Stars" every Friday night at 8, certainly goes over the big names when he's planning an edition of the 60-minute variety show. Laurie Brooks, the well known young American singer, who was once featured vocalist with Jim Davidson's Band, and is now with the official A.I.F. entertainment unit, is the latest artist lined up for an appearance in this show.

Since joining Jim Gerald's original unit, some two years ago, Laurie Brooks has helped to entertain members of the fighting forces in many parts of the world. Known as the All-In-Fun-Revue, the show has now travelled over 45,000 miles, and entertained over half a million Allied troops with over 400 shows, each running in revue form, for 2½ hours.

The shows have been played under every conceivable condition, a notable performance having been carried out on the mud flats of Buna. Immediately after this particular show the Japs sent over 90 planes.

The company is very proud of the fact that it was on the order of General Blamey that it was sent to New Guinea on its return from the Middle East.

Incidentally, each member of the unit has to be not only an entertainer, but a jack-of-all-trades.



The Radio Glee Singers, with Miss Violet Rodgers, who provided a very popular number at the concert at the Sydney Town Hall, "2GB on Parade," in aid of the 2GB Community Chest and Camp Comforts Entertainment Fund. They are featured regularly from 2GB on Thursday at 3.20 in an hour's variety program.

MILITARY

COMFORTS SCORE

OFF BROADCASTERS

ENTERPRISE

On Tuesday, June 29, a grand concert, "2GB on Parade," was held at the Sydney Town Hall, the proceeds being in aid of the 2GB Community Chest, and Military Camp Comforts and Entertainment. The fine line up of talent included such famous radio artists as Jack Davey, George Blackshaw, Ada and Elsie, heard in "Calling the Stars" (by courtesy of Colgate-Palmolive), Jack Lumsdaine, Mal Verco and Ginger, The Starlighters, Robert Payne and Norma Beattie, the Melody Men, The Youth Show Singing Group, Rondo Radio Choir, 2GB Girls' Own College of Physical Culture, Reg. Lewis and the Macquarie Orchestra. Harry Withers presented a novelty item, introducing such popular personalities as "Doctor Mac," "First Light Fraser," etc.

This "2GB On Parade" is just one of the many methods adopted by Mr. Frank Grose to swell funds for Military Camp Comforts and Entertainment. So great are the calls made upon the fund, that Mr. Grose is kept very busy finding new ways and means of meeting the constant demands. Recently an appeal was made for a piano for the Uralla Hospital. In next to no time a Baby Grand Electric Player Piano of considerable value was donated by Mrs. Langdon.

"Sun" Buy National on 2UE-A.S.B.

A broadcast description of Saturday's Grand National Steeplechase at Flemington is being sponsored on the 2UE-ASB network by Associated Newspapers Ltd.

Sponsorship also includes race eve and race day form previews of the big race by Cliff Cary.

Associated Newspapers also "backed" the Grand National Hurdle broadcast given through the same stations last week.

GRIFFITH SWEETS NEW PROGRAM

With their popular serial, "Parker of the Yard" at an end, Griffith Sweets commenced a new program on July 12 called "The Lady," another George Edwards feature, broadcast each Monday, Tuesday and Wednesday between 8.55 and 9.10 at 3UZ.

CLASSIFIED ADVERTISING

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

POSITION VACANT

5KA AND 5AU Adelaide Port Augusta

Applications are invited within 14 days for the positions of Manager and Engineer of the above Broadcasting Stations. Apply, Rev. S. Forsyth, C/o National Service Office, Currie Street, Adelaide.

TYE'S RADIO REVUE NETS £12,000

With a total of £86 collected on Sunday, July 4, the grand total raised by the audiences of Tye's "Radio Revue," produced by 3XY in the Princess Theatre each Sunday, has now topped £12,000.

"THE PEOPLE'S STATION"

3CV

Central Victoria

A REAL "SING-SONG"

3DB's community singing broadcast from an outside hall each Monday is to be discontinued, and a new program has been designed to take its place. It will be conducted from 3DB's studio from 1 to 1.30 each Monday and will be known as "Renn Millar's Studio Sing-Song."

Listeners will be invited to the studio to join in a sing-song, which will not take the form of a usual community singing session, but will be an almost continuous half-hour of singing. It is expected that a high standard will be obtained from the enthusiasts who will take part in the performance. There will be no charge for admission.

During the election period 2GB is remaining open till 11.15 p.m. to accommodate the extra business involved, and will now be taking the late B.B.C. News at 11 p.m. in place of the 10 o'clock news, as previously.

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every week
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250,000
wage-earners
affiliated with
2KY

PHONE: M 6291

PERSONALS

Mr. A. J. Murray, who is in charge of sales at 3KZ, has been appointed assistant manager of that station, in addition to his new duties he will still carry on his good work with 3KZ sales.

Mr. V. M. Brooker, manager of the A.W.A. broadcasting department, is one of the latest executives to fall victim to the prevalent "cold" germ. He was confined to bed in the early part of this week.

Gary Russell, of Cenovis Yeast, known to his immediate pals as the sheriff because of his large hat, informed "C.B." rep., Miss Touzeau, that the only cure for her cold was Cenovis Yeast (free ad.). Incidentally his radio talks over the air are still continuing to build business.

Eric Welch of 3DB is in hospital, but we are glad to report he is progressing favourably, surrounded by very attractive nurses. In his absence the racing commentary is being done by Dick Cranbourne.

Former program manager of 3DB, Stan Clark, has now three pips and should be known to all his friends as Captain Clark. Stan was recently in Melbourne on leave when he said "hello" to his new son. Congrats, Stan!

Mr. R. McC. Russell, assistant manager of 3DB and 3LK, has returned to that station after being absent two and a half years. His military career has been most interesting and quite a lengthy one. From 1916 to 1919 he was with the first A.I.F. From 1921-1929 he was with the C.M.F., and since 1940 he has been doing a big job of work in this war. He recently returned from New Guinea with the rank of Major. His many friends in broadcasting circles are very glad to welcome him back again.

Mr. J. L. J. Hamilton has joined the staff of 3UZ as liaison officer to the advertising agents. Mr. Hamilton, although new to commercial radio, was two years ago on the news staff of the A.B.C., and was recently with the Army Secretariat at Canberra. He joined 3UZ on July 5, and although has only been there a short time seems to be settling in and is very happy in his new surroundings and with his new associates.

Quite an attractive and interesting personality is Miss Winifred Thwaites of 3UZ. Assistant secretary Nilsen's Broadcasting Services she carries a very big job for one so young. She has been with the station for eight years, and what she doesn't know about broadcasting is hardly worth knowing. Her courtesy to all business acquaintances have certainly endeared her in radio circles.

Mr. Desmond Day, Westralian, who was with 2KO Newcastle before more recent several months engagement with 2CH Sydney, is now reported to have taken over the management of 2LT Lithgow, while Mr. W. Grant, former manager of 2LT, has moved to 2BS Bathurst.

Frank Bennett, 2CH announcer, before donning khaki, was in town this week on leave, sporting the bronze complexion and rugged bigness which seems to go with our well trained army boys these days.

Malcolm Metcalfe who has been on the early morning announcing roster at 2GB, was very seriously injured as he was boarding a tram at Bellevue Hill on his way to work on Monday morning last. He was admitted to hospital suffering from compound fractures of the left arm and collarbone and other injuries.

Miss Esme Williams, popular publicity officer of 2KY Sydney, was last week added to the Sydney radio "flu casualties," with a touch of bronchitis thrown in to complicate matters.

A recent visitor to Sydney for a few days was Alec Mather, manager of Macquarie station 2HR.

The illness of small son Lionel with a touch of pneumonia, has meant five wakeful nights for busy Macquarie salesman, Fred Laurie. Lionel, however, has now taken pity on his dad, and is well on the road to recovery.

Full of beans after a recent leave spent in his home State of Tasmania, Sergeant John Storr looked in to say "howdy" to the folks at 3XY before his Mobile Entertainments Unit takes its next trip. Every port of call is like home to John, whose circle of friends spreads around the Commonwealth.

Radio 2UE announcer and actor, Ron Morse, now a Pilot Officer Air Gunner in the R.A.A.F., is now overseas. Latest letter received from him came from the Waldorf Astoria, New York. Ron wished to be remembered to all friends in radio and advertising circles.

Colina Lynam has resumed duties at 2UE after three weeks' vacation. During her absence the women's session was conducted by Gwen Plumb.

Jack Pettitt, former member of the 2UE technical staff and son of Arthur Carr, has been promoted to Flight-Lieutenant in the R.A.A.F. Jack was with the famous Australian squadron which first kept the Japs out of Port Moresby. He is still up north.

Adrian Roden, one of the brilliant young debaters in Nyal's "Youth Speaks" from 2GB on Fridays at 7.30 p.m., has chosen law for a career. At school he had a liking for law, and was a member of the Law School debating team. He is now articled clerk to a Sydney firm of solicitors, and hopes to be admitted to the Bar in five years' time. He also has definite political ambitions.

Lieut. "Pip" Cogger, who has been in the army for many moons, may well be feeling a little nostalgic when he thinks of his old office at Hansen Rubensohn's during the hurly burly of this election campaign. Cogger has handled election advertising campaigns for various parties for more years than he cares to remember, and this will be the first that he has missed. Anyway, who is there who can say that winning an election is more important than winning the war? Cogger, by the way, is stationed at Melbourne, Victoria Barracks.

Major Sid Tatham, though with Army headquarters in Melbourne, is not losing touch with the radio and broadcasting field. His present job is a far cry from the old Sound Recording studios in Sydney, but his work keeps him close to radio in its application to the war.

Former chief of Legionnaire and of Broadcasting Exchange, Melbourne, Captain Lin Corr, is now with the Small Crafts and is proud of the fact that all the original male staff of Legionnaire and Broadcast Exchange recording and transcription organisations are now in the fighting services. Of the Broadcast Exchange personnel Athol Riley is a fighter pilot, Peter Brown is training for his wings, while Jack Stewart is again under his old boss in the Small Craft. Miss Peggy Druce, who was also well known at Broadcast Exchange is also in uniform at Water Transport Headquarters (Small Craft).

Mr. Eric Cottrell, secretary of 3UZ and other O. J. Nilsen enterprises in Melbourne was showing a barked knuckle last week. It was a ding dong fight, he claims, but admits that his gas producer won on points!

Manager Sid Morgan, of 3KZ, is forging ahead to fitness again after a recent bout of illness. Though taking things quietly he is again attending office. Reading in last "C.B." of O. F. Mingay's stay at Palmer House Hotel, Chicago, where the N.A.B. War Conference was held revived happy memories of his stay at that great caravanserai when he visited the U.S. a few years ago.

John Leslie, who was with 2CH for many months, has stepped into the advertising field, having taken over management of the radio division of Vincent H. Freeth Agency.

MAY LICENCE FIGURES

NEW SOUTH WALES		
New Issues	1942	1943
Renewals	5,534	4,663
Cancellations	38,828	41,267
Monthly totals	4,300	167
Nett increase	495,238	526,626
Population ratio	1,234	x4,496
	17.65	18.73

VICTORIA		
New Issues	2,507	3,064
Renewals	31,744	29,404
Cancellations	1,343	4,623
Monthly total	361,864	376,488
Nett increase	1,164	-1,559
Population ratio	18.94	19.44

QUEENSLAND		
New Issues	2,130	791
Renewals	13,868	14,433
Cancellations	1,925	2,376
Monthly total	167,705	173,526
Nett increase	1,105	-1,585
Population ratio	16.41	16.74

SOUTH AUSTRALIA		
New Issues	1,563	1,192
Renewals	11,363	12,480
Cancellations	1,428	643
Monthly total	130,727	141,734
Nett increase	135	x549
Population ratio	21.57	23.25

WESTERN AUSTRALIA		
New Issues	1,157	1,273
Renewals	8,144	7,731
Cancellations	1,103	737
Monthly total	91,087	94,978
Nett increase	54	x536
Population ratio	19.48	20.25

TASMANIA		
New Issues	462	372
Renewals	3,983	4,183
Cancellations	370	125
Monthly total	44,710	47,733
Nett increase	92	x247
Population ratio	18.79	19.99

COMMONWEALTH		
New Issues	13,353	11,355
Renewals	107,930	109,498
Cancellations	9,569	8,671
Monthly total	1,291,331	1,361,085
Nett increase	3,784	x2,684
Population ratio	18.32	19.16

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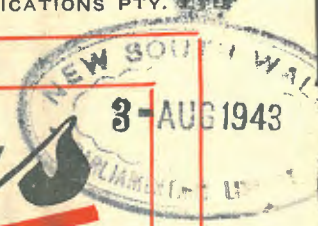
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It's obvious



WHY MOST PEOPLE LISTEN TO

FRIDAY:

- 6.30 p.m. Sports Parade.
- 6.50 p.m. Down Every Street.
- 7.00 p.m. News.
- 7.16 p.m. The Watchman.
- 7.30 p.m. Three Generations.
- 7.45 p.m. Wake Up Australia.
- 8.00 p.m. The War of the Sexes.
- 8.20 p.m. Musical Moneybox.
- 8.45 p.m. Whiz Quiz.
- 9.00 p.m. Variety Time.
- 9.30 p.m. Food, Facts and Fun.
- 10.15 p.m. A. M. Pooley's War Digest.
- 11.00 p.m. B.B.C. News.

SATURDAY:

- 6.30 p.m. Sporting Results.
- 6.50 p.m. Down Every Street.
- 7.00 p.m. News.
- 7.15 p.m. Band Parade.
- 7.30 p.m. The Perfect Song.
- 7.45 p.m. The Best of Them All.
- 8.00 p.m. The Brighter Horizon.
- 8.30 p.m. Lest We Forget.
- 9.00 p.m. Eminent in Music.
- 9.30 p.m. Radiola Harmony.
- 10.15 p.m. A. M. Pooley's War Digest.
- 10.30 p.m. In Dancing Mood.
- 11.00 p.m. B.B.C. News.



And every other night is just as good!

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