

## PERSONALS

Captain John Wheeler, crack 2UW announcer before the war, will shortly be donning civvies again. Enlisting from the 2UW staff as a private in the A.I.F. in September, 1940, Wheeler saw his first service in the Middle East where he progressively rose to his captaincy. After returning to Australia he has been service in the far north and now, age telling, he is to be "demobbed." It shouldn't be long before his cheery voice is again heard on the air.

As the 21st anniversary of the first public broadcasting in Australia approaches, Mr. Oswald Anderson, one of the leading pioneers of broadcasting, is anxious to gather the names and addresses of all those who were associated with him and with radio at about that time 21 years ago. The anniversary will occur in February next. Mr. Anderson can be contacted at the Colgate-Palmolive Radio Production Unit, 29 Bligh Street, Sydney.

Enjoying a well needed holiday over the past couple of weeks Mr. C. T. (Tom) Sproule, of A.W.A. broadcasting department. The genial exec. threatened to spend some of his holiday fishing, but what with one thing and another we don't think he quite around to it.

Des Bennett, a former member of the 2UE-ASB staff is now with the R.A.A.F. at Bradfield. Des only recently returned to Sydney after having been at a northern battle station with the A.I.F. for twelve months.

Juan Cortez, 2GB script editor, has more than a share of broken bones this year. Early in the piece he fell down some steps at Elizabeth Bay and fractured several ribs. On Friday night last he was struck by a car in the city and sustained a fractured jaw. Tough luck, indeed, for him, as his film, "For Them No Glory," was privately screened before a distinguished gathering at the Cameo Theatre, Sydney, on Tuesday this week, and, of course, he was unable to attend.

W. D. (Bill) Phillips is on special leave from the R.A.A.F. to fill the job as assistant to the Federal Controller of Government Advertising, Mr. I. B. Hutcheson. Phillips has been 15 months in the R.A.A.F. during which time he was in Canada under the Empire Training Scheme. He returned to Australia about three months ago. Before joining up he was advertising manager of Lever Bros.

Mr. John Beckett, of Beckett Thompson Agency in Sydney, was a recent visitor to Melbourne, where that end of the agency is under the direct control of Mr. Thompson.

Reg. Hepworth (Hepworth Advertising Service) has gone bush for a couple of weeks' rest. Judging by the amount of new business his agency is now handling, he sorely needs a respite.

Mr. S. G. Leigh Stitt, N.S.W. manager for Nicholas "Aspro," has been appointed to a senior executive position at head office in Melbourne, effective in the near future. The New South Wales post will be taken over by Mr. L. Craig, who has been in Sydney for about 12 months after completing 16 years' service with the company in Adelaide, where he was South Australian manager. Mr. Craig was a prominent figure in Legacy in South Australia, and has lost no time in throwing his energies behind that worthwhile movement in Sydney.

Raymond Chapman, recently appointed chief announcer and assistant studio manager at 3XY, is having a fortnight's leave, spending it in relaxation at Lorne. In his absence Alex McNish will take over the announcing features, including Manton's "Music Magnificent" and Foy's "Cream of Classics."

Melbourne radio and theatrical producers sat up and took notice last week when, after three years of fighting in the air over England, Jim Lavery casually walked in and sat down. Lavery is an Irish tenor who caused something in the nature of a sensation when he sang from 3AW, 3KZ and the A.B.C. just before the war. A Flight-Sergeant in a famous R.A.A.F. Squadron, Lavery is a big draw-card, and producers immediately started to bid for his services. There is quite a bit of competition to see who gets him first. Lou Dahlberg, of "Radio Times," who considers Lavery to be the logical successor to John McCormack, is assisting Lavery to select his engagements, so Jim is in good hands.

3XY sales manager, Stan Thomas, is in St. Benedict's Hospital, East Malvern. It is expected that it will be another two or three weeks before he is up and about again. In the meantime W. H. (Bill) Berry is acting as sales chief.

Fred Russell of 3AW sales is having his annual holidays and is spending a couple of quiet weeks at Lorne.

Shirley Ebbott of 3UZ is a busy girl these days. In addition to her work as head of the continuity department, every afternoon she conducts the 3UZ relay to 3SR Shepparton, and has been the recipient of many congratulations from all over Victoria.

Cliff Mackay of Paton's Advertising Service, Melbourne, has gone all "architectural" lately and can be seen with mysterious bits of paper and design in his pockets and carried round preciously in his folder. What are you going to build, Cliff?

Noticed at lunch the other day a very serious conference between Fred Daniels, Stan Clarke, Hector Harris, Don Joyce and Peter Ellis. Something good should come out of that little meeting.

### NEW PUBLICITY OFFICER FOR 3XY.

Mr. Evan Senior has recently been appointed publicity officer at 3XY. Born in Adelaide he was educated at Scotch College there and originally intended to follow in his father's footsteps and study law. In 1924 he joined E. J. Hume in experiments, which led to foundation of 5DN by Mr. Hume's father, the late E. J. Hume. He was assistant at the station until the end of 1925 when regular night programs were established, and in 1926 became studio manager and chief announcer. Then aged 19 he was the youngest broadcasting executive in Australia. He left the station in 1931 to undertake free lance radio and journalism. The first musical comedy written specially for radio to be given from the Adelaide national station, 5CL, was written by him. Others had been adaptations of stage shows. It was called "On the Air."



In 1936 he became theatre critic for "The News," and then joined the staff, working mostly on "Radio Call" as music writer and dealing with radio and musical publicity.

Evan Senior joined the scripting department of 3XY in August of this year, and is responsible for the scripting of "Musical Portraits," sponsored by Frederick L. Cook and Williams, and "Ports of Call" sponsored by Ball and Welch.

Mr. Senior has been rejected from military service on medical grounds. He has many interesting hobbies. . . is fond of music and owns a large library of recordings. Gardening, in which he specialises in growing orchids, and was a committee member of the Orchid Club of South Australia. He is also deeply interested in the theatre, and is an extensive reader.

## CLASSIFIED ADVERTISING

### BROADCASTING STATION

Wanted to Lease, with option purchase Country Radio Station. Particulars on confidence to "Radio," C/o Box 4039V G.P.O., Sydney.

## SEPTEMBER LICENCE FIGURES

NEW SOUTH WALES		
	1942	1943
New issues	4,451	4,998
Renewals	41,812	45,059
Cancellations	5,147	1,204
Monthly total	509,563	534,838
Nett increase	-698	x3,794
Population ratio	17.91	18.93

VICTORIA		
	1942	1943
New issues	2,283	2,373
Renewals	31,225	31,340
Cancellations	3,078	2,168
Monthly total	370,217	381,517
Nett increase	-795	x205
Population ratio	19.09	19.54

QUEENSLAND		
	1942	1943
New issues	1,250	1,666
Renewals	15,618	15,898
Cancellations	1,860	970
Monthly total	171,747	174,365
Nett increase	-610	x696
Population ratio	16.56	16.81

SOUTH AUSTRALIA		
	1942	1943
New issues	1,293	1,066
Renewals	10,868	10,883
Cancellations	71	1,279
Monthly total	138,582	142,973
Nett increase	x1,222	-213
Population ratio	22.74	23.60

WESTERN AUSTRALIA		
	1942	1943
New issues	1,211	570
Renewals	6,959	7,924
Cancellations	1,319	246
Monthly total	91,867	95,643
Nett increase	-108	x324
Population ratio	19.59	20.47

TASMANIA		
	1942	1943
New issues	478	261
Renewals	3,816	4,013
Cancellations	321	276
Monthly total	47,015	47,665
Nett increase	x157	-15
Population ratio	19.68	19.76

COMMONWEALTH		
	1942	1943
New issues	10,966	10,934
Renewals	110,298	115,121
Cancellations	11,796	6,143
Monthly total	1,322,991	1,377,061
Nett increase	-830	x4,791
Population ratio	18.62	19.31

## COMMERCIAL BROADCASTING

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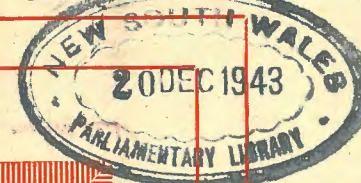
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Thursday  
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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



## Three Wishes . . .

MAY Xmas bring to you something of that freedom from care, for which all men pray.

MAY you find in the New Year the realisation of your hopes and your dreams.

MAY next Christmas see us all building, in peace, that brave new world for which we have planned so much.





PEOPLE

IN

GOULBURN-  
and District

**PREFER**

**2GN..**

1. *No other station provides a comparative signal strength—checked by field measurement, per millivolt metre in Goulburn and district—the real proof of Coverage.*
2. *The highest ranking programmes of National Advertisers are broadcast day and night by 2GN—seven days per week.*
3. *Broadcasting 7 a.m. to 11 p.m. daily, 2GN is the only Station supplying a continuous service — therefore has an audience in Queanbeyan, Canberra, Yass, Captains Flat, Braidwood, Milton, Gunning, Crookwell, and scores of South Coast towns plus Goulburn and district.*

AND THIS IS National Advertisers appreciate the low cost per 1,000 homes on 2GN  
IMPORTANT Goulburn.  
TO YOU . . . Basis 52 15 min. Evening 2/11.3 per 1000 homes

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

Incorporating  
BROADCASTING BUSINESS · 10/- p.a.

Subscription,

Vol. 12, No. 13.

Thursday, December 16, 1943.

Price, 6d. per copy.

### “. . . and Quietly Rejoice”

Last year we faced December's "festive season" with somewhat bitter misgivings; we were being taught the meaning of the word "austerity" rather than dwelling upon the happy thoughts that inevitably rise in the minds of Christians at the celebration of the birth of Christianity.

And now the prospect is brighter. Our armies conquer where they were conquered, and we face a future for which we are already planning peace—Peace on Earth and Goodwill towards all Men.

Our nation's blood has flowed and still flows in the cause for which we fight, and on the home front the strain of great endeavour has taken, too, its toll. We have yet to fight on, to final victory; to work on, to achieve that peace we all desire. For what we have so far achieved towards these happy ends, while not forgetting to count the cost, we can be grateful . . . and quietly rejoice.

To all our readers we extend Greetings this Christmas.

### Let's Have a Celebration

Public broadcasting in Australia will celebrate its 21st anniversary on about February 25, 1944. The occasion seems to call for a celebration. Looking back over 21 years of radio broadcasting one sees a road mileposted with amazing achievements. Perhaps we owe it to those pioneers in the industry, perhaps we owe it to ourselves, but whichever the case it would be a good opportunity for a stocktaking of progress made and for setting up a guide post to the future.

Already Mr. Oswald Anderson, one of the pioneer organisers of public broadcasting in Australia, is taking steps to contact everyone known to have been associated with the programming of those first broadcasts 21 years ago. Perhaps at the appropriate time they could be all brought together again. But what of the technical men and the business men who had their fingers tangled up in the "spaghetti"? It might be a good idea to bring them together too.

It should be possible to stage a suitable celebration of the occasion, say, in Sydney, in February next, attended by a representative gathering before whom could be set out the achievements of radio in 21 years. Appropriate broad-

casts could also be made throughout Australia dramatising the growth and development of broadcasting. There is much that the public should be taught about broadcasting.

#### STOP PRESS.

#### Sir Ernest Fisk Returns

Sir Ernest Fisk, Chairman of Amalgamated Wireless (A/sia) Ltd., recently arrived back in Australia after a five months' visit to Britain and the United State.

Wartime activities in the lands visited left no doubt but that developments in radio had been greatly intensified, and Sir Ernest expressed the view that scientific knowledge of radio television had advanced greatly, leaving him to believe the only big problem in establishing television services was the cost of programming. Important developments in radio telephone and telegraph services would surely follow closely after the end of the war.

### Advertising Clean Up in Britain

British trade press recently reaching Australia reveals that the English newspapers have again endeavoured to tackle the problem of advertising ethics. With regard to patent medicine advertising they have laid down a set of rules very similar in most respects to our Australian broadcasting "Code of Ethics" in respect to patent medicine advertising. However, from the trade press comment, it appears that the new move in Great Britain will really have little success in putting the brake on extravagant claims made about most products in modern advertising. It is though, a start in the right direction; and indicative of a world-wide move through the English-speaking nations to clean up advertisements worst enemy—its own abuses.

### To Counter Attacks on Advertising

Following an example already set by the Australian Federation of Commercial Broadcasting Stations in taking steps to evolve means of combating the current trend towards "knocking" advertising, the advertising section of the Australian Newspaper Proprietors' Association in conference in Sydney last month, set up a special sub-committee to deal with the problem.

The conference recommended the establishment of a special permanent Bureau to counter attacks upon advertising. Four main functions outlined in the proposal were as follows:—

- (1) To counter attacks on advertising and promote confidence in it as a legitimate and useful factor in commerce.
- (2) To deal with post-war problems and explore new opportunities for publicity.
- (3) To collect and collate information and statistics for the use of members and advertisers.
- (4) To act as liaison between the newspapers and organisations interested in publicity and maintain regular contact with them.



## B.B.C. Commercial?

### British Minister for Information Discounts Suggestion of Ads. on English Radio

Suggestions that the B.B.C. might agree to accept advertising were discounted by the British Minister for Information, Mr. Bracken, in a speech at the 21st anniversary celebrations of the B.B.C.

According to cabled advices in the Australian press last week, Mr. Bracken was reported to have said that he would be surprised if the British public would approve the introduction of commercial broadcasting. He saw no reason why healthy competition should not be developed within the structure of the B.B.C. itself by decentralising its activities throughout the country.

The question of the introduction of commercial broadcasting in Great Britain as distinct from the B.B.C. controlled services ("C.B.", 21/10/43) has been raised quite a lot lately, and has been widely discussed in England.

Fear is entertained that in the post-war world commercial stations operating on the Continent will beam their programs on the English listening market and woo Britishers away from their habit of B.B.C. listening.

## Psychological Warfare Paley of C.B.S., Appointed to Mediterranean

World-wide ramifications of broadcasting activities of the U.S. Office of War of Information is indicated by the strengthening of O.W.I.'s Mediterranean section with the appointment of William S. Paley, president of the Columbia Broadcasting System "to help in the radio phase of psychological warfare in the Mediterranean area."

It is significant that at about the same time as this appointment was made (October last), O.W.I. in America was also seeking 150 radio and newspaper men for their overseas branch; men capable of operating broadcasting stations and newspapers in the Pacific and European war zones, with staffs comprised mostly of natives of those areas. Six classifications of candidates were sought, including radio men with administrative, programming, script writing, or production experience; radio engineers, both studio and transmission; radio technicians. O.W.I. offered to train successful candidates over a period of three to nine months before dispatching them to their overseas posts.

## Award for Radio Artists in New Year

Negotiations are progressing well between Actors Equity and the employers for an award covering the services of artists and other performers engaged in the production of musical, dramatic and other features for radio broadcasting. It is anticipated that a draft agreement will be submitted to a Judge before very long for an award for 12 months, effective from early in the New Year.

## Wireless Set, with a History

### Broadcast News in New Guinea

At one small unit away forward in New Guinea, it is easy to tell when 7 p.m. arrives. From the small tents and grass huts spread through the pocket of jungle, men make their way down to the river where there is a small wireless receiving set.

Officers and men crowd around, 100 or more of them. It has quite a history, that wireless set. It has been carried over the Owen Stanley Ranges once, transported over by air a second time. It was in a pretty heavy bombardment at Lae, and it has survived one bombing at the hands of the Jap. It has been carried by natives, jolted by jeeps along sticky, switch-back tracks.

At times it seemed that the set would have to be sent back to base, but at each halt it has been there for the 7 p.m. news.

The young man mainly responsible for it is Cpl. A. W. Jones, of Wilford Street, Newtown, N.S.W.

Cpl. Jones has been with this particular unit for three years—in England during the Blitz; the Middle East, Syria, Buna, and Lae.

When the unit's Y.M.C.A. representative was taken ill, young Jones was given the job of looking after his gear and stores. He admits, however, that without the assistance of a number of lads of the "show," it would not have been possible to have carried the wireless, to have made coffee at the end of a hike, or to have carted the stocks of writing material around.

"Sandy McGregor, of Picton, N.S.W., had charge of the chocolate supply," Cpl. Jones explained, "but later took over the job of looking after the coffee. He, with Tom Weeks, of Rocklea, Brisbane, and Allan Gillies, Fitzroy, Melbourne, made themselves responsible for making the coffee, and on this trip alone have probably served three thousand cups.

"Chief wireless mechanic, remover, and repairer, is Bill O'Loughlan, of Burnham Street, Belmore, N.S.W. Of course, it doesn't always go right. Some of the noises he gets out of it lead us to believe he was a rivetter in private life."

## Thirty Stations for Seppelts

### New Set-up for Famous "Reflections"

Seppelt's extensive broadcast advertising plan recently underwent a wide re-organisation with the setting in motion of their new allocation for air wave ads. Their well known feature, "Reflections in a Wineglass," is being maintained on a total of 28 stations although these have been reshuffled.

Another major change in the set-up is that whereas previously the feature was presented by a selected station announcer for each outlet, now it is recorded with the voice of Eric Welch of 3DB.

The series is scripted by Mr. A. W. Thompson, of the Beckett Thompson advertising Agency which handles the Seppelt account.

In addition to this feature Seppelt are also using on 3AW Melbourne an attractive show called "Reflection of Opera," and announcements on 3UZ Melbourne an equally distinctive session of dinner music plus announcements.

Stations now carrying "Reflections in a Wineglass" are as follows:—2UW, 2SM, 2KO, 2GN, 2GZ-NZ, 2KA, 2WG, 2LM, 3DB-LK, 3GL, 3SR, 3HA-TR-SH, 4BC-SB, 5AD-MU-PI-SE, 6IX-WB-MD and 7HT-EX and 7BU.

## A.T.C. BROADCAST

### "Killer" Caldwell's Talk

In one of the most interesting service broadcasts heard on the air for some time, Wing Commander Clive ("Killer") Caldwell at the 2UW microphone last week described the feelings of a fighter pilot in combat.

Wing Commander Caldwell's talk was featured in "Men with Wings," a program prepared by 2UW on behalf of the Air Training Corps. It is a regular 2UW feature going on the air at 5.55 p.m. Saturdays.

A special notification of his broadcast was sent to all squadrons of the A.T.C. in Sydney, so that his talk would reach the maximum number of A.T.C. lads.

In an absorbing word picture of a fighter pilot's re-action in combat, Wing Commander Caldwell stressed the vital importance of accurate gunnery in the air. He told, too, how he himself had perfected his gunnery by firing at the shadow of an accompanying aircraft. He pointed out that the shadow on the ground went through exactly the same manoeuvre as the aeroplane in the sky, and that he could check his aim by the registration of his bullets in the dust.

The Directors, Management and Staff  
of 3UZ Melbourne tender the Season's  
Greetings to their many friends, with  
the sincere wish that 1944 will see the  
dawn of a lasting peace among  
the nations.

**3UZ**  
MELBOURNE

Nilsen's Broadcasting Service,  
45 Bourke Street, Melbourne.  
Telephones: Central 1925, MU 4929

Sydney Representative:  
Eric Wood, 49 Market Street  
Telephone: MA 3352.



## Maples' Two Brilliant Programs at His Majesty's

Sunday, December 6, was gala night for Maples "Women in Uniform" and the grand finals of the "P. and A. Parade" over 3KZ. An enthusiastic audience packed His Majesty's Theatre, and there was a "first night" atmosphere throughout the auditorium.

The first program presented from the stage, "Women in Uniform," made its debut to a civilian audience. Already 52 performances have been given to "Women of the Services."

Compered by "Kay" and with a cast including Thea Phillips, Elsa Stenning, Marjorie Steleford, L.A.C. Ernest Llewellyn, Pauline Bindley and the Sieglinde Singers, the Parker Sisters, Ag and Winnie, and Nellie Kolle, with His Majesty's Theatre Orchestra conducted by Gabriel Joffe and Margot Sheridan as guest pianiste, this program had all the entertainment value which no doubt has gained it such success and popularity.

The grand final of the "P. and A. Parade" was presented from 9.5 p.m. This was one of the most brilliant finales the "P. and A. Parade" has ever staged. The standard of competitors was high, and made quite a difficult problem for the judges, Messrs. Frank Tracy, Browning Mummery and Ned Tyrell. Talent shown by the juvenile section was most outstanding.

The winners:—

Juveniles: 1st (£50), Beryl Jones, coloratura soprano; 2nd (£20), Joyce Gratton, soprano; 3rd (£7) Jack Pilgrim, vocalist; 4th (£5), Arthur Smith, trumpet.

Adults: 1st (£200), Lennie McDermott, tenor; 2nd (£50), Robert Young, bari-

tone; 3rd (£10), Paul Steiner, saxophone; 4th (£8), Fransch Walsh, tenor.

Congratulations should go to 3KZ for their presentation, to Eddie Balmer who scripts and produces both programs, and to all those who co-operated in making the program one that will be remembered in radio history, and congratulations should go to the sponsors who have done so much in fostering Australian talent for so many years, and also for the entertainment they are giving women of the services in "Women in Uniform."



Off to the U.S.A.

"Kay" comperes of "Women in Uniform," and Eddie Balmer, comperes of "P. and A. Parade," at His Majesty's Theatre, Melbourne, on the occasion of the "P. and A." grand final on Sunday, December 5. This was Kay's final appearance for 3KZ before her departure to America to be married. "Women in Uniform" was presented earlier on the same stage.

# Sorry—

we can't say what we want to, but you know what we wish you—

# 2KY

\*PHONE: M 6291-2.

428 GEORGE STREET

## "SUN" SPONSORS XMAS PANTOMIME ON STATE-WIDE HOOK UP

For sponsorship by the Sydney "Sun," Radio 2UE is producing a 30-minute "Christmas Pantomime" for broadcast through a 10-station hook-up on Christmas Eve.

"Christmas Pantomime" was specially written for the "Sun" by the well-known editress, and journalist, "Cousin Marie" of "Sunbeams."

In addition to featuring all the better known Christmas music, "Christmas Pantomime" also has the backing of a strong story certain to people to both young and adult audiences.

"Christmas Pantomime" is to be broadcast through stations 2UE, 2GB, 2HR, 2CA, 2WL, 2GZ and 2KA at 7.30 p.m. on December 24, as well as 2TM and 2KO at 6.15, and 2WG at 6.25.

Discd at 2UE the production was under the supervision of Paul Jacklin.

## BRAKE PUT ON JACKPOT PRIZES

When Rockman's Showrooms arranged to present "Thursday at Three" from the 2UW Theatre, it was decided, as a matter of policy, not to permit any of the jackpot prizes in the "Playtime" unit of the program to mount to extreme heights.

When, unexpectedly, one of the £1 prizes remained unanswered over the first five programs, by which time it had jackpotted to £5, the sponsors decided to donate the accumulated £5 to the Red Cross. It was announced at the same time that all future jackpots would stop at £5, and that any such accumulation would be paid to the Red Cross. In the instance cited, the prize reverted to £1 in the following session.

Total prize money in "Playtime" is £5 each week—distributed over ten questions. Three "Diggers" provided an amusing sidelight last Thursday afternoon. They had just strolled into the theatre, and were looking for a seat, when one of them offered to answer a question which carried prize money of £2/10/-. His answer was the correct one, he duly received his £2/10/-, and immediately shared the money with his two companions.

## BOXING DAY SPORTS TO BE BROADCAST

For the first time since the enactment of race restrictions racing will be conducted on a public holiday on Boxing Day, Monday, December 27.

Clif Cary, sports editor of 2UE and the A.S.B., announces that the same service will be given on the holiday as is provided every Saturday afternoon.

A complete cover of Randwick races will include descriptions by Ken Howard. In addition there will be the A.S.B. result services for Newcastle, Harold Park and Flemington, as well as progress reports from all cricket matches, sailing and general sporting fixtures.

Associated Sports Broadcasts now operate on State-wide coverage through stations 2UE, 2KY, 2CA, 2GZ, 2KA and 2HR.

THE GREATEST STORY EVER TOLD IN AUSTRALIAN COMMERCIAL RADIO—

# AUSTRALIA LISTENS

"Digger Hale's Daughters" average audience—

"First Light Fraser"

"Rise & Shine"

"Quiz Kids"

"Calling the Stars"

"Dr. Mac"

"Australia Sings"

"Youth Speaks"

"Macquarie Plays"

"Mrs. 'Obbs"

"Hit Tunes"

# 48.8%

More than 20 leading Industrial, Commercial and Retail establishments recently co-operated in the conduct of a series of independent surveys of listening habits in the Sydney Metropolitan Area, averaging 683 contacts EACH night of the week.

From the results of these surveys, which embraced the complete night programmes to 9.30 p.m., of every station in Sydney, National and Commercial, percentages were extracted to ascertain the audience of the eleven programmes mentioned above. The figure of 48.8% of sets in use, represents the average audience of these programmes.

You'll always find the audience where listeners find their favourite programmes.

On

# 2GB

Several choice Daytime and Evening Channels are still available on 2GB and the Macquarie Network.

—and Macquarie Network Stations—



## Two State Sponsorships For Macquarie Network

"Jewels of Destiny," devised by Macquarie scripter, Maxwell Dunn, and casting many of Australia's leading talent, commences a 52 weeks' contract with the broadcast of January 9.

Sponsored by **Kolmar (Aust.) Pty. Ltd.** and featuring "Escapade" lipstick, the program will occupy the 6.45 to 7 p.m. channel every Sunday night on the following stations:—

2GB, 2CA, 2GZ, 2KA, 2LM, 2NZ, 2WL, 3AW, 3HA, 3SH, 3TR, 4BH, 5DN-RM, 6PR-TZ, 7HO and 7LA. Contract also includes 3BA, and although the above time varies on a number of stations, it is planned that standardisation will eventuate in the near future.

"Jewels of Destiny," brings a new note to radio presentations. Each 15-minute episode is self-contained, and, as a series, the dramatisations open up a fund of informative material in the romantic intrigue, conspiracy, adventure, murder and deception lying behind famous gems which have passed down through history.

Some of the artists taking part are: Own Ainley, John Tate, Lyndall Barbour, Mary Hosking, Michael Willoughby, Barrett Fleming, and others of similar high standing.

### VINCENT'S "STAR THEATRE"

The second sponsorship is Vincent's "Star Theatre," which will be broadcast from capital city stations and their relay outlets. Here again Macquarie brings a novel note in programming, in that the feature capitalises on the names of two of Australia's most versatile radio artists—Arundel Nixon and Neva Carr-Glynn.

These two personalities have taken the lead in many dramatic presentations, and it is upon this foundation of popularity that the idea arose to feature the artists in a series of plays.

In "Star Theatre" Vincent's will present both dramatic and comedy plays which will be specially written, and the stars will be strongly supported by thoroughly experienced radio players such as John Saul, Lloyd Berrell, Brenda Dunrich, Thelma Scott, Lloyd Lamble, Queenie Ashton, Richard Parry, Lyndall Barbour, and others.

Macquarie scripter, Maxwell Dunn, is also responsible for these presentations, and with Arundel Nixon as producer of "Star Theatre," listeners should have a treat in the way of 30-minute dramatised plays.

The broadcasts will be made every Monday night, commencing January 10. On 2GB-HR the time will be from 9 to 9.30 p.m., but until it is possible to standardise, this time will vary slightly on other stations.

The Macquarie stations included in the contract are: 2GB-HR, 2CA, 3AW-3CV, 4BH, 5DN-RM, 6PR-TZ, 7HO and 7LA.

Coincidences? What about the young New Zealand officer who arrived in Sydney recently after four years in overseas theatres of war. Decided that now he had reached civilisation again he should telephone someone. Anyone at all would do. A friend jokingly suggested Joan Read at 2CH. He phoned Joan Read, and in a couple of minutes' conversation learned that she went to school with his sister in New Zealand. Consequence: A grand party with a few fellow New Zealanders at the 2CH studios during the "Stars of the Services" program . . . and after.

## McNiven's Amateur Night Doing a Good Job for Soldiers

Completing nine months of solid entertainment, McNiven's Amateur Night broadcast from 2SM every Wednesday at 9 o'clock has established a right rating.

Each Wednesday night finds the 2SM Playhouse packed to capacity with people anxious to witness the broadcasts made by the competing amateurs. Ten such amateurs, including vocalists, instrumentalists, novelty artists and choruses, bands, etc., are listed for each evening's presentation, the whole of which is compered by John Dunne, studio manager.

One day John Dunne received a letter from a listener whose son was in the Tropics . . . she wanted to know if he could help her obtain hair clippers for this boy. Realising the wide coverage this session enjoys, he promptly broadcast the appeal during a presentation. The response was terrific! Hair clippers poured into the station, and so did more appeals! It grew into quite a snowball and has been snowballing ever since. Hundreds of sand shoes, hair clippers, shaving sets, cigarette cases, lighters, games, books, recordings and even a piano, have seen transit to boys of the forces. Letters have poured into the station and to the sponsors, McNiven's Ltd., telling of the listeners' gratitude for appeals answered.

One returned man in Maroubra especially will bless the 2SM Amateur Night for, without it, he would never have received a wheel chair he so badly needed.

*The Directors and Staff  
of Station 2SM, Sydney,  
extend to you their sincerest  
good wishes and victory for  
1944*

To All Sponsors  
and other  
Radio Stations

*"The Compliments  
of the Season"*

From  
the Management and  
Staff of

**3AW**

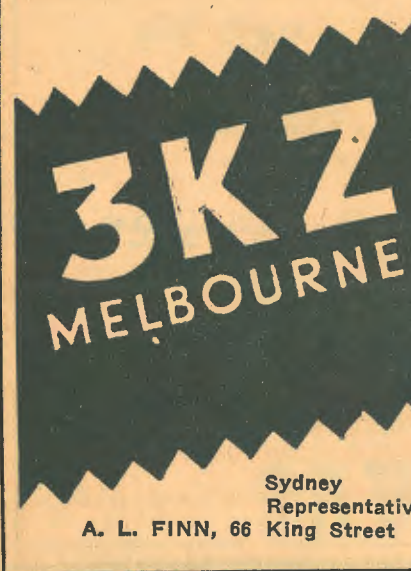


### "HELLO—COME IN" HAS NOVEL TWIST

Commencing on Friday, November 19, a new live-artist presentation from the 3XY studios takes the air each Friday night from 8.15 to 8.45. Its title, "Hello—Come In"—expresses the free-and-easy idea behind the show, in which the artists appear in the guise of casual callers who drop in on a homely atmosphere. Alwyn Kurts is host to this "family-party" gathering, and Douglas Gamley, 3XY's pianist, plays accompaniments when needed, and provides the inspiration for spontaneous choruses. Among the artists who will "come in" and oblige with an item or two are Ron Atkinson, baritone; Margaret Pirie, soprano; Alby Franks, who sings popular numbers; Hee McLennon with his famous banjo; Carl Briglia; John Browster and his guitar; Stella Lamond and Stan Foley, a pair always good for plenty of laughs.



Your resolve—  
**"I resolve**  
**to increase**  
**my sales—**  
**to add to**  
**my goodwill**  
**—by taking**  
**time, in**  
**1944, on—"**



**3KZ**  
**MELBOURNE**

Sydney  
 Representative  
 A. L. FINN, 66 King Street

## THEY SAY THEY'RE POPULAR

The question of what music the majority of the public like best to listen to and the problem of what music should be served up by radio stations to their listeners has always been a bone to start an argument about. It is quite an important matter so far as broadcasters are concerned. And as a number of broadcasting stations throughout Australia conduct sessions which incorporate recorded musical items in their order of favouritism with listeners as indicated by votes or mail analyses, some interesting data could be compiled if the listings of all stations doing such broadcasts could be brought to a common head. With that idea in mind "C.B." recently communicated with several stations known to be conducting these sessions. With this issue we start the ball rolling with some listings from the Tivoli Theatre's "Hits and Highlights" program broadcast Sunday evening on 3XY Melbourne and 2UE Sydney, and from 3DB's "Hit Parade" and 5DN's "Tops of the Pops."

All other stations which conduct sessions of this nature IN WHICH THE ITEMS USED ARE DEFINITELY VOTED INTO THEIR ORDER OF FAVOURITISM BY LISTENERS are invited to supply their listings for publication.

### "HITS AND HIGHLIGHTS" (3XY-2UE)

- Sunday, November 21, 1943.
- Coming in on a Wing of Prayer.
  - Why Don't You Fall in Love with Me.
  - Walking the Floor over You.
  - Let's Get Lost.
  - Don't Get Around Much Any More.
  - I Know a Secret.
  - Johnny Zero.

- Sunday, November 28.
- Why Don't You Fall in Love with Me.
  - Let's Get Lost.
  - Coming in on the Wing of a Prayer.
  - I Know a Secret.
  - Johnny Zero.
  - You'll Never Know.
  - Walking the Floor over You.

- Sunday, December 5.
- Why Don't You Fall in Love with Me?
  - I Know a Secret.
  - Let's Get Lost.
  - Johnny Zero.
  - You'll Never Know.
  - East of the Rockies.
  - Coming in on a Wing and a Prayer.

- Sunday, December 12.
- I Know a Secret.
  - Why Don't You Fall in Love with Me?
  - Johnny Zero.
  - You'll Never Know.
  - Let's Get Lost.
  - East of the Rockies.
  - Hit the Road to Dreamland.

### "HIT PARADE" (3DB)

- Sunday, November 28.
- Why Don't You Fall in Love with Me?
  - I Met Her on Monday.
  - You'd Be so Nice to Come Home To.
  - Don't Get Around Much Any More.
  - I've Heard that Song Before.
  - East of the Rockies.
  - We Go Well Together.
  - Who Wouldn't Love You?

- Sunday, December 5.
- Why Don't You Fall in Love with Me?
  - You'd Be so Nice to Come Home To.
  - I Met Her on Monday.
  - Don't Get Around Much Any More.
  - East of the Rockies.
  - We Go Well Together.
  - I've Heard that Song Before.
  - Who Wouldn't Love You.

### "TOPS OF THE POPS" (5DN)

- Sunday, November 28, 1943.
- Walking the Floor Over You.
  - As Times Goes By.
  - Manhattan Serenade.
  - Who Wouldn't Love You.
  - I'm Going to Get Lit Up.
  - I Met Her on Monday.
  - A Boy in Khaki—a Girl in Lace.

- Sunday, December 5.
- Walkin' the Floor Over You.
  - I'm Going to Get Lit Up.
  - Who Wouldn't Love You.
  - I Met Her on Monday.
  - Manhattan Serenade.
  - Why Don't You Fall in Love with Me?

Some stations broadcast "Hit Parade" type of programs in which the order of favouritism is based upon record sales. These, however, may not give as true a reflection of popularity due to record production limitations, and the difficulty these days of tracking down every source of supply of records. However, just for the sake of comparison and for what it is worth, hereunder is the listing of favouritism of eight numbers based on record sales throughout Australia and broadcast in 2UE's "Australia's Choice" program on Thursday, November 25.

- Don't Get Around Much Any More.
- Walking the Floor with You.
- I Met Her on Monday.
- Why Don't You Fall in Love with Me?
- Who Wouldn't Love You.
- As Time Goes By.
- You'd Be so Nice to Come Home To.
- I Had the Craziest Dream.

- Wednesday, December 2, 1943.
- Don't Get Around Much Any More.
  - Why Don't You Fall in Love with Me?
  - I Met Her on Monday.
  - Walking the Floor Over You.
  - Who Wouldn't Love You.
  - As Time Goes By.
  - You'd Be So Nice to Come Home To.
  - East of the Rockies.

- Thursday, December 9.
- Why Don't You Fall in Love with Me?
  - Don't Get Around Much Any More.
  - I Met Her on Monday.
  - Who Wouldn't Love You.
  - Walking the Floor Over You.
  - As Time Goes By.
  - East of the Rockies.
  - We Go Well Together.

## Two New Commercial Stations Operating in South Australia

### 5KA Adelaide and 5AU Port Augusta Officially Opened December 6

The two new South Australian commercial stations, 5KA Adelaide and 5AU Port Augusta, were officially opened by the Postmaster-General, Senator Ashley, on December 6.

Controlled by the Methodist Church in Adelaide, the stations make a welcome addition to South Australian broadcasting. Both units have already received understanding support from advertisers. General manager of the stations is Mr. Charles W. Batten, formerly a well known Melbourne agency executive.

Officially opening the stations, Senator Ashley said he appreciated the invitation of the directors of Stations 5KA Adelaide and 5AU Port Augusta in giving him the opportunity to participate in the official opening of the stations. His address was recorded, and he regretted that other official duties prevented him being present in the studios on the important occasion.

"The two stations which commence transmission to-night become units of a nation-wide system of broadcasting which has developed tremendously for the service of listeners of this country in a remarkably short span of time," he said.

"It was even before broadcasting had reached its majority in years that great tests were imposed on its usefulness to the nation.

"I refer to the requirements of war in Australia, and the extent to which wireless broadcasting, represented by both commercial and national stations, was able to add to our war effort.

"Perhaps it was appropriate that such a test should occur in the interests of freedom, because when discussing the depth of public influence of broadcasting,

it must be remembered that to a large extent it was the diabolical misuse of radio as a propaganda weapon which led the peoples of Nazi Germany and its satellites into war.

"Democracy, of course, provides adequate protection against such exploitation, and in all free countries the incidence of radio has been one for profound good, by enlightenment, entertainment, education and for many other reasons.

"Since the war began, radio in Australia has played a very valuable part, particularly in providing a close personal link between the nation's leaders of war administration, and each individual at his fireside or work bench, in suburbia or country town—the men and women whose knowledge of war and understanding of the problems of war administration was to decide the extent of our war effort.

"Radio in Australia played a major part in the inspiration of high morale for us all when the days were most threatening.

"It has met the demands of war, and in the same way it will be a powerful influence in the peace—when a fully-informed people will be necessary to ensure the success of post-war rehabilitation.

"When I survey utilisation by the people of South Australia of the broadcasting services, I find that they have shown a very great appreciation.

"The State easily holds pride of place in respect of licence density. There is a wireless receiver in ninety-five out of a hundred homes in South Australia as against 77 per cent for the Commonwealth as a whole.

"South Australian listeners are thus entitled to expect an adequate service, and I was glad therefore when circumstances permitted me to authorise the establishment of these two new stations.

"An additional alternative program for the very numerous Adelaide listeners will now be provided by 5KA and the service available in one of the important country centres of the State will be greatly improved by 5AU Port Augusta.

"The company operating the stations will be controlled by the Central Methodist Mission. This fact prompts me to mention that the Parliamentary Standing Committee on Broadcasting recommended that, in connection with the grant of licences for commercial stations, the claims of the Churches should receive preferential consideration.

"I am pleased to say that the Methodist Church authorities have made definite arrangements with other denominations whereby they may freely expound their views through 5KA and 5AU without charge.

"This is an achievement which does credit to all who took part in the negotiations concerning the allocation of time for religious broadcasts, and it speaks volumes for the spirit of tolerance which exists in your State.

"I take this opportunity of conveying to all my listeners the cordial greetings of the Commonwealth Government, and to thank you for the manner in which you are co-operating with it in the tremendous national effort which the war requires of us.

"Circumstances are, as we all know, such as to impose much inconvenience, and to demand continuous sacrifices, but I earnestly trust that the day is not far distant when we shall return to enjoy our usual vocations, as peace loving people in the company again of relatives and other loved ones who have been separated by the cruellest circumstances of war—active service on battlefields all over the world—and by unavoidable economic upheaval on the home front.

## SCATTER ANNOUNCEMENT FROM THE V.B.N. STATIONS—

"Happy Christmas and a Victorious New Year to You All"

<b>3HA</b>	<b>3TR</b>	<b>3SH</b>
WESTERN VICTORIA	GIPPSLAND	NORTHERN VICTORIA
THE VICTORIAN BROADCASTING NETWORK—239 Collins St., Melbourne. Phone Cent. 4124		
Sydney: Macquarie Broadcasting Services, 136-138 Phillip Street. Phone: B 7887		



# Preparing for Post-War Homes

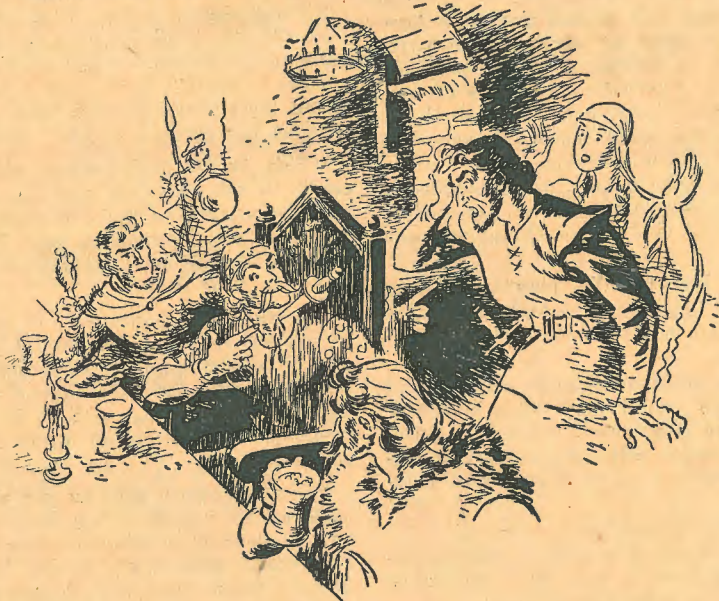
Sydney County Council Broadcasts are a Valuable Contribution to Community

When the Sydney County Council Electricity Undertaking announced the completion of arrangements for the presentation, through 2UW Sydney, of "Your Home, Your Family and You," it was stated that representatives of the New South Wales Government Depart-

ment of Health and the New South Wales Institute of Architects would, each week, cover a wide field of community service.

The talks already broadcast in this session have amply borne out that claim. They are among the most thought-pro-

LESSONS FROM HISTORY No. 5.



**It's Intangible...**  
**but you can't ignore it**

To Macbeth the ghost of the murdered Banquo was a very definite reality . . . something he couldn't ignore. To you, the integrity of a radio station—while it is intangible and can't be described in physical terms, calculated on a slide rule, or printed on a rate card—is a very real thing. And it is a potent factor in influencing public response to your radio message.

That is why 2KO—having sold itself to its listeners and earned their confidence—can sell *more* products for you.

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

voking which commercial radio has yet put on the air.

In last week's broadcast, for instance, a representative of the Institute of Architects raised the question as to whether the dining room, as we know it, was necessary in the average Australian home. He pointed out that the dining room to-day was a survival from a more formal age—a legacy of the Victorian era of large families and unlimited domestic staff—but that its inclusion in every home had become the conventional demand even though it represented probably a couple of hundred pounds in building and furnishing costs. He suggested a combination living-room with built-in cupboards and drawers instead of sideboards, and then went on to discuss the alternatives of kitchen angle nooks and their lay-out.

Earlier talks had covered problems associated with the modernisation of old homes (a most comprehensive study of the subject ranging from the re-modelling of plans to the application of colour scheme), the necessity for planning a home to provide for the needs and the comfort of Saturdays and Sundays (this had an especial appeal for husbands), and the relation of the house to the garden. In this latter talk the architect emphasised what could be accomplished in relating the various rooms of the house to the garden lay-out, and in using the garden as outdoor living space. Particular emphasis also was placed on the planning of the home to make the most use possible of the sun, and shelter from unpleasant winds. It was pointed out that, if the living room windows were properly placed, they would be on that side of the house least affected by wind, so that they could remain open even when strong winds were blowing. The planning of the garden, with provision for thick hedges, trees, and shrubs was a necessary adjunct to the planning of the house itself.

Of particular interest to housewives were other talks under the heading of "Making Housework Easier." One talk was entirely devoted to the lay-out of the kitchen, and the extent to which unnecessary effort could be obviated very largely by the placing of the various kitchen services in relation one to the other. Listeners were told how the sink and the cooker, the table, the ice-chest, the saucepan racks and the dresser could best be placed so as to provide a minimum of effort in the daily round.

Equally comprehensive in their application have been the talks broadcast by spokesmen of the New South Wales Government Department of Health. Recent subjects have included completely informative discussions on common infectious diseases, such as whooping cough, scarlet fever, and measles. In each case the subject has been discussed from every angle, including the preliminary symptoms and the onset of the disease, and particular care was taken in each case to phrase the talks in such simple language as to be understandable by every listener.

(Continued page 14, foot col. 3)



# Christmas

1943

Radio 2NE

Presents

The Season's Greetings

to our old friends

—and new ones.

May the New Year bring peace through

# Victory



## Macquarie Produces "The Falcon" Series for Colgate-Palmolive Unit

When the Colgate Palmolive Radio Unit decided on a three weeks' break over the Christmas period to enable their regular artists and orchestra in "Calling the Stars" to enjoy a well-earned rest, they were confronted with the problem of maintaining continuity of the high standard of entertainment which listeners had come to expect every Friday night at 8 o'clock.

It was a physical impossibility to produce three extra "Calling the Stars" programs, so arrangements were made for Macquarie to produce three one-hour dramatisations of "The Falcon" series, for which rights were obtained from R.K.O. Radio Pictures. The usual broadcasting channel will be utilised and dates for release on all stations concerned will be December 24 and 31 and January 7.

The series comprises "The Gay Falcon," "The Falcon Takes Over," and "A Date with the Falcon," in that order. Film scenarios were adapted by Macquarie writer Maxwell Dunn. Production was by Macquarie's well known radio producer, E. Mason-Wood, who said that the series occupied approximately 12 hours in rehearsals and actual time before the microphone. All the incidental music used were selections from Macquarie's exclusive library.

"The Falcon" plays will find an enthusiastic audience, especially in view of the fact that popular star, George Sanders, has already introduced this debonair character to thousands of Australian film-goers. Arundel Nixon will play the title role, while Neva Carr-Glynn plays opposite to provide the touch of romance. An outstanding supporting cast will include Wayne Froman and Hal Lashwood, of "Calling the Stars" fame, Marshall Crosby, Fred McIntosh, Barrett Fleming, Queenie Ashton, Sheila Sewell, Cecil Perry and Mary Hosking. All stations taking "Calling the Stars" (which will resume in its new Tuesday channel on January 11) will present "The Falcon."

### "FIRST LIGHT FRASER"

Extension of Macquarie serial, "First Light Fraser" for a further long term is also announced on behalf of Colgate-Palmolive.

olive. This drama of war-torn Europe, written by Max Afford and produced by Macquarie, has reached heights in popularity which have made renewal a matter of course.

The serial will continue in the same channel—7.15 p.m. Monday to Thursday.

### SIXTH YEAR OF "CHARLIE CHUCKLES"

The "Charlie Chuckles" feature on 2GB Sunday at 9.45 a.m., designed especially for children, was originated in 1939 for Consolidated Press Ltd., to popularise their "Sunday Telegraph" comic supplement, and renewal of the contract for 1944 marks its sixth consecutive year, during which time an enormous audience of young folks has been built up and sustained by 2GB personality—Arundel Nixon.

The idea of the feature is to gather the kiddies 'round the radio and to take them picture by picture through each comic strip. Nixon, meanwhile, reading the pictures in his inimitable manner and assuming separate character voices, with effects to suit. Between the play-acting, birthday calls are made and altogether, the program is refreshingly novel—even after so many years.

### NUGGET'S "MUSIC BOX MEMORIES"

"Memories Live Longer than Dreams" is the perfect theme song for Nugget's "Music Box Memories," 2GB program which has been extended to include 2WL.

Program accentuates a new angle on the rendition of old songs and melodies and incidents surrounding them, in that it digs deep into the past and unearths some of those lovely compositions that are now almost traditional. Some of the composers are unknown. In a number of instances nobody knows where the royalties should go.

Session is presented every Friday from 7.15 to 7.30 p.m., from 2GB, 2HA and 2WL.

SOUTH-EASTERN NEW SOUTH WALES

**2BE BEGA** 200 WATTS

J. A. KERR

**2XL COOMA** 200 WATTS

COOMA BROADCASTERS PTY. LTD.

Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081

**PRESTO** FOR ALL  
YOUR  
RECORDING SUPPLIES

**A.M. CLUBB & CO.**  
PTY. LTD.  
76 CLARENCE ST. SYDNEY  
TELEPHONE 23908

### KIRSOVA BALLET TO PERFORM FOR ANNUAL PARTY

Members of Madame Helen Kirsova Russian Ballet are to perform at the 2CH Women's League Annual Party to be held at the Sydney Trocadero on Friday next, December 17.

Peggy Sager, well known ballerina, will be soloist, and she will be supported by other prominent members of the ballet, which is about to open a season at the Sydney Conservatorium.

Mme. Kirsova recently broadcast from 2CH in Meg. McSpeerin's Voluntary War Workers Session in connection with the former's efforts to raise funds to provide recreation centres for children in industrial areas. It is for this objective that the forthcoming Conservatorium season is to be held.

Meg. McSpeerin's review of the year's activities will reveal that nearly £4,000 was raised during 1943.

### MUTUAL USING FACTORY PROGRAM

One of Melbourne's biggest advertisers, "The Mutual Store," at the moment are sponsoring on 3AW "The Mutual Store Radio Theatre" on Sunday nights at 8, have taken out a further contract with 3AW for 312 half-hours, and are sponsoring John Masters "Choice of the People" 9.30 to 10 factory program.

The account is handled by Paton's Advertising Service.

### POSTWAR HOMES

(Continued from page 12)

The third section of "Your Home, Your Family, and You"—talks on problems of domestic science—are handled by Miss Joyce Williams of the Sydney County Council Home Management Section. Recent talks have included far-reaching discussions on the removal of stains, the care of the bathroom and the laundry, the easy cleaning of windows, the care of kitchen utensils to lengthen their life and to increase their efficiency, and the equipment of kitchen cupboards.

"Your Home, Your Family, and You," in fact, holds more than ordinary interest from the point of view of the radio industry, because it is a definite contribution to community welfare and an authoritative discussion on problems of post-war domestic happiness and health. The broadcast, which emanates from the 2UW Theatre in the presence of an audience, goes on the air from 2 to 3 p.m. on Thursdays.

Presto Sapphire Cutting Stylii  
Presto Steel Cutting Needles  
Presto Red Transcription Needles  
Presto 78 and 33 Turntables  
Presto Recording Machines

It's the **Station**

**3XY** ★

of the

**Star**

**Shows!**

★ Gouge's  
**ONE MAN'S FAMILY**

Wednesdays at 8 p.m.

★ "HELLO—COME IN!"

★ TIVOLI Hits and Highlights

★ Sackville's  
**THE KING OF QUIZ!** Fridays at 8.30 p.m.

★ Maples' **TWO-STATION QUIZ** ★ Ball and Welch's **PORTS OF CALL**

★ Peters ICE CREAM **SALUTES** ★ THE ALLIED **SERVICES**

★ Peak Fren's **PRISONER AT THE BAR** ★ Laconia's **"WHAT WOULD YOU HAVE DONE?"**

★ **ASPRO "RADIO REVELS"** Sundays at 8.15 p.m.

★ Manton's **MUSIC MAGNIFICENT** ★ Foy's **FACT—not FICTION**

★ **TYE'S "RADIO REVUE"** Sundays at 8.15 p.m.

Princess Theatre Building  
Spring Street . . . MELBOURNE  
CENTRAL 6612

Sydney Representative . . . J. BARNES  
Room 34, 4th Floor, 44 Bridge Street  
BW 7437



## P.A. HELPS FACTORY OUTPUT

The Bellercraft Knitting Mills have taken out a contract for 52 quarter-hours with 3AW in a Keith Howard, "The Boyfriend" program, which is on the air daily from 1 p.m. to 2.30 p.m. "Bellercrafts" hold an unofficial record in Melbourne as far as radio is concerned. They have a loudspeaker system through their factory which has been in operation since 1923. The proprietor of the business, Mr. Bell, claims that radio programs double his employees turnover, and he should know.

## SUNDAY COMMUNITY SINGING

Sunday community singing which has long proved one of the most popular 3KZ afternoon features has been sponsored by the manufacturers of Letty Lynton Frocks. The program broadcast from 3 until 4 is punctuated by the appearances of leading stage and radio stars, and the whole show is under the leadership of that outstanding community singing compere, Mr. Will Sampson, from the King's Theatre.

*Greetings . . . . .*

TO ALL OF OUR MANY  
GOOD FRIENDS, WE WISH A RESTFUL CHRISTMAS AND A  
HAPPIER NEW YEAR.

THE ARGUS BROADCASTING  
SERVICES PTY. LTD.

**3SR - - 3YB - - 3UL**



Friends, old and new, we send you Greetings with our wish that this be our last war torn Christmas, that the New Year will bring "Peace on Earth and Goodwill Towards All Men."

**2GZ - 2KA**

## DISTANT JUNGLE LISTENERS TO "STARS OF THE SERVICES"

It was revealed by one A.I.F. competitor at a recent broadcast of "Stars of the Services," Goodland's sponsorship on 2CH, that he and members of his unit had frequently listened to this program while on active service in New Guinea.

This competitor who had recently returned from New Guinea, mentioned the fact in a preliminary chat with Joan Read, compere of the show, before doing his "turn." By way of confirmation he named some of the highlights in the shows he had heard, and these were readily recognised by Joan Read and members of the studio audience.

"Stars of the Services" is a talent contest open to all members of the services, including the Australian and Allied merchant services. At a recent broadcast members of the Dutch Merchant Navy gave an excellent account of themselves, and an instrumental trio carried off the first prize.

A remarkable feature of "Stars of the Services" which recently revealed a big listening audience, is the seemingly never-ending supply of talent available, ensuring maximum entertainment which is heightened by the many human interest cameos provided by the servicemen in their chats to Joan Read before broadcasting.

Goodland's sponsor "Talent Quest for Women" on Friday nights, in addition to "Stars of the Services" (now scheduled at 8 p.m. Wednesdays) on 2CH. The account is handled by Goldberg's.

Cpl. Jones recently conducted a draughts championship, which was held with all the seriousness of a world's chess title. Pt. N. Kennedy, of Glebe, N.S.W., defeated "Skip" Thompson, of Rockhampton, the local champion. For this feat, Kennedy collected two tins of coffee and milk, 12 packets of chewing gum, 50 cigarettes, three cakes of chocolate, half a dozen face washers, and two cakes of soap—goods which, Cpl. Jones points out, were not much good to put on the sideboard, but "worth their weight in gold" in New Guinea.

## Lever Bros. Sampling Television

Lever Bros. commenced sampling commercial television in U.S.A. last month when they went on the air experimentally with a 15-minute show once weekly over W2XWV. Feature being televised for them is a four year old studio news show "Face of the War," as a preliminary to more modern scripted features. A decision is made to carry on.

Dumont owns the station, and an application to the FCC for the right to operate on a commercial basis is pending.

21 STATIONS . . . NOW 21 STATIONS . . . NOW 21 STATIONS . . . NOW 21 STATIONS . . . NOW 21

## ANNOUNCING



AS FULL MEMBERS OF THE

*Macquarie Network*

**3CV** Now located at Maryborough (Vic.). The population within a 50-mile radius exceeds that of any other station in Australia, outside mainland capitals.

**4BU** Already established as one of Queensland's leading country stations, carries most of the big national programmes.

Therefore, we say with greater confidence than ever—

You CAN cover  through Macquarie!

THE MACQUARIE NETWORK

136 Phillip Street, Sydney. 'Phone: B7887

Melbourne Address: 239 Collins Street. 'Phone: Central 4634.

21 STATIONS . . . NOW 21 STATIONS . . . NOW 21 STATIONS . . . NOW 21 STATIONS . . . NOW 21



# Broadcast Listeners' Licences in Force in Metropolitan and Country Areas and Within 25 and 50 Miles of Principal Cities and Towns as at June 30, 1943

(NOTE: The 25 miles figures appear above the 50 mile figures.)

Total for Commonwealth (one receiver each home): Metropolitan, 795,659; Country, 604,341; Grand Total, 1,400,000

Locality	Licences	Popu- tion	% of Pop'n	Locality	Licences	Popu- tion	% of Pop'n	Locality	Licences	Popu- tion	% of Pop'n
<b>NEW SOUTH WALES</b>											
Metropolitan	301,218	1,336,600	22.53	25 and 50 Miles				Metropolitan	350,000	26.25	
Country	232,403	1,488,082	15.61	Melbourne	254,796	1,188,980	21.42	Country	50,546	255,689	19.76
State	533,621	2,824,682	18.89	Ballarat	11,446	66,845	17.12	State	142,780	605,689	23.57
<b>25 and 50 Miles</b>											
Sydney	320,443	1,422,909	22.52	Bendigo	9,444	53,605	17.82	25 and 50 Miles			
Albury	4,948	30,588	16.17	Charlton	1,701	15,567	10.93	Adelaide	99,270	384,518	25.81
Armidale	2,651	16,138	16.42	Colac	4,028	45,168	12.78	Crystal Brook	5,483	25,349	21.63
Bathurst	3,806	31,562	12.05	Geelong (25)	16,319	21,045	19.14	Mt. Gambier	11,314	50,128	22.57
Bega	4,575	27,114	16.87	Geelong (50) Inc. Metro.	12,896	63,596	20.28	Murray Bridge (25)	3,158	13,147	24.02
Broken Hill	17,298	93,390	18.52	Geelong (50) Exc. Metro.	280,438	1,263,164	22.20	(50) Inc. Metro.	5,186	25,103	20.65
Burrumbidgee	1,662	10,323	16.09	Hamilton	38,612	156,164	24.73	Exc. Metro.	4,467	18,696	23.89
Canberra	3,267	20,321	16.07	Horsham	2,816	16,464	17.11	Pt. Augusta	12,689	42,910	24.30
Cessnock	5,110	27,532	18.56	Lubeck	3,431	16,047	21.38	Exc. Metro.	1,874	6,012	31.17
Cooma	15,738	28,257	18.08	Mildura	7,380	44,380	16.63	Pt. Lincoln	4,067	13,778	29.51
Corowa	3,566	15,738	22.65	Mildura	3,782	20,857	18.13	Renmark	954	4,362	21.87
Cummoock	6,154	33,586	18.32	Mildura	8,320	55,451	15.00	State	1,541	7,196	21.41
Dubbo	48,567	216,905	22.38	Mildura	3,957	22,962	17.23	25 and 50 Miles	2,787	11,159	24.97
Goulburn	55,567	269,535	21.41	Sale	4,161	27,560	15.09	Perth	3,766	21,501	17.51
Grafton	826	5,290	15.60	Shepparton	2,731	16,563	16.49	<b>WESTERN AUSTRALIA</b>			
Griffith	3,009	15,828	19.01	Shepparton	8,909	49,869	17.92	Metropolitan	61,985	230,000	26.95
Gunnedah	3,635	23,646	15.87	Swan Hill	12,017	85,566	15.14	Country	33,015	287,082	13.93
Inverell	12,058	81,131	14.86	Warragool (25)	1,728	13,425	12.87	State	95,000	467,082	20.33
Katoomba (25)	1,139	10,280	11.07	Warragool (50) Inc. Metro.	4,102	35,073	11.69	25 and 50 Miles			
Katoomba (50) Inc. Metro.	11,474	71,758	15.98	Warragool (50) Exc. Metro.	7,310	41,645	17.55	Albany	62,934	247,781	25.39
Kempsey	903	6,550	13.78	Warrnambool	40,362	224,715	17.96	Bunbury	65,880	259,835	25.76
Lismore	5,068	33,225	13.25	<b>QUEENSLAND</b>				Kalgoorlie	1,279	5,539	23.09
Lithgow	2,878	16,559	17.38	Metropolitan	82,600	344,200	23.99	Katanning	1,960	9,416	20.81
Moss Vale	5,952	31,227	19.06	Country	92,183	692,630	13.30	Merredin	2,820	15,086	13.65
Mudgee	4,846	23,573	18.43	State	174,783	1,036,830	16.85	Narrogin	6,660	33,848	19.67
Murwillumbah	3,514	61,541	15.45	25 and 50 Miles				Dardanup	2,391	11,430	20.91
Newcastle	3,695	20,335	18.17	Brisbane	91,749	394,069	23.73	Geraldton	6,954	35,470	19.60
Orange	6,069	42,314	14.34	Atherton	99,271	446,709	22.61	Kalgoorlie	4,034	19,904	20.26
Parkes	1,607	13,364	12.02	Ayr	2,063	17,625	11.70	Northam (25)	6,953	34,777	19.99
Singleton	4,164	34,331	11.95	Bundaberg	7,257	41,529	17.47	Northam (50) Inc. Metro.	1,207	7,270	16.60
Tamworth	6,739	47,214	14.27	Cairns	4,260	22,518	18.91	Exc. Metro.	1,445	9,984	14.47
Wagga Wagga	1,895	13,383	14.15	Charleville	8,187	46,421	17.63	Wagin	4,491	21,390	20.99
Wollongong (25)	5,515	38,502	14.32	Dalby	3,658	23,745	15.40	State	4,491	23,257	19.31
Wollongong (50) Inc. Metro.	9,607	37,761	24.61	Gympie	6,615	48,850	13.54	25 and 50 Miles	1,495	6,010	24.87
Wollongong (50) Exc. Metro.	184,446	836,987	22.03	Ipswich	5,877	37,442	15.68	Albany	2,760	14,537	13.98
Young	33,837	168,687	20.05	Ipswich (25) Inc. Metro.	697	5,067	13.75	Merredin	778	15,031	14.44
	3,005	18,827	15.96	Ipswich (50) Inc. Metro.	1,576	8,198	19.22	Narrogin	1,206	6,016	20.04
	5,359	40,180	13.21	Mackay	12,059	59,370	20.31	Devonport	2,915	15,847	18.39
	10,093	59,611	16.93	Mackay (25) Inc. Metro.	3,184	24,390	13.05	Kelso	2,915	15,847	18.39
	14,152	96,492	14.66	Mackay (50) Exc. Metro.	10,522	68,492	15.36	Launceston	1,206	6,016	20.04
	8,254	34,967	23.60	Maryborough	91,732	392,978	23.34	Queenstown	1,206	6,016	20.04
	18,074	100,730	17.94	Rockhampton	9,132	48,778	18.72	Ulverstone	2,439	12,782	19.68
	47,086	192,089	24.51	Roma	1,441	8,492	16.96	Wagga Wagga	20,304	95,282	21.56
	54,604	246,782	22.12	Toowoomba	10,061	53,241	18.89	Exc. Metro.	4,808	37,782	12.72
	4,004	22,917	17.47	Townsville	23,178	123,059	18.83	State	694	4,387	15.81
	22,521	114,179	19.72	Warwick	5,472	28,533	19.17	TASMANIA	3,406	17,767	19.17
	1,869	13,473	13.87					Metropolitan	15,796	67,900	23.26
	4,758	35,694	13.04					Country	32,087	173,271	18.51
	5,812	38,615	15.05					State	47,883	241,171	19.33
	16,755	106,250	15.76					25 and 50 Miles			
	46,678	198,069	23.56					Hobart	20,690	91,638	22.57
	54,377	246,606	20.24					Burnie	22,419	108,619	20.64
	5,178	30,053	16.79					Derby	5,400	27,236	19.83
	11,471	79,855	14.36					Devonport	9,622	48,377	19.83
	2,916	17,577	16.58					Kelso	1,541	9,009	17.10
	5,524	43,808	12.60					Launceston	11,748	55,828	21.04
	7,471	52,955	14.10					Queenstown	6,566	31,603	20.78
	54,737	242,662	22.55					Ulverstone	18,151	86,597	20.96
	3,641	21,613	16.84					Wagga Wagga	3,156	18,804	16.78
	7,689	50,312	15.28					State	18,250	90,769	23.60
	4,727	27,672	17.07					25 and 50 Miles	11,339	51,497	19.91
	10,045	73,086	13.74					Hobart	16,365	82,196	19.91
	14,457	57,415	25.17					Burnie	1,907	6,932	27.51
	335,206	1,483,673	22.59					Devonport	2,286	9,719	23.32
	33,988	147,073	23.10					Launceston	6,622	32,794	20.39
	2,276	17,039	13.35					Queenstown	9,545	47,864	19.34
	8,460	56,728	14.91					Ulverstone			
<b>VICTORIA</b>											
Metropolitan	241,826	1,107,000	21.84								
Country	134,107	845,152	15.86								
State	375,933	1,952,152	19.25								

## "PINOCCHIO" 2UE XMAS DAY FEATURE

John Cazabon in Lead

Walt Disney's famous fantasy, "Pinocchio" is one of the features arranged by Radio 2UE for broadcast on Christmas Day.

Sponsored by Kolynos, "Pinocchio" is being produced for 2UE by Reg Johnston at the Columbia Recording Co.

It has been adapted for radio from the film script, while the broadcast will also feature all the music heard in the film which enjoyed such a long run when shown in Sydney.

Reg Johnston has gone to great lengths to retain all the finest features of the film, and Disney's representatives in Australia are taking more than a passing interest in the production.

The part of "Pinocchio" is to be portrayed by talented John Cazabon, while others in the case include Lloyd Berrell and Peter Dunstan as "Jimminy Cricket."

## Goodland's New Daytime Sponsorship

Effective from Monday, November 1, Goodland's Pty. Ltd. (Friendly Food Stores) are presenting a "request" musical program from 2GB at 9.15 a.m. five days weekly from Monday to Friday.

"Songs that Linger" is the title of these 15 minute sessions which give the opportunity for listeners to state their favourite song, together with the reason why. For instance, a Manly listener called for "One Dozen Roses," giving as her reason—"This song remains in my memory because after a very hazardous crossing from Liverpool to Quebec during the submarine scares, a friend greeted me with a wonderful bunch of a dozen American Beauty roses."

"Songs that Linger" is a happy inspiration for a session with a wealth of human interest behind it.

Goldberg Agency handles the account.

## INNOVATION FOR "P AND A" PARADES

Maples, long known as the sponsors of P. and A. Parade, have introduced as their summer program an idea which is new to this famous firm of furniture manufacturers.

In previous years Maples have sponsored various live-artist programs over their summer time schedule, but this year they have broken new ground by presenting a broken hour of drama each Sunday night, the feature being the George Edwards production, "Man in the Dark." The first hour will be presented on 3KZ, and the usual 13 station network at 9.30 on December 19. The network includes, in addition to 3KZ, 3BA, 3BO, 3GL, 3HA, 3HB, 3SR, 3YB, 3MA, 2WG, 2AY, 7LA, 7HO, 7BU.

## THRIFTY THEME

"I've got Sixpence" is the title of the theme song which ushers in the various programs presented by 2KY on behalf of the Commonwealth General Assurance Corporation Ltd. Sponsored times include one hour daily, Monday to Thursday inclusive, commencing at 12 noon, a quarter-hour each on Sunday morning and afternoon (9 o'clock and 2.30 respectively). The programs are further supported by 35 announcements weekly, broadcast during the breakfast session, the women's session, and the afternoon and evening sessions.

Contract covers 13 weeks.

John Sackville and Sons Pty. Ltd. are sponsoring the new type quiz show that's boosting the 3XY Friday night program. "The King of Quiz" provides an outright winner each week, with £10/10/- a week as long as each king-or queen-holds the throne.

## FOR EFFECTIVE COVERAGE AND RESULTS FROM THE SOUTH COAST USE 2BE BEGA

Sydney Agent: L. S. DECENT, LISGAR HOUSE, CARRINGTON STREET. 'PHONE BW 2081

## For the New Year

IT IS ANNOUNCED THAT

# "One Man's Family"

joins the

# 4BH FAMILY

OF TOP-LINE RADIO FEATURES

Commencing January 8, 1944.

Sponsored by the Manufacturers of Sattal Washing Powder.

The first series of "One Man's Family" ran from 4BH as a live artist show some five years ago and created all-time records as an audience holding feature. . . Now the new series returns to 4BH to join a fitting company of top-line radio features, including "First Light Fraser" — "Rise and Shine" — "Dr. Mac" — "Sons of the Sea" — "The Old Time Music Hall" — "Radio Stage" — "Star Night," etc., etc.

# >>> 4BH <<<

A Chandler Station

45 ADELAIDE STREET, BRISBANE. 'PHONE B2002

Sydney: Chandler's Broadcasting Services, Australia House, Carrington Street, Sydney.  
Melbourne: Macquarie Broadcasting Services Pty. Ltd., 239 Collins Street, Melbourne.



# PERSONALS

**Mr. O. F. Mingay**, who is expected shortly to arrive back in Australia after spending nearly 12 months in Washington, has been elevated to the new grade of Senior Member of the Institute of Radio Engineers (U.S.A.), according to advices received from America this week. Mr. Mingay will not be aware of the advancement until he actually reaches Australia.

**Mrs. Stelzer**, founder of the 2GB Happiness Club, was entertained at Prince's in Sydney on Monday this week by group leaders of the many branches of the club throughout the metropolitan and Newcastle areas. Occasion was to celebrate Mrs. Stelzer's birthday.

**Jack Davey**, inimitable comper, producer, comedian of Australian radio, has accepted a position with the American Red Cross, in which his services as an entertainer will be fully availed of for the troops in forward fighting areas. Although he has joined the American Red Cross, that does not mean that he will be entertaining only Americans, for in his new capacity he will be entertaining Aussies too in places where he will have to go.

Sydney rep. for 3XY, **Mr. John Barnes**, fondly known amongst his friends as the "human dynamo," entertained several pals in the advertising fraternity at the Wentworth Hotel one day this week. Occasion was in the nature of a December get-together to exchange best wishes.

**Mr. Lionel Shave**, of the George Patterson agency, himself a handy welder of the brush and pallet, is in his element these days. Reason is the George Patterson Red Cross centre's exhibition of paintings now being held in the basement of A.W.A. Building. Many hundreds of pounds' worth of paintings by famous Australian artists have been donated for the exhibition, and a brisk sale of good works is rewarding the efforts of the organisers. Shave has at least one work in oils in the exhibition.

**Mr. L. R. Hood**, 2UE sales manager, has returned to Sydney after a hurried business trip to Melbourne.

**W. (Bill) Moloney**, who conducts the 2UE "Happy Go Lucky" hour every Monday to Friday at 5.15 p.m., is now also heard night announcing Tuesdays.

Recent visitor to Sydney was **Rupert Fitts**, of the V.B.N. Drifted in like a wraith of smoke and as quietly disappeared south again. Never was the popular Rupert more mysterious about his moves. Well, it never does do to let the right hand know what the left is doing!

**Mr. Frank Moody**, advertising manager for N.S.W. of Vacuum Oil Co. Pty. Ltd., has been appointed associate liaison officer to Mr. Charles K. Gamble for the Anzac division of the British War Relief Society in U.S.A.

**Mr. Cliff Paray**, manager of 3CV Maryborough, Vic., and Mrs. Paray, have been spending a couple of weeks in Sydney "seein' the sights." Mr. Paray is also taking the opportunity of resting his foot which was fractured a couple of months ago. He's not a bit embarrassed in having to hobble about on a stick; says it's the fashion anyway in Sydney these days! It did not stop the Paray's doing a spot of entertaining in their suite at the Australia Hotel.

There's nothing like having faith in your own medium—and it's men. A strong example is found in the large number of the broadcasting fraternity who dwell upon selections given out by **Cliff Cary** of 2UE Saturday mornings.

It will be learned with regret that **Mr. Bill Lascotte**, principal of the Lascotte Dance Studio of George Street, Sydney,

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which sponsors "Get Rhythm in your Feet" on Sunday nights at 6.30 from 2KY, is in Lewisham Private Hospital for an operation. During his absence, his sister, **Glady**, will continue to arrange his program for their popular dance session, the sponsorship of which was recently renewed for a further 12 months.

**Stan Thomas**, 3XY sales chief, is out and about again after his hospital term.

**John Taylor**, 3AW's popular manager, is in Melbourne on a spot of leave, and whilst there is combining a mass of business with a dash of pleasure. As he now wears a crown on both shoulders the 3AW staff no longer refer to him as J.T., but as "the Major."

In Melbourne last week we saw **A. Campbell Jones**. Also **Mr. Randal White**, who only stayed a moment on his way through to Sydney.

3AW director, **David Syme**, has been in hospital for the last few weeks, but we hope see him back on the job by Xmas. The hospital reports that he is doing quite well.

"Sally," 3XY's morning announcer, has returned to the air after three months of illness.

3KZ salesman, **Carol Rose**, is a fisherman to some account since he recently caught the biggest garfish he has ever seen—or that anyone else has ever heard about!

**Raymond Chapman**, 3XY chief announcer is back on the job again after a fortnight's leave. Holiday at Lorne include hiking to the extent of 70 miles—one way of getting over petrol shortage.

**Pat Bennet**, secretary to 3AW's manager, **Hector Harris**, has recently announced her engagement and the big event is scheduled for the near future.

3UZ sales manager, **Sid Baume**, has bought a new hat—for days of austerity it really is a good hat. Hats certainly come and go, but this one has really caused comment. We are afraid that a little influence must have been brought to bear to get it.

3XY artists and executives turned out in force at the formal presentation to the McLead Repatriation Sanatorium of a shelter shed donated by the 3XY Service League. Cost of the shelter was £80, and on the day of presentation patients were given a concert by the orchestra and artists of 3XY "Salute the Services company." They were treated with chocolates and cigarettes, and the League took enough Christmas cakes to supply the whole institution.

**Fred Tupper**, of 3AW fame, is in Melbourne, and whilst here is keeping his hand in by handling the Saturday night program which for many years in pre-war days he zealously conducted. Fred has lost none of his old finesse.

Now we know why **Cliff Mackay** has been carrying screeds of architectural plans in his pocket. There was quite a stir at the top of Collins Street the other day when Paton's moved bag and baggage further down the street. In fact, for quite a moment or two traffic was held up. Ad. desks scrips, records, etc., packed the path and road. New locale of the agency is 98 Collins Street, Melbourne.

Latest mail from overseas reveals that former noted actor and 2UE announcer, **Pilot Officer Ron Morse**, was serving with Coastal Command.

Recently on final leave before going to a battle station was **Mike Noonan**, former member of the 2UE copy department. Mike holds the rank of Lieutenant in the A.I.F. He graduated from the ranks.

Radio 2UE sales manager, **Mr. Leslie Hood**, has returned to Sydney after attending several business conferences in Melbourne.

Most excited member of the 2UE staff in many months was well known pianiste, **Flo Paton**, when it was announced she had been chosen as accompanist to **Gladys Moncrieff**, who is making a tour of northern and New Guinea battle stations. Flo Paton is frequently heard from 2UE, two sessions in which she is featured being the **Diggers' Show** and the **Listeners Get-Together**.

# OCTOBER LICENCE FIGURES

## NEW SOUTH WALES

New issues	1942	1943	Additions
Renewals	4,549	5,385	(596)
Cancellations	39,316	39,345	(1,300)
Monthly total	270	4,520	(200)
Nett increase	507,842	535,703	(19,747)
Population ratio	4,279	x865	(x35)
Population ratio	18.06	18.96	

## VICTORIA

New issues	3,480	3,120	(76)
Renewals	30,998	31,503	(1,552)
Cancellations	1,281	2,975	(10)
Monthly total	372,416	381,662	(15,519)
Nett increase	2,199	x145	(x90)
Population ratio	19.26	19.55	

## QUEENSLAND

New issues	1,224	1,495	(76)
Renewals	14,111	14,247	(188)
Cancellations	1,351	1,088	(7)
Monthly total	171,620	174,772	(3,190)
Nett increase	-127	x407	(x3)
Population ratio	16.55	16.85	

## SOUTH AUSTRALIA

New issues	1,326	1,065	(175)
Renewals	9,684	9,510	(570)
Cancellations	617	1,500	(125)
Monthly total	139,291	142,538	(9,152)
Nett increase	709	-485	(x35)
Population ratio	22.85	23.53	

## WESTERN AUSTRALIA

New issues	1,253	622	(78)
Renewals	7,121	7,110	(222)
Cancellations	500	1,264	(85)
Monthly total	92,620	95,001	(2,969)
Nett increase	753	642	(x23)
Population ratio	19.75	20.33	

## TASMANIA

New issues	433	322	(57)
Renewals	3,202	3,340	(122)
Cancellations	278	295	(11)
Monthly total	47,170	47,692	(2,550)
Nett increase	155	x27	(x40)
Population ratio	19.76	19.77	

## COMMONWEALTH

New issues	12,265	12,009	(1,047)
Renewals	104,432	105,055	(4,050)
Cancellations	4,297	11,642	(500)
Monthly total	1,330,959	1,377,368	(53,310)
Nett increase	7,968	x867	(x54)
Population ratio	18.74	19.32	

**E. W. Campbell**, Sydney journalist, has been selected to conduct the "Voice of the People" sessions from 2UE in place of the original commentator, **Adam Ogston**, who has enlisted in the R.A.A.F. The "Voice of the People" programs deal with current affairs and are broadcast every Sunday at 6 p.m. and every Wednesday at 7.20 p.m.

# COMMERCIAL BROADCASTING

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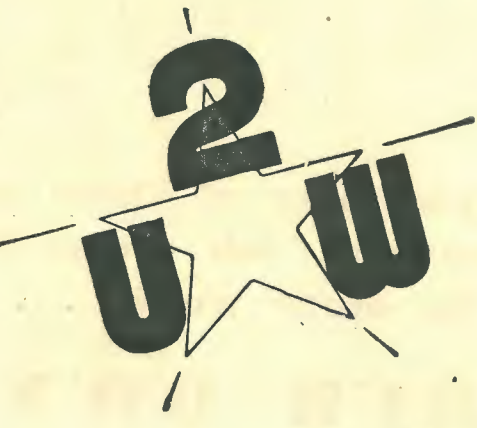
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