

PERSONALS

Mr. Alan Ridley, after seven months with the "footsloggers" in mushy New Guinea has bid goodbye to his Infantry unit to resume civilian life. Back again with 2GZ he is picking up the ropes where he laid them down to join the A.I.F. a couple of years ago.

"The best laid plans o' mice and men . . ." Bernie Stapleton, 2SM general manager, did not spend Xmas energetically in his garden as reported in this column last issue. Unfortunately he spent the festive season bedded down with a bad bout of fever, or somethin'. His many friends were glad to see him getting about again last week.

Federation president, O. J. Nilsen, and secretary, Ray Dooley, took advantage of the Xmas season to steal a few days away fishing, together with a couple of other friends. We have no news of their catches—if any—but both are reputed to be handy anglers.

When Mr. H. G. Horner, Macquarie-2GB general manager, went to the races on New Year's Day and succeeded in backing the program as well as a substantial double, he thought it was a great omen for 1944. But Fate apparently had other ideas about it, for Mr. Horner is now abed with as painful an injury as would be possible to conceive. Returning to his home last Sunday evening, after attending a rehearsal at 2GB, he tripped on a mat at his front door and fell. X-ray revealed a fracture of his short leg.

Well known radio copywriter Valerie Chick, who has had more than a fair share of illness in recent years, really "cracked up" just two days before Xmas, and has been laid low with a nervous breakdown. She is in a private hospital at Roseville, under strict medical orders of no writing and no reading.

Allan Toohey compered a five hours program of recorded dance music from 2UE on New Year's Eve. He was on the air from 8 p.m. till 1 a.m. with a succession of sponsored sessions. From 8 till 9 o'clock he compered Mark Foy's "Melody and Rhythm," then from 9.30 till 10 he presented "The Pause that Refreshes" for the Coca Cola Co. His final sponsored session was from 10 p.m. until 1 a.m., when he broadcast a special three hours program for the Buckingham group of stores (through Goldberg's).

Well known dance band leader, Abe Romain, chief of the 2UE program department, has resumed station duties after annual leave. His program "Romain's Rhythm at Random," is broadcast from 2UE every Monday to Thursday at 10.15 p.m.

Norman Stevenson, of the 2UE sales staff, has returned to the city after annual vacation.

Bee Hussey-Cooper, 2UE midday announcer, is at present spending her three weeks' vacation with her parents in the Mittagong district. In her absence her program is being conducted by Tony McFayden.

Evan Senior, publicity officer at 3XY, has well and truly installed himself in Melbourne in a very short while and is doing a good job. The only thing Evan hasn't got is a flat. Which recalls another publicity officer Peter Ellis, of 3AW, who is also flat hunting. It's a race to see who will get one first?

There was quite an exodus from Melbourne last week when Sid Kemp, Dave Worrall, Sid Morgan, Ray Dooley, and, of course the "father of them all," O. J. Nilsen, went to Canberra on a conference. They were joined there by other interstate managrs.

Changes in announcers' rosters at 3XY put chief announcer Raymond Chapman into the presentation of the Ball and Welch Wednesday night feature, "Ports of Call," replacing Alex McNish, who takes over the Frederick L. Cook and Williams program, "Musical Portraits," on Monday nights instead of Terry Hill, who goes mainly to the afternoon sessions. Raymond is also handling Foy's "Cream of the Classics" (Wednesdays), Payne's "Melody Clues" (Wednesdays), and the Wednesday presentation of the new Wilkes Todhunter feature, "Now and Then." Kevin McBeath will handle the Monday performance of this show, and also the Manton's classical hour on Thursdays, "Music Magnificent."

Fred Tupper of 3AW is back on the job having just received his discharge from the army, but before he settles down in front of the mike again is doing a tour with Walter Lindrum throughout Victoria. Lindrum is giving a series of exhibitions on behalf of the totally blinded soldiers' appeal.

Bert Snelling, 3XY general manager, is away on his three weeks of annual leave.

Don Joyce, 3AW producer, is having a busy time recording a number of shows in advance so that he can get away for his annual leave "somewhere in Victoria."

David Syme, of 3AW, is back on the job again and looking none the worse for his three weeks in hospital.

W. A. (Bill) Berry of 3XY sales department, is out of town on his annual leave. So also is Carol Rose 3KZ salesman who has gone away for a good rest and no one knows where to find him.

Keith Stewart, 3XY early morning announcer is combining leave and a honeymoon. He was married on January 8 to Miss Constance Cerruty at Melbourne Unitarian Church. During his absence Alex McNish will fill his early morning job.

The Missions to Seamen had a grand "All Models" exhibition at the Melbourne Town Hall last week. Padre Elliot, of the Missions, who hopes to further his service to the merchant sailors through this exhibition co-opted Mr. Stuart Hunt, of Goldberg's advertising, on the publicity committee to give some assistance. It would seem that someone on this publicity committee has been doing a pretty good job as crowds have been visiting the exhibition every day. It was through a brilliant idea of Stuart Hunt that the rent of the Town Hall was procured in advance. Twelve sponsors were lined up to pay the rent . . . this was done by each providing the cost of one block of 12, and on each block there was a sign saying—"the rent of this block generously donated by . . ." Among well known radio sponsors who donated were: Godfrey Phillips (Aust.) Pty. Ltd., Davis Bros., General Motors Holdens, MacRobertsons, 3UZ, Brockhoffs, London Stores, and also the staff of Goldberg's, Melbourne.

Mrs. Thelma Patterson is the new media manageress at Goldberg's Melbourne. Before her marriage she was Thelma North-rop, and was employed then at Goldberg's for six years. She has taken over the job of media for the duration as her husband is Flight Sergeant Observer in the R.A.A.F. in England.

Stella Morgan, of the A.F.C.B.S., has just returned from a couple of weeks holiday and is looking very brown and full of pep.

OCTOBER LICENCE FIGURES

NEW SOUTH WALES		
New issues	1942	1943
Renewals	4,549	5,385
Cancellations	39,316	39,345
Monthly total	270	4,520
Nett increase	507,842	535,703
Population ratio	4,279	x865
	18.06	18.96

VICTORIA		
New issues	3,480	3,120
Renewals	30,998	31,503
Cancellations	1,281	2,975
Monthly total	372,416	381,662
Nett increase	2,199	x145
Population ratio	19.26	19.55

QUEENSLAND		
New issues	1,224	1,495
Renewals	14,111	14,247
Cancellations	1,351	1,088
Monthly total	171,620	174,772
Nett increase	-127	x407
Population ratio	16.55	16.85

SOUTH AUSTRALIA		
New issues	1,326	1,065
Renewals	9,684	9,510
Cancellations	617	1,500
Monthly total	139,291	142,533
Nett increase	709	-435
Population ratio	22.85	23.53

WESTERN AUSTRALIA		
New issues	1,253	622
Renewals	7,121	7,110
Cancellations	500	1,264
Monthly total	92,620	95,001
Nett increase	753	642
Population ratio	19.75	20.33

TASMANIA		
New issues	433	322
Renewals	3,202	3,340
Cancellations	278	295
Monthly total	47,170	47,692
Nett increase	155	x27
Population ratio	19.76	19.77

COMMONWEALTH		
New issues	12,265	12,009
Renewals	104,432	105,055
Cancellations	4,297	11,642
Monthly total	1,330,959	1,377,368
Nett increase	7,968	x367
Population ratio	18.74	19.32

COMMERCIAL BROADCASTING

Vol. 12, No. 15, Thurs., Jan. 13, 1944
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 MANAGING EDITOR:
 A. Lippmann,
 Printed by
 Radio Printing Press Pty. Ltd.
 146 Foveaux Street, Surry Hills
 Published every second Thursday by
 AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
 146 Foveaux Street, Sydney.
 G.P.O. Box 3765.
 'Phone: FL 3054 (2 lines)
 Telegrams: "FL 3054 Sydney."
 Melbourne Representative:
 Miss Beatrice Touzeau, 4th Floor,
 403 Bourke Street. 'Phone: MU2932
 U.S.A. Business Reps.:
 William C. Copp and Associates,
 303 West 42nd Street, New York.

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 Price 6d.

COMMERCIAL BROADCASTING

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



... AND

Two More

Great half-hour Features
 for the Evening Programmes on



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A half-hour of
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"Young Stars
 of To-morrow"

Every Friday
 at 8.30 p.m.

LEVER BROS.

Present

One of the most
 thrilling dramas to
 go on the air

"The Road
 to Tokio"

Every Friday
 at 8.00 p.m.

Providing two more
 good reasons why

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SPONSORS

SPEAK LOUDER

THAN WORDS

ESPECIALLY WITH NEW FEATURES . . .

2AY ALBURY

ONE MAN'S FAMILY
ROAD TO TOKIO
BALLAD TIME
YOUTH SPEAKS

GOUGE PTY. LTD.
LEVER BROS.
R. M. HARDY CO.
FREDERICK STEARNS LTD.

2GN GOULBURN

REFLECTIONS IN A WINE GLASS
ROAD TO TOKIO
CAVALCADE OF DRAMA

B. SEPELT & SONS LTD.
LEVER BROS.
FERNON & CO.

2GF GRAFTON

CIRCLE OF SHIVA
SIR ADAM DISAPPEARS
BALLAD TIME
CAVALCADE OF DRAMA

ROCKMANS SHOWROOMS
A. A. MURRAY
R. M. HARDY CO.
FERNON & CO.

3BO BENDIGO

ONE MAN'S FAMILY
ROAD TO TOKIO
COMMANDO STORY

SUNSHINE BISCUIT CO.
LEVER BROS.
MATTHEWS BROS.

4CA CAIRNS

EASTERN CARAVAN
BALLAD TIME
ROAD TO TOKIO
DIGGER HALE'S DAUGHTERS
THIRTY MINUTE THEATRE

SELBY SHOES LTD.
R. M. HARDY CO.
LEVER BROS.
NICHOLAS ASPRO
EAGER MOTORS COY.

4WK WARWICK

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COMMANDO STORY
THE PHANTOM DRUMMER

R. M. HARDY CO.
NICHOLAS ASPRO
CRESWELLS
SKEHAN

4TO TOWNSVILLE

EASTERN CARAVAN
BALLAD TIME
DIGGER HALE'S DAUGHTERS
ROAD TO TOKIO

SELBY SHOES
R. M. HARDY CO.
NICHOLAS ASPRO
LEVER BROS.

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COMMANDO STORY
ROAD TO TOKIO

R. M. HARDY CO.
EAGER MOTORS COY.
LEVER BROS.

LOCAL and NATIONAL — the REAL proof of a station's popularity with the audience tuned day and night to this important group of stations.

All particulars from

AMALGAMATED WIRELESS (A/SIA) LTD.

New Sunday Night Set-Up for Government Session

Stations to Produce Own Features for Quarter-Hour Channel

Following a conference recently at Canberra between the Australian Federation of Commercial Broadcasting Stations and representatives of the Government a new set-up for the Sunday night Department of Information channel has been evolved and will go into operation as from February 6.

The regular blanket broadcast of a Department of Information session each Sunday night which was established in 1940 has gone by the board. It will be replaced by features produced by the stations themselves on behalf of the Department of Information and carrying only announcements supplied by the Department.

The original set-up was never satisfactory from the listeners point of view, and certainly was an unwelcome imposition upon station managements who had to endeavour to balance their schedules to carry the blanket broadcast which as often as not did not fit snugly into the Sunday evening's flow of entertainment.

Under the new arrangement, however, station managements will be able to present properly balanced programs for the evening, dovetailing the quarter-hour feature carrying Government announcements (limited to three minutes) into a harmonious schedule. Where necessary stations may be provided with landlines (if available) free of charge. The Department has reserved the right to take over the quarter-hour channel for any special occasion or feature which it requires to go on blanket broadcast.

Representing the broadcasters at the conference were Messrs. Nilsen, Kemp, Maddison and Dooley (Federation), Marden (N.S.W.), Worrall and Morgan (Victoria), White (South Australia), Dowland (Western Australia) and Goyne (Tasmania). They met the Treasurer (Mr. Whifey), the Chief Publicity Censor (Mr. Bonney), Director of Government Advertising (Mr. Hutcheson), and Publicity Officer of the Department of Information (Mr. McCauley).

THE NEW LOAN

Preparatory Campaign on the Air

Commencing on Monday of this week a nine weeks' preliminary broadcast campaign for the 150 million First Victory Loan has been released by the Advertising Department of the Treasury.

Twelve scatter announcements per week are being used on every broadcasting station in the Commonwealth, as a "softening up" process preliminary to the main attack which will coincide with the launching of the loan by the Prime Minister.

World Television a Possibility

World television operating in the very high frequencies and carried by a series of relay stations were visualised by the chief engineer of the U.S. Federal Communications Commission, Mr. E. K. Jett, on the eve of a post-war radio planning meeting in Washington in November last.

Jett commented that as we approach peace materials and manpower may become available for civilian purposes, in which case some of the so-called post-war advantages in radio might come before peace arrived.

He said ("Variety" reports) theatre television is a probability after the war, while televised film will certainly be used for special events such as football games. "It is economic and will appeal to the public," he explained.

Jett emphasised the feasibility of national and international television networks tied together by "automatic unattended relay stations." These stations would be 40-50 miles apart. He pictured a system which would run the length of South America, carry on through North America and jump from Alaska across into Siberia.

After national needs for frequencies have been determined, F.C.C. will turn the international problem over to the State Department, which will contact other Governments for a series of international agreements to prevent frequency collisions throughout the world. Standard practices would also be necessary for manufacturers who want to sell the foreign markets.

On his recent return from overseas, Sir Ernest Fisk, chairman of A.W.A., said this ("C.B.", 13/1/44): ". . . I have seen designs of apparatus with plans for establishing automatic relay stations within line of sight of each other using these high frequencies. . . There will be no technical difficulties in linking the capital cities of Australia for simultaneous television transmissions. . ."

Another straw in the wind blowing out of America in November last was the gathering of about 60 prominent editor-publishers at Schenectady to witness the first televised newspaper. General Electric's experimental television studio there brought to the screen a ten page edition of the "Times Union" newspaper. As the printed pages were faded off the tele screen events were enacted by television.

New Station for N.G. Special Programs for Troops

The Minister for the Army, Mr. Forde, announced last week that a new broadcasting station was being established in New Guinea by the Army to specifically provide entertainment for Australian and Allied forces in that area.

Programs will be under the general supervision of the Australian Broadcasting Commission, but this does not mean that only the A.B.C. programs will be made available for broadcast. Already approaches have been made to the commercial broadcasting field with a view to securing some of the best known features.

One big sponsor has been approached and asked to make their features available for broadcast over the station. There is a stipulation that the commercial credits must be deleted from the shows, but the mainland station or stations through which the features are regularly broadcast will get a mention.

Before the war A.W.A. operated a station (4PM) at Port Moresby, which carried commercial programs. That station was dismantled when the township was threatened by the Japanese invasion and has not since come back into operation.

N.B.C.'s First Ten Years of Radio City

When N.B.C. celebrated the tenth birthday of Radio City studios in November last, there was no ballyhoo or celebration, but many intriguing facts were brought to light and publicised. Such as:—

- Total number of broadcasts out of Radio City between 1933-43: an estimated 131,500. In 1933, 49 per cent of N.B.C. programs originated in New York, as compared with 33.7 per cent now. A good part of this loss represents shows which were transferred to Hollywood to use movie talent.

- In 1933 the network had 27 studios, with room left for eight more, of which five have since been constructed. Studio 3-H, most commodious in Radio City, was to provide space "from which even a three-ring circus could be broadcast." Threering circuses are now picked up at the circus, while 3-H accommodates audiences of 1,200 at such programs as the N.B.C. Symphony.

- Almost 5,000,000 people have taken the N.B.C. "One Hour Escorted Studio-Television Tour" of Radio City, paying 55 cents apiece individually or 40 cents in groups of ten or more.

- Other statistics: In 1933, music filled more than 66 per cent of air time; it now takes up only 35 per cent. Only 2 per cent of broadcast time was devoted to news ten years ago, as compared with 20 per cent now. In 1933 the N.B.C. Red and Blue networks combined had 83 stations. Today N.B.C. has 141, and the Blue, recently sold, has 171.

Put an ending to needless spending. War Savings Certificates and £10 National Savings Bonds is the place for your money.

SOUND ON WIRE

Early Application of Method Used in Australia in 1931

Publication in last issue ("C.B.", 13/1/44) of a report of the development by General Electric Co. of America of a new type of magnetic wire sound recorder has prompted Mr. Oswald Anderson to recall some of his early associations with this type of recording.

In a letter to the editor, Mr. Anderson tells how he first heard of this method from Captain Frank Hurley who told him that up to 30 years ago, a company in Sydney concerned in the supply of night watchmen to city buildings were experimenting with an idea which came originally from a Swedish inventor and they were erecting boxes at strategic points of the city so that the night watchman on his round could lift what would be a telephone receiver and report his movements, and this was to be recorded on wire and checked later. Through technical difficulties the idea fell through.

"My own association with wire recording came when Harry Musgrove, late of the Tivoli Theatre, and Marius Reilly, who later did some work on 2UW, suddenly produced a recording equipment that had been imported from America," Mr. Anderson writes. "We fiddled about with this for some time and found that we could record speech on the long thin wire supplied with the instrument. This could be de-magnetised at will, and after recording and wiping clean on many occasions, we then recorded in full, Eric Welch's description of the Melbourne Cup in 1931. The result was tremendous, and at the request of listeners, we re-played this many times. We kept this

coil of wire for some time and after experiments found that by using thin violin or guitar wire we got the same effect, and we then went on to record music but were not able to get the same satisfactory results that speech produced.

"An attempt was made to manufacture these machines in Australia, but eventually fell through. Since then I have had no contact at all with this method of recording in this country.

"In England the Philips-Miller direct recording on film has been in operation for years and, of course, is in use in Australia.

A PERFECT REPRODUCER

"In 1934 engineers at Cinesound brought me a strip of film on which they had recorded seven or eight tracks of speech and music, and this produced a 15 minutes session, as the photo electric cell switched from one track to the other, there was a perceptible jump which we found hard to eradicate, but in New York in 1938 I came across the most perfect film recording in my experience. The manager of the Conquest Alliance Co. had spent his personal fortune in perfecting the recording equipment which produced on a single track of film, 26 distinct cuts, and he played for me a roll of film which carried 26 separate episodes of a 'thriller.' The machine was beautifully turned out and was operated from a console which carried a row of buttons and he could pre-select the program desired and play whatever section I asked for.

"His dream envisaged the use of these throughout the N.B.C. Network, but up

to the time I left he could not overcome the objections to the system which would mean the installing of this equipment in each station, a much more costly venture than the use of turntables. The mechanism was so perfect that on another strip of film he had an hour's musical program which played without any variation of tone or speed."

F.C.C. Has Limited Station Ownership

Towards the end of last year the Federal Communications Commission in the United States adopted a prohibition against the ownership by one firm or person of two or more broadcast stations servicing the same area.

No exceptions would be made to the rule, it was officially stated, unless it could be shown that the "public interest, convenience and necessity" would be served through such multiple ownership situation.

For existing stations scores of which are probably under multiple ownership, the ban is scheduled to operate as from May 31 this year. By this time it is felt the orderly sale of properties should be accomplished.

The F.C.C.'s action has created a first-class storm in the American broadcasting picture.

Geoff. Jackson with Lintas

A recent appointment of considerable interest to radio circles in Australia concerns Mr. Geoffrey James Montgomery Jackson, better known as "Alphabet." This well known radio veteran has joined the staff of Lintas Pty. Ltd., Sydney, in charge of all radio productions, copy and presentations. He is a welcome newcomer to the rank of Sydney radio executives and producers. For the last 24 years he has been a member of the R.A.A.F., and was discharged medically unfit from R.A.A.F. air crew and A.I.E. soon after war broke out—later he joined the A.M.F., and then transferred to R.A.A.F. ground staff. He has been placed on the reserve as fit 2, but continues his association with the service as honorary representative of the R.A.A.F. Directorate of Recruiting.

In returning to civilian life Mr. Jackson decided not to remain in Melbourne where he went to become radio manager of an advertising agency.

Jackson commenced his career in New Zealand, and came over here with Jack Davey to join 2GB. He later transferred to 2UE as continuity manager, and then back to 2GB as production manager. His next step was to Jack Davey's productions and then to Melbourne.

He has contributed articles on radio to "C.B." and Ryde's journal, and also the Sydney "Sunday Sun."

2TM

In the Commercial Centre of Northern New South Wales and its Great Rural Surround



BRISBANE

TAMWORTH

NEWCASTLE

SYDNEY

The power and the influence of 2TM are factors that demand some keen consideration in planning this year's advertising campaigns. So contact —

Tamworth Radio Development

PEEL STREET, Co. Ltd. TAMWORTH

or SYDNEY OFFICE, 30 CARRINGTON STREET. 'PHONE: BW 7375.

FULL VALUE TO SPONSOR AND LISTENER!

Balanced Programs Mean Balanced Budgets!

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|--|-------------------------------------|
| Are You an Artist? (Adelyn) | Quick Stepping Rhythm (Manon Shoes) |
| Chins Up (Kiwi) | Ravenshoe (Darrods) |
| Do You Know Australia? (Beefine) | Singing Strings (Werner) |
| Doctor Davey (Central Springs) | Song and Story (Berlei) |
| Family Circle (Clausen's) | Starnight of 1944 (Aspro) |
| Fifty and Over (Maples) | Swing Mistress (Sennitt's) |
| Half Hour of Fine Music (MacRobertson's) | The Convenient Marriage (De Witt) |
| Gateway to Memory (Foy's) | The Dead Certainty (Steele) |
| His Song (Payne's) | The Toast is England (B.G.E.) |
| Koolmint Theatre (Griffiths) | Their Finest Hour (Brockhoff) |
| Love's Serenade (Catanach) | This Crazy World (T. B. Guest) |
| Mama Bloom's Brood (Pacific Chenille) | Those Who Serve (Lifesavers) |
| Michael Dare—Reporter (Darrods) | Three Generations (Aspro) |
| Music of the Masters (Alfred Nott) | Thursday Night Players (Christie's) |
| Musical Memories (AMCAL) | Wake Up Australia! (Arendsen) |

NILSEN'S BROADCASTING SERVICE
45 Bourke Street, Melbourne.
Telephone Central 1925

3UZ

MELBOURNE

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

**Mutual Association
Sydney and Melbourne Stations
Join in Program Planning**

SALES SET-UP IN SCHEME TOO

Arrangements have been completed between Stations 2UE Sydney and 3KZ Melbourne to link together their resources in matters related to program planning, and certain phases of selling.

In widening their sphere of activity, these two stations will be in a favourable position to plan programs for National advertisers, and also for the more important local clients.

Although these arrangements have just been completed, these stations have been already associated in such outstanding programs as "Women in Uniform," "Cracker Jack," the "P. and A. Parade," and others, several new programs are already being formulated.

Although it is not proposed to develop along network lines at this stage, this "mutual association" idea has distinct advantages for advertisers, agencies, 3KZ and 2UE.

It is reported that additional stations in other States are very interested in the move, and it is more than likely that there will be further developments in this regard.

**FASSET & JOHNSON RENEW
ON MACQUARIE NETWORK**

A heavy schedule of one minute daytime announcements constitutes Fasset and Johnson's renewal contract with the Macquarie network. The product to be advertised is Carter's Little Liver Pills, and following are the stations included:—2GB, 2CA, 2HR, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW, 3HA, 3SH, 3TR, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA.



You can't keep a good man down even if you break his leg. H. G. "Jack" Horner exemplifies the old saying in his active interest in business affairs despite the severe disability by his recent accident. Daily conferences and even a board meeting have been conducted at the bedside.

Friends of Mr. Horner will be pleased to learn that the results of X-rays have been encouraging, and he is making good progress. He expects to be back on deck within a month.

Mr. Reg Lane is deputy general manager of 2GB and Macquarie during the absence of his chief.

"JUNIOR INFORMATION"

Broekhoff's Biscuits who sponsored "Junior Information" last year on 3KZ, are again sponsoring this program this year. Prize money totals £250, and is divided in this manner—two prizes of one guinea and four of half a guinea for each heat, with £50 each for the winning boy and the winning girl at the grand final. Each grand final winner has the alternative of a one year's scholarship at a leading Victorian Public School. Country contestants will be heard again this year, but in different methods of presentation from last year. The first was broadcast on Tuesday, January 18, and the program is again relayed to 3HA, 3SR, 3TR, 3UL and 3SH.

**PETER'S ICE CREAM SPONSOR
BRIGHT NEW COMEDY**

"Date with Janie" Starts Feb. 7

Miss Gwenda Wilson, one of Australia's best known and most popular stage stars, is to play the lead in the new 2UE production, "A Date with Janie," which commences a 12 months season on Monday, February 7.

Sponsored by Peter's Ice Cream, through Arthur Smyth and Sons, "A Date with Janie" is a bright comedy show and will be broadcast by 2UE every Monday at 8 p.m.

Each of the 52 half-hour episodes will be a complete story.

Private auditions of the opening episodes suggest that "A Date with Janie" will prove one of radio's really big 1944 attractions.

In selecting Miss Wilson to play the lead the producers took into consideration the fact that she had made an outstanding success of the part when "A Date with Janie" was staged at the Minerva Theatre last year.

Miss Wilson is an accomplished artist, and at present is being featured in Melbourne in the J. C. Williamson's production, "Kiss and Tell."

To enable radio production to be kept up to schedule a producing unit from 2UE (including Paul Jacklin and Neville Merchant) was despatched to Melbourne where Miss Wilson was able to make recordings in between stage appearances.

"A Date with Janie" is one of the first of a number of new productions planned by 2UE for 1944.

**EDUCATIONAL RADIO
LISTING SERVICE**

The Federal Radio Education Committee and the United States Office of Education have inaugurated a monthly Educational Radio Program Listing Service as an aid to teachers throughout the nation. On the first list, which has already been forwarded to all State superintendents of schools for distribution to local schools, 27 network programs are listed, says N.A.B. Reports.

FREC, which is composed of 14 representatives of the radio industry and education is convinced that many educationally valuable programs are not being utilised. An advisory committee of four educators has been set up to make selections which will go into the lists and the basic standards have been agreed upon by FREC. Each network recommends educational programs for selection. Following selection the list is mimeographed and sent to State Departments of Education, with the caution that it should be carefully revised to fit local needs and should be supplemented by local and regional educational programs. Many radio stations will be interested in co-operating with educators in their community in making this program effective.

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PERFECT
TRIANGLE
WE GET RESULTS
TOGETHER

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MELBOURNE

3CV

CENTRAL
VICTORIA

*Again
Macquarie!*

COMMENCING
FEBRUARY 3,
WITH
DAPHNE DU MAURIER'S

"REBECCA"

Adaptations from the book by Richard Lane.
... Production by E. Mason-Wood, directing
an all-star cast of 25 radio artists, headed by
Sheila Sewell, Richard Ashley, Hilda Scurr and
John Saul.

A SUPERB PRODUCTION
Schedule for 8.00 to 8.45 p.m.
every Thursday

MACQUARIE BROADCASTING SERVICES
PTY., LIMITED

136 Phillip Street, Sydney. B 7887
MELBOURNE ADDRESS:
239 Collins Street. Central 4634

**PETERS
ICE CREAM PTY. LTD.**
TO SPONSOR
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**"LIBRARY
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AIR"**
ON ALL
**MACQUARIE
NETWORK
STATIONS**
IN NEW SOUTH WALES

*Brilliant 45-minute serials
bringing the world's best-
selling novels to radio homes!*



Listeners Provide £1,300 Home For Blinded Ex-Soldier and Bride

Amazing Response to Appeal in McNiven's "Amateur Night"

There seems no limit to the good which can evolve from the radio service when directed along the channels of service to the community. In Sydney last week there was a dramatic demonstration of the goodwill of 2SM listeners when appealed to on behalf of a war blinded soldier. Listeners literally showered in their money to provide a home for the young Digger, and at the close of the evening about £1,300 was virtually in hand for the purchase of a home for him.

The story began a week before when the War Blinded Welfare Committee wrote to John Dunne, who comperes the famous McNiven Ice Cream "Amateur Night" show on 2SM every Wednesday night, asking him if he could do anything about locating a home for the young returned soldier to rent. The young man had enlisted at 16, served two years in the Middle East, and later served in New Guinea where he lost his sight and hearing. Returned to Australia and discharged from the Army, the young man married, and for weeks had been searching in vain for a home to rent.

As the McNiven's show on 2SM has been the means of providing all kinds of comforts for the men in New Guinea, ranging from cigarette lighters to a piano, it was thought that some listener might be able to give some information

leading to the securing of a rented home for the young couple.

One of the first listeners to phone the studio after the appeal was made, suggested it might be possible to buy a home for the war hero. John Dunne mentioned this over the air, and before the show that night had ended listeners had phoned up subscriptions to the amount of £289. The ball was set rolling.

On Wednesday evening last week as soon as McNiven's Amateur Hour went on the air there must have been literally thousands of listeners waiting to phone in their subscriptions. Within a few minutes the phone lines were jammed, and the Post Office communicated with the station informing them of the trouble. The Post Office co-operated and rescued many of the delayed calls, but not all could be coped with.

"We expected a response, but nothing like what happened," commented Mr. Dunne. "If we had foreseen it and installed enough special lines, there's no doubt we would have had enough money subscribed to buy a block of flats." In addition to all the local calls, country listeners phoned in from Moss Vale, Orange, and Bathurst. The smallest amount was for half a guinea from an old age pensioner, while the biggest amount was for £100. There were

numerous 20's, tens and fives. The session closed at 10 p.m., but the phone were still going at 11.40, when we had to cut the power off, and that was some time after the station's closing time."

Mr. Dunne said that the following day a well known member of the Union Club called at the station and guaranteed enough money to provide a Swedish loom for the blind soldier to work with if such a loom can be located. There is little doubt that such a loom will be forthcoming.

The money subscribed for the soldier's home will be administered by the War Blinded Welfare Committee for the purchase of the home. The Repatriation Department, it is understood, will provide for furnishings.

One of the strangest aftermaths of the appeal was a letter received by John Dunne the following morning in which a Waverley resident wrote suggesting that 2SM get the full State Cabinet in to the studio one night and appeal for the construction of the Eastern Suburbs railway, ending with the line . . . "there would be no doubt the appeal would be successful."



Ron Beck, who has been appointed director of productions with Colgate-Palmolive Radio Unit.

SATURDAY AFTERNOON FOR MUSIC LOVERS

"No Commercials" Edict by 3XY

Saturday afternoons at 3XY are to be given over to a "Music Festival" for the benefit of music-lovers. Arranged by Kevin McBeath, who will announce and comper the feature, the session is divided into six sections, beginning with light classics, and following with a half-hour for opera lovers, a half-hour of piano music, a further half-hour of interesting stories behind music, a "feature hour" presenting a special work, and that a final half-hour establishing the return to popular music. It will begin each Saturday at 2 p.m., and will be free of commercials.

RADIO
2UE
SYDNEY

ANNOUNCING —

"A date with —
JANIE"

A half-hour comedy starring

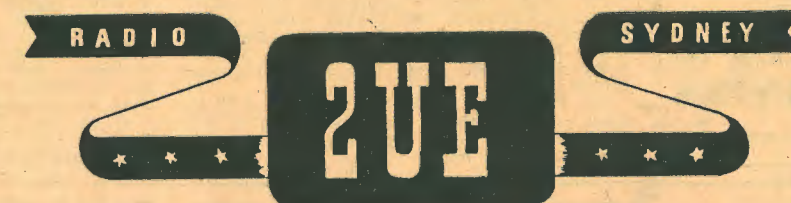
GWENDA WILSON

commencing

Monday, Feb. 7, at 8 p.m.

Sponsored by

PETERS AMERICAN
DELICACY CO. LTD.



No. 5
in the Series

THE STORY OF SOUND

Advertisement



Straight from the Record Cutting Room, the Recorded Master Disc is taken over by Processing Chemist, Marjorie Bennett. Every master disc is handled with scrupulous care, as even one finger mark can impair the reproduction of the Sound Track. After careful cleaning the Master Disc is chemically treated and entirely covered with a film of pure silver. Care and accuracy in the Processing Department as well as the high technical skill of the operatives, back up A.R.C.'s guarantee of faithful sound production.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

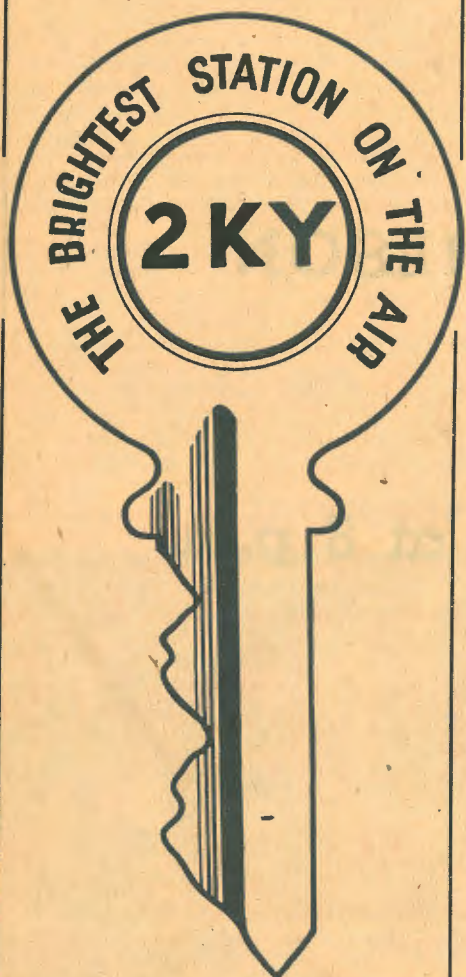
National Brush Co. (Aust.) Ltd., through George Patterson Pty. Ltd., are using day announcements on 2GB's breakfast session, Monday to Thursday inclusive.

Through the Weston Co. Tillock and Co. have contracted for a campaign of direct announcements for Aunt Mary's Custard Powder on 2CH.

Servex Electrical Co. Pty. Ltd. has taken the Friday 7.15 p.m. spot on 3XY for a revue type of quarter-hour program

APPROVED

by all who've used it—



the MASTER KEY to BIGGER BUSINESS

PHONE: M 6291-2. 428 GEORGE ST.

PRESTO FOR ALL YOUR RECORDING SUPPLIES

**"GOLDEN SANCTUARY"
J. R. Love Renewal of Daytime Feature**

Messrs. J. R. Love and Co. Pty. Ltd. have renewed their contract over a long term of their programs of "The Golden Sanctuary" and "Mother's Choice" on the daytime schedule on 2CH.

"The Golden Sanctuary," described as a "musical anthology of prayer and praise," has been presented by J. R. Love over a long period. First presented on three mornings weekly by this sponsor, "The Golden Sanctuary" had such an appeal that arrangements were made soon afterwards for its extension to five mornings weekly, and it is now broadcast Monday to Friday at 10 a.m.

Recorded and produced in the studios of Amalgamated Wireless by Humphrey Bishop, "The Golden Sanctuary" is an inspiring program which features the choicest sacred music, interpreted by the A.W.A. choir and string orchestra. It contains some of the finest choral singing yet broadcast in this country—the soloists including Alan Eddy, Walter Kingsley, Albert Miller, Gwen Lee and Stanley Clarkson.

The program is also presented at 9.15 a.m. and 8.30 p.m. each Sunday.

"Mother's Choice" is a competition feature presented every Tuesday, Wednesday and Thursday at 11.45 a.m., and is one of the popular features of Joan Read's "Home Harmony" session. Valuable prizes of shopping parcels are awarded to listeners whose programs of selected musical numbers are chosen for broadcast as each day's "Mother's Choice."

PEPSODENT EXTENDS TO HALF-HOUR

Previously, Pepsodent's "Perfect Song" session was a 15-minute feature, but with renewal of the contract as from January 1 last, it extends to 30 minutes commencing at 7.30 p.m. on 2GB-HR, 3AW and 6PR-TZ, 7 p.m. on 5DN-RM and 7.15 p.m. on 7HO, the channel on this last-mentioned station remains at 15 minutes.

The new program, styled "The Pepsodent Tooth Paste Program," presents a pot-pourri of popular music—vocal and orchestral.

On 2GB-HR "The Pepsodent Tooth Paste Program" is compered by John Walker.

Preferred "spot" positions in 2GB's breakfast sessions are being used on an intensive scale by Alexandria Spinning Mills Ltd. (through Gordon and Gotch). Copy deals with their knitting wools and knitting book.

W. D. and H. O. Wills, through A.W.A., have renewed their contracts on 2GB and 2WL for their time signals to continue in day and night spots

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

Accent on Good Music

MUSIC IN THE MORNING

"The Five-In-One Album of Music" is the title of a new daytime musical feature placed on 2UW last week by Unad Jackson and Haines on behalf of the manufacturers of Five-In-One Toothpaste.

Scheduled at 10.45 a.m. Monday to Friday, the new feature will present a novel thought in five entirely different types of music in each quarter-hour. Each session will comprise representative recordings from every branch of music, ranging from swing to instrumental and opera.

MUSIC FOR SUNDAY NIGHT

When "The Watchman's" Sunday night commentary on 2UW Sydney was transferred from 9.45 to 10 p.m., it became possible from the station to so arrange its presentation as to provide a clear half-hour channel from 9.30 to 10.

It was proposed to devote this half-hour to an outstandingly attractive musical presentation, and negotiations were completed last week, through the Trans Radio Agency, whereby the Australian Chemists' Alliance would take the half-hour for the presentation of a new musical feature now in production. The title announced is "Music for You."

"HOUR OF FINE MUSIC"

Fostar's Shoes Pty. Ltd. recently took sponsorship of the hour, 1.30 to 2.30 p.m. in 2UW's Sunday afternoon program, the presentation of "An Hour of Fine Music," and the remainder of the afternoon program, from 2.30 to 4 p.m., has now been shaped to provide a complete afternoon of the most attractively popular recordings in the musical library.

"Music of the Masters," a half-hour feature which has been a highlight of 2UW's Sunday afternoon program for some years, will in future be programmed at 3 p.m.

FIRST AID FAST

Of interest from the standpoint of safety first are the following facts: Statistics show that in cases of electrical shock, 90 per cent of those shocked were brought back to life when resuscitation was started within one minute while only 10 per cent were saved when there was a delay of only six minutes.

—"Ohmite News."

Austral American Productions are using a concentrated schedule of 25-word spots in 2GB daytime sessions to advertise the "Tatler Theatre."

British Medical Laboratories, through the Goldberg Advertising (Aust.) Pty. Ltd. has renewed for announcements in the 2UE evening programs.

Quickstrop Chemical Pty. Ltd. (Goldberg's) has contracted with 2UE for announcements in the breakfast session.

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

Princess Theatre Building,
Spring Street,
MELBOURNE, C.1.



Still the Station of the Star Shows!

★ ASPRO RADIO REVELS
Saturdays at 8.15 p.m.

★ **Peters** ICE CREAM SALUTES THE ALLIED SERVICES
Sundays at 9.30 p.m.

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

★ HELLO — COME IN!
Fridays at 8 p.m.

All with LIVE Artists



Sydney Representative:
Mr. J. Barnes,
Room 34, Third Floor,
44 Bridge Street,
SYDNEY, N.S.W.

Great Books Dramatised For 45 Minute Stories

Macquarie's State-wide Airing for "Library of the Air."

"Library of the Air" will take the air on Thursday, February 3 through Macquarie Network stations in N.S.W., under the sponsorship of Peter's Ice Cream Pty. Ltd.

As the name implies, this program will be devoted to radio adaptations of some of the world's greatest books, but it has been lifted out of the usual treatment of quarter—or half-hour episodes, and offers sequences of 45 minutes—a new



E. Mason-Wood.



Richard Lane

The prime purpose is to present, in 45-minute dramatised episodes, one book after another, irrespective of the number of episodes required, and thus make the sponsorship a real "Library of the Air" for the greater entertainment and enjoyment of the radio audience.

Time channel for "Library of the Air" is from 8 to 8.45 every Thursday on 2GB-HR, 2CA, 2KM; every Saturday at 7.15 p.m. on 2GZ-KA, 2NZ and 2WL; and Saturday at 7.45 p.m. on 2LM.

They Used to Call Out "Ice Cream" Years Ago But—



—one hot day last week Fred Laurie, 2GB-Macquarie representative, dressed in white, not because its cooler that way, but because he was going down to Arthur Smyth and Sons to collect Peter's Ice Cream Co.'s contract for Macquarie's new program, "Library of the Air." A novel thought perfectly executed. It was worth the effort, because here he is with the contract.

construction which is not only novel in book adaptations, but which should prove most satisfying to listeners.

This provides greater opportunity for the writer to develop the story along broader lines, because he can do justice to those situations which are vital to the book—but without climaxes, and then comfortably choose his climax for the end of each sequence.

The "best seller" to introduce "Library of the Air" is Daphne Du Maurier's powerful "Rebecca" — which people flocked to see both as a film and stage play. As a radio serial, it is one of Macquarie's most brilliant features, with adaptation by Richard Lane, and production by E. Mason-Wood. All incidental music and effects are from Macquarie's Library.

A top line cast of players for the stories include: Sheila Sewell, Richard Ashley, Hilda Scurr, John Saul, Alfred Bristowe, Ethel Lang, Cecil Perry, Michael Willoughby, Charles McCallum, John Gray, Yvonne Banvard, Leal Douglas, Ivy Ray, Lawrence Cecil, Reg Johnston, Colin McAlister Edwin Finn, Desmond Rolfe, Barrett Fleming, Mary Hosking, Madeline Howell, Jean Robertson, Joan Lord, Marshall Crosby, Reg. Collins.

Following "Rebecca," which will occupy a period of 10 weeks, Peter's will continue with Macquarie adaptations of Richard Llewellyn's "How Green Was My Valley," and Leo Tolstoy's world-famous love story "Anna Karenina."

The length of these serials, and of others to follow, will be entirely dependent upon the context of the printed story, and the amount of essential material available for a true version of the author's work.

"POISON IVY" IS NEW MAJOR NETWORK FEATURE

"Poison Ivy," another gripping Peter Cheyney novel, is scheduled to follow "This Man is Dangerous" on stations of the Major Network on Wednesday, February 2.

This is the second of the series being presented by the manufacturers of Vaxos products, and the story will again feature the Peter Cheyney character, Lemmy Caution, whose exploits in "This Man is Dangerous," thrilled listeners throughout Australia.

In the first story of the series Caution was presented as a gangster who had broken gaol, but later episodes revealed that he was in reality a special agent of the New York C.I.D. In the new story, therefore, he is introduced as a special investigating agent.

Production of "Poison Ivy" is on the same standard as its predecessor, with Lemmy Caution himself introducing the listener to the action-packed thrills of each episode. Clifford Cowley plays the leading role, and others in the cast include Marcia Hart (as "Poison Ivy"), Joan Moss and Hal Percy.

Major Network stations are 2CH, 2KO, N.S.W.; 3DB-LK, Victoria; 4BK-AR, Queensland; 5AD-MU-PI-SE, South Australia; 6IX-WB-MD, Western Australia; and 7HT and 7EX, Tasmania.

ANNOUNCEMENT CAMPAIGN TO MACQUARIE NETWORK

Best and Gee Pty. Ltd. have arranged a 12 months' contract for "spot" announcements every day of the week on the complete Macquarie Network.

Products to be advertised are "Lantigen," "Five-in-One Dental Cream," and "Kwik Shaving Cream."

Commencing date was January 1, and following are stations concerned:—2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA.

On 2GB-HR the announcements are broadcast in the daytime sessions, but on all other stations the evening sessions are being used.

3,000 GIFTS FROM XMAS APPEAL

During October and November, members of 3SR's Women's "Friendship Club" launched an appeal for toys for the little inmates of Victorian Orphanages.

The appeal covered 64 institutions in Victoria, 38 of which are located in Melbourne and suburbs, the remaining 26 in various parts of the State.

Each of the 26 branches of the "Friendship Club" were allotted one or more institutions, and the appeal was an outstanding success.

Over 5,500 unfortunate kiddies were made a little happier over the Christmas period. 3,000 toys and gifts were despatched, the remainder each receiving a cash gift of 1/.

Important!

To Producers of Radio Features

The Commercial Division of the N.Z. National Broadcasting Service is interested in the purchase, DIRECT FROM PRODUCERS ONLY, of quarter-hour programmes and a limited number of half-hour programmes of all descriptions, for sponsored and sustaining sessions.

Any programme which is acceptable to Australian audiences is likely to be quite suitable.

Producers are invited to send (airmail) a list of any such programmes now available (and, in due course, audition discs). We would also like to receive information concerning all new productions.

Address:

The Director, Commercial Division,
National Broadcasting Service,
P.O. Box 3015, Wellington, New Zealand



22 PLANES FOR R.A.A.F.

Amazing Record of Brisbane Radio Commentator

DR. GODDARD LECTURES IN SYDNEY

A packed and enthusiastic audience in the 2UW Theatre on January 12 heard an address "for men only" by the well known radio commentator on international affairs, Dr. W. G. Goddard, of 4BC Brisbane.

Dr. Goddard's commentaries are broadcast through several Queensland stations and relayed to 2UW Sydney under sponsorship of Maxam Cheese Products Pty. Ltd.

The Sydney lecture, which was not broadcast, of course, was entitled "The Truth about Japan," and guests were invited to attend by Dr. Goddard's broadcast sponsors.

Dr. Goddard devoted considerable time to details of Japanese atrocities in China and appealed to his audience to do everything within their power to counteract any suggestion that the Japanese after the war should be treated as equal partners in reconstruction. "The Japanese," he said, "are the cruellest people on earth, and if they had set foot in Australia then they would have treated the women of Australia as they treated the women of China."

Dr. Goddard has achieved an extraordinary response from the Australian people in his campaign for trainer planes for our air force—22 planes have already been contributed!

Some facts concerning his activities in this regard were revealed by Mr. Jim Barry, N.S.W. manager for Maxam, before asking Col. Prentice (chairman of the gathering) to introduce the lecturer.

He said that Dr. Goddard's slogan: "But, remember those 5,000 planes for the invasion of Japan" at the end of each broadcast commentary came about some 10 years ago, when Dr. Goddard from Station 4BC in Brisbane, was warning the people of Australia of the intentions of the Japanese to invade our land, and after each warning, which was very frequent, he coined that slogan, "But remember those 5,000 planes for the defence of Australia." After three years, listeners suggested that Dr. Goddard should provide the Government with a token plane, and that he should make an appeal accordingly. One Sunday night he told his audience that they had been listening to his slogan, and what about giving him a plane. At 9.30 on the following morning, enough money had been contributed by his listeners to purchase this token plane. However, during that day money still poured in, and by night time, 24 hours after he made his appeal, he had sufficient money to purchase a second plane.

"When Japan entered the war, Dr. Goddard altered his slogan to: "But remember those 5,000 planes for the invasion of Japan." After these two planes were presented to the Commonwealth Government the snowball started to travel at a terrific rate, and up to the present time 22 planes purchased from the money contributed to Dr. Goddard, are in the air to-day. There is one going into commission next week, and as a result of a very large bequest of one of Dr. Goddard's listeners, 7 or 8 additional planes will be going into commission by the end of February. Mr. Drakeford, the Minister for Air, recently said in public, that this was the largest contribution in money for planes, and the largest contribution in the number of individual planes, ever given to the Commonwealth Government. The planes are Tiger Moths, each costing about £1,500.



From left to right is Mr. J. J. Barry, Sydney manager of Maxam Cheese Products Pty., Lieut.-Colonel J. M. Prentice (chairman of the meeting), Dr. W. G. Goddard, and Dr. M. L. Tuan, Consul General for China, who proposed a vote of thanks at the conclusion of the lecture.

There was one occasion where a resident of Toowoomba, on the Darling Downs in Queensland, told Dr. Goddard that if he went up there from Brisbane and gave them an address, they would guarantee to give him a plane. He arranged a night, and was told before his address started that sufficient money was in for that plane to be given to him. After his address was given, the members of the audience subscribed enough money for a second plane to be given to him.

Mr. Barry told of another instance. A few of the residents wrote to Dr. Goddard and enclosed with their letter a cheque for £500 asking him to come and address them. They told him not to cash the cheque, but to keep it, and after his address they would give him enough money to purchase a plane.

On reaching there, he was addressing them from the railway siding where he had just arrived, when a bullock driver, with his team of bullocks drove into the yard, and with his usual bullocky language he brought them to a standstill and walked up to Dr. Goddard whilst he was speaking, and placed £100 in notes at his feet and said: "Carry on Dr. Goddard, keep up the good work."

Dr. Goddard's mail for last year was 118,000 letters, all of which have been acknowledged, also he has a Round Table Club, the members of which are 25,000 in number throughout Australia. A very large number of people when you come to think of it, to be engaged in the study of international affairs.

NEW FEATURE TO HELP AIR TRAINING CORPS

The Melbourne Sports Depot have been operating a tie-up program for the Air Training Corps in a weekly session broadcast over 3AW on Sundays at 5.45 p.m., and they have just begun a new series called "Wings of the Dragon." The preceding stories were "Men with Wings." This program is of particular interest to youths of 16 to 18 years, as it tells of experiences of pilots in the Chinese Air Force in pre-world war days and is of great incentive to young men to enter the Air Training Corps.

A SHILLING A TICK

On Christmas Day 3HA Western Victoria broadcast an appeal for the Hamilton Base Hospital, and in less than 10 hours more than £2,000 was donated—mostly in small amounts. There were 756 subscribers. Before the appeal closed the sum of no less than £2,300 was received. The money came in at the rate of £3 a minute or one shilling for every tick of the big studio clock. Donations were telephoned from every part of Western Victoria and from centres so far apart as Ballarat, Mount Gambier, Warrnambool and Kenive. It was a great thanksgiving effort, and as a result it is hoped that the Hamilton Base Hospital will start the new year with a clean sheet.

Cricket Broadcast at the Week End

Radio 2UE has again been granted the right to broadcast the big cricket to be played at the Sydney Cricket Ground on January 30 and 31, between teams representing the Combined Services and New South Wales. Because of the great interest being taken in the match, 2UE has arranged a broadcast description of the play on Monday, January 31. The description will be given by Clif Cary.



When Grace Fields visited Sicily to entertain the Eighth Army troops she gave an impromptu concert at an air field at Syracuse for the benefit of the R.A.F. boys. In conversation with Squadron Leader John Watson (left) of the R.A.A.F., well known in broadcasting circles, and late sales promotion officer of 2GB, she said: "I am going to get out to Australia some day—as soon as the lads have knocked out those Jerries."

John Watson, who is now in Italy, was in the advance from Alamein to Sicily, and has qualified to be a Desert Rat.

He gave a series of lectures about Australia and New Zealand to the men when off duty, and on a recent trip to Algiers, the American Red Cross, who had heard of the success of these lectures, asked him to repeat some of them. A crowd of 800 turned up to hear the lectures.

The other officer in the photo, is Flight Lieut. Frost, R.A.F. Officer in Charge of the Air Transport Unit of the Field.

TRADE PAPER ADVERTISING AID TO WAR EFFORT

Industrial advertisers in America spent more money in business papers last year than they did in 1942. Individual appropriations increased as much as 150 percent.

The chief reason for this advertising is to preserve brand names for post-war sales. Know-how information, however, is the predominant note in the advertisements used to further this aim. Post-war planning is rapidly moving to the fore as a major copy theme, reports the magazine "Sales Management."

These facts came to light in a survey just completed by "Sales Management," based on answers made by members of the National Industrial Advertisers' Association to eight questions dealing with business papers' wartime service to industry, the relative importance of know-how in the early and present stages of the war, and the members' own advertising programs.

The answers are representative of such concerns as General Electric Co., Bakelite Corp., The Seiberling Rubber Co., Durez Plastics and Chemicals, Inc., The American Rolling Mill Co., Greenfield Tap and Die Corp., Bryant Electric Co., Magnus Chemical Co., Haps Corp., Sylvania Electric Products, Inc., B. F. Sturtevant Co., R. G. Le Tourneau, Inc., Robins Conveyor Co., Carrier Corp., Toledo Scale Co., Bailey Meter Co., Lyon Metal Products Corp. and General Printing Ink Corp.

The first question read: Would you say that the contribution of business papers to your company's war production effort has been fair, substantial or negligible?

Of 109 respondents, 65 said the contribution was substantial, 39 rated it as fair, while five dismissed it as negligible. Asked if these answers applied equally to editorial and advertising, 56 replied in the affirmative, 38 stated that their judgment referred more to editorial, 13 to advertising. Of the five who said "negligible," one did not distinguish between editorial and advertising, three turned thumbs down on advertising, and one declined to answer.

Beckers Pty. Ltd. (Weston Co. Pty. Ltd.) is using the A.S.B. for announcements for Bex A.P.C. Powders.

Gowing Bros. Ltd. (L. V. Bartlett Pty. Ltd.) have renewed their 10-minute musical session "Popular Parade" for a further 12 months in the 2UE breakfast and evening programs.

British Israel World Federation has renewed its "Destiny of the British Empire Program" on Radio 2UE for the fifth successive year. The session is conducted by Mr. A. G. Eastman, and is broadcast every Thursday at 9.30 p.m.

SOUTH-EASTERN NEW SOUTH WALES

2BE BEGA 200 WATTS

2XL COOMA 200 WATTS

J. A. KERR

COOMA BROADCASTERS PTY. LTD.

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

**THIS
YEAR—
NEXT
YEAR—
SOME
TIME
NEVER—
USE**

**3KZ
MELBOURNE**

Sydney Representative
A. L. FINN, 65 York Street

PERSONALS

Mr. Reg Lane, 2GB-Macquarie's indefatigable assistant manager, has just returned from a well-earned three weeks' break, which he spent with his family at Newport. He is exceptionally fit and is already dealing copiously with business for 1944.

With Mr. Lane's return, Roy Heath, representation manager for Macquarie, has gone off for his vacation, as, also, has Harry Clarke, 2GB-Macquarie representative, and Ernie Brewer, 2GB station censor.

Mr. A. ("Paddy") Campbell-Jones, general manager of 2UE Sydney, was down in Melbourne last week on one of his frequent visits to the southern city. This trip, however, must have had more than the usual significance as will be discerned from the report elsewhere in this issue concerning the program tie-up between 2UE and 3KZ.

General manager, Bert Snelling, of 3XY Melbourne, has returned from holidays looking fit and bronzed, and lost no time in taking up the reins again.

Johnny Walker, popular 2GB-Macquarie announcer, is in the fashion and is enjoying his annual vacation at an "unknown" holiday resort.

Sydney transcription company, B.A.P., announces confirmation of the appointment as office manager of Miss Betty Barnard. Miss Barnard, who shortly will complete her second year with B.A.P., was formerly a popular member of the 2GB-Macquarie staff. Her appointment will permit the company's general manager, George Matthews, to devote greater time to program direction.

Les Daley, popular 2KY community singing leader and announcer, is enjoying annual leave "somewhere out of town," which is a spot which we may be sure is well away from crowds. Another 2KY man "resting up" is Mr. Les Decent of the sales staff, while publicity officer Esme Williams returned this week to work after three weeks welcome break.

W. H. ("Bill") Berry of the 3XY sales department is also back on the job after his leave with more ideas for pepping up programs for sponsors. And Marje McInnes of the 3XY continuity department had almost forgotten what radio sounded like when she came back after her annual leave. She had disappeared to a seaside spot where there was only a battery set and regular listening was not encouraged.

Judy Willing, who recently took over the 3AW women's program, claims to be the busiest woman in Melbourne, with her 17,000 club members to take care of.

Ronald Harwood, 3UZ publicity officer, recently had a fortnight's vacation but confesses that travelling is so uncertain these days that he was scared to go very far afield. Ronald who is also Mr. Fixit of "Do It Yourself" fame, spent a lot of the time putting into practice the advice he gives to his listeners every Saturday afternoon.

A couple of the members of the 3AW staff are busy increasing the country's population. A few weeks ago Gordon Tait, 3AW's program manager, announced the birth of a girl in the Tait family and duly named her Robin, and then last week Peter Ellis also announced the birth of a girl also named Robin. Peter claims that he is in no way poaching the name from Gordon, as he and his wife had selected it some months ago. The 3AW staff pertinently asked, "But Peter how did you know it was to be a girl?" To receive the reply, "We didn't, that is why we selected the name Robin, you can use it either way!"

16 Commercial Broadcasting, January 27, 1944

Mr. V. M. Brooker, manager of the broadcasting department of A.W.A., has been spending a well deserved vacation at the seaside. He held a rendezvous with a rest at Whale Beach, one of Sydney's quietest and most exclusive beachside resorts on the north side.

Lloyd Lamble, well known radio and stage actor, is one of the latest of the broadcasting fraternity to be called up for military service.

If Melbourne has an air of unusual quiet this week it is probably because "C.B.'s" representative, Beatrice Touzeau, is touring the Island State. She flew to Tasmania on Saturday morning last, headed for Hobart.

Former 2GB scripter, Max Green, is spending a holiday at one of Sydney's northern beaches. Green has accepted a position with the Australian Broadcasting Commission, which he will take up within the next week or so. As he is one of Sydney's outstanding scriptwriters, commercial broadcasting's loss is the A.B.C.'s gain.

Arthur Pettit (Bobby Filbert to radio fans) has received his R.A.A.F. wings and graduated to the rank of Pilot Officer. Arthur had an astounding juvenile radio career with 2UE, and prior to joining up last year was with Lintas.

Harry Yates, 2UE sales staff and compere of the Diggers' show, has resumed duties after three weeks' vacation.

"Sally" Harten who conducts the 2UE daily session for factory workers is at present on annual leave.

After three weeks holidaying in the Mittagong district, 2UE announcer, Miss Bea Hussey-Cooper, is back on the job. In her absence her midday program was conducted by Tony McFayden.

After serving throughout several theatres of the present war, Pat Hodgins has joined the staff of 3UZ as day announcer. His real name is John, but there are so many Johns on the station that it was decided to call him Pat.

The 3AW production staff is spending a well earned holiday. Producer Don Joyce when asked where he was going, replied "Somewhere in Australia." Scripter Ru Pullan is loafing around at home, and continuity expert Kath Dunlop is having a couple of weeks at Port Fairy.

Norrie McPherson, celebrated pianist, who toured Australia with Sir Harry Lauder, has been appointed program manager at 3CV Central Victoria.

Noticed in Melbourne last week were Mr. and Mrs. Cliff Paray of 3CV Maryborough, Vic. They were on one of their usual business trips.

Cec Corboy, salesman of 3UZ, has given up signing new contracts for a few weeks and has gone on a few weeks' vacation.

Kitty Bluett and Al Thomas to Appear in Colgate-Palmolive Productions

Following upon the withdrawal of Jack Davey from Colgate-Palmolive Radio Productions, special arrangements have been made between the Unit and Macquarie Broadcasting Services Pty. Ltd., for inclusion of two of Australia's leading artists—Kitty Bluett and Al Thomas—to appear in "Rise and Shine" and "Calling the Stars."

For some time these two popular comedians have been exclusive to the Macquarie Network. They have appeared in numerous National programs and, of course, will continue to be featured in Macquarie sponsorships—not necessarily together, but, where scripts call for hilarious situations, gags and laughs, listeners will generally find one or the other—or both.

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NOVEMBER LICENCE FIGURES

NEW SOUTH WALES		
New issues	1942 1943	Additions
Renewals	4,863 4,081	(552)
Cancellations ..	33,601 35,787	(1,186)
Monthly total ..	2,102 2,697	(247)
Nett increase ..	510,603 537,087	(20,052)
Population ratio ..	2,761 1,384	(306)
Population ratio ..	18.16 19.01	
VICTORIA		
New issues	2,111 2,330	(328)
Renewals	24,992 26,995	(1,251)
Cancellations ..	1,485 108	(25)
Monthly total ..	373,062 383,884	(16,218)
Nett increase ..	646 2,222	(300)
Population ratio ..	19.24 19.66	
QUEENSLAND		
New issues	1,228 887	(200)
Renewals	11,662 12,525	(195)
Cancellations ..	955 365	(6)
Monthly total ..	171,893 175,294	(3,384)
Nett increase ..	273 522	(194)
Population ratio ..	16.58 16.90	
SOUTH AUSTRALIA		
New issues	1,076 994	(184)
Renewals	8,125 9,195	(547)
Cancellations ..	890 6	(2)
Monthly total ..	139,477 143,526	(9,314)
Nett increase ..	186 988	(162)
Population ratio ..	22.38 23.69	
WEST AUSTRALIA		
New issues	999 499	(57)
Renewals	6,030 6,075	(211)
Cancellations ..	496 354	(43)
Monthly totals ..	93,123 95,146	(3,074)
Nett increase ..	503 145	(14)
Population ratio ..	19.89 20.37	
TASMANIA		
New issues	254 225	(53)
Renewals	2,722 2,845	(89)
Cancellations ..	246 131	(12)
Monthly total ..	47,178 47,786	(2,200)
Nett increase ..	8 94	(40)
Population ratio ..	19.76 19.81	
COMMONWEALTH		
New issues	10,531 9,016	(1,374)
Renewals	87,132 94,002	(3,432)
Cancellations ..	6,154 3,661	(358)
Monthly total ..	1,335,336 1,382,723	(54,334)
Nett increase ..	4,377 5,355	(1,016)
Population ratio ..	18.80 19.39	

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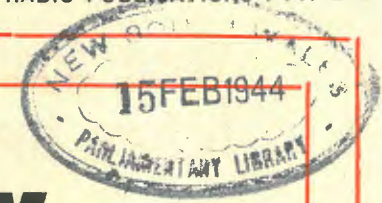
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