

## PERSONALS

Seen in Sydney recently is Mr. Don Marshall, manager of 2GN Goulburn, on recreation leave.

From 3BO technical staff Mr. Bill Moore was also seen checking up on his recreation leave in the Sydney streets.

A new appointee to the 2AY staff is Miss I. D. Burbury, who takes charge of the women's sessions of the Border station. Miss Burbury was previously associated with 3SH.

3XY ace announcer, Alwyn Kurts, with three weeks of leave ahead of him, will probably be gnawing at the bit until the time comes for him to return to the studio. Alwyn will be more careful this time than on a previous holiday, when he and others decided to go fishing. "Don't bother to bring food—we can catch all we'll need," said the others. In actual fact, they didn't catch a single fish in three days!

Mr. J. A. Kerr, manager of 2BE, was a recent visitor to Sydney spending a few days on a heavy business schedule. The Bega station on the N.S.W. South Coast is progressing well, and Mr. Kerr is certainly kept "on the hop" placing an expanding list of sponsorships.

At present on leave in Sydney from a northern battle station is Gunner W. G. (Bill) Delaney, who before enlisting was chief of the 2UE copy and service departments. Prior to joining 2UE Bill was with Paton's Advertising. He saw service in the Middle East with the 9th Division.

Miss Betty Whale (2UE advertising schedules) is at present on annual vacation.

News this week of Captain K. Lin Corr. In a letter to a friend in Sydney he tells of hard work and hot sunshine on Australia's northern coast. Corr has been associated for many years with sound recording in the broadcasting industry, and he says that if he keeps as fit as at present he'll be selling contracts as far north as Tokio! Chief relaxation is fishing (and they catch some whoppers too), and an occasional sup with Lieut. Neville Dixon (Navy) and late of "Age" Broadcasting Network. He has also seen something of "Kem" of 3UZ and of John Taylor (3AW). Turning to broadcasting Corr says it certainly has its compensations being on the listening end of the wireless, although they can only get short-wave reception.

Mr. and Mrs. Lionel Hooks and son were at Wrest Point Riviera Hotel, Hobart, for a few days recently.

### A.B.C. MAN JOINS 5KA AS CHIEF ANNOUNCER

Malcolm Ellenby, one time Lieutenant Ellenby of the A.I.F., and one of the famous Tobruk "Rats," has been appointed chief announcer of Stations 5KA-5AU.

Ellenby was invalided out of the Army in 1942, after having been decorated with the Military Cross.

Associated with the Adelaide stations of the Australian Broadcasting Commission, he has been responsible for many outstanding broadcasts.

On 5KA-5AU he will be heard in the stations' principal programs, and will be associated with Beryl Beard in dual night announcing.

16 Commercial Broadcasting, February 10, 1944

Mr. Oswald Anderson, manager of the Colgate-Palmolive Radio Unit, has organised a celebration party to be held at Paling's Concert Hall on Sunday evening, February 27, to mark his 21st ("broadcasting") birthday. Possibly the earliest public demonstrations of broadcasting were given in Paling's Concert Hall 21 years ago—some six months or more before the wireless broadcasting regulations were issued. The broadcasts referred to were "experimental" of course, but were the cradle in which the infant force was born. A number of the "old hands" who were associated with Mr. Anderson in those early efforts will be present.

Manager of the new South Australian stations 5KA Adelaide and 5AU Port Augusta, Mr. C. W. Batten, came over to Sydney last week on his first business trip since his appointment to the stations. Arrived in Sydney about the same time was his Melbourne representative Noel Dickson. What's cookin' indeed?

In a special exclusive broadcast from 5KA-5AU on Australia Day, Jack O'Hagan disclosed that at one time he had intended to title his now famous "Gundagai" song "On the Road to Bundaberg." "But," said Australia's prolific song-writer, "I wanted a river with four syllables, and finally came across the Murrumbidgee—and Gundagai." So his famous "On the Road to Gundagai" was born. He doesn't seem to regret it judging by his other Gundagai successes—"Where the Dog Sat on the Tucker Box" and "When a Boy from Alabama."

Vera Baghurst, correspondence clerk and secretary to 5KA's general manager, has her hands full these days opening the hundreds of letters received weekly by the station in response to its "Beat the Band" session broadcast Fridays 8-8.30 p.m. for G. Wood Son and Co. Ltd. Theatre tickets are the only prizes offered listeners whose suggested songs are used in this session. A "live" orchestra keeps the show moving and listeners throng 5KA's modern auditorium to guess the titles of songs used. Cash prizes are doubled if they can also sing the song with the band.

Fit-Lieut. Jim Joyce "parachuted" back to Sydney last week to enjoy some leave from operational bases in the north. He thinks New Guinea is a pretty good spot to be in, but Sydney has its compensations after 15 months' northing—especially the beer! The news soon got around that Joyce was in town, and his old home phone buzzed away into the late hours of the night.

Ron Grearly of 7HT is convalescing at home after spending a few weeks in hospital. He is reported to be recovering rapidly and will soon be on the job again. Quite an energetic young man is Rich Vertigan, who helped to carry on the good work of 7HT whilst Mr. Grearly was in hospital. Rich is responsible for compering some very good live shows in Tassie.

Dan Richardson of 7LA in Launceston has just returned from a few hectic days in Hobart at the Wages Board meetings, where they sat morning, noon and night for at least a couple of days. What with that and getting together with Arthur Evans, A. D. Townner, Ken Goynne and Bernie McCann, Dan certainly had a busy time and was looking forward to a good rest.

Shirly Ebbot, 3UZ continuity chief, went away for a fortnight's holiday and returned with an engagement to Corporal Clarence Cook, who has just returned from campaigns overseas. Congratulations.

Mr. Alan Coffey, known as "Penelope" at 3UZ, has just attained the £3,000 mark for the Merchant Navy. No doubt she certainly can get the money in.

Les Ross of 3UZ has gone for his first holiday in Australia. He arrived here 33 years ago. He is now enjoying the surf at Apollo Bay.

Peter Ellis is away from work for a few days—had an accident and got himself burned. Although his burns are clearing up he is not quite himself. They are looking forward to seeing him back again at 3AW.

## NOVEMBER LICENCE FIGURES

NEW SOUTH WALES			
New issues	1942	1943	Addition
Renewals	4,863	4,081	(562)
Cancellations	33,601	35,767	(1,130)
Monthly total	2,102	2,697	(247)
Nett increase	510,603	537,087	(20,050)
Population ratio	2,761	1,384	(306)
	18.16	19.01	

VICTORIA			
New issues	2,111	2,330	(329)
Renewals	24,992	26,995	(1,257)
Cancellations	1,465	108	(23)
Monthly total	373,062	383,884	(16,210)
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	(22)
Monthly total	139,477	143,526	(9,314)
Nett increase	186	988	(162)
Population ratio	22.88	23.69	

WEST AUSTRALIA			
New issues	999	499	(50)
Renewals	6,030	6,675	(211)
Cancellations	498	354	(45)
Monthly total	93,123	95,146	(3,074)
Nett increase	503	145	(14)
Population ratio	19.39	20.37	

TASMANIA			
New issues	254	225	(53)
Renewals	2,722	2,845	(89)
Cancellations	246	131	(115)
Monthly total	47,178	47,786	(2,290)
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	(3,433)
Cancellations	6,154	3,661	(354)
Monthly total	1,335,336	1,382,723	(54,384)
Nett increase	4,377	5,355	(1,016)
Population ratio	18.80	19.39	

## COMMERCIAL BROADCASTING

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# COMMERCIAL BROADCASTING

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



not only



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too

THERE are 12½ hours of new reasons for the afternoon audience . . . 12½ hours of streamlined features which went on the air in one block as from Monday, February 21st . . . in the greatest afternoon programme planning which commercial radio in Australia has seen.

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## COMMERCIAL BROADCASTING

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Subscription,  
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Vol. 12, No. 18.

Thursday, February 24, 1944.

Price, 6d. per copy.

## Musicians Demand Their Pound of Flesh

We see in the action of the Musicians' Union in causing the abandonment of a concert to entertain sick and wounded soldiers at the 113th Australian General Hospital last Sunday night, another of the Union's recent skirmishes to test their strength in the community.

Actors who had arranged to take part in the entertainment had been willing, as in many other similar instances, to give their services free, but as a matter of principle, refused to work with the Musicians when it was learned that the Musicians' Union insisted on payment of double time as provided in their award for Sunday night performances.

The show was to be put on by the full Tivoli company, and the Tivoli management was prepared to pay the musicians, as had been done in the past, to enable the show to go on. Actors and actresses however refused to work with the musicians because of their continued demands for payment for entertaining the sick and wounded soldiers.

The Musicians' Union was asked to allow some of its members to volunteer their services free. The union would not agree to this however, and Actors' Equity arranged with the Minerva Theatre to play the show "Rope" at the hospital, that show not requiring musicians.

The actors' award also provides for payment of double rates for Sunday performances, but actors and actresses have long been waiving their rights in that respect when providing entertainment for sick soldiers or other war charities. There seems no reason why the Musicians' Union should not allow its members to do likewise, by volunteering their services.

While Actors' Equity obviously in this case forced the issue, the attitude of Musicians' Union president (Frank Kitson) is beyond normal comprehension. Even the American Federation of Musicians over which the famed Mr. Petrillo holds such dogmatic sway, allows any of its members to give one free appearance a week for war charities.

Sydney musicians should have the opportunity of giving their services free in

such a case. Many of them would probably be happy to do so—if they are good Australians. It would be creating no precedent either, for recently in Melbourne at least two big charity concerts were performed in which the services of Musician' Union members were free.

Mr. Kitson's contention that having worked six days a week (for which they are very well paid—Ed.) his members would rather have Sunday off than work, displays an amazingly unsympathetic attitude towards the cause in which the free concerts are given.

(Musicians' Union statement, see page 13).

### Adelaide and Perth Stations Join "Mutual" Group

In "C.B." (27/1/44) it was announced that Radio 2UE Sydney and 3KZ Melbourne had finalised arrangements to co-ordinate their facilities regarding program planning, and production as well as certain phases of selling activities and national advertisers.

It is now announced that Stations 5KA and 5AU Adelaide, and 6PM. 6AM Perth have completed negotiations to join this mutual association.

Plans have been made to handle productions in either Sydney or Melbourne to suit the requirements of any particular program series.

It can be anticipated that the association of this prominent and widely listened to group of stations will prove a welcome service to both agencies and advertisers.

### Fire at Valve Works

A serious outbreak of fire destroyed one floor of the factory of Amalgamated Wireless Valve Co. Ltd. in Sydney last Saturday morning.

It took two hours for the brigade to get the fire under control, and during that time extensive water damage was also caused to other floors of the factory building.

## 1943 U.S. Radio Showed 60 Per Cent Increase Over 1939.

No less than 60 per cent increase since 1939, in the total volume of radio advertising in the United States is shown in statistics issued by the Department of Commerce.

The steady growth of radio advertising was unaffected by the setbacks experienced by other media. Newspaper, magazine, and direct mail advertising all fell during 1942 from 1941 levels.

The effect of paper limitations on advertisement space has been felt mainly by magazines. In May last year many publishers had accepted all the business they could handle until the end of the year, and some had to ration space—generally on the basis of the advertiser's previous activity.

Newspapers have not yet had to ration space; some found themselves able to make sufficient savings in other departments to carry all advertising ordered.

Direct mail advertising has decreased in dollar volume because the lighter papers and less elaborate designs now used are cheaper.

The man-power situation has been the most serious problem with which publishers and broadcasters have had to cope. Several hundred weekly papers were forced to suspend publication in 1942, and many went under last year, mostly through lack of labour.

Analysis of the September, 1942, Exhibition of Wartime Advertising shows that Press and poster ads. were being devoted to the following themes—increasing plant production 30 per cent; selling war bonds, 16.6 per cent; conservation of time, material and foodstuffs, 14.4 per cent; improving national health, 9.4 per cent; improving labour relations, 3.7 per cent; promoting salvage campaigns, 3.3 per cent; preventing sabotage, 0.7 per cent; explaining price control, 0.7 per cent; miscellaneous wartime ads., 12.7 per cent; ads. not calculated to help the war effort, 8.5 per cent.

Increased interest is being taken in export advertising. Out of 367 manufacturers surveyed by the Department of Commerce, 146 (40 per cent) are maintaining their normal export schedules; 89 (25 per cent), are increasing their advertising budget; 45 (12 per cent), are decreasing it; 75 (20 per cent), are still considering their expenditure.

The same survey showed that 31 per cent of export advertising by U.S. manufacturers was for cosmetics, toilet articles, medicines, or drugs; 23 per cent for general products; 13 per cent for radio sets and household appliances; and 23 per cent for motion pictures.

Much of this advertising is in Latin America, and regional and district managers of the Department of Commerce are constantly consulted regarding media.

## A.B.C. Annual Report

# Extracts from Review of Year to June 30 Last

The eleventh annual report of the Australian Broadcasting Commission tabled in Federal Parliament recently contains many interesting details of the activities of the A.B.C. during the 12 months' period under review.

Some salient features of the Report are extracted below:—

**News Agreement; Commission's Powers:** One of the matters referred to the Parliamentary Standing Committee at the request of the Commission, viz., the Minister's refusal to approve of proposed agreements between the Commission and Australian newspaper organisations for the supply by the latter of news services, raises the question of the respective powers of the Minister and the Commission.

Section 25 of the Act of 1942 reads:—"The Commission may collect in such manner as it thinks fit news and information relating to current events in any part part of the world and may subscribe to news agencies."

The Minister's check on the exercise by the Commission of this power derives from Section 21:

"Notwithstanding anything contained in this Act, the Commission shall not be empowered to enter into any agreement involving any expenditure by the Commission in excess of five thousand pounds, or extending over a period of more than five years, unless the approval of the Minister thereto has first been obtained."

The over-riding force of the words "Notwithstanding anything contained in this Act" is not questioned, but the Commission feels obliged to point out that in practice the exercise by Ministers of this power of veto can render, and in fact has rendered meaningless the Section quoted above (and other similar sections) purporting to invest the Commission with authority in respect of its most important program activities.

For over ten years the Commission, by virtue of its power under Section 22 of the original Act (Section 25 of the 1942 Act) made agreements at various times with Australian press organisations for the supply of local and overseas news services. Because these at no time involved a payment exceeding £5,000, the Minister's approval was not necessary, and was not sought. Last year, influenced by various considerations, the Commission began negotiations which led to what it considered to be satisfactory tentative agreements with the press for both Australian and overseas news services. As the proposed agreements involved payments exceeding £5,000, the Minister's approval was sought, but without success, and in consequence a deadlock has been reached with the press. The Commission has referred the question to the Parliamentary Standing Committee less with a view to exploring the merits of the proposed agreements than to clarifying the position as to its powers and responsibilities.

**Australian Composition:** Although the Broadcasting Act required that 2½ per cent of the music broadcast should be Australian, the Commission's contribution totalled 2.98 per cent. Competitions for a song and for a piano solo drew 160 entries.

Last year the B.B.C. Symphony Orchestra, conducted by Sir Adrian Boult, performed an All-Australian program, which was recorded as a London Transcription and played over the National stations on April 25, 1943. The Sydney Orchestra, conducted by Professor Heinze, made recordings of works by Robert Hughes, Lindley Evans, Willy Redstone, William G. James and James Brash. The Australian composer-pianist, Roy Agnew, also made recordings of his own pianoforte works which have been distributed to the States for broadcasting. Two works by Dr. Edgar L. Bainton were programmed—Symphony in D Minor and the opera, "The Crier by Night." A musical comedy, "The Scarlet Flamingo," by Walter G. Hurst was broadcast from South Australia.

### PRODUCTIONS

Although there was a further drop in the number of plays submitted, the quality was sustained. Including those submitted for the Verse Play Competition, some very notable contributions to radio drama were received. In all, 207 straight plays, 21 serials and 10 musical plays were submitted and of these 37 plays, five serials and three musicals were accepted. In addition, Australian authors were commissioned for 44 adaptations of stage plays. The proportion of locally-written plays in the main drama periods fell to 45 per cent, but in the light entertainment field 92 per cent of the scripts used were by Australian authors. In addition nearly 80 features were produced, of which over 80 per cent were locally written.

The monthly series of verse plays leading up to a Verse Play Competition was produced from July to November inclusive. Douglas Stewart, who had previously written "Fire on the Snow" and the bonus-winning play of 1941-42, won the competition with his play, "The Golden Lover." Of the 55 plays submitted, nine were purchased, and five of these (the winning play "The Golden Lover," "The Real Betrayal" by Isabel Andrews, "Path of the Eagle" by Catherine Duncan, "We're Going Through" by T. Inglis Moore, and "With Wings, as Eagles" by Joy Holler and Edmund Barclay) were produced.

**Light Entertainment:** "Out of the Bag" ran throughout the year. It was transferred from the Radio Theatre and visits to camps were substituted. "The Big Dipper" ran until the end of December. Other serials programmed were

"Danger, Men at Work," "Take Umbridge," "The Girl at the Hibiscus" and "Hurrah for Hollywood." Musical shows performed during the year included "The Scarlet Flamingo," "The Great Victor Herbert," "Madame Pompadour," "Veronique," "La Fille de Madame Angot" and "Romance is Born."

### TALKS

The number of talks broadcast on the National and State programs during the year was 8,696—209 more than in the previous year. Of these, 6,690 were broadcast from within Australia, 1,578 from the B.B.C., and 428 from other overseas countries, chiefly the United States.

**War Effort Talks:** Most of the talks were related either directly or indirectly to the war and the war effort. There were 1,544 such talks by Cabinet Ministers, Government officials, representatives of war organisations and other speakers, apart from talks features and numerous scatters.

There were also over 200 talks by members of Parliament (Federal and State). Two regular weekly series were broadcast for the Department of Information.

**Field Units:** Perhaps even more than by direct appeals, the war effort was assisted by talks and interviews recorded by the Commission's Field Units. One of these operated during most of the year in New Guinea and another for some months at Darwin. The recordings provided a first-hand account of campaign and enabled many stories of personal gallantry to be told by officers and men of the fighting services. Because of their historic value these recorded talks and interviews are being preserved.

**Human Interest Talks:** In addition to the recordings made in the field by the Commission's observers, other action stories of considerable human interest have been recorded and broadcast by men of the services as regular features. On the home front broadcasts have been made by men and women engaged in Australia's war jobs.

**Educational and Cultural:** One series of Science talks was planned in collaboration with the Royal Society of N.S.W. Another was arranged under the title "Science Sidelights." A series "Art and the People" has been a feature of the late afternoon on Sunday. Each Saturday night for a period of seven months an Australian Poetry feature, comprising readings and commentary, was broadcast. On Sunday afternoons for 39 weeks, a quiz—"So You Think you Know Literature?" was broadcast.

**Health and Nutrition:** Nineteen weekly talks were broadcast by the spokesmen

# HOUSE FULL!

Night time on 3UZ is at present FULLY BOOKED!

Here's conclusive proof that 3UZ is not only Melbourne's OLDEST but also the MOST POPULAR Station.

Naturally as time passes spots become available.

We will welcome enquiries from Sponsors.

But, as we said at the beginning, just at present it's a case of HOUSE FULL!

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

# 3 U Z

MELBOURNE

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

of the B.M.A., and a short talk entitled "The Kitchen Front" on six mornings a week.

In the preparation of these talks the Commission was advised by an expert committee of doctors and dietitians. Some 40 of the talks in the "Kitchen Front" series were published in a booklet entitled "The Kitchen Front," two editions of which have been sold out.

**Social Reconstruction:** The series "This Changing Australia" was broadcast weekly on Sunday nights during a period of nine months, and was followed by a shorter series in which problems of social security were presented by dramatisation or discussion.

**Listening Groups:** Two regular week-night series, broadcast under the general title "After the War—Then What," have been used for discussion purposes by Listening Groups. During the six months ended June, 1943, the number of Listening Groups registered with the Talks Department increased from 67 to 300.

Most of the sessions directed specially to Listening Groups have been presented by means of discussions; first, to try to make a serious subject more interesting, and secondly, because discussion presents the main conflicting viewpoints in the same session.

**Talks Distinctively Australian:** In addition to talks on Australian literature and Australian poetry there were many single talks on Australian subjects, and series such as "This Place Australia" written by Mrs. Ernestine Hill; "Australian Reminiscences" by David M. Dow; "The Australian Women Carry On," by various speakers; "The Voice of the West" by Western Australian speakers; and a long series in Western Australia under the title "This Fair Land."

**Encouragement of Australian Authors:** Short story sessions were broadcast regularly, and during most of the year a session was set apart for the reading of an Australian serial story. During the year 151 stories written by 51 Australians, and six serial stories by Australians, were purchased and broadcast; 1,899 speakers were engaged to write and broadcast talks.

**News Commentaries:** An average of eight commentaries a week were broadcast by Australians, nine rebroadcast from the B.B.C. Empire Program, and three by Americans. 39 commentaries by John Fisher from Moscow were rebroadcast.

**Rebroadcasts from Overseas:** Rebroadcasts were made of fourteen talks by President Roosevelt, seven by Mr. Winston Churchill, and a number by other Statesmen in Britain and America.

Regular talks sessions from America were a new feature. Towards the end of the previous year the American Office of War Information had arranged for the first of these—a weekly commentary by William Winter. Since the O.W.I. has established an office in Australia, its representative here has been able to arrange for this and other regular sessions to be sent to us by radio-telephone. Since August, 1942, a second commentary has been broadcast, first by John B. Hughes, then by Bill Henry, and later by Harry W. Flannery. "Battle Back-

ground" gives an interesting account each week of some new device among the weapons of war. In a weekly series entitled "America Speaks," leading personalities from all walks of life in America have broadcast talks specially to Australia, while in "America Answers Questions," a different group of Americans each week has broadcast replies to questions received from listeners and cabled to America. Outstanding speakers in this session were Mrs. Eleanor Roosevelt, Madame Chiang Kai-shek and Mayor La Guardia. The total number of talks from America was 385.

The 1,578 B.B.C. rebroadcast talks covered a wide range of types and subjects. The majority were commentaries on, or topical talks relating to, the news, but there were also talks by personalities, notably Mr. J. B. Priestly, whose series "Pages from My Notebook" was outstanding. Other regular features rebroadcast included "Here in Britain," "Boomerang Club," "Cobbers Club," and the educational features "Science Notebook" and "Brains Trust." There were also other sessions specially designed for and directed to Australia, such as the "Calling Australia" series, talks by Australian servicemen in Britain, and regular series of personal messages from Australian servicemen to their families and from parents to their evacuee children in Australia.

**Talks Sent to the B.B.C.:** Talks prepared by us and sent to the B.B.C. either by recordings or by radio-telephone, have included the return of personal greetings from evacuee children to their parents, commentaries on the war in the South and the South-west Pacific areas, talks on subjects as requested by the B.B.C., and Australian contributions to composite Empire programs.

#### EDUCATIONAL BROADCASTS

The number of schools in Australia regularly listening to school broadcasts increased from 2,018 to 2,357 during year. Programs consisted of talks and plays dealing with history, literature, science, contemporary events, music, art appreciation, health and other subjects related to school curricula. Reports from schools and from parents continue to attest the educational value and popularity of these National sessions.

Following the successful establishment of a Kindergarten Session in Western Australia last year, a National "Kindergarten of the Air" for the other States was introduced in May, 1943. It quickly won popularity.

Weekly broadcasts to pupils of the State Correspondence Schools were extended to all States. In Victoria the special broadcasts for small country schools, planned to interest country children in affairs outside their own neighbourhood, were continued.

In May, 1943, a conference was convened by the Commission to explore the possibility of standardising school radio equipment. A technical booklet, "The Installation of Equipment for School Broadcast Reception," was issued by the Commission for free distribution to schools to assist them in obtaining the most suitable listening equipment.

In 1942, a full-time Education Supervisor was appointed in Tasmania and a full-time Education Presentation Officer in New South Wales. Education Supervisors have now been appointed in all States and Education Presentation Officers in New South Wales and Victoria.

Permanent recordings of nine Junior History Plays were added to the schools play library during the year.

The program of broadcasts linked up with the syllabus of the Australian Music Examination Board was continued.

#### NEWS

Overseas news was compiled from the B.B.C. Overseas Broadcasts, the British Official wireless, and the Commission's own representation in London and New York. Australian news was supplied by the Commission's staffs in Canberra, Melbourne and Sydney; State news was taken from the metropolitan daily papers by arrangement with Australian press.

The service to the B.B.C. was continued during last year. On several occasions the B.B.C. expressed appreciation of this service.

The weekly Newsletter to Canada for broadcasting to Australian servicemen training there, and the American news broadcast from Sydney for the information of Americans in Australia, were continued on the same lines as last year.

War correspondents covered General Headquarters and operational areas. In November, 1942, we covered a special assignment with commando units in Timor and with the approval of the Commission the war correspondent's story was circulated in the daily press of Australia.

The Commission's request for Ministerial approval for Australian and Overseas news agreements with Australian newspaper organisations is referred to earlier in this report in the section "Parliamentary Standing Committee."

#### THE A.B.C. WEEKLY

With the issue of March 20, 1943, new printing and distributing contracts operated and the format of the journal was changed. A rapid improvement in sales and advertising revenue has occurred. The cost of the journal to the Commission for the year ended June 30, 1943, was £21,108, a reduction of £7,851 on the previous year. The improvement which began later in the year continued and circulation has risen to over 60,000 per issue. This is the largest circulation of any radio journal published in Australia and is the maximum obtainable under the newsprint quota. Advertising income has risen to more than £10,000 a year and current cost of the journal is about £12,000 a year, or nearly £6,000 below the estimate supplied to the Parliamentary Standing Committee. This figure includes £3,429 a year establishment cost which will be written off by December, 1944.

Advertising experts estimate that the journal is read by more than 200,000 listeners a week, and for roughly one-third of the space in the journal advertisers are paying about the same amount of money as the Commission pays for the remaining two-thirds which is used to publicise the Commission's program projects and activities. "The A.B.C. Weekly" has provided an invaluable liaison with listeners and its correcting influence has done much to stem irresponsible criticism of the Commission's programs. Our publishers estimate that another 20,000 subscribers per week could be obtained immediately if newsprint supplies were available.

The journal can now be regarded as established and as a valuable asset.

(Further extracts page 15)

Princess Theatre  
Building  
Spring Street,  
Melbourne, C.I.

# NATIONAL ADVERTISERS know that in MELBOURNE

# 3X

has the Listeners with the BEST Week-End Programmes

including ★ ASPRO RADIO REVELS

Saturdays at 8.15 p.m.

★ TIVOLI HITS & HIGHLIGHTS

Sundays at 6.15 p.m.

★ ROLA RADIO NEWSREEL

Sundays at 7.15 p.m.

★ TYE'S RADIO REVUE

Sundays at 8.15 p.m.

★ PETERS ICE CREAM

Salutes THE ALLIED SERVICES

Sundays at 9.30 p.m.

Sydney Representative:  
Mr. J. Barnes  
Room 34, 3rd Floor  
44 Bridge Street  
Sydney

## Bringing "Night" Entertainment into the Light

### Another Big Step in Daytime Radio

In one of the most sweeping program re-arrangements seen in daytime broadcasting for a long time past, 2UW Sydney last week re-built entirely their afternoon presentation by the incorporation of 12½ hours of new features in the Monday to Friday 2 p.m. to 5 p.m. channel.

The aim was to lift the standard of afternoon programming into line with the changing circumstance which has today created a new afternoon audience.

Starting point of 2UW's re-planning was a realisation that industrial shift work, plus changing domestic habits, had raised a completely new picture of daytime listening habits; and that while there still remained a tremendous audience for the morning program, there had been a very wide increase in the number of people seeking air entertainment during the afternoon.

It was found during extensive research which preceded the shaping of the new schedule, that there had developed an extraordinary change in the shopping habits of the community; and that whereas the peak trading hours for both city and suburban shops used to be round about 3 o'clock, it now was much earlier. Most of the suburban shopping, it was found, was done in the early morning (when supplies of so many commodities were more easily available). The absence of domestic help, too, plus growing restrictions on travel and transport, had contributed materially to the creation of this new afternoon audience.

The station then carried their research a step further by addressing enquiries to advertisers as to their reaction to afternoon advertising, and particularly why there had been such little advertising support for afternoon sponsorships. The replies boiled down broadly to a contention that whereas a listening habit had been created in the mornings by the placing of features such as "Big Sister," no such habit had been widely developed in the afternoons. It was admitted, however, that outstanding features such as the Sydney County Council's one hour Thursday afternoon broadcast "Your Home, Your Family, and You," were contributing largely to the creation of that listening habit.

After examining all the factors, 2UW decided on a complete replacement of 12½ hours of program with a streamlined presentation of features, shaped to meet the mood of every hour, and scheduled "across the board" to provide a continuity of program interest throughout each afternoon.

Frank Hatheley, an experienced afternoon announcer, was given the microphone for the new set-up, and the complete presentation went on the air in one block as from Monday last (February 21).

Included in the schedule are four outstanding half-hour dramatic and human interest programs, scheduled at 2.30 p.m. on each of four days (Rockman's "Thursday at Three" fills the feature half-hour on that day); seven quarter-hour features of unusual dramatic, historic and musical interest; 13 new musical quarter-hours; and a special half-

hour built to accommodate special "spots."

Additionally, at 4 p.m. each day, the station has scheduled a quarter-hour comedy competition under the title of "Let's Play Games," each session carrying £1/10/- in prize money. (One of the half-hour units, "True Adventures," also carries prize money of £1/10/- per session).

One of the most interesting features from the point of view of the commercial radio industry, is that 2UW decided to go on the air with the complete set-up without first seeking sponsorship of individual programs. It was felt that if pre-sponsorship were sought for the several features one by one, and that if they went on the air only as they were sold, there would be a long time lag before the complete schedule could be coordinated into one whole presentation. The other way offered an immediate appeal to the Sydney afternoon audience, and an attraction of a complete program of new features.

Incidentally, 2UW has described the innovation as "a new deal in afternoon entertainment," and advertisers and agencies are being invited now to listen to the actual broadcasts of any of the new features in which they might be interested.

### "MUSIC WHILE YOU WORK"

#### Another Unit to be Added to the "Choice of the People"

Nearly every second letter that John Masters receives from listeners of the "Choice of the People" programs, has a request that he should broadcast another "choice" program every day. Recently the pressure became too strong, when a few factories got together and put their request very strongly, and it was arranged that a quarter-hour from 4.30 to 4.45 should be added to the list of five daily half-hour programs. These sessions have built up a big following, not only in the factories but also in the homes of Victoria, and opening his daily mail is a job of its own for Masters. "The Choice of the People" has had a meteoric rise in popularity. About two years ago, 3AW made a thorough investigation amongst the factories and found that there was a decided demand for "music while you work" for the workers. They also found that the workers enjoyed the music in uninterrupted brackets of two or more records at once. The job of organising and presenting the sessions was given to John Masters, who is something of an authority on recorded music. He began by presenting the programs in three half-hour brackets, at 9.30 a.m., 10.30 a.m. and 11.30 a.m., but it was only a matter of eight months and the demand for more "choices" became so insistent that the 2.30 p.m. and 3.30 p.m. brackets were included. These half-hour brackets are still being broadcast, and with the addition of the 4.30 quarter-hour, will now make in all six sessions.

## EVEN ENGLAND BELIEVES

Reasoning that by the sheer force of necessity of self-defence Great Britain would have to face up to the provision of commercial radio services after the war, this paper several times during last year commented editorially upon that very possible development.

It is therefore interesting to read in the latest copy to hand of "Advertisers' Weekly," published in London, the following editorial comment:—

"Commercial radio is on the way. Even if our own Government is caught unprepared, we shall receive sponsored programs from stations scattered all over Free Europe, and probably America as well.

What is organised advertising doing about that? Has a policy been formulated? Is it ready to present to the Government a clean-cut plan for sponsored radio at home? Or will it be content—so long as the customary 10 per cent is safeguarded—to see a couple of million pounds or more of national advertisers' money go every year to France, Belgium and other Continental countries? The Treasury will not be able to lock up sterling forever.

Advertising, in this respect, had better get busy for its own sake. If it does not act soon, the professional showmen are likely to step in first!

What are the young advertising men and women going to say to the Old Brigade—left to hold the fort—when they return from the battle-fronts and the factories?

These young people will demand a reckoning and will see that they get it. They will ask what plans have been made by advertising to meet the far-reaching and fundamental changes in our industrial economy.

Shall we weakly shrug our shoulders and tell them how hard we have been talking? Shall we make a virtue of conservatism and senseless inactivity? Let the Associations produce something. Even a bad plan is better than no plan at all. It may, at least, constitute a basis for something better.

### AND NOW "PIN-UP BOYS"

Starting on Thursday, February 24, at 9.30 p.m., 3KZ will present a new feature entitled "Pin-up Boys." Compered by Norman Banks the feature relates to hitherto little known facts of those world-famous artists who occupy in the minds and bedrooms of girls the same place as the photos of well known feminine film stars, and so on, occupy in the various camps throughout the Allied Nations. "Pin-up Boy" is a different version of pin-up girl, and provides good entertainment both from a listening and informative point of view.

Sponsor is Love and Lewis, and the account is handled by George Patterson Pty. Ltd.

## McVey, D.G. of Civil Aviation

The Minister for Air, Mr. Drakeford, last week announced the appointment of Mr. D. McVey as Director-General of Civil Aviation in which capacity he would shortly accompany the Minister on a visit abroad. In Mr. McVey's absence Mr. A. B. Corbett, who is to retire soon, will continue to act as Director-General of Civil Aviation.

Mr. McVey still retains his position as Director-General of Posts and Telegraphs as he has done during the past 12 months or so while on loan as Secretary of the Aircraft Production Board.

## Death of Michael Willoughby

Michael Willoughby, one of the best known character actors in Australian radio, was one day last week found unconscious in a gas-filled room of his flat in Darlinghurst, Sydney. He was rushed to hospital but died shortly afterwards. When found Willoughby was lying on the floor of the kitchen with his head on a pillow in the gas stove, of which the jets were turned on.

Willoughby was a freelance radio artist, performing most of his work in recent months in 2GB and in 2UE broadcast productions.

### LESSONS FROM HISTORY, No. 7.



## Who can harness the waves? If Canute can not... Can you?

Canute was the cute king who tried to control canatural forces and maintain constant caneap tides, But he was soon convinced that canobody could defy the inevitable. And the radio waves that go out from 2KO most inevitably carry your message into the vast majority of houses in the Newcastle district.

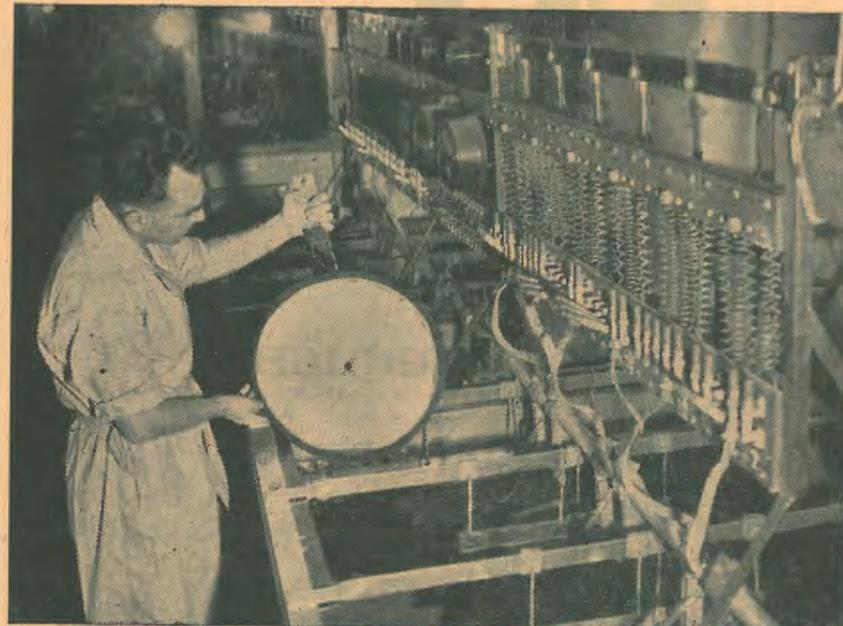
To keep your caname before the caNewcastle people you caneed 2KO.

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

No. 6  
in the Series

### THE STORY OF SOUND

Advertisement



In its journey through the factory, the Recorded Master disc passes from the Processing Laboratory to the Galvanic Department. In this section a satin-like skin of copper is deposited on the pre-silvered surface of the Master disc thereby backing up the silver film to enable subsequent handling. Here Factory Foreman Edward Treble is shown withdrawing a copper disc from the baths for examination. Long years of skill and experience in working to high standards enable A.R.C.'s operatives to maintain a constant output of the finest quality sound-on-disc available for Radio Broadcast.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

## LATEST SONG HITS



A great deal of interest is being centred in "Curl the Mo, Uncle Joe," Jack Lumsdaine's latest song-hit. There is ample evidence already that this striking wartime composition is destined to prove a "winner" in every sense.

On Sunday, February 30, "Curl the Mo, Uncle Joe," was premiered in "Australia Sings" (Johnson and Johnson's sponsorship on the Macquarie Network). It was specially orchestrated for the occasion by Macquarie's conductor, Reg. Lewis, and Jack Lumsdaine was featured as soloist. Also, the number has been recorded by Columbia under the Regal label, with popular Joan Blake singing the accompaniment of George Trevaire's Orchestra.

Words of the song were written by Mr. Jack Hatch, a Sydney journalist.

### Dr. ROBERTSON ORR

Commencing on March 5, Dr. Robertson Orr will conduct a special session from Radio 2UE every Sunday morning at 9.30. The account is through Wilmott's Advertising Agency Pty. Ltd.).



**Air  
Coverage  
spells  
Success  
to a  
Campaign**

**BUT—**

**The GREATER the COVERAGE,  
the GREATER the SUCCESS  
therefore USE 2KY**

'Phone: M 6291-2.

428 George Street.

## "Inside" Races Broadcast Ban Lifted

### A.S.B. Race Descriptions from New Vantage Points

With the exception of Randwick, controlled by the Australian Jockey Club, Associated Sports Broadcasts has been granted permission to broadcast from inside all other racecourses at present operating in Sydney.

The A.S.B. service emanates from 2UE through stations 2KY, 2GZ, 2CA, 2KA and 2HR.

For more than 15 years commercial stations in Sydney were forced to broadcast race descriptions from stands outside the different courses.

Canterbury in 1940 was the first club to lift the ban; Rosehill followed and now Moorefield, which has resumed racing on its own course after a lapse of two years, has also granted permission for broadcasts from the inside.

Spoken to during the week, Clif Cary, sports editor of A.S.B., said the attitude of the clubs was greatly appreciated.

"From special stands," he added, "we were able to provide an excellent service from outside positions, but naturally a commentator feels 'more at home' when calling from the inside. He is able to obtain a clearer picture of the finish of a race, and that makes for a better broadcast."

"Outside of Canterbury, Rosehill and Moorefield, the only other course in use in Sydney at the moment is Randwick. This is controlled by the A.J.C., and the only station allowed inside is the A.B.C."

"At Randwick our stand is in direct line with the winning post and provides an excellent angle enabling Ken Howard to pick the closest finishes."

In 1942 A.S.B. became the first commercial network in years to be granted

permission to broadcast football from the Sydney Cricket Ground, while this summer A.S.B. secured the rights, with the A.B.C., to cover the big cricket fixtures on the same ground.

### It's Women's Work with a Punch

Women's associations and "clubs," organised in close association with various commercial broadcasting stations throughout Australia are making tremendous contributions in both voluntary work for comforts and in hard cash raised for war and other charities.

Not only in the big cities but in the small centres too the magnificent work of these groups goes on week after week, and it is generally only at the end of a 12 months' period when an annual stock-taking is held that the sum total of all that has been achieved is silhouetted against that background of hard work and loyalty.

One of the latest annual reports of one of these groups to hand is from the TEX Women's Association of Launceston, Tasmania.

The report showed that the knitters had kept up a steady flow of garments for A.C.F. Four members had regularly returned one garment per week.

Magnificent work was done through the year by the camouflage netting group. One member had returned one net a week. The first aid class proved successful and contributed a substantial sum to the patriotic funds.

Members of the Busy Bee group had worked hard for the fair, and some of the association's most active members belong to this group. Two members made and donated 134 soft toys for the association's fair. Magnificent work was also done by the Dwarfs.

The sum of £54/10/3 was paid into the charity fund by members of the community singing group.

The work of the parcels committee had proved outstanding, the report stated. Since the last annual meeting 1874 parcels of papers and books and 418 cakes have been sent to members of the services.

Members assisted the Empty Stocking Fund by selling tickets.

The birthday afternoons, held monthly, proved a great success.

A tribute was paid to the work and co-operation of the country officers, who worked tirelessly to assist the funds. Through the combined efforts of the country officers and their supporters the sum of £427/16/- was paid in to the patriotic fund. Of this sum £243/16/- was raised by the Rossarden group.

Regular subscribers to the Prisoners of War Fund have paid in £405/3/- for 1943, bringing the total to £907/9/9.

The War Savings group has paid in £1,137/13/- to date.

During the year there have been 601 new annual members and 435 new life members, making a total of 1,046 new members since February, 1943.

The fair held in November was an outstanding success, and the sum of £300/2/- was raised through this effort.

### OBITUARY

The sympathy of the industry is extended to Mr. Dick Fair, compere of Amateur Hour and other Lever Shows, in the recent sad loss of his mother, Mrs. Emily Gertrude Fair, who passed away suddenly at her home in Bondi on Sunday last.

## Trade Unionists Help Red Cross with "The Magic Penny"

Behind the inauguration three months ago of "The Magic Penny" on Sundays at 6.45 p.m. from 2KY, there is an interesting story.

Less than two years ago, Mr. W. G. Mahony, industrial organiser of the Australian Red Cross Society, conceived the idea of placing a proposal before the local union leaders whereby unionists of N.S.W. could emulate the successful efforts of their fellow-workers in Britain in swelling the funds of the Red Cross Society by weekly contributions of one penny.

Mr. Mahony's proposal was sympathetically received, secretaries of the various unions promising to give the matter their immediate attention. Consequently, no time was lost by these live-wire executives in placing the scheme before their members, who unanimously agreed to adopt the idea, and contribute 1d. weekly to the Red Cross. "The Magic Penny" was launched.

Since then, this voluntary contribution scheme of 1d. per week has been adopted by the Trades and Labour Council in every State, and more recently by the A.C.T.U. Its success may be gauged by the fact that the Red Cross Society has benefited to the extent of over £100,000.

It was in November last that the Red Cross Society joined the ranks of 2KY's Sunday night sponsors with a quarter-hour session, during which they invited Trade Union officials to speak to listeners at 6.45 p.m. This series of talks was opened by the Hon. J. J. Maloney, Ambassador to Russia (former president of the Trades and Labour Council of New South Wales) on the eve of his departure for Moscow.

Other leading lights in the industrial movement who have made a microphone appearance are the Hon. R. A. King, M.L.C., secretary of the Trades and Labour Council of N.S.W., and senior vice-president of the A.C.T.U.; Mr. J. Carney, district secretary, A.E.U. in New South Wales; the Hon. W. J. Gibb, M.L.C., organiser Clothing Trades Federation; Mr. Jim Healy, general secretary Waterside Workers' Federation; Mr. E. J. Harrison, asst. secretary Locomotive Enginemen's Union; Hon. Frank Kelly, M.L.C., president of the A.L.P., asst. secretary N.S.W. Trades and Labour Council and president of the Storemen and Packers' Union; Mr. Albert Monk, secretary A.C.T.U.; Mr. A. Rutherford, secretary Hospital Employees' Association; Dr. Lloyd Ross, Senior Research Officer, Dept. of Reconstruction, and former general secretary A.R.U.; Hon. R. E. Savage, M.L.C., asst. secretary Water and Sewerage Employees' Union; Hon. Colin Tanrock, M.L.C., secretary Sydney Branch Ironworkers' Union; Mr. J. Thom, secretary Electrical Trades Union; Mr. Thompson, secretary Ice Carters' Union.

The sponsored 15 minutes on Sunday

## Big Musicals Under Way

### One Production Problem Overcome when Worrall Found a Universal Language!

The production studios at 3DB Melbourne have been a scene of great activity of late. The station's policy is to have available a large range of programs for future sponsorship, and so many new programs have been purchased in recent times that the management has stepped up the rate of production.

At present two big new half-hour musical shows are being recorded—one, entitled "The Music of Massed Voices," in which a choir of 120 is being used. The other musical entitled "The Magic Key," is the most ambitious attempted in Melbourne for a long time, and is a fantasy in which a large cast of actors, singers and musicians is employed.

Production at 3DB is proceeding also on a new dramatic transcription in half-hour units entitled "This Sceptred Isle," while work is continuing on serials from the books of Edgar Wallace, Oppenheim and Peter Cheyney.

Jim Grant, who left the A.B.C. for 3DB recently, is having a novel experience now producing some musical programs in which a large number of Tahitian soldiers are the entertainers. As they can speak only Tahitian and French the 3DB staff are having a merry time trying to produce the shows. Most of the 3DB French was learned in the last war, and manager, Dave Worrall, did a good job up to a point in explaining that what was wanted was a piping hot stew of songs about war and love and home garnished with war cries, but the dusky soldiers never seemed wholly receptive until he said something about the need for providing "much beer for all!"

### "TRACK TOPICS"

A new series of broadcasts have recently been started at 3AW on Saturday morning at 11.30, titled "Track Topics," compered by race commentator, Fred Tupper. Tupper gives latest times and forms of the local four-legged champions and interviews track watchers and racing experts who give their opinions of the day's meeting. The sponsors are Stephen King Pty. Ltd.

nights are additional to the announcements broadcast by 2KY twice weekly on behalf of the Red Cross Society, the contract for which has recently been renewed for a further 12 months.

**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

**4 Points  
Worth  
Remembering.**

**For  
Entertainment—**

**For  
Popularity—**

**For  
Sales—**

**For  
Service—**

**3KZ  
MELBOURNE**

Sydney  
Representative  
A. L. FINN, 65 York Street

**"The March  
Across the Skies"  
Dedicated to  
the A.T.C.**

In the "Australia Sings" program recorded, February 3, for early broadcast, the first number, "The March Across the Skies," was dedicated to the up-and-coming lads of the Air Training Corps.

This inspiring number is synonymous with the great forward steps being taken by these eager youngsters, and the song aptly describes the courage and skill justly attributed to this rising generation of air aces.

The boys were invited to attend the show in the Macquarie Auditorium, Phillip Street, Sydney and the photo shows some of the A.T.C. staff who were also entertained.

"Australia Sings," is sponsored by Johnson and Johnson (Aust.) Pty. Ltd., on all Macquarie Network Stations.



**"Rhythm Inn" Replaces "As You Like it" for Colgate-Palmolive**

Wednesday, February 16, ushered in another new Colgate-Palmolive radio feature in "Rhythm Inn," which supersedes "As You Like It." The setting is an extremely jolly inn, and the atmosphere sparkles with fun and bright music.

Jack Burgess comperes the show in masterly manner, and Brian Lawrence not only conducts the orchestra in popular



Brian Lawrence

swing numbers, but sings in his own inimitable style as well.

The comedy rippling through "Rhythm Inn" is supplied by John Tate (who makes a marvellous "screwy" waiter), Kitty Bluett, Beryl Meakin and John Cazabon. In addition, Terry Howard, Peggy Brooks and the "Rhythm Swing-tet" supply the vocal items. Altogether, "Rhythm Inn" is a great show, well up to the Unit's standard and easily capable of sustaining a real Colgate-Palmolive

**HIGH FIGURES IN  
TRANSCRIPTIONS INDICATE  
RADIO PROGRAM TREND**

That dramatisations are increasing in their popularity with the listening audience is conveyed in a manner by sales figures just released by Miss Joy Morgan, sales manager of Artransa Pty. Ltd.

For the year ended December, 1943, Artransa sold programs totalling 14,097 quarter-hours and 1,339 half-hours. Sales were made to practically every station in Australia (the figures do not include New Zealand sales nor shows of one hour duration), and although they included a number of musical sessions, they embraced in the main, every conceivable type of human-interest radio programs—heavy drama, comedy drama, "thriller," and family—either in episodic or serial form.

This effort, in 12 months, is an achievement not only for Artransa, but also for the creative ability and skill attending the production of radio programs in Australia.

Artransa transcription sales for January, 1944, were as follows:—  
"Famous Australians" (45), 5KA.  
"Five Star Theatre" (39), 4BH.  
"Comedy Capers" (58), 4IP.  
"Gus Gray" (52), 3CV.  
"My Prayer was Answered" (26), 3CV.  
"Sorrell and Son" (52), 2KO.  
"The Citadel" (52), 2KO.  
"Bigelow Musical Weavers" (36), 6GE.  
"Thirty Minute Theatre" (52), 4TO, (52) 4GR, (26) 4CA, (52) 2MW.  
"Songs of Yesteryear" (37), 2LT.  
"In His Steps" (52), 4IP.  
"Radio Stage" (26), 3GL.  
"Library of the Air" (52), 2GB.  
"Rebecca," 2HR.  
"How Green Was My Valley," 2CA.  
"Anna Karenina," 2KM, 2GZ, 2KA, 2NZ, 2LM, 2WL.

**SUNDAY MORNING CHOIRS**

In "Choirs of the World," Mark Mayne Pty. Ltd. have a sponsorship on 2GB offering some of the world's finest inspirational music.

The initial broadcast on Sunday presented Mozart Lullaby, "Sleep, My Princeling, Sleep On," sung by the Regensburg Cathedral Choir; Anni Frind, soprano, with chorus singing the "Nun's Chorus," from Casanova; Andre Kostelanetz and his orchestra, playing "Estrelita"; and the Boston Promenade Orchestra's "string" interpretation of "La Paloma."

"Choirs of the World" is broadcast every Sunday at 8.30 a.m. from 2GB.

**REGISTERED FIRMS.**

Ranger, Shorty, Nulla Nulla Creek, Bellbrook, Macleay River, yodeller (stage and radio). To com. 1/3/44. Propr.: Edward Haberfield. Reg. 9/2/44

McClelland, W. T. Company; 83 Pitt Street, Sydney, advertising service—merchandising. Com. 4/1/44. Propr.: William T. McClelland. Reg. 28/1/44.

audience throughout Australia.

The feature is broadcast from all Macquarie Network stations, plus an important group of co-operating stations.

**The Hard and the Fast  
Kitson Explains Union's Attitude**

Following is a prepared statement by Mr. Frank Kitson, president of the Musicians' Union, dealing with the hold-up of an entertainment arranged for the 113th A.G.H. on Sunday last:—

"The entertainment in question was organised by the Tivoli management, who, periodically gave entertainments on Sunday evenings at the 113th A.G.H. The musicians on all occasions have been paid for their services by the management.

"A little before last Christmas Actors' Equity stated 'should the members of other organisations be paid for their services, members of Equity must be paid also.'

"Musicians agree that actors should be paid for their services and consider that they should say so openly and not use the Musicians' Union as a catspaw to force their demands on the employer.

"My organisation is of the opinion that the soldier is deserving of the best of entertainment, and considers it should be paid for. In this, I am sure we are supported by all fair-minded people. There appears to be no more reason for musicians giving free service than there is for trades people to donate their goods.

"The Musicians' Union, in common with Actors' Equity and allied interests, some considerable time back, decided that its members services should be paid for at award rates. Equity, in certain instances, has given services gratuitously and is now aggrieved that musicians are being paid.

"Owing to numerous demands on the services of musicians, a hard and fast rule had to be adopted. The musicians are not seeking the work and desire the night off. Entertainment for the troops in hospital can be supplied by army musicians at present being used in radio for the entertainment of civilians.

"There is no objection on the part of the musicians to the actors demanding payment, but any hold up in the proceedings was due to a change of front on their part.

"We are quite sure that with a correct understanding of the position, the unionists in hospital will uphold our attitude.

"Musicians having worked six days of the week laboriously for two shows daily much prefer the Sunday off."

(See Editorial page 3.)

**"SCARLET" FINDS FAVOUR**

The recent release of the A.W.A. transcription, "The Scarlet Widow," adapted from the Bruce Sanders novel, which took England by storm, has almost caused the transcription department of A.W.A. to call a halt in supplying audition discs to stations throughout the Commonwealth. "The Scarlet Widow" will probably rank as one of the most successful releases of 1944—booked for release at Brisbane at an early date plus many other points. The show has 13 half-hours which will certainly give listeners a thrill.

**FOSTAR'S RELAXATION  
MUSIC ON SUNDAY  
AFTERNOONS**

Contract has just been let by Fostar's Shoes Pty. Ltd. to 2GB—with relay to 2WL—comprising an hour of selected musical numbers, every Sunday afternoon from 2 to 3 o'clock.

Some indication of the strong appeal of the presentation may be gauged from the following which were included in the first program broadcast on February 6:—Gershwin's "Rhapsody in Blue"; "The Tales from the Vienna Woods"; "The Desert Song," selection by; Debroy Somers' Band, "Goin' Home," Lawrence Tibbett; "Bitter Sweet," selection by London Paladium Orchestra; and many other well known musical and vocal compositions by world acclaimed artists.

"Rhythm Tred" is the title of the program.

Fostar's have renewed with 2UE for the "Synchromatic Hour" at 11.30 a.m. every Sunday. The program is also relayed to 2WL.

**"TALES OF A CONNOISSEUR"  
FOR BIG STORE**

Anthony Hordern's latest sponsorship on 2GB will interest countless listeners who have a genuine love for, and knowledge of, antiques and objects d'art—as well as those who are newly discovering their worth, the beauty and the fascination of old things. Tales of the past are interwoven with the case histories of famous and costly works of art—and laced with fine music. They traverse unusual highways and byways, and should find ready interest.

Schedule is every Sunday at 3.45 p.m. from 2GB.

**SOUTH SEAS DRAMA FOR  
YOUNGSTERS**

Starting on Monday, February 21, at 5 o'clock, 3KZ will present a new and interesting children's feature on a five night a week basis, from Monday to Fridays, at that time, for Mutual Store.

Entitled "Magic Island," the story tells of the search by a woman and her



Keith Dare, Bobby Horsfall, and Betty Raymond who handle the Mutual Stores children's session (5 to 5.45 p.m. Monday to Friday and 5.45 to 6.15 p.m. Saturday).

business manager, for her only daughter who was lost 14 years before in a violent storm in the South Seas. Produced in Hollywood this serial should have a particular appeal for children.

**GHOSTS OF GREAT ON SUNDAY  
NIGHTS.**

Ghosts of the Great after a lengthy broadcast run at 9.30 every Monday night from 2UE is now heard at the same time every Sunday. Scripted by Gwen Plumb and conducted by John Ryan, the program deals with the life story and music of famous composers.

On Monday at 9.30 p.m. 2UE now presents Radiola Harmony, sponsored by A.W.A.

**Apart from the strongest  
local support — look at  
the Macquarie National  
Features on —**

**3CV**

MARYBOROUGH  
VICTORIA

- PROTEX "Rise and Shine"
- PALMOLIVE'S "First Light Fraser"
- PALMOLIVE'S "Calling the Stars"
- CASHMERE BOUQUET "Rhythm Inn"
- COLGATE'S "Quiz Kids"
- NESTLES "Henry Lawson's Stories"
- MACROBERTSON'S "Sons of the Sea"
- R. M. HARDY'S "Ballad Time"
- KOLMAR'S "Jewels of Destiny"
- SELBY'S "Eastern Caravan"
- VINCENT'S "Star Theatre"
- JOHNSON & JOHNSON'S "Australia Sings"
- CADBURY'S "Hit Tunes"

3CV Representatives:

**MACQUARIE BROADCASTING  
SERVICES PTY. LTD.**

136 Phillip Street, Sydney  
Melb. Address: 239 Collins Street

**PRESTO** FOR ALL  
YOUR  
RECORDING SUPPLIES

**A. M. CLUBB & CO.**  
PTY. LTD.  
76 CLARENCE ST. SYDNEY  
TELEPHONE B 3908

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

# Among the Sponsors

Beginning in March on the Macquarie Network, Cadbury's will sponsor the session "Learn a Tune." Some stations will feature this twice a week while others will feature it four times a week, in which case it will supplement "Hit Tunes." The account is handled by George Pattersons.

Kiwi have renewed their sponsorship of "Chins Up." It is now on a line-up of 16 stations. Contracts for "Kiwi College" and "Kiwi Kids" have also been renewed by George Patterson Agency.

Two 15 minutes per week in the evening program have been booked by the Goldberg Agency for British Medical Laboratories on 2GN, 2GF, 4TO and 3BO.

A further renewal to 2GN has been issued by the Hansen-Rubensohn Agency for European Laboratories for the "Take It or Leave It" session, relayed each Tuesday from 2CH Sydney at 8.35 p.m. "Take It or Leave It" is one of the most popular programs broadcast over 2GN.

When the new Cyril Angles "Sporting Quiz" went on the air as the 10 p.m. unit of the new 2UW Friday night show (the set-up of this novel audience-participation program was described in the last issue of "C.B."), it was announced that the sponsor was Lane's Pty. Ltd., manufacturers of Dacrydol, an antiseptic preparation. The contract was arranged through the Hepworth Agency.

Gotham (A/s/a) Pty. Ltd. have released contracts on behalf of O.T. Ltd. covering 50 word announcements on 2GB, 2CA and 2WL. Days and times vary. Commencing date was February 7.

New contracts with 3UZ include Victorian Independent Exhibitors' Association, half-hour Fridays 6.30, "Music Hall Memories"; Nestle's, half-hour Fridays 7.30, "Young Stars of the Future"; Bushell's Tea, one minute announcements in breakfast session and same in early evening session. (Marsh Pty. Ltd., Sydney); Rockman's, quarter-hour at 6.45 Fridays, "Modes and Melodies"; Cox Bros., quarter-hour every Monday at 2.15 on relay to 3SR, "Tune Thermometer" (Richardson Cox); Broadway Frock Salon have contracted with 3UZ for five minutes in Penelope's session Tuesdays through Thursdays.

Vic. Independent Exhibitors' Association These clients have bought an additional service to the above; 7 1/2 minutes at 6.15 Tuesday, Wednesday and Thursday.

Maples Store of Albury have again renewed their Sunday night sponsorship on 2AY—renewal is for 52 weeks. Maples are one of the original sponsors on 2AY and have renewed yearly for many years.

Another new client on the 2GN schedule is Felton Grimwade and Duerdin with a campaign of evening spot announcements.

The Sheldon Drug Co. have renewed for a further 12 months their spot announcement contract on 2GF Grafton and 4TO Townsville.

Valeur Chemical Co. (through Hugh Berry Co.) has taken preferred announcements in the 2UE breakfast session.

Scanlan Goblin Sweets (Weston Co. Pty. Ltd.) has contracted for announcements in A.S.B.

Santol Laboratories (Goldberg Advertising Aust. Pty. Ltd.) has signed for announcements in the 2UE women's and breakfast sessions.

J. R. Love and Co. Pty. Ltd. have renewed (through Hansen-Rubensohn Pty. Ltd.) on 2GB and 2WL, for "Kinkara Tea," spot announcements in preferred times.

Hoyt's Theatres Ltd. are using a schedule of special 50-word "spots" every day of the week on 2GB.

Melbourne's Hoyt's Suburban Theatres have renewed their contract with 3AW for another 364 half-hours in which they feature a session of the latest hit tunes.

"Moone's Emerald Oil" (F. W. Clements) is now being publicised through one-minute announcements on 2GB, 3AW, 4BH and 7HO. Breakfast, early evening and night times comprises the schedule, with the latter in preferred spots. Contract was placed through Hartford Advertising Agency.

Buckley's Canadiol have taken 156 one minute announcements with 3AW, 78 in the breakfast session and 78 at night.

The Melbourne and Suburban Master Bakers are using 96 five minute sessions in the 3AW daytime programs and 40 x 100 word announcements in the night program.

The Central Business College, Melbourne are using 100 worders over 3AW as a part of their annual campaign. They have contracted for 104 100 words.

Felton Grimwade Pty. Ltd. are using the 3AW breakfast program for a series of 75 five minute sessions.

Santol Laboratories are using 2GB and 5DN-RM breakfast and women's sessions every day of the week except Sunday. Campaign comprises 100 word announcements. (Goldberg Advertising).

Announcements for "Pink Pills" and "Pinkettes" (Dr. Williams Medicine Co. Pty. Ltd.) are being concentrated in 2GB women's sessions, six days a week. Contract through Reuter's Ltd.

2GB breakfast and women's sessions are being used by Commonwealth General Assurance Corp. Ltd. for a long term for 100 word announcements twice daily, Monday to Thursday. Contract through Traders' Advertising Service.

New and renewal local business at 2GF Grafton includes K. S. Weeks, P. Watley, Yamba Surf Club, T. J. Dorgan Pty. Ltd. and H. H. Sanders Ltd.

New and renewal local business written at 2AY Albury includes E. Wightwick and T. E. Barnes.

Dudgeon and Arnell Pty. Ltd., through N. V. Nixon Agency, have issued instructions for spot announcements on 2AY and 3BO at preferred positions.

The Dunlop Rubber Co. Ltd. (Goldberg) have renewed their contract on 3BO for spot announcements in the evening session at preferred positions.

O.T. Ltd. (agency, Gothams) have issued instructions for spot announcements on 2GN Goulburn.

Josephson and Sons (Noble Bartlett, Brisbane) have booked the channel 7.30 to 8 p.m. Fridays on 4MK for their weekly presentation of "Over the Slipralls."

A new client on 4CA Cairns is J. A. D. Gibson and Co. (Traders' Advertising Agency), with a series of spots in day and evening session.

# Extracts from the ABC Report

## SHORT-WAVE BROADCASTING

On July 18, 1942, the operation of short-wave broadcasting to peoples overseas was transferred from the Department of Information to the Commission. A special division, working in conjunction with the Department of External Affairs and the Allied Political Warfare Committee, conducted the service, which at the end of June, 1942, was broadcasting the following daily sessions:—

- To the United Kingdom . . . . . 1
- To the United States . . . . . 4
- To French-speaking peoples in the Pacific and East Asia . . . . . 3
- To the Japanese forces in the South Pacific, in Japanese . . . . . 1
- To North-east and South-east Asia, in English . . . . . 2
- To N.E.I., in Dutch and Malay . . . . . 2
- To Thailand, in Thai . . . . . 1
- To China, in Standard Chinese . . . . . 1
- To the Forces in the South-west Pacific 1

Daily sessions in Thai and Standard Chinese were inaugurated during the year, and a new session to reach the Eastern States of North America in the evening was also inaugurated. The transmission to the A.I.F. in the Middle East was dropped after the return of the Ninth Division.

At the end of June, 1942, the Commission was conducting 14 sessions in five languages; at the end of June, 1943, 16 sessions in seven languages. Each of these sessions was concentrated almost exclusively on the spoken word: news bulletins, commentaries, interviews, and dialogues. It is hoped that when the new 50 kw. transmitter comes into operation, the short-wave division will be able to include in its programs some of the features now being broadcast in the Home Service.

Reception: There have been considerable variations, mostly seasonal, in the overseas reception of our transmissions, but it is possible to make the following generalisations.

Reception of both the morning and evening transmissions of the Pacific States of North America has been generally good; of the morning transmission to the Eastern States of North America, good to excellent; the new evening transmission to the Eastern States is at present good.

Reception of the French transmissions to Tahiti and New Caledonia has been good to excellent. There have been no reports of reception of the French transmission to Indo-China, but on indirect evidence it should be satisfactory.

It is, of course, impossible to receive direct reports of reception in any of the enemy territories, but reports from New Delhi, and other occasional reports from service sources, indicate the probability that reception is generally good in the greater part of the areas to which we broadcast.

Response: A year ago the Mutual Broadcasting system was relaying daily 14 minutes of our morning transmission to the Eastern States of North America. Since then Mutual has dropped this relay, partly because censorship now prohibits the broadcasting of personal messages from U.S. Service personnel abroad, and partly because the American networks now seem to prefer working mainly through their own representatives in this country, who are able to give them exclusive stories. During the last two months, however, the Blue Network has been relaying a special news round up which we broadcast each Saturday night. On an average of three nights weekly we carry a short commentary by the N.B.C. representative in Australia, and this is relayed by the National network in the United States. Apart from these regular relays, the networks and individual stations relay special features from our service from time to time.

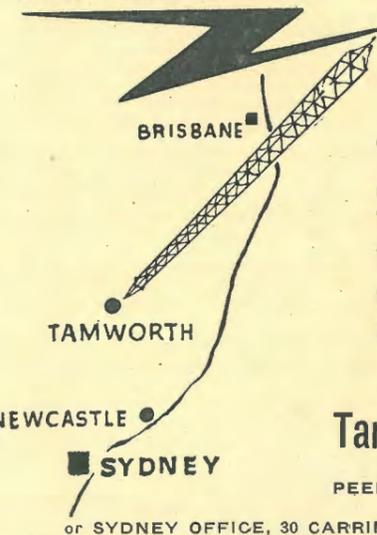
During the year under review we have received a great deal of evidence from official and unofficial sources that our French transmissions to Tahiti and New Caledonia retain a large and enthusiastic body of French listeners. It seems clear that, for a variety of reasons, the French broadcasts from Australia are preferred in these areas to the French programs broadcast from the United States and by the B.B.C.

## STRIKES DON'T WORRY SOME PEOPLE



Mr. and Mrs. Munday had tickets for the Macquarie Auditorium, Phillip Street, Sydney, on the night of the Sydney bus and tram strike last month, but the strike didn't stop them enjoying the show, "Australia Sings." Not to be outdone, they walked from their home at 792 Doncaster Avenue, Randwick, and took baby along in his "stroller" as well! Photo indicates all three enjoyed the hike as well as the show.

# 2TM



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

The power and the influence of 2TM make the Tamworth station a "must" in any campaign designed to cover Australia's richest urban—rural areas.

**Tamworth Radio Development**  
PEEL STREET, Co. Ltd. TAMWORTH

# 7 days and 7 nights per week

THE NORTH QUEENSLAND UNIT OF THE MACQUARIE NETWORK



BUNDABERG

PRESENTS

AUSTRALIA'S LEADING ENTERTAINERS

## PERSONALS

Mr. Mel Sheffer, managing director of the Sheidon Drug Co., who is also a director of Tamworth's live station 2TM, last week spent a few days in "the Commercial Centre of Northern New South Wales" to attend a meeting of the board. He reports that the district is "blooming" and business booming.

Charles Fletcher, popular sales and service manager for 2GB is back at his desk looking fit and feeling well, after a well-earned rest. In keeping with the times, Charles didn't go away. Instead, he slept in late, did a spot of gardening and took the family out as often as his quota of petrol allowed.

Stuart Edwards, former outside sporting commentator for 2UE and the A.S.B., has been promoted to the rank of Sergeant in the R.A.A.F.

Mr. A. Campbell Jones, general manager 2UE, has returned to Sydney after a business trip to Melbourne.

Mr. P. O. Mitchell, general manager of 2XL Cooma, the 200 watt in the Southern Monaro, was in Sydney for a few days last week on a short and snappy business trip.

Miss Coral Wood, private secretary to Mr. C. F. Marden, has returned to duties after three weeks' vacation, much refreshed from the well-earned respite.

Mystery man of Sydney in the past couple of weeks is George Brutchie, 2TM's indefatigable Sydney representative. Noticed six days out of the seven rushing hither and thither and always seemingly with his arms piled up with parcels. It's been suggested he's getting ready to celebrate a more than usually important birthday or else taking his household furnishings for an airing in little bits.

Eric Wood, manager of 3UZ's Sydney office, has just returned from a couple of week's leave, and celebrated his first day back on the job by signing up a well known national sponsor for 52 half-hours. If that's not a good omen, what is?

When Dud Fegan, manager of Australian Record Company, decided to slip off down south for a week or ten days' quiet fishing, he just couldn't get away with it—alone, that is. By the time the bags were packed and ready to leave on Friday last we noticed Bruce Anderson, John Tate, Bill Shortridge and Val Kurling, also in the party. All a bit work-worn they certainly looked set for a good rest and some good fishing. Look out Huskisson, here they come!

Mr. Ray Walters, that popular account executive of Willmott's Advertising Agency, is one of the keenest fishermen and from all reports has been bringing home the goods in recent months from some special reef waters out off Collaroy that he knows about. His little white boat can be seen most week-ends bobbing on the horizon far out to sea.

Lieut. Frank Haines was seen around Sydney last week making the best of some leave. The ex-2GZer is sporting a heavy coat of Queensland tan after a couple of years in the far north of that State.

Miss Betty Lee, 2UE conv department, is at present on annual vacation.

Paul Jacklin (2UE) has made another trip to Melbourne to supervise the production of further recordings of the Peter's Ice Cream show—"A Date with Janie." These discs are being made in Melbourne because Gwenda Wilson ("Janie") is at present appearing there in the J. C. Williamson's production, "Kiss and Tell."

Si Meredith, who conducts the midday serial from 2UE for F. J. Palmer and Son, is at present on annual leave. He is fishing at Ettalong.

On leave from his unit and enjoying a few days in Sydney was Corporal Fred Pearce of the A.W.A. broadcasting dept. Fred is looking particularly well, and with Mrs. Pearce was renewing friendships.

A visitor to Sydney last week was Mr. Bartlett of the Noble Bartlett Agency, Brisbane on an A.C.F. Conference. Mr. Bartlett renewed acquaintanceship with many friends in the agency and recording fields.

16 Commercial Broadcasting, February 24, 1944

Manager Hector Harris of 3AW is having a few days off between work, as he and his family are spending some weeks "somewhere in Victoria." He visits the office every now and then just to see that things are all right and then retires to his recluse for another short break.

Victorian country stations are minus their network managers, as both Sid Kemp and Rupert Fitts are away in some delightfully quiet spot river fishing. And believe us they really do get fish!

Les Ross of 3UZ received a letter from his London agent last week telling him all about theatrical doings in England. There is a boom in the theatre at present, and all the leading stars are having a busy time. Enclosed with the letter was a photograph of some of the boys in the well known "Crazy Gang."

"Fride goes before a fall," and we think with regret of that spruce, debonaire, up-to-the-minute 3XY sales manager, Stan Thomas, as he waited on the pier at one of our leading bayside resorts ready to step on to his streamlined launch as it gracefully sailed towards him. While crowds of on-lookers waited to see him catch the moorings and then make a grand entrance somehow something happened and the moorings caught Stan and then all that was seen . . . was Stan's beautiful white yachting cap floating away on the top of the water . . . the rest is a watery tale of woe.

Another visitor to Melbourne last week was Mr. Alan Fairhall, managing director of 2KO, and at the moment on Directorate of Radio and Signals business. As usual his few days in Melbourne were fully occupied.

Cliff Nicholls, known as "Nicky" of 3AW Chatterbox Corner fame, is spending a few days rest fishin', shootin' and huntin' on the Cann River in Gippsland. The only fish caught to date are "canned."

The Jungle Doctor (Dr. Paul White), who broadcasts regularly through 3UZ, was in Melbourne recently. His many friends will be sorry to learn that he has had a recurrence of the illness which necessitated leaving his work in Tanganyika.

Called in to see Cliff Mackay at Paton's new and luxurious offices. Large rooms with plenty of air overlooking Collins Street's beautiful trees, and should give any advertising agency contentment of mind.

3AW's salesman Dave Duff had great celebration last week when Dave Junior arrived home from up north on a few weeks' leave.

Fred Tupper who recently returned to 3AW announcing staff, was in Sydney last week. Fred has started a Saturday morning racing program and gives enthusiasts of the Sport of Kings the latest form straight from the horses mouth.

Una Radcliffe has returned to the air, and on Friday nights at 8.30 p.m. will be broadcasting as the Movie Newscaster, together with Eric Pearce, in a program entitled "Hollywood Takes the Air," introducing Hot Flashes from Hollywood as well as hits from the films. The sponsors will be Felton Grimwades.

Betty Raymond is certainly getting into peoples hearts with her program "Fifteen Sacred Minutes," which is presented from Monday to Saturday on 3KZ at 10 a.m. each morning. One morning recently Betty received a phone call from a listener who asked for a certain hymn to be played. As soon as it was possible Betty included the hymn in her morning recital, and received at the end of the presentation another call from the listener who explained, with tears in her voice, that it was the last hymn sung at the last church service she and her son attended before he went away. He has been missing for four months.

Frank Allen, publicity officer of 3KZ, has gone for a "serious" fishing trip to Gunbower. Gunbower is reputed to be a fisherman's ideal fishing resort.

Bill Kelton, of "Adelvn," is spending a couple of weeks in Sydney. Any ideas of a quiet time he may have had better be forgotten, because when Bill goes to Sydney . . . well!

On recreation leave is technician H. Ripingale from 2GN Goulburn.

## JANUARY LICENCE FIGURES

NEW SOUTH WALES			
New Issues	5,177	2,638	(484)
Renewals	33,049	33,786	(984)
Cancellations	2,638	4,440	(288)
Monthly Total	516,321	536,275	(20,500)
Nett Increase	2,539	1,802	(100)
Population Ratio	18.37	18.98	

VICTORIA.			
New Issues	3,306	1,445	(116)
Renewals	21,464	22,908	(7,054)
Cancellations	2,904	1,863	(12)
Monthly Total	373,469	383,315	(16,460)
Nett Increase	402	418	(104)
Population Ratio	19.26	19.63	

QUEENSLAND.			
New Issues	967	909	(76)
Renewals	11,042	11,040	(170)
Cancellations	709	969	
Monthly Total	172,276	174,797	(3,391)
Nett Increase	258	60	(76)
Population Ratio	16.62	16.85	

SOUTH AUSTRALIA			
New Issues	1,046	647	(115)
Renewals	8,266	8,461	(547)
Cancellations	1,101	851	(48)
Monthly Total	139,575	143,702	(9,517)
Nett Increase	55	104	(67)
Population Ratio	22.90	23.70	

WESTERN AUSTRALIA			
New Issues	917	662	(67)
Renewals	5,280	5,367	(156)
Cancellations	830	830	(10)
Monthly Total	93,704	94,973	(3,169)
Nett Increase	87	168	(57)
Population Ratio	19.98	20.33	

TASMANIA.			
New Issues	373	201	(397)
Renewals	2,856	2,782	(133)
Cancellations	355	447	(88)
Monthly Total	47,167	47,624	(2,272)
Nett Increase	18	246	(49)
Population Ratio	19.75	19.74	

COMMONWEALTH.			
New Issues	11,786	6,502	(897)
Renewals	81,957	84,343	(3,092)
Cancellations	8,537	9,400	(444)
Monthly total	1,342,512	1,380,686	(55,315)
Nett Increase	3,249	2,898	(451)
Population Ratio	18.90	19.37	

Alan Grant, who presents "Milada's Matinee" on 3KZ each Monday to Friday at 3 o'clock, is establishing a lot of A.I.F. contacts through his "For the Forces" section of the program. Listeners are asked to send in service jokes, all used being paid for at 5/- per joke with a £1/1/- fee for the best of the week. So far Alan has heard from over 30 friends and relatives of men he was away with. They all remember him—they should, he's 6 feet 4in and weighs 163 stone. Sponsors are "Stablonde" and Hodgson and Co. Pty. Ltd., makers of "Merry Widow" Junket Tablets.

## COMMERCIAL BROADCASTING

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# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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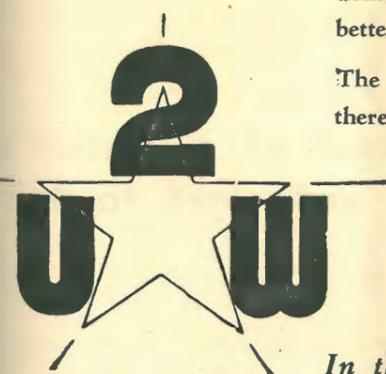
## ALL ACES A NEW DEAL IN AFTERNOON ENTERTAINMENT

It's all aces in 2UW's new afternoon show . . .

Twelve and a half hours of new features in the greatest afternoon presentation on the air . . .

And the audience is ace-high, too. You can check it for yourself in the changing day-time domestic habits under war-time conditions . . . or better still, ask us to tell you all about it.

The audience is there . . . the features are there . . . and opportunity is there—for you.



In the afternoon, too,

**Most People Listen to 2UW**

Registered at the G.P.O., Sydney, for transmission by post as a newspaper.