

PERSONALS

Amongst the recent new members admitted to the Millions Club of Sydney is Mr. H. G. Horner of 2GB and Macquarie. A good clubman he will be welcomed by a wide circle of friends and acquaintances at the Rowe Street retreat.

Stuart Edwards, former 2UE and A.S.B. racing commentator, has now graduated as a navigator with the R.A.A.F.

Enjoying leave in Sydney is Captain Harley Goodsall, former chief of the 2UE copy department. Harley for some time past has been at a northern A.I.F. camp.

Disappointment was expressed all around that Mr. O. F. Mingay had not returned from America in time to attend the welcome home dinner given by the Melbourne radio trade to Lieut. Col. S. O. Jones last week. Mr. Mingay, who has been in Washington since the beginning of the year for the Directorate of Radio and Signal Supplies, is expected back in Australia shortly.

The producer's lot, like the proverbial policeman's, is not always a very happy one, and he may often have to extricate himself or his production from a ticklish spot. Such was the case in the production of "Pinocchio," hour show broadcast by many stations on Xmas Day for Kolyonos, which was made at Columbia. Producer Reg. Johnston, at the eleventh hour had to step into the leading role which was to have been taken by John Cazabon. Decision was made a matter of minutes before the first cut was due to be made.

David Syme, 3AW director, is speedily recuperating from three or four weeks in hospital, and last week received a bundle of cheer-up gifts from the 3AW staff who got together to send him chocolates, strawberries and oranges.

3AW's sale manager, Jack O'Hagan, has received word from Ashbergs, one of England's biggest music publishers, to the effect that they have accepted his latest song, "Little Ships will Sail Again," and that they expect it will be a winner. The acceptance of this song by Ashbergs creates a record for O'Hagan, who has now had a song published by every leading publishing house in England.

On Friday, December 17, Councillor O. J. Nilsen, governing director of 3UZ Melbourne, entertained executives and the announcing staff of the station at luncheon at the Hotel Australia. Those present were afterwards taken on a tour of inspection of the various Nilsen undertakings.

Raymond Chapman 3XY chief announcer spent something of a busman's holiday on his recent vacation at Lorne. It wasn't long before Raymond was shanghaied into running entertainments among the guests in aid of local Red Cross funds. Quite a respectable sum was raised too.

Virginia Uren, who has been conducting the 3AW Women's Association for the last few years, is leaving that station at the end of the year, and Judy Willing is taking over the programs. Judy has been at 3AW for the past month getting into the routine of these popular daytime programs.

Jack Clemenger of Leyshons, Phil Gouldstone of Darrods, and 3KZ salesman Arthur Banks relaxed for once the other day and had a very good afternoon's golf. All came back next day with renewed energy.

Mrs. William Bradley, mother of 3XY musical director Kevin Bradley, died early this month. Her musical family includes Charles Bradley, formerly associated with 5DN Adelaide, Reg. Bradley, who is a member of the A.B.C. Orchestra, Eileen Bradley (radio singer), and Leo Bradley, Melbourne radio musician.

General manager of 2SM, Mr. Bernie Stapleton, planned having a really good rest over Christmas. Other than shift ten tons of rock garden from one side of the Coogee garden to the other and plant a few hundred vegs. in his victory garden, he intended having a really lazy time of it!

3XY Service League did its bit for the McLeod Repatriation Sanatorium this month at a big show staged to open the shelter shed, presented at a cost of £80 to provide shelter for patients seeing friends off at the connecting bus. 3XY took up Carl Briggless' band and a full show of supporting artists, plus station executives.

Sunday, December 19, brought the wind up of 12 months of "Are You An Artist?" Prizes were given out for the last quarter final. After the program sponsor Mr. W. Kelton and Mrs. Kelton, together with Mr. and Mrs. O. J. Nilsen, Jack Clemenger and Cec Corboy gathered together for a bite of supper.

Lieut. Commander Colin Gilder of the R.A.N.V.R., who has been seen around Sydney quite a bit since his return from England, where he put in two years with the subchasers, seems to have drifted into the spume once again. Believed that he is heading north.

Mr. Ron Irish, treasurer of Macquarie Broadcasting Services Pty. Ltd., and secretary of Australian Record Company recently returned from the "bush" bronzed as the proverbial berry. Narooma is reported to be completely void of fish since Ron wielded a wicked rod among the scaly ones down there.

Peter Bathurst walking down Barrack Street, Sydney, one day last week in khaki shorts and rakish open necked shirt, looked nothing of the debonair announcer whose suave voice so appealingly used to give the Colgate commercials. But Army notwithstanding Peter still manages to squeeze in a few freelance assignments during rest days.

OCTOBER LICENCE FIGURES

NEW SOUTH WALES

New issues	1942	1943	Addi-
Renewals	4,549	5,335	tional
Cancellations	39,316	39,345	(50)
Monthly total	270	4,520	(1,320)
Nett increase	507,842	535,703	(282)
Population ratio	4,279	x865	(19,747)
	18.06	18.96	(x35)

VICTORIA

New issues	3,480	3,120	(76)
Renewals	30,998	31,503	(1,552)
Cancellations	1,281	2,975	(1,694)
Monthly total	372,416	381,662	(15,911)
Nett increase	2,199	x145	(x6)
Population ratio	19.26	19.55	

QUEENSLAND

New issues	1,224	1,495	(76)
Renewals	14,111	14,247	(136)
Cancellations	1,351	1,088	(78)
Monthly total	171,620	174,772	(3,190)
Nett increase	-127	x407	(x3)
Population ratio	16.55	16.85	

SOUTH AUSTRALIA

New issues	1,326	1,065	(175)
Renewals	9,684	9,510	(570)
Cancellations	617	1,500	(1,310)
Monthly total	139,291	142,538	(9,110)
Nett increase	709	-435	(x)
Population ratio	22.85	23.53	

WESTERN AUSTRALIA

New issues	1,253	622	(78)
Renewals	7,121	7,110	(223)
Cancellations	500	1,264	(385)
Monthly total	92,620	95,001	(3,000)
Nett increase	753	642	(x33)
Population ratio	19.75	20.33	

TASMANIA

New issues	433	322	(57)
Renewals	3,202	3,340	(122)
Cancellations	278	295	(17)
Monthly total	47,170	47,692	(2,250)
Nett increase	155	x27	(x40)
Population ratio	19.76	19.77	

COMMONWEALTH

New issues	12,265	12,009	(1,047)
Renewals	104,432	105,055	(4,024)
Cancellations	4,297	11,642	(500)
Monthly total	1,330,959	1,377,365	(53,310)
Nett increase	7,968	x367	(x54)
Population ratio	18.74	19.32	

COMMERCIAL BROADCASTING

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COMMERCIAL BROADCASTING

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



TWO MORE
Great
features



to add to
the list on

E. C. de Witt & Co. (A'sia) Pty. Ltd.
Present
"The Man in the Dark"
A superb action-packed dramatic serial.
Mon., Tues., Wed. 7.45 p.m.

W. W. Campbell & Co. Ltd.
Present
"Michael Dare-Reporter"
One of the fastest-moving murder mysteries ever broadcast.
Mon., Tues., Wed. 8.30 p.m.

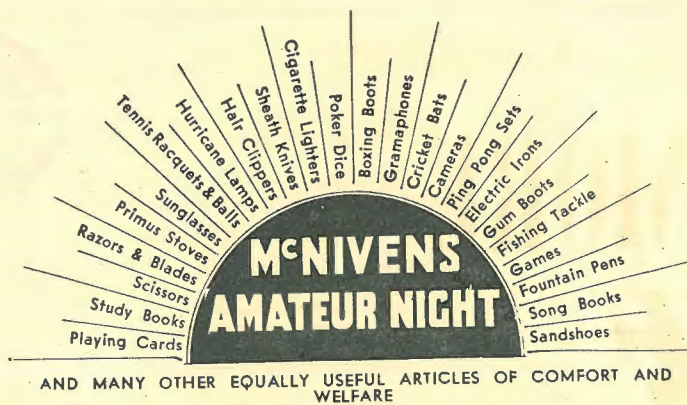
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GEORGE EDWARDS programmes are one reason why

Most People Listen to 2UW

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

You buy 'em - they'll fly 'em!

Buy £10 NATIONAL SAVINGS BONDS



This is what we call "Doing Things for Soldiers"

in
McNIVEN'S "AMATEUR NIGHT"

on
2SM

Each Wednesday at 9 p.m. John Dunne comperes this original "Amateur Night" program, and between items, appeals are made for comforts for Soldiers, which have been asked for on behalf of the men in New Guinea. Many and varied are the items requested, but 2SM listeners always produce the goods.

That's why **2SM** *Sells More*

COMMERCIAL BROADCASTING

Sydney,
FL 3054

Incorporating
BROADCASTING BUSINESS

Subscription,
10/- p.a.

Vol. 12, No. 15. Thursday, January 13, 1944. Price, 6d. per copy.

Share Your Blessings

In these days of rationed products and of rationed advertising space, there must be many advertisers at a loss to know how best to utilise what scope there is available for brand-name promotional ideas, and to avoid falling into the rut of mediocrity.

Every manufacturer and or distributor who has faith in his product and who is subject to restricted supplies has now a golden opportunity to make each and every one of his products in the hands of consumers a potential "salesman" for future new sales and for replacements.

This might be achieved by directing the advertising messages to the actual users of the products in short supply and striking a national war-effort theme and community co-operation spirit through the copy appeal to users of the products to share their blessings with their neighbours. Naturally such an idea would not be applied to foodstuffs, but such things as lawnmowers, electrical mixers, and other household appliances and work-lightening gadgets lend themselves admirably to the scheme. If demonstration is worth anything in the business of selling, here is an opportunity to secure unlimited numbers of "free demonstrations" of useful products. We have known of cases pre-war when many thousands of pounds a year were expended in sending door-knocking salesmen through suburbia demonstrating gadgets.

If this spirit can be promoted with owners of goods in short supply (and purely advertising is capable of doing that job), an ever widening circle of potential post-war purchasers of the goods must result.

Canadians Not Lagging

The Australian radio manufacturing and broadcasting industries have always appeared shy of using their own medium to promote their products to the public. Some Australian receiving set manufacturers and component part manufacturers individually have made extensive use of the broadcasting medium for advertising and public relations, but collectively no united front has been so far achieved.

In Canada, on the other hand, great store is put upon the idea, and following the initial series of half-hour broadcasts on the Dominion network launched early last year, sponsored by the Radio Manufacturers' Association of Canada, another series commenced at the end of September last under the title of "Yesterday, To-day and To-morrow." Feature is a musical variety show each Wednesday 8 p.m. to 8.30 p.m., in both Eastern and Western Canada.

In addition to a program of lively music, the story of radio's early developments, its war services and its possibilities in the future, is outlined in an informative manner helpful to all branches of the industry.

Radio dealers and servicemen are encouraged to promote the broadcasts in their localities in every possible manner in order to get the benefit of the publicity of this popular program both to-day and to-morrow when post-war activity begins.

R. G. MENZIES TO RESUME TALKS NEXT MONTH

After a month's absence from broadcasting, the leader of the Federal Opposition, Mr. R. G. Menzies, will resume his weekly war commentaries from 2UE on February 4. Mr. Menzies broadcasts from 2UE at 9.15 p.m. each Friday, and his talks are relayed to other stations in N.S.W. as well as Queensland and Victoria.

Communications of the Future

The possibilities of development in telecommunications, particularly in the international field, formed the main point of an address by Col. Sir A. Stanley Angwin, engineer-in-chief of the British Post Office recently when he assumed presidency of the I.E.E. His address was reported in the English trade paper, "Wireless and Electrical Trader."

In dealing with the subject Col. Sir A. Stanley Angwin emphasised that in telecommunication more than in any other branch of engineering, it was essential to have some measure of international control and standardisation.

Part of the address dealt with international and trans-oceanic telephony, and telegraphy. On the subject of radio, the speaker said that it would be necessary to regulate radio internationally to a much greater extent than line telegraphy or telephony, by reason of the possibility of interference over long distances. The practicability of using relay stations in order to extend transmission distances of short wavelengths accentuated the necessity for agreement on wavelength allocation.

In the past this had been largely a political problem, but even in a perfect new-world order there would still remain the limitations of the total width of spectrum available and the almost unlimited demands upon it. A reasonable solution could only lie in the establishment of some order of priority of user.

With regard to television, the definition at present was far short of that of cinema pictures, and this indicates the first desirable advance. Coloured and stereoscopic television systems were in the experimental stage and offered great possibilities for improvement; they would, however, make new demands on the frequency band-width required.

How far television would be divided between radio and line transmission was not yet determined. The use of very much higher frequencies involved limits in the effective transmission coverage by radio. For long distances it would be possible to use radio relays, or wire transmission, employing coaxial cables. One of the intriguing problems of the future would be how far one could employ micro-waves or the new mechanism of transmission by wave-guides for television purposes.

Needs for Television Planning

A developing and expanding art such as television would necessitate the most careful planning of international regulation and standardisation. Too early crystallisation would cramp development, but lack of co-ordination might lead to chaos.

There's time for fun when victory's won. Work and save NOW. Buy War Savings Certificates and £10 National Savings Bonds.

Radio Supplies Directorate Chief

Reviews Overseas Development in Radio and Electronics

Welcome Home to Lieut.-Col. Jones in Melbourne

Lieut. Col. S. O. Jones, Chief of the Radio and Signals Supplies Directorate of the Ministry of Munitions, recently returned from a visit to England and the United States. At a welcome home dinner tendered by the Melbourne radio and broadcasting industries he reviewed the salient features of overseas radio development as observed during his investigations abroad.

Colonel Jones said that of the development that is going on abroad at the present time, possibly the most interesting is that which is taking place in Great Britain. In 1940 when Britain was attacked from the air there were already in operation the Chain Warning System of radiolocation. The R.A.F. had only a few hundred fighter aircraft with which to fight the enemy, and it is now well known that it could not have succeeded without the assistance of this warning system. When the Prime Minister made his now classical remark, 'Never before in the field of human conflict has so much been owed by so many to so few,' he should have added the words 'and radiolocation,' because it is an accepted fact that radiolocation, even as it was in those days, enabled the R.A.F. to save Britain from invasion.

"Due to the success of the warning system, the development of radiolocation, or as it is now known as radar, proceeded apace. Institutions such as the Cavendish Laboratories, the General Electric Co.'s Research Laboratories at Wembley, the Marconi Co.'s Research Laboratories at Great Baddow, made available to the Government most of their scientific resources, and everywhere one goes in Britain one hears in connection with radar development such well known names as Ratcliffe, Ekersley, Lewis, Paterson, and many others. Due to the secrecy that must obviously be observed, it is not possible to describe the systems in detail, but it is possible to say that this war is in fact a radio war. The enemy is well advanced in radiolocation—the dual that is going on in the European zone is one that is developing week by week radio measures to keep one step ahead of the enemy. So far we are succeeding.

"We hear much of land and air superiority, but not often of radio superiority. Maintenance of radio superiority in this war is just as important as land or sea superiority. And the story of radar will be the most interesting of the whole war.

"In the field of communications, there have not occurred up to the present any very outstanding developments. At the outbreak of war the radio industry of Great Britain was given the job of producing masses of radio equipment for military use, and its immediate re-action was to say that it could produce the quantities required providing the military authorities

were prepared to accept equipment built and assembled in accordance with the technique which it had previously employed in respect of the manufacture of domestic radio equipment. In other words, it was not in a position to change its technique over to meet service specifications and at the same time effect the deliveries required. For the first two or three years in the war, therefore, most of the field wireless equipment that was delivered was produced according to pre-war methods and conformed generally to domestic radio equipment standards. Recently, however, the Service authorities have insisted on an up-grading of the standard and by the end of 1944 I think we will see a completely new range of equipments being produced in Britain. The more interesting developments which are only now being undertaken are 'miniaturisation,' 'tropicalisation,' and the adoption of 'crystal control' for portable or field equipment. 'F.M.' is also under discussion, but it is difficult to say whether its adoption for field use is going to be worthwhile. This, however, is a matter which has not yet been resolved to everybody's satisfaction. I have been asked frequently since my return of my impressions of the home-front in Great Britain and America. In Britain there is confidence everywhere that the war is moving towards some climax, although there is no evident slackening of effort or the will to see the thing through. Manpower and womanpower have been mobilised to a limit, with women up to 50 conscripted for National service. Everywhere one sees women in production, working with their hands in factories, who, in normal times, would not even soil their fingers. Consumer goods are short and difficult to find, the food is wholesome and probably quite adequate, but it is quite uninteresting, and eating these days in Britain is a matter of routine rather than a matter of pleasure.

"However, one does not hear complaints, and in general one cannot but have a feeling of intense admiration for the resourcefulness, and indeed for the fortitude, of the British people. In the United States the visitor, living in hotels, is likely to get the impression that the war is not being felt there, but behind all the spending one sees, and the striving for pleasure, there is no doubt whatever concerning the sincerity, and the magnitude of the effort that is being put forward, by the American people as a whole. In the United States, also, many consumer goods are in short supply, and the householder is meeting real difficulty in obtaining his requirements. As in this country one hears complaints of inefficiency on the part of the administration, but these I found emanated mainly from irresponsible sources. The people who know will tell you that the administration has carried out a difficult task with the maximum of efficiency.

"Mr. Vanvalzah made some reference to my leading the radio industry. This is a very flattering reference because as you know I do not lead the industry.

"But having regard to the post-war situation as it will probably develop, the technical developments that are proceeding at the present time with post-war application, it is essential that the industry should get together and lead itself in preparation for the change back to civilian production. It is my view that the only manner in which it can do this is to keep up-to-date with these developments, and what more effective way of doing this can it adopt than to send its people abroad so that they may get first-hand knowledge of what is now going on, and what people abroad are thinking of in connection not only with the war effort but the post-war applications of current work."

Colonel Jones concluded by again thanking the assembly for the privilege extended to him. He also expressed appreciation of the assistance and co-operation which had been shown him during the year, and made particular reference to the assistance which had been given to Mr. Richards by the industry during his absence. He expressed the hope that the industry could continue to give this assistance during the forthcoming year.

Those in attendance were:—Lieut.-Col. S. O. Jones (guest of honour), Messrs. S. Newman, J. Leeman, H. V. Prior, A. J. Veall, D. Reens, K. McDougall, H. Love, N. Featherstone, A. Denning, J. Stearn, J. Entwistle, K. Healing, L. A. Pogonowski, H. C. Vanvalzah, H. Cliff, — Peterson, J. Wilkins, J. McGrath, N. Levi, G. E. Rowlands, H. Harris, S. Kemp, H. Snelling, S. Morgan, D. Worrall, O. J. Nilsen, H. A. Dickens, C. Condie, E. Cottrell, A. Swann, S. Gibson, A. G. Warner, R. Cannot, L. Stewart, F. Clarke, D. McGregor, F. Tracy, J. Bryce, S. Aaron, S. Morgan, A. Steward, H. W. Joseph, W. Richards, J. Love, G. Annerley, S. Carnegie, N. Crawford, I. Knight, B. Johnson, A. T. Swales, R. J. Bussell, P. Walsh, Miss B. Touzeau, Messrs. L. Farrell, K. Stevenson, J. A. Overdiep, R. Guth, J. W. Denham, Charles Tapp, E. W. Burneta and L. J. Herman.

FINE GESTURE BY PETERS' ICE CREAM

The Christmas messages brought from New Guinea by Alwyn Kurts for 3XY's broadcast on Christmas Day proved so successful that the station found itself forced to repeat them, giving up the whole afternoon session of New Year's Day to the job.

A splendid gesture has been made by Peters' Ice Cream (Vic.) Ltd., co-sponsors of the messages in association with 3XY. Each individual message will be taken off the 33 1-3 discs on which the recordings were originally made, and re-recorded on a normal 78-speed disc. The next-of-kin of each soldier sending a message will then be given a free copy. Peters are bearing all costs of the free service.

AUDIENCE..

2GF

GRAFTON offers you

COVERAGE plus AUDIENCE

12,233 Votes

were cast by 2GF listeners for competitors in the recent Amateur Hours Conducted for the Jacaranda Festivals at Grafton.

2GF conducted three amateur hours with 36 competitors. Votes were received from the whole of the Northern Rivers and Northern Tablelands Districts

You must include 2GF Grafton for complete coverage of the Clarence and Northern Rivers Districts.

For further particulars contact

AMALGAMATED WIRELESS (A/SIA) LTD.

Mr. O. F. Mingay Returns From Washington

Last week saw the arrival in Sydney of Mr. Oswald F. Mingay, chairman of directors of Australian Radio Publications Pty. Ltd., publishers of "Commercial Broadcasting," who is on loan to the Radio and Signals Directorate of Ministry of Munitions, and who has been away from Australia in the United States and Canada on behalf of the Ministry during practically the whole of 1943, spent a few days in Sydney before returning to Melbourne to resume duties in charge of radio production for all the Australian and American forces in the S.W.P.A.

A representative gathering of about 80 industry executives of the radio and electrical trade in Sydney welcomed Mr. Mingay back to Australia at a cocktail party held in the R.A.A.F. Welfare Centre Hall on Friday afternoon last. Mr. Eric Dare acted as chairman.

From the broadcasting field, Mr. Frank Marden, general manager of 2UW, represented the broadcasting industry.

Responding to the welcome extended to him, Mr. Mingay gave a short resume of his visit abroad. He particularly stressed the need for longer range planning by Australian industries in conjunction with the Government, and the very

Top right: Mr. O. F. Mingay snapped in the garden of the home of Dr. Bringle (centre) with whom he stayed while in Washington.

Bottom right: Dr. Bringle's picturesque home in Forest Lane Washington. To Mr. Mingay as to other visiting Australians, Dr. and Mrs. Bringle extended the utmost hospitality and friendship.



great desirability for sending our technical executives upon overseas missions to study the latest developments in the respective fields of manufacture and application of latest techniques.

Record Appeal

Over £17,000 Raised in a Day

By raising £17,005 on Christmas Day, 3KZ established an Australian record for a one-day appeal by any one radio station. The total was divided equally amongst the Austin Hospital, the Red Cross and the Australian Comforts Fund.

Starting at 9 o'clock on Christmas morning when the appeal was launched, the 200 volunteer telephonists working in relays were kept busy throughout the day taking down contributions. Before 2 p.m. £9,000 had been raised. One of the largest donations came from the Ha Ha Club, which consists of members of the C.T.T. They sent in £1,250. £500 was received from the secretary of the V.T.A., Mr. Kewney; £500 from the V.A.T.C., and £300 from the Moonee Valley Racing Club. Mr. Denis Foley, who is a big contributor each year, gave over £500, and was instrumental in getting a good deal more from other people because of his various amusing challenges. Lady Dugan who was a keen listener to the appeal, sent 25 guineas. Intermingled with acknowledgments which were grouped according to the amount given, Norman Banks, who organised the appeal, presented interesting features throughout the day and night. These served to break the monotony of the unending stream of acknowledgments and was a feature much appreciated by the public. One of the highlights of the appeal was the donation by a paper boy of his day's takings which amounted to 2/11.

3KZ beat last year's total by almost £4,000—the figure for last year being £13,000.

KIRSOVA PLAYGROUND FOR YOUNGSTERS

Station 2CH broadcast the proceedings at Erskineville last month when the Minister for Works, Mr. Cahill, opened the first children's playground provided from funds raised for the purpose by Madame Kirsova's ballet seasons at the Sydney Conservatorium.

Madame Kirsova, who was present with her husband, Dr. Erik Fischer, Vice-Consul for Denmark, cut the ribbon which officially opened the playground.

This is a work to which Mme. Kirsova has devoted a great deal of time and energy over a considerable period, and she has been assisted in her efforts by the publicity given to her project by Station 2CH, from which she has broadcast on two occasions in recent months. These broadcasts were given in the Voluntary War Workers' session, conducted on 2CH by Meg. McSpeerin. The broadcast of the official opening fittingly occupied this time channel on Tuesday, December 27.



Madame Kirsova cutting the ribbon to open the Erskineville Playground for children.

Schumann's "Star Barometer" Renewed for Further 12 Months

"Star Barometer" is a program with a purpose, in that periodically it tests the pulse of the listening audience through preference competitions, and thereby is able to present stars of song according to the general popularity of the world's artists. Channel is 9-9.15 p.m. Tuesday.

Renewal contract also included "Schumann's Overture," which occupies the five-minute channel from 7.55 to 8 p.m. on Sundays, on practically every station being used for "Star Barometer." Thus, the "Overture" represents a perfect introduction to the Macquarie plays on capital city Macquarie stations, and also to Sunday night plays on country stations of the Macquarie network.

The recorded numbers constituting the "Overture" are of the better known classical features. Stations included are: 2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3BA, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA, and co-operating stations 2WG, 3SR, 4CA, 4RO, 4TO, 6KG, 7BU, 7DY, 7QT.

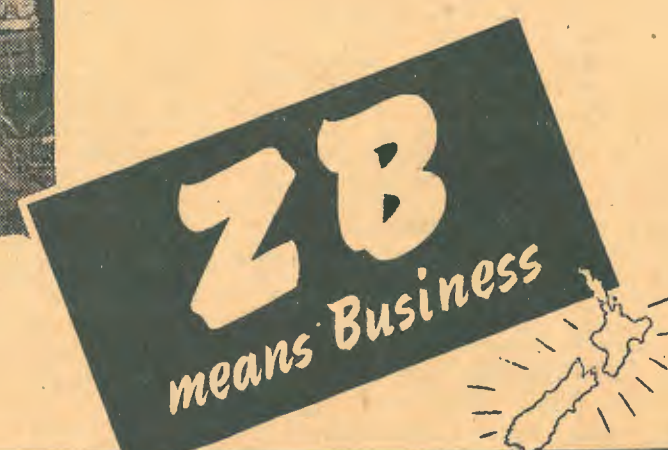


Giants of New Zealand

The giant Kauri trees of New Zealand, many of which have been growing for a thousand years, rank among the largest and most valuable trees in the world.

Unique among New Zealand's giant modern creations is the National Commercial Broadcasting Service, which is the only broadcasting service in the Dominion available to advertisers.

It is controlled by the Government and has nation-wide coverage. Full information and rates will reach you promptly on application to the Commercial Division, National Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or any authorised Advertising Agent.



The Kauri (Agathis Australis) is the largest forest tree of New Zealand. Kauris of 22 ft. diameter have been measured.

12B • 22B • 32B • 42B • 22A

MACQUARIE SIGNS SIX NEW NATIONALS

Backing of Highlight Shows for Brand-Name Goodwill

Reacting to the need for at least keeping their brand name goodwill before the public even though supplies of their products might be short, six leading national advertisers have come into the schedules of the Macquarie Network with commencing dates ranging from January 4 to February 6. All of the business was written by Macquarie in the space of three weeks—something of a record in volume of network sales within such a short period.

The sponsors and their programs are as follows:—Vincent Chemical Co. ("Star Theatre"), 52 x 30 mins., commenced January 10; R. M. Hardy Pty. Ltd. ("Ballad Time"), 52 x 15 mins. (Jan. 7); British General Electric ("The Toast is England"), 26 x 15 mins. (Jan. 4); Kolmar (Aust.) Pty. Ltd. ("Jewels of Destiny"), 26 x 15 mins. (Jan. 9); Selby Shoes (Aust.) Ltd. ("Eastern Caravan"), 26 x 15 mins. (commencing Feb. 4); and Nestles' (Henry Lawson's Stories), 52 x 15 mins. (Feb. 6).

All of the programs which are scheduled once a week originated from, and are being produced by Macquarie Broadcasting Services Pty. Ltd., a tribute in itself to the high regard in which Macquarie-made features are held. Only one of the sponsorships is "straight musical"—"Ballad Time," and in this program scripts are specially written around a basic idea.

The other five are features entailing the casting and production of leading talent in character acting.

The placing of this business is significant from the point of view that advertisers realise to-day, more than at any other time during the war, the necessity to maintain the widest goodwill for their brands and services against the cessation of hostilities.

Radio, properly handled and presented, has definitely shown critical observers that advertising via the sponsorship of broadcast entertainment can bring maximum results. Whilst the present general conditions favour radio as an advertising medium, the lesson learned by business men is that radio henceforth must be considered of major importance in the advertising budget—whether national or local.

SIX NEW PROGRAMS

Vincent's "Star Theatre"—A series of 30-minute dramatic and comedy plays starring Arundel Nixon and Neva Carr-Glynn, with strong supporting casts. These two artists are probably the best known radio actors in Australia, and the idea of capitalising on their popularity is sound merchandising. For presentation on 2GB-HR, 2CA, 3AW-CV, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA.

Nestles, "Henry Lawson Stories"—15 minute dramatisations of Henry Lawson's immortal stories of life in the outback. They are intensely appealing, and are superbly handled by Lloyd Berrell as narrator, together with a cast of leading radio artists for the dramatised sequences. For presentation on 2GB-HR, 2CA, 2GZ-KA,

2LM, 2NZ, 2WL, 3AW-CV, 3BA, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA.

R. M. Hardy's "Ballad Time"—A 15-minute feature, embodying the richness, the simplicity, and the romance of city and countryside. Above all other types of music, ballads have a most impartial appeal, because, not only are they strong in character, but they combine the finest inspirational composition, with the popular taste of the great listening audience. For presentation on 2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3BA, 3HA, 3SH, 3TR, 4BH, 4BU, 4GR, 5DN-RM, 6PR-TZ, 7HO, 7LA.

B.G.E.'s "The Toast is England"—This inspiring 15-minute feature is not new to listeners. It was most successfully presented two years ago by B.G.E., and recently the sponsors replayed several episodes. The new series has been brought up-to-date and will constitute quarter-hour presentations of rich tradition, loyalty, and a glorious cavalcade of stirring melodies and reminiscences of the motherland. For presentation on 2GB-HR, 2CA, 2GZ-KA, 2WL, 3HA, 3TR, 3UZ, 3GL, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA.

Kolmar's "Escapade" Lipstick "Jewels of Destiny"—Dramatises in complete 15-minute episodes, the fascinating stories behind famous gems which have passed down through history. A considerable amount of research was entailed in scripting to ensure that portrayals are factual. The presentations will open up a fund of information for listeners, in the romantic intrigue, conspiracy, adventure, murder and deception lying behind destiny's gems. For presentation on 2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3BA, 3HA, 3SH, 3TR, 4BH, 4BU, 4CA, 4GP, 4RO, 4TO, 5DN-RM, 6PR-TZ, 7HO, 7LA.

Selby's "Eastern Caravan"—Translations of stories weird and wonderful, grave, and gay, of quaint Eastern legends. They come from Afganistan, India, Tibet, China, wherever there is a tapestry of Oriental mystery and imagination. Strange stories—romantic, savage, mysterious and altogether beautiful, with the quaintness of Oriental thought preserved in poetic language. For presentation on 2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW-CV, 3BA, 3HA, 3SH, 3TR, 4BA, 4CA, 4TO, 4GR, 4RO, 5DN-RM, 6PR-TZ, 7HO, 7LA.

POPULARITY OF "SMILIN' THRU" AT THEATRE ROYAL.

The revival of the old favourite "Smilin' Thru" in the late afternoon sessions at Sydney's Theatre Royal, has lost none of its original attraction. Aileen Britton has been admirably cast as Moonyeen, and this talented artist is strongly supported by John Saul as Uncle John, Edwin Finn as Doctor Owen, and Leonard Bullen, Frances Dillon, Vaughan Tracey and Queenie Ashton in the other important roles. It has been decided to break away from the idea of three weeks' seasons in this instance, and extend "Smilin' Thru" to the end of January.

Following "Smilin' Thru," J.C. Williamson-2GB Macquarie will present "The Patsy," featuring Kitty Bluett as "The Patsy" and Marshall Crosby in the second most important part as the father. Opening date of the new show is February 1.

An interesting sidelight on the presentation of these late afternoon plays, is the management's invitation to the public to state their preferences for future plays. The result should make for a consolidation of the popularity of the innovation, inasmuch as the stage plays would definitely follow a barometer of popular choice.

City Hall Packed

£100 Cheque for Legacy

For the fifth successive year 2KY found it necessary to secure larger premises than the Radiatorium for the Xmas presentation of their weekly "Friday Frivolities," which was held this year at the Sydney Town Hall on Friday, December 24.

A capacity house entered into the spirit of the festive occasion. Patrons expected 120 minutes of fast-moving fun. They got an extra 30—and were even loth to let the artists depart!

Variety was the keynote of this 1943 Xmas Revel, comedy, song and competitions being the major attractions. The introduced a big round-up of entertainers, including Amy Rochelle, The Big Four, Joan and Freddy, Des Tooley, Auntie Maud, Kerry Lorimer, May Webster, Paul Daly, Nancy Kerr and her Band, Dora Lindsay, and "Poolie Fred." Comperes was Harcourt Gardner. Every artist got a marvellous hand.

Prizes to the value of £20 were awarded the various competition winners, whilst few, if any, of the juveniles went away without some token of Xmas.

One highlight of the show was the presentation by Mr. Frank McDowell, managing director of McDowells Ltd., of a cheque for £100 to the president of the Legacy Club, Mr. R. H. A. Davidson. In passing over the cheque, Mr. McDowell explained that the amount represented proceeds from "Friday Frivolities" over the past few months, and paid tribute to the part patrons had played in bringing the total 1943 donations to £200.

The generosity of McDowells Ltd. in extending Xmas greetings with a half-guinea order to all the regular entertainers and staff associated with "Friday Frivolities" was warmly applauded by the audience. At the request of Mr. McDowell, 2KY's popular manager, Mr. H. E. Beaver, made the presentation, each recipient coming on stage to receive his and her gift.

"Friday Frivolities" is now in its second year, under the sponsorship of McDowells Ltd., and 2KY announces that this weekly two-hour show at the Radiatorium will continue to be presented by the courtesy of this large retail house.

THREE LISTENERS SHARE £30 PRIZE

Recently three listeners to the 2UE program, "Australia's Choice," shared a jackpot cash prize of £30 for correctly forecasting the eight top tunes of the week in order of popularity. The award had increased from £5, and the three winning entries were the only correct ones received from a total of several thousand.

Compered by Allan Toohey and sponsored by Ashley's, "Australia's Choice" is broadcast every Wednesday at 8 p.m. It provides 29 prizes weekly, with a first award of £5 which jackpots by that amount each week until won.

Radio Feature Places over 6,000 Women in Voluntary War Work

When, in the New Year's Eve broadcast of "A Salute to Victory" from 2UW Sydney, it was announced that more than 6,000 women had been placed in spare time voluntary war work through the session, there was unfolded a remarkable story of how Bebarfalds Ltd., Sydney Furniture House, had achieved an outstanding success through a unique institutional effort.

"A Salute to Victory" (it goes on the air 9.15 p.m. Wednesdays), which is a half-hour narration of outstanding stories of heroism and achievement, in the front line and at home, was shaped by 2UW nearly two years ago to provide for Messrs. Bebarfalds both a goodwill medium and an opportunity to provide a worthwhile community service in a new sphere.

In support of the broadcast the company established and staffed Bebarfalds Voluntary Service Bureau. Arrangements were then made for the broadcasting, at the end of each session, of an appeal on behalf of some war organisation needing helpers, and the Bureau then centred its efforts on providing a contact between listeners seeking spare time voluntary work and those organisations needing help.

The result, as announced in the New Year's Eve broadcast, was overwhelming proof of the success of the sponsor's enterprise.

The range of the appeals was enormous, encompassing almost every division of the Red Cross, the Comforts Fund, the Antennas, the Naval War Auxiliary, the King George's Fund for Sailors and the Camp Library Service. Appeals were broadcast also for button sellers for various Flag Days, for the packing of Christmas hampers for the troops, for voluntary clerical workers for the Army, for toys for the Legacy Club's Christmas party, and a long list of other subjects.

According to the figures broadcast a magnificent success was achieved on behalf of the Red Cross Blood Transfusion Service when, following appeals by two wounded Diggers, more than 600 new blood donors answered and enrolled in the Red Cross Blood Transfusion Service.

Large numbers of workers have been sent also to the Red Cross Papier Mache Auxiliary, the Sewing Depot, the bandage and dressings section, and the Red Cross cafes.

Approximately 150 girls responded to an appeal for the enrolment of Red Cross Aids; while in another direction a single appeal for books for the men in New Guinea yielded more than 1,500 volumes.

Another appeal for records for an operational area military hospital brought in more than 300 records.

Approximately 400 women were enrolled to knit regularly for the several

Comforts Funds, while eight Sydney canteens have been materially assisted by staffs supplied through the Bureau in response to broadcast appeals.

Another broadcast on behalf of the American Red Cross brought in 300 volunteers to pack Christmas hampers for American troops; while appeals on behalf of the camouflage netting organisations yielded outstanding results.

It was a pre-Christmas broadcast, however, which yielded probably the best result of the year. An appeal was made on behalf of the Legacy Club's Christmas party asking for new toys. In the existing condition of the toy market, it was doubted whether the response would be worthwhile, but to the delight and surprise of everybody concerned, including the Legacy Club, more than 300 new toys were received.

The final result, more than 6,000 volunteer workers secured directly through the session, was the measure of the success which "A Salute to Victory" has achieved. The complete production of the broadcast is still in the hands of 2UW in association with the Arthur Smyth Agency.

Crossword Contest is New Network Feature

Following the conclusion of the "Figure Wizard" contest conducted throughout Australia on all stations of the Major Network on behalf of Nicholas Pty. Ltd., a new feature, calculated to excite even more interest is now being presented under the title of "The Crossword Competition of Australia." It is scheduled at 8 p.m. each Friday.

The "Figure Wizard" contest had its grand final on New Year's Eve when Owen Gill, aged 16, of Brisbane, as champion of the mainland, met Donald Douglas, Tasmanian champion, the result being a win for Gill who was presented with a cheque for £100 with the compliments of the manufacturers of Aspro Tablets. The runner-up, Donald Douglas, received a cheque for £25 from the sponsors.

This contest undoubtedly roused considerable interest among mathematicians and others in all States, and during the presentation of the contest listeners heard various competitors give some amazing exhibitions of mental calculations at express speed.

Because of the never-waning interest in the familiar crossword puzzle it is anticipated that the new Nicholas feature will prove even more entertaining.

"Aspro" Takes Half-Hour Musical

A new half-hour musical feature carrying the title of "In Search of Music," is scheduled on 3KZ. The program is sponsored by the "Aspro" Co., and is a Leyshon Agency account.

Featured in the presentation as compere is the well known pianist, Lindsay Biggins. Mr. Biggins was champion pianist at South Street for four years in succession; he won a three years scholarship at Melbourne University, and was awarded an Orient free passage to Europe for post graduate study. On his return to Australia he was appointed the chief study pianoforte teacher and lecturer for the University Conservatorium of Music. Mr. Biggins has toured Australia with Harold Williams and Bernard Heinz, and has frequently adjudicated at various famous Australian musical festivals. He is an authority on music in schools, having made a special study of this subject while in England and Europe. It was in Berlin in 1936 that he made a special broadcast to Australia.

Considering the short duration of this show, the way the Grafton people and others all over the North Coast got behind it is phenomenal.

The winners were two lads from Dorrigo, who made a trip down especially to compete. They were Stan Proddger and Harry Venn, who yodelled outstandingly.

The Jacaranda festivals committee were particularly pleased with the results obtained by 2GF, and expressed intention of greatly enlarging their contract next year.

MACQUARIE MAKES RADIO HISTORY

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3 weeks!

A timely and most convincing re-
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"STAR THEATRE"

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ELECTRIC'S
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Sir Ernest Fisk Comments on Ultra High Frequencies and Television

Sir Ernest Fisk, chairman of Amalgamated Wireless (A/sia) Ltd., who recently returned from a five months' tour of Great Britain and the United States of America envisages some startling post-war applications of electronic devices which have been extensively developed during the war.

In a special interview with "Commercial Broadcasting" last week, Sir Ernest said that in the field of communications and broadcasting vast use would be made of the ultra short waves.

"The biggest feature in radio to-day is the widespread and largely secret usages of the ultra short-waves and microwaves," Sir Ernest commented.

"They played an important part in the Battle of Britain and considerable development has taken place since then. I have seen some of these modern marvels in operation.

"Arising out of wartime developments two or three news fields are opening in radio. One is a much more efficient and intensified radio control of air navigation. The new commercial air services after the war will have the new radio methods providing traffic control as efficient as it is on our railway systems to-day in spite of being a much more complicated problem.

"And these new methods will also revolutionise surface navigation at sea. In both elements, sea and air, the risk of collision with other craft or with icebergs and the risk of a ship running ashore in bad weather should be eliminated as effectively as they are in clear daylight.

"Another thing to come out of wartime development in radio will be the use of very high frequency equipment for long distance overland communications," Sir Ernest continued.

"I have seen designs of apparatus with plans for establishing automatic relay stations within line of sight of each other using these very high frequencies they may be."

which enable transmissions either of the wide sidebands required for television, or of large numbers of channels for telegraph or telephone communication. This new system bids fair to ultimately eliminate long overland connecting lines such as are required in countries like Australia.

"The third thing arising out of these techniques and out of the development of cathode ray tubes is the further perfection of transmission and reception apparatus or broadcast television service," added Sir Ernest. "There will be no technical difficulties in linking the capital cities of Australia together for simultaneous television transmissions. Large capital outlay is involved, of course, but it is one of the things that can assist the employment problem in this and other countries after the war. The major problem is in the cost of television programs which for some years past appeared to be almost unsolvable, but I think the problem will be solved shortly after the world settles down to peace organisation.

Sir Ernest added that these things could not be established by the wave of a hand. It would take some years to get them going on an effective and wide-spread scale.

Sir Ernest stated that in the field of international communications great advances are being made. The Governments of the British Empire had learned from the war that we cannot afford in the future to depend for intra-Empire communication services, entirely upon the old submarine cables.

"We must build a thoroughly up-to-date Empire communication network," he declared, "using beam transmission and other scientific and technical advances in radio. We must make it possible any hour of the day or night throughout the year to send a telegraph or a picturegraph, or to speak on the telephone between any two parts of the British Empire, no matter how far apart they may be."

Changes in Colgate-Palmolive Radio Unit Organisation

Following the departure of Jack Davey to join the American Red Cross Field entertainment service for the Allied Forces, George Patterson Pty. Ltd. announce the following appointments in connection with the Colgate-Palmolive Radio Unit which plans to increase its entertainment to listeners with new shows in the coming year.

Ron Beck, who has been appointed director of productions, hails from Adelaide. For the last four years, playing in J. C. Williamson productions, he has been writing for radio, and in December, 1942, commenced writing comedy routines for the Unit. Early this year he was given the position of script director and assistant producer.

He will have, as an executive producer, Lloyd Lamble, one of Australia's best known stage and radio stars. In addition to having studied music for 18 years, Lloyd Lamble has starred, in Australia and New Zealand, in several outstanding stage presentations, and is one of the leading figures in radio dramatic circles.

Jack Burgess, another Adelaide man who has come to Sydney to join the organisation as executive compere, will be heard in "Calling the Stars," "As You Like It" and "Rise and Shine." Prominent in South Australian broadcasting circles, Jack Burgess has been responsible for some of Adelaide's most notable broadcasts.

Montague Brearley, the celebrated conductor, formerly of the B.B.C. London and the A.B.C. Melbourne, continues as conductor and musical director of "Calling the Stars."

A new half-hour program, featuring modern rhythm to be produced by radio personality, Bruce Anderson, will feature Brian Lawrence and his band. A star of international fame, in both singing and conducting spheres, Brian Lawrence led his own orchestra in some of England's most exclusive cafes, including the famous Quaglinos, and was one of the B.B.C.'s most popular singers.

"Rise and Shine," the quiz and variety show for men and women of the forces, now in its fourth year, will be handled by Hal Lashwood, another popular radio performer, and Jack Burgess, and music will be provided by Maurice Gilman and his band.

"Quiz Kids," "As You Like It" and "First Light Fraser" complete the list of nightly features sponsored by Colgate-Palmolive.

Oswald Anderson, who, during his 20 years of broadcasting, has directed 70,000 hours of radio programs, will be general manager of the unit, handling administration.

THEY SAY THEY'RE POPULAR

This feature, comprising listings of musical favourites as shown by "hit parade" types of sessions broadcast by three leading Australian commercial stations appeared first in our issue of December 16. Below will be found the second instalment of listings from the same three stations. More complete analysis of the votings will be published in later issues.

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

Latest listings.

TOPS OF THE POPS (5DN)

Sunday, December 12, 1943

1. Who Wouldn't Love you (The Ink Spots Orchestra).
2. I'm Going to Get Lit Up (Studio Orchestra).
3. I Met Her on Monday (Horace Heidt's Orchestra).
4. Walkin' the Floor Over You (Bing Crosby).
5. As Times Goes By (Eric Winstone's Band).
6. Why Don't You Fall in Love with Me (Joe Loss and his Orchestra).
7. Don't Get Around much Anymore (Ink Spots).

Sunday, December 19, 1943

1. Who Wouldn't Love You.
2. I Met Her on Monday.
3. Walking the Floor over You.
4. Why Don't You Fall in Love with Me.
5. Don't Get Around Much Anymore.
6. As Time Goes By.
7. Be Like the Kettle and Sing (Vera Lynn)

Sunday, December 26, 1943

1. I Met Her on Monday (The Mills Bros.).
2. Who Wouldn't Love You.
3. Why Don't You Fall in Love with Me? (Dinah Shore).
4. Don't Get Around Much Anymore (Duke Ellington and his Orchestra).
5. Walking the Floor over You.
6. Be Like the Kettle and Sing.
7. Mandy is Two (Bing Crosby).

HIT PARADE (3DB)

Sunday, December 12, 1943.

1. Why Don't You Fall in Love with Me?
2. You'd be so Nice to come Home To.
3. East of the Rockies.
4. We Go Well Together.
5. I Met Her on Monday.
6. Don't Get Around Much Anymore.
7. I've Heard that Song Before.
8. Darling.

Sunday, December 19, 1943.

1. Why Don't You Fall in Love With Me?
2. You'd be so Nice to come Home To.
3. We Go Well Together.
4. East of the Rockies.
5. I Met Her on Monday.
6. Don't Get Around Much Anymore.
7. Darling.
8. I've Heard that Song Before.

Sunday, January 1, 1944

1. You'd be so Nice to Come Home To.
2. Why Don't You Fall in Love with Me?
3. Darling.
4. We Go Well Together.
5. Let's Get Lost.
6. I Know a Secret.
7. Don't Get Around Much Anymore.
8. All, Or Nothing at All.

HITS AND HIGHLIGHTS (2UE-3XY)

Sunday, December 19, 1943

1. Know a Secret.
2. Johnny Zero.
3. You'll Never Know.
4. Why Don't You Fall in Love with Me?
5. East of the Rockies.
6. Hit the Road to Dreamland.
7. We Go Well Together.

Sunday, December 26, 1943.

1. Johnny Zero.
2. I Know a Secret.
3. You'll Never Know.
4. East of the Rockies.
5. We Go Well Together.
6. Hit the Road to Dreamland.
7. All, or Nothing at All.

Sunday, January 1, 1944.

1. Johnny Zero.
2. East of the Rockies.
3. We Go Well Together.
4. All or Nothing at All.
5. Darling.
6. I Know a Secret.
7. You'll Never Know.

Sunday, January 2, 1944.

1. Why Don't You Fall in Love with Me?
2. I Met Her on Monday.
3. Don't Get Around much Anymore.
4. Who Wouldn't Love You.
5. Be Like the Kettle and Sing.
6. Mandy is Two.
7. Walkin' the Floor Over You.

Radio Technical Planning Board

Nine industry and service groups in the U.S. have joined in organisation of a "Radio Technical Planning Board" for studies to develop post-war radio services and products. Preliminary organisation of the RTPB technical advisory group, which will formulate recommendations to the Federal Communications Commission and other organisations concerned, was effected at a meeting of the nine groups on September 15 at the Roosevelt Hotel, New York City. The organisation plan for RTPB, sponsored and presented jointly by the Radio Manufacturers' Association and the Institute of Radio Engineers, was approved unanimously by the initially invited "sponsors." These included, in addition to RMA and IRE, the following:

American Institute of Electrical Engineers, American Institute of Physics, American Radio Relay League, FM Broadcasters, Inc., International Association of Chiefs of Police, National Association of Broadcasters, National Independent Broadcasters.

Other sponsors are expected to later join RTPB for work on many technical projects, including utilisation of the broadcast spectrum and systems standardisation for many public radio services, including television and frequency modulation.

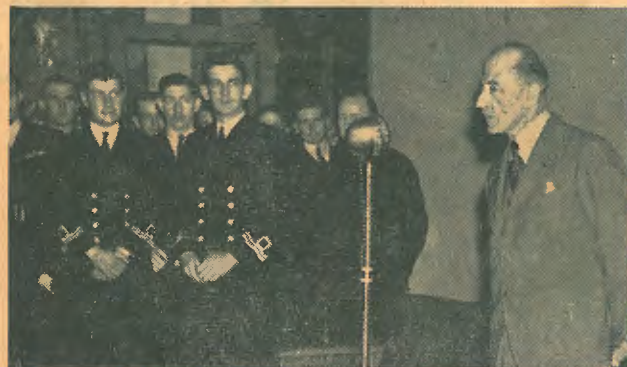
The general plan for organisation of RTPB, approved unanimously at the New York meeting on September 15, was developed in detail at another meeting in New York on September 29.

**One Station!
One Day!
Yes, on
XMAS DAY
£17,005**

Was given by our listeners to our triple appeal. This constitutes **A RECORD** for any one-station, one-day appeal in Australia.

**3KZ
MELBOURNE**

Sydney Representative
A. L. FINN, 65 York Street



Sir Ernest Fisk, Chairman of Amalgamated Wireless, speaking at the bringing into service of speech amplifier equipment which he presented to the Boomerang (Services) Club in London.

NEW WAR THRILLER FOR LEVER BROS.

"Road to Tokio" to go Through 34 Stations Australia Wide

"The Road to Tokio," new Lever Bros. half-hour to go out on a once weekly schedule from 34 stations throughout Australia early in February, is an adaptation of the dramatic Australian-written war book "Pearl Harbour Pilot," by Reginald Kirby. The author, an ex-padre of the R.A.A.F., is a prolific writer, and has written several books, some of which will no doubt be later released to broadcasting.

Produced for radio by Bruce Anderson of National Effort Programs and disc by Australian Record Co., "The Road to Tokio," with stark reality dramatises the effect of the Pearl Harbour attack upon the American people.

The story of "The Road to Tokio" closely follows the progress of the war as the Japanese advance almost to Port Moresby. But "The Road to Tokio" is more than a topical drama based on authentic happenings; it is also a radio production that combines all the necessary elements for good listening—adventure, drama, romance and intrigue.

Using the Hollywood technique, a private premiere of the first half-hour program was held recently, and even rival producers as well as station executives and cast were all unanimous in their praise and voiced the opinion that "The Road to Tokio" seems likely to be the first hit program of 1944.

As with other shows produced by National Effort Programmes "The Road to Tokio" will be released for the troops up north and in New Guinea as a special feature.

"The Road to Tokio" will be broadcast in half-hour episodes once weekly from the following stations:—

2UW, 8-8.30 p.m. Friday, starting Feb. 11; 2KO 8-8.30 p.m., 3DB-LK 8-8.30 p.m., 4BK-AK-IP 8-8.30 p.m., 5AD-PI-MU-SE 8-8.30 p.m. Wednesdays (Feb. 9); 2AY 6.30-7 p.m., 2BH 6.45-7.15 p.m., 2GN 6.30-7 p.m., 2GZ-KA 6.30-7 p.m., 2LM 6.30-7 p.m., 2LT 8-8.30 p.m., 2NZ 6.30-7 p.m., 2WG 6.30-7 p.m., 2TM 6.30-7 p.m., 3BO 6.30-7 p.m., 3SR-UL 6.28-6.58 p.m., 4MB 6.30-7 p.m., 4CA 6.30-7 p.m., 4MK 6.30-7 p.m. Fridays (Feb. 11); 7BU 8-8.30 p.m. Tuesday (Feb. 15); 6IX-WB-MD 8.30 p.m., 6KG 8.30-9 p.m., 7EX 8-8.30 p.m., 7HT 8-8.30 p.m. Wednesdays (Feb. 16).

Two interesting developments associated with the time bookings by Lintas Agency on behalf of Levers for this show are the use of Friday night time on 17 of the 34 stations, and secondly the extension for the first time by Lever Bros. to 4MB Maryborough to cover an additional slice of the Queensland central coast area.

Choice evening dinner-time channels have been secured on 16 country area stations, with 2UW Sydney making the 17th Friday night station.

Reference to the paucity of top-line shows on the air on Friday nights was made in "C.B." editorial columns as recently as the issue of December 2 last. "The Road to Tokio" will certainly fill one half-hour on at least 17 stations which will not be lacking in entertainment value.

A.W.A. Shows Profit of £133,542

The thirty-fifth ordinary general meeting of shareholders of Amalgamated Wireless (A/sia) Ltd. was held on December 29 last. The directors' report signed by Sir Ernest Fisk and E. G. Brooke, Esq., and the company's balanced sheet which were presented at that meeting, for the period ended June 30, 1943, and showed interesting figures of the company's financial position. Issued capital totals £985,518, while the total assets amounted to £3,350,391.

The directors' report read as follows: "Your directors submit herewith the accounts for the financial year ended June 30, 1943.

"The net profit earned during the year was £133,542/6/4, and, after allowing for £3,613/17/9 brought forward from the previous year, also payment of the interim dividend in May last, there remained a credit balance in the profit and loss account at June 30 of £99,345/1/9.

"Your directors have declared a final half year's dividend of 4 per cent, paid on November 12, 1943, amounting to £39,420/14/5, making the total distribution 8 per cent for the financial year. A further sum of £50,000 has been allocated to the general reserve, leaving a balance of £9,924/7/4 to be carried forward to the next account.

"During the year the final 2/- per share on the contributing shares was called up, increasing paid capital by £80,412.

"The amount reserved or written off for depreciation during the year was £91,054.

"The profits of subsidiary companies have been brought into the accounts of A.W.A. to the extent of dividends received from those companies during the financial year. A small loss of £56 incurred by one company was covered by reduction of the amount carried forward in the books of that company.

"During the financial year £1,806,000 was paid to employees, £1,600,000 was paid for goods and services purchased, and £573,000 was paid to various Government departments in Australia by way of taxes, duties and service charges by A.W.A. and its subsidiaries.

"The company's manufacturing organisation has been fully employed upon work associated with the Government war efforts, and ordinary trading activities have been practically at a standstill."

"ONE MAN'S FAMILY" IN N.Z.

New Zealand rights for the 3XY production of "One Man's Family" have been acquired by Dott Ltd. Advertising of Wellington. Opening dates for the Dominion's commercial radio service have not yet been fixed.

Among the Sponsors

Bristol Myers Co. Pty. Ltd. (for Ipana Tooth Paste) are using 1 x minute preferred announcements in 2GB's breakfast session. Contract through L. V. Bartlett Pty. Ltd.

Quickstryp Chemical Co. are using 25 and 50 word spots from Monday to Sunday inclusive, in 2GB's breakfast and morning sessions.

R.K.O. Radio Pictures are using 50 word announcements every day of the week on 2GB.

The Pepsodent Tooth Paste Co. has renewed with Radio 2UE for the presentation of special quarter-hour musical presentations every Tuesday and Friday at 7.30 p.m. Compered by Tony McFayden and scripted by Gwen Plumb the programs comprise specially selected recordings of the world's outstanding artists.

The Hutuwai Distributing Co. has contracted through Beckett, Thompson for a continuation of direct announcements for Hutuwai on 2CH.

Through George Patterson Co. Peak Frean (Aust.) Ltd. have renewed on 2CH for a series of direct announcements.

The Democratic Party has contracted through Goldberg's for the presentation of a series of sessions and announcements on 2CH.

Buckleys Inc. (agency Hartford) are using 2CH for a further campaign of direct announcements for Buckley's products.

Dunlop Rubber (Aust.) Ltd. have contracted through Goldberg's (Melbourne) for a comprehensive campaign of direct announcements.

Through Hartford Agency Clinton Williams have signed contracts for direct announcements covering Velmol, Frozol Ice and Colinated Shampoo on 2CH.

Cleveland's Fasteeth have renewed through Hartford for a further series of direct announcements on 2CH.

W. D. and H. O. Wills have again renewed through A.W.A. for the broadcast of time signal announcements.

R.K.O. Radio Pictures have contracted with 2CH for a campaign using direct announcements.

The Hub Ltd. has again renewed on 2CH for a campaign of direct announcements.

Through O'Brien Publicity the British General Electric Co. are using 2CH in a campaign of 50 word announcements for Osram lamps.

Newcastle (Aust.) Ltd. are using direct announcements on 2CH in a campaign for Inecto Dye. (Agency, Weston Co.).

Through Transradio Clement's Tonic Ltd. have contracted with 2CH for a further series of direct announcements.

In a campaign for Joywash, H. Major has contracted with 2CH (agency Goldberg's) for a series of direct announcements.

W. K. Buckley (Inc.) through Hartford Advertising Agency Pty. Ltd., has signed for two announcements for Buckley's Wintrol Rub and Buckley's Canadiol Mixture, in the 2UE day and evening sessions.

British General Electric Co. Pty. Ltd. (O'Brien Publicity Pty. Ltd.) has taken preferred times in the 2UE breakfast session.

Carter's Little Liver Pills has renewed with 2UE for a further 12 months.

Biber's Furs Pty. Ltd. (Hansen-Rubensohn) will be conducting a special 30 minute Sunday afternoon program from 2UE during the winter months.

Harry Pollard, Newtown tailor, has signed with A.S.B. for announcements for a period of 12 months.

Clinton-Williams Pty. Ltd., through Hartford's, is using the 2UE day and evening sessions for merchandising Frostene, Myzone and Crystolis Rapid.

Mawson's School of Ballroom Dancing has contracted for announcements in the 2UE day sessions for a further 12 months.

Strollers Dance is continuing to use the 2UE breakfast and afternoon sessions for publicity announcements.

Dr. Leonhardt Co. (through Hartfords) is conducting a campaign of spot announcements in the day and evening sessions on 2UE.

Wilkes Todhunter Pty. Ltd., who have the 7.45 p.m. spot on 3XY on Mondays, Tuesdays, Wednesdays and Thursdays, which occupied the quarter-hour each night, and have taken two new programs, alternating a musical contract recorded show, "Now and Then," on Mondays and Wednesdays, with a re-issue of the transcriptions of "The Citadel" in quarter-hour episodes on Tuesdays and Thursdays.

LESSONS FROM HISTORY No. 6.



The K.O. of One Wat.. and the 500 Watts of KO.

Let's tell a tale of Tyler. What Tyler? Wat Tyler. The man who told King Richard what's what, and had himself stabbed by the Lord Mayor of London. That's the tale of one Wat.

But here's the tale of 500 Watts . . . the power that serves the greatest listening audience in the Newcastle area, which carries the programmes that make 2KO the leader in this rich territory. What can 2KO do for you?

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

NEWCASTLE



Review of "Women's League" Activities Reveals £11,000 Raised for Charities

The Sydney Trocadero was crowded on December 17 for the 2CH Women's League's annual party when review of the year's activities was given by the organiser, Meg McSpeerin ("C.B.", 30/12/43). These pictures give an idea of the attendance. Inset: Lady Fisk (Patron of the League), with Meg McSpeerin in background, addressing the gathering.

FIRST AUSTRALIAN BROADCAST OF U.S. TENOR

One of America's popular young tenors Corporal Emil Oberjat will make his Australian broadcast debut in the "Chins Up" program to-day, January 13, at 9.15 p.m.

Oberjat, who hails from Milwaukee, Wisconsin, has been singing professionally in the States for nearly seven years, and has been associated with some of the finest performers in America in his varied career.

For 3½ years prior to the war, he was in Hollywood, and had some success in the Hollywood Bowl presentation of "Naughty Marietta." A tenor of brilliant range, Oberjat has been highly commended by John Charles Thomas with whom he was associated in the New York stage production of "Music in the Air."

Although this young tenor is to make his Australian debut to-night, it is by no means a new experience for him to work with Australians, for during the recent tour of the Tivoli Company in the South-West Pacific area, Oberjat made a number of appearances with that troop. He has also entertained in the South-West Pacific in association with Lieutenant Lanny Ross.

When he called at 3UZ one day last week and expressed his desire to make some records to send home to his mother, Leslie Ross, as usual on the job, booked him for "Chins Up." A radio appearance will be nothing new to Emil either, because he was featured in his own 15-minute program on the Winconsin air, and sung tenor lead in the quartet of one of America's favourite musical programs—"Reverend Fuller's Old Revival Hour."

BIG XMAS FOR POST OFFICE

There was a big increase in the amount of business handled by the Telegraph Branch of the Post Office in New South Wales during the fortnight preceding Christmas. The figures for 1943 Christmas represented an increase of approximately 40 per cent over those of the corresponding period of 1942.

The Postmaster-General (Senator Ashley) announced this last week, giving figures of postal business embracing Christmas period to December 24, 1943.

He said that an indication of the increased business handled in the Telegraph Branch this year was that in the period 15th to 24th December, 61,000 messages were lodged personally at Central Telegraph Office counters, compared with 53,000 in 1942, while from all sources the number of messages routed through the G.P.O. to Queensland during this period was 202,000 (compared with 110,000 in 1942); Victoria, 62,000 (49,000 in 1942); South Australia, 61,000 (33,000 in 1942); and Western Australia, 33,000 (29,000 in 1942).

Senator Ashley said that in the Mail and Telephone branches there was an increase of approximately 7 per cent this year over the business of the previous Christmas.

In the Mail Branch, the total figures for letters increased in 1943 by 9.2 per cent, the heaviest day being Tuesday, December 21, when 2,188,856 letters were handled.

There was a heavy increase in registered articles approximating 36 per cent, while parcels increased this year by 12 per cent.

In the Telephone Branch, 106,000 trunk line calls were booked at the main trunk exchange, and this figure was 7,300 above that for 1942—an increase of approximately 7 per cent.

DRY CLEANERS TAKE COMMUNITY SINGING

Switch from Quiz Show

Mark Mayne Pty. Ltd., leading Sydney dry cleaners, were announced last week as the new sponsors of the 2UW community singing concerts which, for many years, have been one of the most firmly established broadcasts of the air.

Emanating originally from the Sydney Town Hall, but for the past two years broadcast from the 2UW Theatre (Wednesdays 12 to 2 p.m.), 2UW community singing each week attracts overflow audiences, and tickets for the following week's broadcast are all taken within an hour or two of their availability. The tickets, which carry an obligation of a 1/- donation to the Red Cross, are distributed at 2UW a week in advance immediately following the conclusion of each broadcast, and there is a regular queue in 2UW's vestibule each Wednesday made up of those who missed tickets for that day, but who are getting in early for the following week.

The individual Red Cross donations over the past few years, have provided for the Red Cross nearly £3,000, and the whole of the proceeds of each concert, under the Mark Mayne sponsorship, will continue to be devoted to the Red Cross Society.

The attraction of the broadcasts lies not only in the community singing itself, led by Frank Hatherley, but also in the fact that at least half of the two hours on the air is provided by the "2UW Radio Revellers," led by Reggie Quartly and Cecil Scott in variety and comedy.

In taking sponsorship of community singing, Mark Mayne Pty. Ltd. have given up their association with "The War of the Sexes" which, for nearly four years, has been one of the high lights of 2UW's Friday night program. The popularity of "The War of the Sexes," judging by the listener response, is as great as ever, but the sponsors evidently feel that, after four years with one quiz program, it's time to make a change.

A HUN RADIO TRICK

Major General H. B. Klopper, who made a dramatic escape from German occupied Italy, was able to supply a good deal of information that he had gathered while a prisoner of war. Cyril Watling, broadcasting from the BBC, told in "News from South Africa" recently some fresh news the General had given about Springbok and other prisoners of war. By the end of August—that was, of course, before the Italian armistice—nearly all the war prisoners had been moved to northern parts of Italy. When these men were freed, the Germans set a trap to capture them again. They faked a broadcast to the effect that Allied troops had landed above Naples, and instructed the prisoners to meet their comrades at a particular place—a place still in German hands. Quite a few prisoners went there, and so were recaptured.

RED CROSS TAKES OVER SATURDAY NIGHT FEATURE

When, 18 months ago, Australian Consolidated Industries Ltd., decided to pre-empt "Lest We Forget" over 2UW Sydney on behalf of the Red Cross Society's Prisoner of War Street Appeal, the weekly broadcast of the program (Saturdays 8.30-9 p.m.), became one of the principal avenues of publicity exploited by the Red Cross to establish the Street Appeal scheme. The listener response was immediate and widespread, and Red Cross officials have more than once paid tribute to the enormous value which "Lest We Forget" has been to the society in the phenomenal success which the appeal has achieved.

When the A.C.I. sponsorship expired at the end of 1943, the Red Cross Society attached so much importance to the maintenance of this Saturday night broadcast that arrangements were made, through the Hansen-Rubensohn Agency, for the society itself to sponsor this half-hour during 1944.

The weekly broadcasts now provide for the Red Cross not only a means of publicising the appeal, but also an avenue of immediate contact with the army of street collectors who have been enrolled since "Lest We Forget" first went on the air.

Special mention is made each week of outstanding individual efforts, while of interest to all collectors are regular features. Additionally the society makes available the latest information regarding prisoners of war overseas, and in this direction, a few weeks ago, they introduced into the program an interview with an Australian soldier who had returned a few days previously after two years in a German prison camp. He was able to give a first-hand picture of intense interest to the relatives of all Australian prisoners in Germany.

Future broadcasts have been planned to include at all times the latest information from overseas, together with the news of the week from the immediate viewpoint of the street collectors.

MICK SIMMONS 13th CONSECUTIVE YEAR

With the signing of a new 52 weeks' contract for "March Past of the Bands," Mick Simmons Ltd., one of Sydney's leading sports stores, enter their 13th year of continuous association with 2GB.

When an advertiser renews for one or two years after the first contract, it may be taken for granted that results are up to expectation. But when he renews not only for one or two, not for five or more, but for 13 years—then he must be thoroughly aware of the invaluable value his radio programs are doing for him in prestige and direct selling.

"March Past of the Bands," compered by the company's well known manager, Mr. Oscar Lawson, will continue in the Thursday night (9.45) channel.

Some of the earlier sponsorships by Mick Simmons on 2GB were "Snapshots

Record Voice on Hair-Like Wire

Sixty-six minutes of continuous speech can be recorded on 11,500 feet of hair-like steel wire on a spool no larger than the ordinary doughnut, in a new type of wire sound recorder being built by General Electric Company of America.

Operating under a licence of the Armour Research Foundation in Chicago, engineers in General Electric's laboratory are now engaged in redesigning the apparatus so that it can be manufactured in mass production to meet the demands of both the Army and Navy.

The recorder, itself, is contained in a small box, weighing about 9 pounds. It has many wartime uses, but perhaps none more important than in observation planes. Instead of the customary pad and pencil now used by pilots in making notes of what they see on scouting trips, they can dictate into a small microphone just as the busy office executive now uses a dictaphone. Instead of the observer's words being recorded on a wax cylinder they are recorded magnetically on wire which is but four one-thousandths of an inch in diameter.

YOUTHFUL DEBATERS TO CONTINUE FOR NYAL PRODUCTS

Macquarie's "Youth Speaks," is to continue for a further 52 weeks on all stations in the previous set up. This impressive program literally forces listeners into thinking. It covers a multitude of complex questions arising in the average person's mind; discusses them freely—and, also, it clearly shows how the youth of to-day is taking an active interest in domestic and world affairs.

The way in which the boys (some are only 15 years of age) go about the presentation of their ideas is all the more creditable, when it is remembered that they have only a brief 60 minutes in which to prepare their notes. Actually, they do not know the subject for debate, nor which side they are to take, until an hour before they appear in the Macquarie Auditorium. Of necessity, therefore, their speeches are ad libbed, which says much for the application of their powers of analysis, their poise and agility of mind.

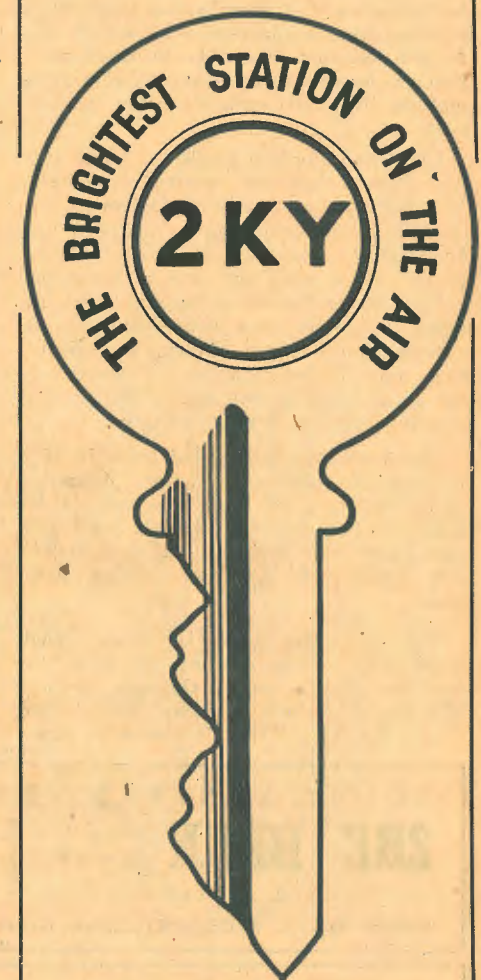
Some of the questions already dealt with are: "Is Socialism Desirable for Australia?" "Should we Maintain our White Australia Policy?" "Are Motion Pictures a Bad Influence?" "Should State Parliaments be Abolished?" "Should Australian Medical Services be Socialised?"

Those examples give an excellent idea of the scope of the debates in "Youth Speaks," and the logic with which the questions are debated are worthy of more mature minds. "Youth Speaks" is sponsored by Frederick Stearns and Co., and presents the views of young Australia through the following Macquarie stations:—2GB-HR, 2CA, 2GZ-KA, 2LM, 2NZ, 2WL, 3AW, 3BA, 3HA, 3SH, 3TR, 4BH, 4BW, 5DN-RM, 6PR-TZ, 7HO, 7LA, and co-operating stations: 2AY, 2BH, 2KM, 2TM, 3GL, 4CA, 4GR, 4MB, 4RO, 7BU, 3SR, principally in the 7.30 to 8 p.m. time channel every Friday.

of Sport," "What Do You Know" (both handled personally by Mr. Lawson) and "Gun Smoke," compered by Lionel Bibby, whose quiet, intimate talks on anything and everything will be remembered by many.

APPROVED

by all who've used it—



the MASTER KEY to BIGGER BUSINESS

PHONE: M 6291-2. 428 GEORGE ST.

3XY

proudly presents — every Wednesday at 8 p.m.

"ONE MAN'S FAMILY"

by courtesy of

GOUGE PTY. LTD.

Produced in Melbourne by 3XY, and released throughout Australia, this series continues the fascinating story of the Barbour family from the point where it left off 5 years ago! It's a Mayne Lynton production!

ALL AUSTRALIA WILL BE LISTENING TO IT SOON!

Scrap-Book for Post-War Home Planners

Andersen Corp., U.S. manufacturers of window units, have created a neat promotion package designed to help dealers build prospect lists for the time when materials and labour will again be available for building. It's doing a nice job, too, of preserving goodwill, reports the business magazine "Sales Management."

With the building trade in Australia just about in a similar boat and riding the same sea of war-born advertisty, there's a lesson to be learned from the enterprise of this American concern.

The Andersen Corp., Bayport, Minn., claims to be the world's largest manufacturer of complete window units. It sells its products through established wholesale and retail timber and millwork channels. It has distribution in thirty-nine States east of the Rocky Mountains. There are a good many thousand people in the United States who would like to build homes, and there are a good many hundred timber dealers who would like to sell building materials to these prospective home-builders—but the war is making them all mark time for the present.

Understanding the plight of these timber dealers, and not unmindful of their own plight, the officials of Andersen Corp. decided to do something to uncover, and keep alive, these home-building prospects. What they did was to bring out a New Home Planner's Scrapbook of unusual design, a book containing six envelopes for holding folders and literature, and divided into twelve special sections, with plenty of space for pasting clippings in the various sections.

The book was first tested early in 1943 through consumer advertising. Response to it was so good that it is now in its fifth printing, and the purpose for which the book was designed (a program to help dealers) is just now getting under way.

The Andersen Corp. is doing much more than merely offering the book for sale (at 50c a copy) through dealers. The entire project is being merchandised "in a package." Each dealer who wants

to participate receives a sample scrapbook, together with a special scrapbook display for sample room or counter use. The scrapbook is mounted on the display unit in such a way that customers can leaf through it. The company is also furnishing to dealers attractive four-page folders, printed in red, black and white, to be mailed to prospects or distributed from the dealer's establishment. Advertising and publicity material featuring the scrapbook are also made available to dealers.

The scrapbook measures 10 x 13 inches and has a Moroccan brown leatherette cover with plastic binding. The inside pages are buff, and they are illustrated with drawings in brown ink. There are separate sections in the book for these topics: Houses and House Plans; Ideas for Our Living Room . . . Kitchen . . . Dining Room . . . Bedrooms . . . Bathroom . . . Recreation Room . . . Extra Rooms; Window Beauty Ideas; Ideas for Built-Ins; Ideas for Outdoor Living; Special Page for Sketching Our Lot.

The book is highly personalised, as is indicated by its title, "Scrapbook for Our New Home," and by the use of the word "Our" in most of the section titles.

The coupon in the folder through which the scrapbook is offered makes it possible for the purchaser to buy the book direct from Andersen for 50c in coin or stamps, but some dealers request that books be sent to them in open boxes so that they may deliver them by mail or in person.

There is no Andersen advertising in the book itself, but the circular addressed to consumers has on its back page a birdseye view of the "Home of the World's Largest Window Specialists," with about eighty words of advertising, ending with the slogan, "Only the Rich Can Afford Poor Windows." The coupon in the folder also contains, after request for the scrapbook, the request, "Send without extra cost your NEW booklet, 'Window Beauty Ideas.'" Some dealers

are going so far as to present the book free of charge to favoured prospects. According to the Andersen Corp., more than 10,000 home planners bought the book before it was offered through dealers. Under the present, well-coordinated "package" plan, many times that number should be bought through dealers.

GEORGE EDWARDS NEWSPAPER THRILLER

Following the conclusion of "The Lady," their latest dramatic feature on 2UW Sydney, W. W. Campbell and Co. Ltd., Sydney Furniture House, are continuing their unbroken association with 2UW over a period of nine years with sponsorship of another George Edwards production, "Michael Dare, Reporter."

The program will continue in Campbell's established time channel 8.30 p.m. Mondays, Tuesdays, and Wednesdays. "Michael Dare, Reporter," one of the latest productions from the George Edwards studios, is an original script by Warren Barry, and featuring George Edwards, Nell Stirling, the author, Lloyd Berrell, Eric Scott, Hazel Hollander and Lou Vernon.

The story is a modern thriller set in a newspaper office. It opens with the discovery of a man's body in a lake, and the adventures of a young newspaper reporter who discovers that the body is not, as it seems, the remains of a tramp, but the murdered body of a well known city figure. The action then moves swiftly into a crime hunt packed with adventure and action.

American Receivers for England

The first batch of American-made domestic radio receivers for the English market are reported to have arrived.

A statement made by the President of the English Board of Trade on October 9 indicated that some 8,000 receivers had been imported from U.S. This quantity however is only the first consignment.

The Board of Trade stated that none of these sets has been made available on the market up to the present time, but that arrangements are in hand for inspecting, testing, and pricing the sets prior to their release through ordinary trade channels.

What good will your money be if we lose? Every War Savings Certificate and £10 National Savings Bond brings victory nearer.

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

A.M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3408

PRESTO FOR ALL
YOUR
RECORDING SUPPLIES

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

PERSONALS



Miss Betty Raymond who has taken "Kay's" place at 3KZ. Miss Raymond comes from 3SR, and will handle 3KZ's children's sessions.



—Photo Broothorn Studios.

Mrs. Majorie Graham-Sutton who took over the control of 3SR "Friendship Club" at Shepparton on December 31, upon which date her popular predecessor, Miss Betty Raymond, left to join the staff of 3KZ Melbourne.

Mrs. Sutton was educated at Merton Hall, Melbourne Church of England Girls' Grammar School, and as Majorie Armstrong is well known for her stage work, having been leading lady for eight years with the Hawthorn Operatic Society, and subsequently joined the Ernest Rolls Co.

A versatile artist, Mrs. Sutton played all leading female roles with a professional Shakespearian Company, as well as principal girl in pantomime.

ALAN BELL RESUMES BROADCASTS

After a tour of more than two months of the northern battle areas Alan Bell, well known journalist and news analyst, has resumed his nightly broadcasts from Stations 3DB Melbourne, 2CH Sydney, 4BK Brisbane and 5AD Adelaide.

Noted for his forthright comments on world affairs, Alan Bell had built up a big following through these stations prior to his journey north, and since his return he has interspersed vivid descriptions of scenes on the battle fronts he visited with his commentaries on current events in the world conflict.

In view of the offensives now being conducted by Australians and Americans under General MacArthur in New Guinea and New Britain, his broadcasts since his return are giving a clear picture of the tasks being encountered while the actions are being fought.

Alan Bell is now scheduled on 2CH at 8.45 p.m., Monday to Friday, just prior to the B.B.C. News at 10 p.m.

NEW MANAGER OF 3CS

The announcement this week that Jim Duncan has been appointed manager of 3CS Colac, is more than just a story of one of the most meteoric rises in the radio world, for it is a story of yet another Les Ross discovery having made the grade in a big way. It is only just over two years ago since Duncan approached Leslie Ross, who was then conducting his "Star-buster" program, and told him he was anxious to get into the radio profession as an announcer. Ross was impressed with Duncan's voice and microphone technique, despite his inexperience, and immediately gave him his break. Ross was finally able to feel he had done something for this young radio executive (as he is now), when the "Argus" Network appointed him as announcer at 3YB Warrnambool. Duncan soon made his mark with listeners, and quick to appreciate his talents and possibilities, the "Argus" Network promoted him to chief announcer at Warrnambool and then transferred him to Warragul in the same capacity. Although Duncan's appointment is a tribute to his own hard work and adaptability, it is, at the same time, another high tribute to the work which the 3UZ production manager, Leslie Ross, has done with Australian radio.

BROADCASTS BIG CRICKET FROM S.C.G.

Radio 2UE provided a special broadcast description of the cricket match between the Fighting Services and N.S.W. at the Cricket Ground on January 1 and 3. They also cover a similar match to be played on January 29 and 31. This is the first big cricket played in this State for two years.

The description of the play was given by Clif Cary, who in the past had been associated with Test broadcasts. He is also the author of numerous articles on cricket, published in the overseas press.

Rights to broadcast the cricket were granted by the Sydney Cricket Ground Trust to 2UE and the A.B.C.

A SHILLING A SECOND

On Christmas Day 3HA Western Victoria broadcast an appeal for the Hamilton Base Hospital, and in less than ten 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 as far apart as Ballarat and Mount Gambier (S.A.), Warrnambool and Kaniva. 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.

CROWNED KING OF THE AIR 1942-1943

3AW

IS CERTAINLY THE KING STATION FOR ALL ADVERTISERS FOR 1944.

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	Addi-
Renewals	4,549	5,385	tional
Cancellations	39,316	39,345	(590)
Monthly total	270	4,520	(1,285)
Nett increase	507,842	535,703	(282)
Population ratio	4,279	x865	(19,747)
	18.06	18.96	(x368)

VICTORIA

New issues	3,480	3,120	(76)
Renewals	30,998	31,503	(1,568)
Cancellations	1,281	2,975	(10)
Monthly total	372,416	381,662	(15,910)
Nett increase	2,199	x145	(x60)
Population ratio	19.26	19.55	

QUEENSLAND

New issues	1,224	1,495	(76)
Renewals	14,111	14,247	(183)
Cancellations	1,351	1,088	(70)
Monthly total	171,620	174,772	(3,190)
Nett increase	-127	x407	(x3)
Population ratio	16.55	16.85	

SOUTH AUSTRALIA

New issues	1,326	1,065	(175)
Renewals	9,684	9,510	(570)
Cancellations	617	1,500	(180)
Monthly total	139,291	142,533	(9,153)
Nett increase	709	-435	(x36)
Population ratio	22.85	23.53	

WESTERN AUSTRALIA

New issues	1,253	622	(70)
Renewals	7,121	7,110	(220)
Cancellations	500	1,264	(30)
Monthly total	92,620	95,001	(3,000)
Nett increase	753	642	(x31)
Population ratio	19.75	20.33	

TASMANIA

New issues	433	322	(57)
Renewals	3,202	3,340	(122)
Cancellations	278	295	(17)
Monthly total	47,170	47,692	(2,250)
Nett increase	155	x27	(x40)
Population ratio	19.76	19.77	

COMMONWEALTH

New issues	12,265	12,009	(1,047)
Renewals	104,432	105,055	(4,088)
Cancellations	4,297	11,642	(506)
Monthly total	1,330,959	1,377,368	(53,318)
Nett increase	7,968	x367	(x541)
Population ratio	18.74	19.32	

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