Among the Sponsors

A new arrangement is to present every Sunday at 5 p.m. the transmission — "The Original Melody Hour" — on 2GB over the past year, have become a bl e time on 2GB over the past year, have

Associated Newspapers Ltd. have contrac t 50-word direct announcements for 25 weeks with 4BH, for 25 word direct announcements in the breakfast session, a price of 50c being issued for the order of the best "time-arranged dance program" each week.

Under a new contract signed by David Jones Pty Ltd. with 2GB, they have renewed their current sessions and announcements for a further year. The contract provides for six 10-minute programs in the breakfast session, under the title "Dancing Days," and for varied announcements throughout the week. The contract was placed through the Westco Co.

The Lascotte Dance Studio of Sydney has adopted the title of "Misty Melody," a 10-minute dance session on Sunday afternoons at 4.30 from 226. To publicise their entry into radio, the sponsors ask listeners to remember what they consider the perfect dance program, a prize of 10/6 being offered to the order of the best "time-arranged dance program" each week.

The June Russell Kalmuthen-Acres are located at three addresses in Brisbane. Under the "Crown Jewels" contract with 4GB, calling for 12-half-hour sessions on Sunday afternoons at 3 p.m. and Monday nights at 8 p.m., the program is a 25 word direct announcement in the women's session. A "First Light" Program has already become a most popular attraction.

The Iris Russell Kalmuthen-Acres are located at three addresses. Under the "Crown Jewels" contract with 4GB, calling for 12-half-hour sessions on Sunday afternoons at 3 p.m. and Monday nights at 8 p.m., the program is a 25 word direct announcement in the women's session. A "First Light" Program has already become a most popular attraction.

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Day and Night
You are Right when you use...

2GF
GRAFTON

Radiating from Grafton 2GF provides complete Air Domination over the whole of Grafton and the rich Clarence River District.

The 2GF Women's Club and Women's Sessions ensure 100% daytime audiences while Australia's most popular programmes, presented under the sponsorship of leading national advertisers ensure the maximum listening attention during the whole evening schedule.

Day and night 2GF affords you maximum coverage value at a minimum cost.

For instant listener-response place your programme in 2GF's all star array of sponsored features.

Mystery of Darrington
Home Sweet Home
The Lost Child
The Everycovers
First Light of the
Quarrimon
Radiola Harmony
Just a Couple of Pals
Who's Your Neighbour?
The March of Time
You Ain't Heard Nothin’

For FACTS about 2GF contact

AMALGAMATED WIRELESS (A/SIA) LIMITED
47 YORK ST.
TELEGRAMS:
SYDNEY
"EXPANSE"
167 QUEEN ST.,
MELBOURNE

Radio recognised as Main News Source in U.S.A.

Results of a U.S. Government survey have found that in World War II radio has displaced the newspaper as the public's primary news source. This fact has been noted as a result of the investigation by the Bureau of Intelligence, Office of Facts and Figures, and is contained in a study of "American Attitudes Toward the War," which is being published in U.S.A.

Sydney: FL 3504
Vol. 11, No. 6
Thursday, September 10, 1942

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Radio Recognised as Main News Source in U.S.A.
Radio—The Chief News Source

(Continued from page 3)

are able to maintain a higher caliber of editorship in the processing of news than is the average newspaper.

No Headlines

"One factor which contributes significantly to radio's reputation for accuracy is its freedom from headlines. Newspapers, in part for their sales on capturing the interest of potential readers, are prone to bedazzle their front pages with capricious versions of events which magnify and distort their significance.

"The networks, moreover, have secured correspondents for the oral transmission of news from various theatres of the war—a fact which motivated 5 per cent of the public in their preferences for radio. Those reporters, who are merely efficients to newspaper readers, become living human personalities to radio listeners.

"Other factors offered as explanations for producing radio were that its news come direct from the sources that it is briefer and more concise and that it is swifter. Among the persons who expressed greater confidence in printed news, the following explanations were offered: (1) the name of a newspaper has a reputation for greater accuracy; radio reporting is frequently coloured by one man's opinion; radio technique is too spectacular; newspapers have time to give more considered judgment and greater detail; (2) evenness of the oral word is a disadvantage.

"As in the choice between radio and print, where a person's primary source of news, educational level plays a considerable part in determining relative confidence between the two media. There is a direct ratio between education and superior confidence in newspapers, an inverse ratio between education and superior confidence in broadcast news.

Radio Preferred

"Indeed," said the survey, "a marked general preference was expressed for printed news programs combining information and interpretation; 62 per cent of the sample said they would rather hear a radio program which told them how to vote rather than hear a radio program which told facts alone.

"Printed matter was mentioned by only 14 per cent of the persons interviewed. While 15 per cent suggest front page stories in newspapers; 2 per cent suggest editorials in newspapers and magazines; 1 per cent suggest advertisements in newspapers as the best way of reaching the bulk of the American people. And 6 per cent were without opinions on the subject.

Two Types of Listeners

"The predelection of better educated people for the printed word manifested itself in response to this question, too. Among people who had completed college, 15 per cent selected front-page newspaper stories as the best device for reaching the public. While among those who had only grammar schooling or less, 9 per cent chose this method. The college graduates were also somewhat less disposed than those with inferior educational background to regard radio speeches by the President as the best means of getting messages to the whole public.

"Radio has provided a means for giving news to elements of the population which have never been adequately served by any other medium: Indeed, it has greatly widened the knowledge of current events, giving news to great numbers of people who, without this instrument, would neither seek it nor receive it. In addition, it has been an important supplementary medium for people habitually interested in news; data show that in periods of crisis the use of radio, as well as of newspapers, rises sharply among all levels of the public.

Newspaper Advantages

"Newspapers, on the other hand, retain certain advantages over the radio: They deliver some kinds of news much more completely; they serve minority groups whose interests centre in special phases of the news; they do not require attention at some specified hour; they permit selection by the reader and the skimming of uninteresting news; they permit the reader to set his own pace and to reread where he does not understand; they present news pictures.

"One more distinction between the media should be noted. While radio recognizes the fact that radio operates under a Government licence results in certain formal restrictions to which the press is not subject, radio has, in consequence, kept itself relatively free from the editorial campaigns in which newspapers so frequently engage.

"In general, as has been established by the studies conducted, radio is the better medium, as directed by Dr. Lazarsfeld, those who employ newspapers as the prime source of news are more likely to be men than women, more likely to live in the city than in the country, and more likely to be of the upper economic and social class bracket. This is not to say that radio is necessarily better than print; it is merely to say that radio is a superior medium as compared to newspaper in the processing of news among the average American reader.

"One final point: the radio has provided, not merely an alternative source of news, but an additional one. It has helped to give to large portions of the American public, whether they place their primary reliance upon it or not, a more intimate acquaintance with the world stage, either through the radio of another nation or through the radio which is its own."

Rola Radio Newsreel

Has Second Birthday

Sunday, August 30, marked the second "edition" of XXV's features, "Rola Radio Newsreel," aired at 7:15 p.m. in celebration of the occasion, the sponsors offered a program, not only of radio itself, its production, development, and personalities, but events dramatized, the music interspersed, over those two extremely crowded years. "Radio Newsreel" is on relay to 7UE, SAJ, 3FX, LMT and XXV, and commands a good deal of attention in all these States. Alwyn Kers is both producer and "Radio Reporter," while a weekly news commentary is supplied by Mr. Norman Harper. Featuring in the broadcast are such well-known players as Robert Burdett, Clifford Cowper, Austin Minzy, Berly Waring and Hal Percy. The sponsor, Rola Co., have just signed up for a further 15 weeks' broadcasting with XXV.

"C.B." EDITOR ON THE SICK LIST

Although still in hospital, Mr. Len Lipsmann, managing editor of "Corny mercial Broadcasting," was on the sick list for the last few weeks. There was nothing wrong except a bad cold which is making a good recovery from an attack of pneumonia. It is not expected of course, that he will be back in the office for a few weeks yet.

New Releases


Contracts Tell

THEIR OWN STORY...

NEW 2UE BUSINESS

NEW 2UE RENEWALS

HOYTS THEATRES (11 x ½ hrs. weekly)
ROLA LOUDSPEAKERS PENFOLDS WINES LTD.
LUNA PARK.
LIDGATE
BRITISH CARPET CO.
BRITISH ISRAEL WORLD FEDERATION
Egg MARKETING BOARD
J. J. McHugh
CLEMENTS TONIC

STATION NEWS: THE KING OF THE CADS IS NOW ON 2UE

Commercial Broadcasting, September 10, 1942
"THESE OLD SHADIES"—NEW GEORGE EDWARDS FEATURE ON ZUV.

Following the conclusion of "The Music of Death," Murcut, R. C. De Witt and Co. (Aust.) Ltd., have arranged to continue the "Great Old Shadie" series of programmes, previously on 2UF Sydney, presenting a George Edwards radio play each Monday night.

The program was scheduled to commence on Monday, September 7, at 7.45 p.m., and is called "New George Edwards Feature on ZUV." A large list of well-known radio players, in what is described as one of the most ambitious shows that the George Edwards Company has produced.

MACQUARIE QUIZ KIDS BROADCASTS.

A remarkably wide interest in the "Quiz Kids" program, sponsored by Colgate-Palmolive over 1FB and Macquarie stations every Sunday afternoon, has been attested by the tremendous volume of mail that this session is bringing forth.

Listeners are asked to send in questions, from same station, and from all stations including questions which succeed in stumping the "Quiz Kids." Many listeners, however, are not satisfied to send in a mere question in that they accompany the letter with some gift to be awarded as a prize for the question which the child who succeeds in answering the question of the "Quiz Kids" has to answer. The "Quiz Kids" have been asked to answer the question of the child who answered the question of the "Quiz Kids" holiday on his station.

LEVER BROS. "STRANGE EXPERIENCE" A SUCCESS IN NEW ZEALAND.

Instant success attended Lever Bros.' (Leverite) new program on the NZ network in New Zealand. Titled "Strange Experience," the program is aired two half-hourly, and dramatized strange experiences sent in by listeners, one guinea being paid for each one used.

The listeners' response was phemonenal, and from the letters already received, approximately 60 or 70 per cent of them lend themselves for dramatization. In many cases, listeners have gone to a great deal of trouble to vouch for the authenticity of the experiences, and in some cases, the more enthusiastic writers have intimated their willingness to provide sworn statements as to the truth of the incidents related.

The material generally probably has more than that any other similar feature broadcast during the last few years. Incident set down for writing have as their source practically every part of the world, including India, Africa, Australia, the islands of the Pacific, China, and quite a number which have been submitted by listeners in New Zealand. It has been arranged that as each member of the "Quiz Kids" returns from New Zealand, he will be presented with a set of books, "The New Book of Knowledge," as a token of appreciation from the sponsors.

The place of Shirley Christensen in the "Quiz Kids" was developed from Hong Kong, Dorothy Davis, aged 12, who succeeded in leaving Hong Kong just before the Japanese landed. For many months they had no word of the fate of their father, a member of the Volunteer Defence Corps, recently however, the father returned safely and well, although a prisoner of war.

Whilst in Wellington to sing at a concert arranged to aid the Red Cross "Prisoner of War Fund," Miss Gladys Moncrieff, Miss E. E. M. Sandall (soprano) and Miss Muriel Poulton (mezzo-soprano) were received by Mr. and Mrs. J. W. Christensen (Minerva Theatres), Miss Moncrieff, Mr. R. A. Yeldon (managing director of 2WL), and Mr. A. Byrnes (assistant manager of 2WL).

"AVENGE TOBRUK"—ADVICE TO RACEGOERS.

Australian and South African troops who have shared an interest in the defence of Tobruk, and who are now, with other Allied Forces, facing Rommel at El Alamein.

Methods adopted in South Africa for directing the attention of racegoers to the great issues confronting the Allies should have special interest to Australians.

A loudspeaker on the racecourse, timed to be heard during the famous July Handicap at Durban, broadcast a recorded address by the Field Marshal Smuts. He said: "My friends, you have had the thrill of the big race. Now I am going to ask you to transfer your energies and enthusiasm to a much bigger cause, the defence of your Empire. The stakes are the future of your own country, and the world."

The course is long, and the going is hard. British and Australian troops must be reinforced, and let us not displease our energies. Therefore, today, I renew my appeal to you. We want everything you have got. We want non-stop fighting from every part of our army. Who want them? You have heard them, and you know the brave old boys."

Broadcasting the best in radio programmes to a population of 172,500 within a radius of 100 miles —2CA is one station you must "buy" when you "buy" nationally.
New Sounds Captured by New Inventions

Britain has found a new role for the gramophone record; she is using it to teach her wartime workers. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised.

The purpose of various tools, such as telephones, are making use of the educational field, new has so far been revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised. Already, because of the war, the art of recording is itself being revolutionised.

Records of the sound of machines, of different calibres and sizes, capable of conveying in a few moments the sounds of an entire range of engines and so on.

Records do not, of course, entirely replace the human instructor, nor are they intended to do so. But they do give a clear, accurate rendering which can be repeated as often as is needed. No longer do "rookies" have to brave the wrath of the tired expostulant-instructor when they have not quite grasped the subject before taught; they need only ask for the record to be played over again. Another great feature of the record is its absolute accuracy.

Everyone knows how easy it is to distort messages, instructions, and so on, when they come as second-hand. This is fourth hand, by word of mouth or even report. The gramophone record tirelessly repeats the original statement word for word and cannot be altered.

Aptitude Tests for Signallers

The record is also an important medium for aptitude tests, for example, in testing signallers. This job requires a high degree of mechanical and the human interest factor. Usually for a good sense of rhythm, for the signaller listens and has to know and dash to the rhythmic forms they make. It is often difficult to tell whether trainees will make good signallers until they have gone through all their preliminary training, for however intelligent they are they may be found entirely lacking in this particular quality. So before they learn a single letter of the code the men are given a test in which various sounds are played over to them, and they are asked to distinguish between them. In a very high percentage of cases this woods out men who are unsuitable for the job.

For the technical ground staff for a flying crews. An important part of the Link trainer, the device in which future pilots learn "blind" flying, is the reproduction on gramophone records of the sounds of engines and so on.

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Crows Roll Up to 3KZ's Community Singing

You Spend a Fortune in Your Lifetime

The National Savings Campaign, as holding the nation along the road to victory, helps the individual to do his bit.

The emphasis being placed on thrift and economy will receive a further impetus on Saturday, September 12, when the usual 2CH broadcast from 2 to 4 p.m., will be devoted to the commencement of the broadcast. This photograph which was taken at 12.30—two hours before the broadcast starts—shows the crowd which had already assembled waiting for admittance to the theatre.

SHELDON'S MAP READING AND FIELD SKETCHING

Sharon's Service League Knows How to Knit!

Supplying wool for the vast assortment of woollies for servicemen turned out each week by members of the 3XY Service League is a big job, as Organiser Nance Martell has discovered. Armed with the equivalent of 2,500 coupons, she recently purchased 250 lbs of the weight of wool, and reports that next morning Leaguers were up and awaiting their quota. Over half a ton of wool is used each year, costing £1,000, which is collected by donations.

"Okay for Sound" Is First of New Live Artist Shows on 2CH

A new policy of live quartet in a series of artist shows, offering the maximum entertainment each night of the week was inaugurated on 2CH with the initial program, "Okay for Sound!" presented before a studio audience on Wednesday, September 9, at 8 p.m. New ideas in radio drama have been devised for the coming programs which will bring top-line stars direct to the 2CH microphone each night of the week.

"Okay for Sound!" will be an hour show presented in four separate units, incorporating audience and listener participation features every Wednesday with such stars as Iris Mason (brilliant Sydney organist), Grace Nichols (pianist), Green Lee (soprano) and a new male trio, "The Harmonizers." Well known instrumentalists will form the 2CH Instrumental Ensemble.

The theme will be launched is "For Peace!" commencing at 9 p.m., and will be in the form of a fast-moving revue-type entertainment which will be performed before an audience in the studio. At 11.30 "It's Foolish, but It's Fun," will provide an audience and listener participation unit, with prizes for the best jokes received and enacted in the studio by the Radio Jesters.

"Creativity in Ivory" will be the 8.30 unit, introducing novelty presentations on the piano and organ, featuring Gawn Nicholls and Iris Mason.

With Leon Becker as compere, the fourth unit, "Okay for Sound!," will be "Crazy Quilt," in which prize winning comics will be able to reverse its position by firing their own question back at the compere.

Produced by Max Arnezon, "Okay for Sound!" will be a regular 8 o'clock attractions every Wednesday, and will be followed by other live-artist shows in the immediate future.

The first section is subtitled "The World's Moste Famous" and will be in the form of a review of the 20th Century, with specially written material opening with the Mutual War Effort, with appeals of all who have this great charity at heart for a cabaret appeal to be held at the Ritz on March 15. They have secured the services of the witty star artist, Frank Pratt, whose turn will be so arranged as to be an hour as little as possible with the "Swinging." Well acting I interfered with my dope, much as possible.

For a Boy in the M.E.F.

"Twenty-one year old Peggy McKeil, a munition worker herself, is touring the district in 'Waiting Mudies,' the Ministry of Labour recruiting van, and to one of her audiences she said: 'My boy is one of the thousands in the Middle East... I'm working to give him the munitions he needs,' -if her boy is listening, he'll be glad to know that Peggy is a grand recruiting agent."

(From a BBC News Letter to the forces abroad, belonging to Lancashire, Cheshire, Yorkshire, London.)

The Graf Spee Classic

"I wonder if you know that the action in which the Graf Spee was sunk is now regarded as a classic example of naval battle. One day, the details of how every young shipbuilder will be expected to learn the strategy of the Battle of the River Plate by heart. The most striking feature of the action was that it was so perfectly planned and co-ordinated that the British ships scarcely exchanged a shot. The whole engagement worked out exactly as Harwood planned it should."


Free French Spy-Hunt in Piccadilly

Ronnie Shiner, who compares the BBC program to the British forces in Malta, comes up at the end of the week to London once a week on his motor cycle for a consultation with Allick Hayes, the producer, about the following Saturday's broadcast.

The other week, Hayes was called out at half-past seven to change the time fixed for the meeting. Mr. Hayes' secretary was unable to get in touch with Shiner to let him know. On going to lunch, she saw, propped up against the pavement in Piccadilly, the familiar motor cycle. Hastily she scribbled a few words explaining Mr. Hayes' absence, and ending: "Meet me in the canteen and I will give you the dope about Malta." She tucked the note into the handlebars.

As she moved away, she was horrified to see two Free French sailors take possession of the machine. They read the telegram with the greatest interest, and summoning a policeman, and as many passers-by as they could collect with speed, they set about organizing a spy hunt. The secretary decided that distinction was the better part—and made off, registering a vow never again to trust her instinct to know Ronnie Shiner's motor bike anywhere.

"Don't be like Dick Whittington!"

He turned again...and it turned out all right in his case! But when the radio dial just isn't necessary...if you're wise...

TURN JUST ONCE...

And your Set is Set for CONTENTED LISTENING!

Commercial Broadcasting, September 16, 1942
3XY Show Benefits Appeals

A gala presentation of "3XY's Radio Revue," the live show produced weekly on Sunday nights, was held and staged in the Princess Theatre, marked the attainment of a total of $8,000 collected from the audience over the 110 performances of the show's 12 years. All manner of patriotic causes, hospitals, and institutions have shared in this, with $5,000 donated to assist in purchasing the new Fund, and is handed to the Comforts of Functions to benefit the Red Cross.

The club has made numerous cash donations to local charities, and the Grafton District Council recently resolved to send flowers to the 3XY Women's Club for their assistance during the past 12 months. The club has also made numerous cash donations to local charities, and the Grafton District Council recently resolved to send flowers to the 3XY Women's Club for their assistance during the past 12 months.

Piano Schools Get Results on 3KZ

In these uncertain times, one would think that perusing piano in books to learn to play the piano would be an impossibility. But this theory is entirely dispelled by two Melbourne piano schools currently advertising on 3KZ.

The first, the George McWhinney Piano School, has been so pleased with the results gained from its quarterly-hour session featuring four-piano hand with vocalists, that it has taken an extra 15-minute session, this time high-lighting hit tunes of the day played on two pianos. Potential pupils of the school are asked to ring the studio after the broadcast for details of the school's course.

The second, the Leonard Cook Piano School also has a 15-minute session in which the principal—Law Cook, known as "The King of the Keys"—plays popular numbers in a modern rhythm style. So good have results been from this session, that the school is now celebrating its fifth year of broadcasting with 3KZ.

The results of these sessions are the more remarkable in view of the fact that both schools are on the air every Sunday, the times being 11 a.m. 11:10 a.m. and 11:55 a.m. The principle of the policy which has apparently made the program brings them.

Next New Feature

Many 3XY listeners will welcome the inauguration of a new dramatic serial entitled "Girl of the Ballet." The story is based on the life of a balletina—on the nights of music and wonderland—of swishing skirts and toe shoes—and many scenes of the hundred and one glamorous faces associated with the ballet. The balletina whose magic feet were destined to dance her fame to Rimsky Kolskiwska, who, as her mother Joseph, shares a small house. Rimsky's dancing career is over in class, he has always been exceptional, and she is chosen as a member of the Corps de Ballet to appear in one of the big theaters in Switzerland. Her brother Joseph, however, an inveterate gambler, is caught the night before his big chance, stakes money from the safe of the hotel at which he is a waiter. This entirely alters Rimsky's plans, since she feels bound to stay by him to honour a promise made to her dead father. She does, however, finally join the Corps de Ballet, and is chosen by the world's greatest ballet masters for a career—which she refuses again because of her brother. The story of her vicissitudes—her struggle to keep her brother straight and to achieve fame herself, makes one of the most gripping serials yet brought to radio. It is interesting to note that during the making of this program, various members of the last ballet company to visit Australia appeared in the studio to watch the presentation. Sponsoring 3XK, Barrow's British, Melbourne, and features succeeds "Music of Death," presented by same sponsor.

Broadcaster's "Girl of the Ballet" on 3KZ

On Tuesday, September 8, at 8 p.m., 3KZ presented the first episode of a new dramatic serial entitled "Girl of the Ballet." The story is based on the life of a balletina—on the nights of music and wonderland—of swishing skirts and toe shoes—and many scenes of the hundred and one glamorous faces associated with the ballet. The balletina whose magic feet were destined to dance her fame to Rimsky Kolskiwska, who, as her mother Joseph, shares a small house. Rimsky's dancing career is over in class, he has always been exceptional, and she is chosen as a member of the Corps de Ballet to appear in one of the big theaters in Switzerland. Her brother Joseph, however, an inveterate gambler, is caught the night before his big chance, stakes money from the safe of the hotel at which he is a waiter. This entirely alters Rimsky's plans, since she feels bound to stay by him to honour a promise made to her dead father. She does, however, finally join the Corps de Ballet, and is chosen by the world's greatest ballet masters for a career—which she refuses again because of her brother. The story of her vicissitudes—her struggle to keep her brother straight and to achieve fame herself, makes one of the most gripping serials yet brought to radio. It is interesting to note that during the making of this program, various members of the last ballet company to visit Australia appeared in the studio to watch the presentation. Sponsoring 3XK, Barrow's British, Melbourne, and features succeeds "Music of Death," presented by same sponsor.

"Passing Parade" on 2SM

Every Thursday afternoon at ten past 2SM, "Passing Parade," the development of "Passing Parade," composed by Dorothy Duff, will be heard. The signal has been broadcast throughout the country by the courtesy of M.T.O.G., and represents unique feature in 2SM's afternoon sessions.
GAD ABOUT?

Off to Sydney for a short week's spell, he went, and Mrs. Palmer—quite glad to be off—went to Radio being what it is, and things as they are. It was a pleasant eve to find fine weather, and a fine company, and underway to find out what this year's exercise in radio broadcasting was. Eddie, who had been at one of Sydney's leading stations, decided to get started—and got started.

Among the new features introduced by Reg. Lane in his syndicate of shows, 2GB's Salty story, and 2CH's 'Mosquito' is still a familiar figure in the A.W.A. That's the story of the week. It's composed with Betty King, and is still a familiar figure. 'Mosquito' has been broadcast over the last four years, and is still a familiar figure. It was heard on Saturday night last week, and Eddie found it in fine shape. The pictures were after the pictures, as the pictures were after the pictures, but it was still a familiar figure.

THE COMMERCIAL BROADCASTING

COMMERCIAL BROADCASTING

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HALL HOUR OF MUSIC

"An uninterupted half hour of fine music" in the apt title chosen for this new Sydney program broadcast from Radio 2UG every Sunday at 7.45 p.m.

The session is sponsored by Mac Robertson Pty. Ltd. and the contractor, through J. R. Smith, Melbourne, calls for a radio program featuring a distinctive but wide variety of really good music.

Beyond opening and closing announcements, the program will be completely unbroken, and the music sheets will be catered to the real lover of good music.

We Justifiably Claim an Enormous Listening Public to Our Unique Programmes; Therefore, Mr. Advertiser, Take Advantage of this Coverage by Advertising the THREE A WAY

Commercial Broadcasting, September 10, 1942

NEW ADDRESS

OSWALD P. SELLERS

COLUMBIA-GEORGE EDWARDS PRODUCTIONS

74 PITT STREET, SYDNEY

6TH FLOOR

Telephones: 8 6011 (3 lines) Telex: "Selos" Sydney
Among the Sponsors

W. E. Woods Ltd. (Jacquin, Gotha) have extended their-72 programme on 3XY for a further period.

Fryers Harvey and Co., radio dealers, have placed a contract with 3XY covering 12 half-hour sessions on Monday, 12.30 p.m.

Henderson's, furniture, have renewed their contract for 1 x eight-hour session, Saturday, 6 a.m. on 3XY.

Using 303 the Melbourne Preserving Co. have contracted for a series of nine-hour sessions to be broadcast every Friday from 2.30 to 4.30 p.m. under the title of "Specials and Savouries" to be conducted by the McFeeters Advertising Pty. Ltd., Melbourne.

4BU Bundaberg has received thanks from the organising committee for its assistance in securing for Bundaberg the permit for the highest per capita subscription for Queensland in the last War Loan. Mr. W. P. Porter, 3XY, will formally present the permit on his next visit to the city.

W. C. Douglas Ltd. (agency, J. B. W. E. Woods Ltd., leading department stores, have renewed their contract for 52 20-minute sessions on Sunday, 11.30 a.m. to 11.40 a.m.

July Licence Figures

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The above total includes Free Licences to the ill-h0 and 2641 (1943).

Our Job BEGINS on the...

Yes, today, more than ever, our job BEGINS on the dotted line. War conditions have brought to radio new conditions, new problems, and new RESPONSIBILITIES. . . and we at 2UW are keeping faith with the obligations which we have accepted.

That is why to-day, more than ever, we begin, rather than ends, with the contract signature on the dotted line. We believe that it is our responsibility to see that there is no waste effort in advertising ... that every pound spent on 2UW is a pound well spent.

Registered at the B.P.O. Melbourne by post as a newspaper.