PERSONALS

Miss Grace Gilmour, of Ararat, who has been over in Australia for the past six months or more, is expected back in Australia soon.

On annual leave at the present time is Mr. R. A. Kidd, manager of 2GN Goulburn. Mr. E. C. Hayes, of A.W.A. Melbourne office, is also on annual leave.

Traffic personnel from 2TO seen in Sydney last week were A. E. Lawrence, manager of 2TO on a well earned recreation break. Mr. Lawrence visited Melbourne to meet Mrs. Lawrence and their family. Mr. Kidd, manager of 2GN Goulburn, has been over in America for the past six months.

Another provincial station personality on annual leave is Mr. R. A. Kidd, manager of 2GN Goulburn, for the past six months.

Mr. Stanfield, manager of Townsville, was also enjoying a well-deserved recreation leave in Sydney last week, and was much enjoyed by friends. Mr. Stanfield was on holiday in Sydney last week.

A still more enjoyable annual leave is the last week of Mrs. Meredith, wife of the well-known Sydney gunner, Fred Meredith, who was over there with Mrs. Meredith and other members of the family. Mr. Meredith was still heard from 2UE every Monday to Thursday reading the mid-week serial of F. J. Palmer and Sons.

Congratulations to Mr. Gordon and Audrey Maude (Mrs. Meredith) on the safe return from the Middle East of staff sergeant Fred Meredith, who was "over there" with wife and family, and other members of the family.

Mr. Kidd, manager of 2GN Goulburn, was still heard from 2UE every Monday to Thursday reading the mid-week serial of F. J. Palmer and Sons.

Another from the "City" of North Queensland was Keith Starrett, of the 2TO program section, now a member of the 3URF staff. He was proceeding to a point of duty.

Keith Cotton, of 2TO, was also enjoying a well-deserved recreation leave in Sydney last week, and was much enjoyed by friends.

Another provincial station personality on annual leave is Mr. R. A. Kidd, manager of 2GN. Mr. Kidd has been on holiday for some time now since transferring from 2TO.

The 2AY staff has been brought up to original working, with the appointment of Mr. Gordon Neale, who took up duty a few weeks ago.

The staff has been a constant visitor to homes of 2UE staff during the last 12 months. Some of the girls are "on tour" a lot more. The staff is "doing well."
There is a decided preference by the sponsors to be aired from programmes sponsored by 2GN, which covers the Southern Tablelands.

For full particulars of 2GN broadcasting, contact—
AMALGAMATED WIRELESS (A/SIA) LTD.
47 YORK STREET,
SYDNEY, N.S.W.
167 QUEEN STREET
MELBOURNE, M 4161
For some time now, the public has been entering under a sense of restraint induced by the activities of the Department of War Organisation of Industry. The ban on mention of Christmas has been backed by restrictive power, price fixing and distribution of rationed goods. Retail trade must expect and do without gifts for the seasons mentioned.

Speaking as an advertising man, I do not for a moment regard as difficult the achievement of the injunction to drop from advertising for any of the seasons mentioned. It has been so thoroughly inculcated in the public mind that the retailers concerned, that the situation regarding patent medicines is a form of advertising. The Government expects to have no indication whether there will be a lessening of the advertising for any of these wartime essentials. We could hardly expect that.

There are numerous forms of advertising. In most people's minds, advertising is associated primarily with selling. On the other hand, propaganda is advertising. Any argument, printed or spoken, which informs, educates or persuades, is a form of advertising. The publicity announcing this new six-pack mission, is itself, one of the most subtle, suggestive and inferential campaigns for the giving of Bonds, War Savings Certificates and Stamps during the season ahead.

Rationed Goods Regulations

Regarding the recently issued regulations governing rationed goods, I am not sure that the dissatisfaction demanded by the Commission is not all to the good. Where the retail stores are concerned, it will require the development of a new advertising style. Judging by the examples already in evidence this "austerity" advertising, abounds with "dry-fairy" phrases and blandishments which appeal in many respects admirably direct.

It is obvious that the Rationing Commission in framing these regulations had only the retailer in mind. That has been the case. The national advertiser of coupon goods requires and will no doubt receive, specialised treatment at the Commission's hands.

Like many other forms of wartime activity, retail trade must expect and conform to certain restrictions. manoeuvre, price fixing and distribution of supply, already backed by the restrictive influence of coupons, constituted adequate control. Why then could not the Government have left it to the retailer to initiate necessary economies without this present cumbersome plan?

"No Father Christmas"

Mr. FRANK GOLDBERG, Governing Director, Goldberg Advertising (Aust.) Pty. Ltd., Reviews the Recent Ban.

Patent Medicines

The situation regarding patent medicines is an entirely different story. It is quite possible that the wholesale restriction of patent medicine advertising may have a deleterious effect on the welfare of the community. Adult, Mr. O’Rielly’s statement to the effect that every physically fit person in Australia is now in employment, there are many thousands of individuals who can not afford the ministrations of medical men, except in cases of extreme necessity. The patent medicine is to a large section of the community a certain means to health. To curtail patent medicine advertising is to undermine the efficiency of that section of the community who are performing such remarkable feats of endurance in working long hours under arduous conditions of war activities. Although these people may now have the means by which they can avail themselves of medical assistance, they have not always the time. Shift work, too, provides unprecedented hazards which health is concerned. Men and women find that they have to turn night into day and adjust their skin physical and nervous systems to a way of life which is foreign to them. Never was the health of the community of such value as it is today.

There is another aspect of the present situation. Many of our doctors have been called to the colours, this means that those who remain at home are doing the work of two and sometimes three practitioners. To restrict the sale of patent medicines, which is the present advertising regulations and is now to an extent overworked profession.

I do not for a moment wish to infer that patent medicines can replace medicinal treatment in the case of acute disease or other deeply rooted functional disorders, but there is a passing ailments to which the Stubb is help to which can be effectively subdued by them. I do feel therefore that the Government’s action is reducing patent medicine advertising to a futile admission of the use of the name of the remedy, and ten words of decent copy, is not in the best interests of the community.

"Cuckoo Court" "Fifty and Over" "Customer Speaks" "The Gang" "Razzle Dazzle"

FIVE STAR REASONS WHY 2SM's Sales Campaigns Pack Punches

Audience Shows

Sundays 9 p.m. to 9.30 p.m. Sponsored for over three and a half years continuously by Douglas Drug Co. Ltd., manufacturers of Bidonaak and Mountain Misture.

Programs

Programs that Pack 2SM's

Broadcast at 11.30 a.m. to 11.45 a.m. five days weekly from Murdoch's Store in Park Street since February 19, 1940.

Commercial Broadcasting, November 19, 1942
DEATH OF WELL KNOWN MUSICIAN

Mr. Edward Lambert, one of the best known musicians in Australia, died at his home in St. Kilda, Melbourne, last week, aged 60. The late Mr. Lambert was a solo violinist and leader of the Melbourne Symphony Orchestra. A native of Liege, Belgium, he came to Australia 17 years ago.

CHANGE FOR KRAZY KAPERS

Krazy Kapers, now in its seventh year on 3DB, is being moved from Fri­day night to Saturday at 9.30 p.m. This program is now being sponsored by Brookman's Biscuits Pty. Ltd. Another addition to 3DB's schedule is the presentation of the new variety show of Tex Morten entitled "All Set and Ready." This program features "Vultbing Boundary Rider," promised to be very popular with listeners.

TIVOLI JUNIORS

Popular Taste so naturally chooses 2UE for its new radio show

HITS AND HIGHLIGHTS

...and backs it with prize money totalling...

£35 PER WK.

Another Tribute to the Popularity of

RADIO SYDNEY

The Station of To-day and To-morrow

Controlled Manufacture

All changes in the classes of types of goods produced by manufacturers, other producers, or by industry is now prohibited, except on special permit issued by the Commonwealth Government. This control is introduced by the Manufactures Regulation, 1942.

This has been found necessary to control over the commonwealth's half-hour broadcast programmes to be a bright means of educational messages to the public. A full 13 month broadcast is now being sponsored, but in addition plans have been found to move this program across over a period of five years.

This program is being broadcast two evenings each week over the entire network of stations, and has been designed for a vehicle to carry its educational messages to the public. A full 13 month broadcast is now being sponsored, but in addition plans have been made to move this program across over a period of five years.

The control will not APPLY in-
(a) Production in the course of agricultural, horticultural, viticultural, dairy farming, poultry feeding, bee-keeping or fishing operations, market gardening, of livestock,
(b) Any production in pursuance of a contract with the Commonwealth Government.

The Regulation refers to the production of articles new or different (new articles now being produced by the firm) in regard to-
Description, material, form, size, design, make, type, or composition.
But if this firm has previously produced similar goods within three weeks previous to the present date it is not regarded as producing them "new.

The control will not APPLY in-
(a) Production in the course of agricultural, horticultural, viticultural, dairy farming, poultry feeding, bee-keeping or fishing operations, market gardening, or the rearing of livestock.
(b) Any production in pursuance of a contract with the Commonwealth Government.

The exceptions to this case applies only to the control of a new product. It does not apply to the use of new premises.
(c) Change to a different style of sign (only) which does not involve any addition or alteration to the machinery, tools, or plant, but which is to occur at a cost exceeding £20, for the installation of hired machinery at a cost exceeding the annual roll of £12.

Maggie Foster's Band

Signed for Radio

Maggie Foster and her band are now on the staff of 2UW Sydney. This pop­ular musical combination, comprised of featured artiste, led by Maggie and her violin, have for some years been the most popular bands on the radio, particularly on the Harbour Boat cruises.

Their engagement by 2UW for their appearance in the live presentations from the 2UW Studio as well as in other programmes will be extended. Their immediate principle engagement will be in 2UW's Wednesday community meeting concert.

In the Friday night show, in which they presented they will be associated with the 2UE Radio Company.
Pending until December 1, is still causing concern.

The Broadcasting to tender its advice to the Commonwealth Director-General, it is felt, will take a commonsense view of the situation. The President, will give before the Broadcasting Station, has been active in collecting facts have been collated, and it was expected that the view of the industry would be placed directly before the President in Melbourne this week.

Since the suspension of the Broadcasting Act entailing substantial restrictions on broadcast advertisements on patent medicines, the industry has been keen to have the regulations amended.

There are prospects, however, of reaching an agreement on the subject. However, the Broadcasting an authority to issue a Certificate to advertise patent medicines.

Dealing with advertising, Dr. Cumpston point out that Regulation 8 deals with the question of advertising in relation to both advertising and programming, and makes the following provision:

"A person shall not publish any advertisements of patent medicines, proprietary medicines, or for the sale or advertisement of goods, or the sale of goods.

In respect of all preparations of the Patent Medicines and Proprietary Medicines Acts, Section 21 of the Act, therefore, no notice shall be given to the Minister, or cause to be given to the Minister, to obtain an authority to advertise patent medicines, proprietary medicines, or for the sale or advertisement of goods, or the sale of goods.

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Notable Broadcast Lifts Veil on Soviet Russia

The fighting spirit of Soviet Russia has extended the world and will go down in history as one of the most amazing features of the present world war. When Mr. Vladimir Mikheyev, distinguished Russian Journalist, "appeared" for the first time in an Australian broadcast from 2UV Sydney last week, he lifted the veil on a number of matters which had hitherto puzzled Australians. He explained clearly why Russians fight with such ferocious energy.

The interview with Mikheyev was arranged by Sebastian's regular weekly feature, "A Salute to Victory." A long list of pertinent questions were submitted to the journalist, who is representative in Australia of the official Soviet News Agency. In reply to these questions the following facts were revealed.

For more than 20 years the Soviets people had worked to build a new order—a new country—in which everybody was to have equal chance of happiness, of opportunity, and in which there would be no exploitation of man by man.

More than 90 per cent of the people at the time of the Revolution were illiterate and lived under dark age conditions. Today their culture, their science, their educations are the outward signs of what the country has achieved.

The people of the U.S.S.R. are fighting to the very last to defend that which they have built . . . to preserve the things in which they believe. They sacrificed too much in the building to give up now what they have built.

In the matter of religion the churches are still open and the people worship in accordance to the creeds to which they belong—Greek Orthodox (the established Russian Church), the Roman Catholic, Mohammedan, the Jewish Synagogues, the Buddhists.

Marriage in Russia can be either a religious service or a simple State ceremony, which ever the parties wish. Divorce laws are simplified with the recognition by the State that you cannot have a second family for him. He must work for himself. A group of people might start a factory or new business, but it is not necessary to lend money to one another. They can buy motor cars, luxuries, and perhaps a country house. The land belongs to the State, but can be leased for the purpose of building homes on it. There is nothing to stop a man starting his own tailor's shop, for instance, but he cannot hire help from another man. He must do it himself.

Unemployment has never been a problem for Russia for ten years or more. Up to a couple of years ago the presence of war millions of country peons had been turned into skilled factory workers, but still there was no unemployment for the great industrial expansion of the country.

As a musical accomplishment to the very lot of arrangements were made to play a selected number of special records brought from Russia by Vladimir Mikheyev, of the War Songs of the Soviet Army. Listener interest was so enormous that the production of additional records were immediately ordered by 2UV for this Saturday, and additional programs will be forthcoming on Sundays.

More than 26,000 Audex discs were supplied to recorders during the past year—many were re-issued more than once.

In order to maintain a 100% service by returning promptly all empty containers and spacing washers.

AUDEX—the Super Recording Blank

Further evidence of the desirability of allowing commercial enterprise to develop world shortwave broadcasting, was given by the senior vice-president of the American Federation of Broadcasting Stations, Mr. A.C. Padding, before the Parliamentary Standing Committee on Broadcasting during recent sittings in Sydney. He outlined the immense development in America of world broadcasting, and how the commercial stations of the U.S. provided shortwave programs for the Government. Commercial programs for Australia, Mr. Padding said, could be produced in Australia, as Mr. Padding, and they would not cost the Government a penny.

That was asked was for permission to establish short-wave stations or use available short-wave channels.

Where there are Programmes like these . . .

Commercial Broadcasting, November 19, 1942 11
2HD Licence Sought by Labour

The Parliamentary Standing Committee on Broadcasting recently visited Newcastle where a joint committee from the Newcastle Trades Hall Council and the official Labour Party asked the Committee to grant the cancelled 2HD licence to the Labour Movement.

The chairman of the Broadcasting Committee granted a request that the delegation be heard in camera.

Station 2HD, together with several other stations in Australia, which were controlled by Jehovah's Witnesses, were cut off the air soon after the war. The Jehovah's Witnesses organization was subsequently banned and the broadcasting licenses they held were cancelled. The Alberton station, 4AT, was taken over by the Government to be operated by the Australian Broadcasting Commission. The licences of SRA Adelaide and IAU Port Augusta were also cancelled at about the same time.

LISTENERS PROVIDE ANOTHER TRAINER PLANE

Still further evidence of the great "furness" national work of the "None" being performed by Australia's commercial broadcasting stations was announced at the TWM Women's Radio Club, where the 2TM Women's Radio Club and the TWR section recently presented to the

£260 Raised for Loan
Response to One Broadcast

The action of Joan Road, of 2MR, in devoting £260 taxation refund to the Austerity £100,000 Loan made many of her "Home Harmony" listeners follow suit last week, with the result that over a short period the loan benefited by £260.

During the course of a morning broadcast, Joan Road mentioned the £260 she had received and she remarked that it was going into the Austerity Loan. There was an immediate response from her listeners, who in a short time subscribed £260. This included one amount of £160, which the listener concerned sent a note to Joan Road stating that it was in appreciation of her "Home Harmony" session and Talent Quest. She added that she was calling it "Home Harmony" Austerity bond.

COT FUND FOR CHILDREN'S HOSPITAL

In Melbourne 3DB has started a "Charlie Vandy Olm" Fund for创建 Hospital. Anyone desiring to give a donation can do so by sending a cheque to the "Herold" and marking on the envelope "Charlie Vandy Olm" Fund. They have headed the list with £190, an offer from Mr. C. of Gates, £20 from Mrs. North, of Gates, £20 from Mrs. Ash, of Gates, £100 from Messrs. Smith, of Gates, and £50 from Mr. Johnson, of Gates.

The appeal is being made through 3DB and the Press.

"WOMAN WINS THIRTY-NINE GUINEAS IN MYER MUSICALE"

In the Myer Musicale on October 15, a prize of £39 guineas was offered in the Myer Musicale to the person correctly forecasting in public choral choice of players, which was won by Mrs. A. V. Mason, of Ascot Vale. She had received the prize a week from an original three guineas offer to anyone placing all the numbers in their correct order.

"ARE YOU AN ARTIST?"
NOW IN 14TH WEEK

A program going in popularity week by week is "Are You an Artist?" 2TM Sydney carries the authority of one of Sydney's leading medical specialists in first aid treatment. The scripts which were prepared by 2TM Sydney carry the authority of one of Sydney's leading medical specialists in first aid treatment. The talks will deal particularly with the checking of haemorrhages, covering also first aid treatment for shock and other emergencies likely to arise in the home. The presentation has a musical accompaniment of the great male voices of the world, which blend with the music to make such a delightful performance. The broadcasts which are scheduled in the women's sessions, will be heard through 2TM, 2SM, 2SI, 2GE, 2T, 2X, 2F, and 2X. Additional metropolitan stations and a number of country stations also will carry schedules of broadcast announcements in the Berlei campaign.

CHANNEL FOR WAR EFFORT

The ZB Commercial Network in New Zealand has decided to clear a quarter of an hour at 7 p.m. on Wednesdays, Thursdays, Fridays and Saturdays for broadcasts connected with the war effort. This, of course, means a real sacrifice, but no heavy have the demand for time for war publicising the interests of advertisers in which the interests of advertisers and in view of the heavy campaign, this decision to set aside specific sessions was made.

First Aid Strong Subject for Berlei Campaign

As a contribution to national preparedness, and as a service to housewives, who through circumstances are unable to attend first aid classes, Berlei Ltd., through the Radio Crusaders Association, have arranged to broadcast in all States a course in elementary first aid.

The talks which were prepared by 2TM Sydney carry the authority of one of Sydney's leading medical specialists in first aid treatment. The talks will deal particularly with the checking of haemorrhages, covering also first aid treatment for shock and other emergencies likely to arise in the home. The presentation has a musical accompaniment of the great male voices of the world, which blend with the music to make such a delightful performance. The broadcasts which are scheduled in the women's sessions, will be heard through 2TM, 2SM, 2SI, 2GE, 2T, 2X, 2F, and 2X. Additional metropolitan stations and a number of country stations also will carry schedules of broadcast announcements in the Berlei campaign.

"EVERYBODY DANCE"
Bear and Ley Sponsorship

Bear and Ley Pty. Ltd., men's outfitters of Parramatta, Auburn, Hurstville and Croyde's Nest have contracted with 2CM for a 66-hour program of dance music every Saturday night.

This will be incorporated in the "Everybody Dance" broadcasts, which extend from 8:50 to 11 p.m., every Saturday on 2CM, being presented to enable listeners to arrange dances in their own homes. The sponsorship by Bear and Ley will commence at 9:55, and the program will end on then until 10:30 p.m., for the music of the bands for which listeners show a special preference. Another program which has proved highly popular with listeners is the "Big Notes," featuring swing music, and sponsored on Sunday nights by the manufacturers of Listerine. The Lambert Pharmaceutical Co. recently contracted for a continuation of this program over a long term.

NUGGET IN MUSICAL SHOW

The latest addition to 3DB's roster of Friday night entertainment is "Musical Bag," sponsored by Nugget Pool Pty. Ltd.

The session aims to recall memories of the music of yesterday, particularly of the musical records which were featured five or ten years ago in radio. Many of these records, though now hard to obtain in financial sacrifice, are of great interest to many radio listeners. In this session, the sponsors are offering a prize of a War Savings Certificate each week for the most interesting record transmitted by listeners.

IF THE QUESTIONS ARE—
WHERE TO BUY TIME?
HOW TO SELL GOODS?

For those who aim at the Highest Dividends from their Sales...
Two State Synchronised Show
P. and A. Grand Final Organised

Again this year 2KE is going to untold trouble to present the P. and A. Parade grand final is a big try out. The expression of the sight incorporate not only the magnificent stage spectacle at the Regent Theatre, but also the "near-television" on the same lines as the very successful experimental of last year. Last year's views will be adhered to in the main, in that the grand final acts from Melbourne will appear on the stage, while those from Sydney will be seen and heard by the Sydney audience on the preceding second that they are heard over the 15 station network.

When interviewed "C.B." Mr. Eddie Balmer, compare and organise of the P. and A. Parade, said that apart from the production costs of some hundreds of pounds for the grand final prize, the money for the P. and A. Parade again totals £1,500 this year. Right of the acts will be seen on the stage of the Regent—night eight will come from 2KE Sydney, and will be seen on the screen. Those "near-television" will be arranged by as Alan Toohey, the Sydney compare, announces a Sydney act. It will be seen at the identical second on the Regent Theatre screen. Applications for invitations for comparisons will be received from Monday, November 16, at the Lord Mayor's Fund office, and will be heard from the Sydney to Newspaper House. Those people wishing to attend this brilliant presentation are advised to apply early for invitations, as the queue for the opening morning last year was 500 yards in length by 10 o'clock, and by the Tuesday following the opening, only 94 acts remained at the finish of the plan for this year's P. and A. grand final have so far necessitated 28 phone calls from Eddie Balmer to Mr. Arthur Carr, who is handling the 210 end of the matter in Sydney. Last year, with travel less restricted, all those concerned in Sydney came to Melbourne for a three day conference.

SERVICE WOMEN BENEFIT
2CH Assists Shilling Drive

The part played by the 2CH Women's League in the organisation and promotion of the National Shilling Drive for the Service Women's Benevolent Fund has been announced at the Regent Theatre recently.

The proceeds on this occasion of the 2CH drive, presented by a display made available by Ben Marscey, chairman of "Saturday Afternoon House." In the absence of Lady Welby, wife of the President of the W.V.C.A., the organisation of the drive was presented by the winning grandmother, following the runoff: the Hon. Mrs. Arthur Eadye, and Mrs. Winton of Newcastle number, the prize ranging from £25 down to £2 in each case. The recipient donated the prize to the fund.

The presentation took place at the close of the first performance of "Seven Displots" and to assist the fund the station made the funds available for the afternoon. The Regent London was responsible for the production, and in this the long-time executive secretary of the W.V.C.A. Miss Melville was interviewed on the stage. The advertisement opened out in the Minerva performance and broadcast. It was read at the end of the show, and all those who attended the show were invited to红茶 the radio by the postman, raising £500 in each case. The recipient donated the prize to the fund.

The reason for this restriction in ten words is difficult to understand, as the writing of a few words simply cannot affect the results of the war, but important during the present times of war. This means that unless the Government sub sidised the third radio station, radio fans would have to go without.

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"RADIO FAN"

 Télévision Spectacle at the Regent Theatre, but also the very successful experiment of last year, 15 station network. "Carols broadcast by 2CH, the time having been made available by Bon Marche Department Store, the program was produced by the "Carols by Candlelight" on Xmas Eve will devote the whole of Christmas Day to a big drive for funds for the hospitals. Fifty volunteer girls broadcast the call of people telephone to the studio. This year, Norman Banks, of 2CH, who is the organiser of this big undertaking, reported of reaching the £10,000 mark, and a voluntary staff totalling over 200. As Christmas Day, and with sound telephones installed round three of 2KE's main structures, the program will devote the whole of Christmas Day to a big drive for funds for the hospitals. Fifty volunteer girls broadcast the call of people telephone to the studio.

LOYALTY TO VICTORY,

South Australia

Further renewal 12 months.

New Issues

XMAS EVE

Newspapers

20,511

Magazines

15,561

Cassette Sales

2,782

Nett sales

21,914

Population ratio

18.09

Queensland

New Issues

15,268

Magazines

13,824

Cassette Sales

1,798

Nett sales

20,088

Population ratio

16.73

Western Australia

New Issues

12,884

Magazines

12,431

Cassette Sales

1,722

Nett sales

20,037

Population ratio

17.41

Tasmania

New Issues

488

Magazines

430

Cassette Sales

75

Nett sales

566

Population ratio

19.62

Commonwealth

New Issues

16,702

Magazines

15,703

Cassette Sales

2,126

Nett sales

19,931

Population ratio

20.14

COMMERCIAL BROADCASTING, NOVEMBER 19, 1942

Commercial Broadcasting, November 19, 1942

AUDIENCE FIGURES

ALP Article

2KY's "THE MUSIC SHOP"
SUNDAYS - 9-30 A.M. - 10 A.M. presented by the courtesy of the original sponsor SUTTONS PTY. LTD.

Further Renewal (12 months) Signed Last Week

Commercial Broadcasting, November 19, 1942
PERSONALS

Fred House, sponsor of "Warbirds," takes time off from business to practice the violin. Although a keen guitarist, music is his greatest relaxation, and anything to do with the strings is music to his ears.

Lionel Newton, of Melbourne, is now spending his last days in Sydney. At all times, no matter what he was doing, it was all provided at Melbourne.

Arthur Tait, publicity officer of 2AW, is planning the holidays having a much earlier rise.

In spite of a broken bone in his ankle and having to practically sit up at 2GB, Eric Wood still looks as cheerful as ever and contrives to be rolling.

Business must be good because that super salesman, Ces. Corney, of 2UE, has moved into a very spacious home which makes his children home at night to see the garden.

Neil Paton, of Paton’s Advertising, is very fond of music and is quite a good player. Rumor it that now he is becoming interested in sculpture.

Carol Ross, energetic salesman of 2UE, adds fire to air-raid trench and hops in. Folks despair of finding him, but this time he’s right, and they are sure to give him a friendly unnoticed welcome.

Syd. Kemp, of the "Argus" Network, has returned to Melbourne after a very busy week in Sydney following up Convention business. But he is always very busy and this time he is as busy as his duty as country vice-president of the A.P.C.B.C. will make him even busier.

Another radio personality is out of Melbourne this week. His name is not the call of the city of Sydney—Dave Walker has gone for a quiet week’s holiday.

Jack O’Hagan, of 2AW, has been giving listeners a musical treat for the last 25 weeks. When someone complained that musical entertainment was always a great appeal over the air, added to this was it has been O’Hagan’s entertaining listeners between times.

At Brannan is only a seasonal advertiser. But although it is not the call of the city, it would be good if someone would put the old Brannan back on the air, because that will give us just as good a season next year.

One of the best known voices at 2GB over the past 11 years, has been that of Ray Batterham. Although never heard in that period, has answered thousands of phone calls. All those who know her voice so well, will wish her every happiness and success in her marriage to Mr. Battery.

November saw Mr. and Mrs. Stelzer. They continue to reside at the 2UE switchboard at 2GB for the duration of the war.

John Quinns, 2GB radio manager, is doing a good job of work in co-ordinating the CFU welfare service. Sponsors of "Go and Crow," have kindly donated some of their air time to do this important appeal for funds.

John Driver, of the "Pioneer," is alive and kicking; John Driver’s ‘Nurse’s in Training’ is an exhibition of books and magazines, descending upon the station and a frantic telephone call to the A.C.F. Pinn and co. comes to mind.

Fred Hesse, sponsor of "Starsky," takes time off from business to practice the violin. Although a keen guitarist, music is his greatest relaxation, and anything to do with the strings is music to his ears.

“Here in Australia” has been the keynote of the job. At all times he is always very busy and this time he is as busy as his duty as country vice-president of the A.P.C.B.C. will make him even busier.

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One of the best known voices at 2GB over the past 11 years, has been that of Ray Batterham. Although never heard in that period, has answered thousands of phone calls. All those who know her voice so well, will wish her every happiness and success in her marriage to Mr. Battery.

November saw Mr. and Mrs. Stelzer. They continue to reside at the 2UE switchboard at 2GB for the duration of the war.

John Quinns, 2GB radio manager, is doing a good job of work in co-ordinating the CFU welfare service. Sponsors of "Go and Crow," have kindly donated some of their air time to do this important appeal for funds.

John Driver, of the "Pioneer," is alive and kicking; John Driver’s ‘Nurse’s in Training’ is an exhibition of books and magazines, descending upon the station and a frantic telephone call to the A.C.F. Pinn and co. comes to mind.

Fred Hesse, sponsor of "Starsky," takes time off from business to practice the violin. Although a keen guitarist, music is his greatest relaxation, and anything to do with the strings is music to his ears.

“Here in Australia” has been the keynote of the job. At all times he is always very busy and this time he is as busy as his duty as country vice-president of the A.P.C.B.C. will make him even busier.

Another radio personality is out of Melbourne this week. His name is not the call of the city of Sydney—Dave Walker has gone for a quiet week’s holiday.

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