PERSONALS

In Sydney last week Mr. Ray Kidd, of ABC, joined the staff of \(\ldots\) for a short business visit. Mr. Kidd met many agency executives while in Sydney, and in particular discussed the build acceptance of 3ABC by National advertisers.

P.A. Court last week for failing to notify his secretary to 3AW's manager, Hee Harris. All the week as to who they think will be in the阵容. Beatrix Melbourne's most popular programs, has left Bendigo. The manager at 2GN Goulburn, while Mr. R.A. Donovan Joyce, author, producer and director of 3AW's "Forty Gritos Years," has accumulated a profound knowledge of leading events of National importance. In the series was inaugurated on July 4. Since its inception, 22 times have been highlighted, and by the time the 40th year is completed Don should be able to open a branch office for the "Australia's Athletic" Chan of the \(\ldots\)

Don Taylor, of Australia's leading student cyclists, was heard from the 2GN microphone. Miss Jones is from Sydney for a short business visit. The \(\ldots\)

The correspondence for the \(\ldots\) of the Board. The letter which reflects confidence in our country, and in the march of progress to-day is halted by the menace of evil things. Our nation faces the grave responsibilities of maturity, while our minds are bent towards one great thing — the achievement of victory.

Christmas comes to give us pause to remind us of the vital things we are fighting for — the sweetness of life, friendship, the sanctity of our homes, and the truth of man's inherent goodness.

May you at Christmas time be blessed with the sweetness of life, friendship, the sanctity of our homes, and the truth of man's inherent goodness.

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The Directors and Staff of Station 2SM, Sydney, extend to you their sincerest good wishes and victory for 1943

COMMERCIAL BROADCASTING
Incorporating Subscription, BROADCASTING BUSINESS - 10/- p.a.

Vol. 11, No. 13, Thursday, December 17, 1942
Price, 6d. per copy.

Xmas Message from Federation Secretary

Mr. Dedman

It is difficult at the end of another year of war to think of the spirit of Christmas as "Peace on Earth and Good Will to All Men," and especially so with the many restrictions with which commercial stations are faced at the present time. Notwithstanding all difficulties, however, commercial stations may look back at 1942 as a year of many problems and much achievement, and to 1943 with full confidence in their ability to continue in assisting the Government in the war effort and to provide the same standard of entertainment to which listeners have been accustomed.

To "Commercial Broadcasting" and to all members, I wish a Merry Christmas and Happy New Year.

Greetings From Victoria

(By Our Victorian Representative.)

What a different Xmas from the last one! Remember Pearl Harbour? who will forget it? Last Xmas was not so hot for us all in Australia, and for the months that followed in quick succession as the Japanese rapidly moved through the Pacific almost on Australian soil. Broadcasting told the story of Pearl Harbour and has continued to tell the story over since, to most effect. Everybody feels today that they are close to the war because broadcasting brings the news right into their home, and quickly too.

And what a service broadcasting has performed to the lads in all the fighting forces, wherever they are, they can listen or at least some of the time. In the "news from home," there is plenty of evidence that the soldiers, the sailors, the airmen really believe in the Australian programs in which the commercial stations' contributions play no small part.

Quite apart from the sentimental value of the Australian programs, there is also a long view to be taken of these commercial sponsored shows. The lads are also interested in the various advertised lines that might appear to prejudice the other. They know, particularly the Victorians, that Meyers have a store in the southern city, and that was "home store"; that Mutual Store, among many others doing a tremendous job for the Red Cross in their sponsored sessions; that Peters' Ice Cream is still as good as ever because they hear the Peers concert over the air every Sunday night, and know that at the same time thousands of their buddies are sitting in the Melbourne Town Hall actually seeing that most entertaining program; that Maples and Murdines' and A. Parada's have come to a close for a few weeks, and so on. ad infinitum.

Those not spending here know full well that the lads up north and over in Libya will remember the good programs they heard from Australia.

LICENSES SHOW GOOD INCREASE.

The growth of listeners' licences in this southern State during the past 12 months is gratifying. Despite the contraction of homes and the troops overseas, the total licences in Victoria has increased by just about 9,000, in a State that is already densely radioed. Last year 76 homes out of every 100 had licensed radio, whereas this figure has this year increased to 77 and the figure is still rising.

In October last the nett increase for the month was 2,169 as against only 495 in October of last year. There were 3,460 new licences as against 2,530 in October of last year, while the total of licensed radio homes in Victoria this October was 572,416 as against 567,705 in October of 1941.

Hours of broadcasting are around the 16 hours daily mark, and program standards, despite war restrictions of manpower, etc., still possess high entertainment value. Hundreds of thousands of pounds have been raised for various charitable and Comforts Funds, Red Cross, etc.

Returning to the figures for a moment, it is Interesting to note there were 1,562 homes who paid for a second radio set licence during the month of October, while up to the end of October, 6,015 homes thought sufficient of the entertainment and news service of radio broadcasting that they paid for a second set in their home. Seeing that those second licences cost 10/- each, surely that is some indication of just how important a part broadcasting plays in the lives of the people.

There is proof on every hand of how popular and how valuable, and also how effective is commercial broadcasting in its service to its public and its sponsors.

May all our readers enjoy to the best of their ability and circumstance on a happy Christmas, may our lads fighting for Australia likewise have all the best of luck, and may broadcasting continue to render its valuable service in the interests of a future peaceful Australia.
"Call to Radio at
Fourth Christmas of War"

Canberra, December 10.

With the approaching end of the most critical year in Australia's history and Christmas in an atmosphere of austerity that dire necessity has inspired, I welcome the opportunity of acknowledging the cooperation in Australia's war effort that has been shown by commercial radio during 1942.

The impact of total war in the Pacific with an enemy flushed by the success that attended treachery and planned aggression, brought countless problems to Australia and its Government. All sections of the community found that within months, and in some cases weeks, reorganization was necessary so that they could fit the war program of 7,000,000 people faced with the task of repelling an Asiatic aggressor that had been capable of hurling its brutal tentacles through Indo-China, Malaya, Singapore, N.E.I., the Philippines, Timor and parts of New Guinea in a few short months.

Resources of material and manpower had to be re-marshalled, business, large and small, re-organized, and viewpoints readjusted to meet the demand of Australia at bay and later on the leash.

But Australia and her Pacific allies answered—with the notable assistance of the mighty American Navy when it should logically have been impotent after the now revealed tragedy of Pearl Harbour.

The year 1942 will be remembered for the meaning to Australia of the Coral Sea and Solomons naval battles, and I am confident that we shall ultimately record what those engagements meant to the whole allied cause.

The tremendous feats of American and Australian airmen in the wide spread of the South-west Pacific, and the A.I.F. and Militia above all in New Guinea, and the Navies of Allied Nations have registered a year for which Australia and her Pacific neighbours are entitled to be proud.

But while the enemy was being repelled physically by our fighting men, Australia's home front upon which the nation's battle strength depended so much was organised on a scale that had never been imagined to be possible.

In the realms of communications radio in all its branches played an important part, and sacrifices were demanded by individuals and organisations. Commercial radio in Australia accepted its responsibility willingly and efficiently, and as Minister in Charge of Broadcasting during 1942 I want to acknowledge publicly the faithful cooperation shown by the Australian Federation of Commercial Broadcasting Stations and all its members.

Referring to Australia's war effort of 1942, I thought it appropriate that it was by the medium of radio that we learnt recently what our illustrious neighbours, the United States of America, thought of our war effort.

World famous commentator, Lowell Thomas, speaking from America in a session broadcast throughout Australia by the Department of Information, told us that America would be proud when its war effort was equal on a population basis to that already achieved by Australia.

I know that Australia will not be content, however, to say that this record is sufficient or that we are content to maintain our present war effort. The Japanese is a determined foe, as shown by his tenacity at Guadalcanal, and even closer at Buna and Gona—Australia cannot let up for one hour without risking hundreds of thousands of heroic young lives, if not invasion itself.

Radio can play a big part in spreading this gospel, which has been the gospel of survival and will be the gospel of victory, so I know that the ever-growing influence of radio will contribute increasingly to an even greater war effort.

Commercial radio enjoys the confidence of the Government, and from my close association with the industry, both as Postmaster-General and Minister for Information since October, 1941, I know that in all respects the closest possible collaboration with the war program can be anticipated until the day when every radio station in the free world will relay the feature session—Bells of Victory.

I appreciate the invitation of "Commercial Broadcasting" to express the wish shared by all that victory will come closer than we had previously expected, perhaps in 1943.

By
Senator
W. P. Ashley,
Postmaster-General
and
Minister
for
Information

"CHINS UP!"

A BLITZ ON THE BLUES

9.15 p.m. Thursdays

Produced by 3UZ and relayed interstate for the George Patterson Radio Division on behalf of

KIWI POLISH

3UZ and 2UW
Patent Medicine Advertisements up to 30 Words

Response to Views of Makers and Advertising Media

The Patent Medicine advertising situation was somewhat clarified last week with the official announcement that a regulation would be issued, permitting 30 words in place of 10 words as prescribed in the original order which was postponed until January 1 to enable the views of the patent medicine trade to be placed before the Government. The Minister for Health (Mr. Holloway) issued the order in December, 1941, but it had not come to the Government, nor had the Department, heard the views of the trade, and he had, therefore, had to postpone the issue of the order until January 1, 1942.

A Commonsense View

As reported in recent issues of "C.B." an exchange of views between the ministry and the advertising industry instigated the issuing of the "10 words regulation," and following the successful move for the postponement of the regulation from December 1 to January 1, those views were placed at the disposal of the Minister for Health and the Director-General of Health (Dr. Compton). Submissions were made on behalf of the Proprietary Medicines Trade Council of Australia by the Australian Association of National Advertising, and with the support and concurrence of the Advertising Agents' Association of Australia, the Australian Federation of Commercial Broadcasting Stations, the Australian Newspaper Proprietors' Association and the Country Press Association of Australia.

These bodies made a very common-sense appeal to the Minister and the Director-General of Health. Dealing with the general principles of the situation, it was fully agreed that no advertisement should depart from the truthful statement. It was contended that controls of the character proposed were not properly dealt with by the Regulations, and that the method proposed by the Regulations would not provide satisfactory means of control.

Proper Discipline Welcomed

Evidence of the desire of the manufacturers of patent medicines to assist the Government in any reasonable way to "tighten up" control of the claims which might be made of any medicine is shown in their own proposals for an amendment to the Regulations 6 (part dealing with advertising) of the original Proprietary Medicine Regulations. They favour stringent restrictions on claims suggesting that:-

"Advertisements relating to any proprietary medicine shall not contain any statement or claim that:-

That it will remedy or cure some ailment or disease, relieve any ailment or disease, or contain any medicinal or curative substance, and shall not contain any word such as "cure," "heal," "heal or cure" and similar words which merely describe the beneficial use of the preparation or the state of its use in treating any disease or ailment.

That it will alleviate, relieve or cure (alone or in combination with other medicines or foods) any disease or ailment which is commonly referred to as a sickness.

That it will do anything which might be described as "does anything" or similar words which merely describe the beneficial use of the preparation or the state of its use in treating any disease or ailment.

That it will do anything which describes the preparation as a material which contains any medicinal or curative substance."

The result of the method of advertising which was proposed would have been to divert business to manufacturers who have marketed a product successfully and which is ascertainable by the consumer. The Minister was in agreement with this view and recently announced that he would be prepared to accept any amendment to the Regulations which would not provide proper discrimination between advertising in accordance with the character of the proposed regulations.

The major network of Australia

The major network of Australia comprises a compact group of Metropolitan Stations with Country relay outlets and offers a better "buy" per 10,000 licences than can be obtained from any other group of Stations.

The "Major" for the Majority

2CH, 2KO, 3DB-LK, 4BK-AK, 5AD-PI-MU-SE, 6IX-WB-MD, 7HT, 7EX

Could Have Been Serious

Bald headed anomaly pointed out to the Minister was contained in two of the Regulations which would allow for all advertisements prior to August 31 and September 24, that provision for presenting the truth in a manner which would not be harmful to the public. Many lines which were affected by the Regulations may have been advertised at all before August 15 and September 1. Many lines affected by the Regulations are not advertised at all, and therefore would not come properly under review. Those lines are the "own brand lines" of various types sold by chemists and druggists throughout the Commonwealth and of which it is estimated there are about 20,000 or more. There are the seasonal lines which are regularly advertised at certain times of the year, and these may not have been advertised between the specified dates.

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Two Hours Sponsorship Given to Government

Gartrell White, Sydney bakers and pastry-rows, who have been very consistent advertisers with 2SM over the years, was invited to sponsor a half hour period on Saturday night last week, along other metropolitan stations, 2SM 'tagged' a full hour's program in support of Australia Day. Producer John Dunn went to town with the production of a top hour of music and entertainment. The idea was made known, and Gartrell White last week made arrangements for the purpose of donating their commercial credits to the cause. For the week John Dunn was able to collect many of the most famous radio subjects of his sound knowledge of radio shows.

MUNITIONS POST FOR FAIRHALL

Mr. Allen Fairhall, managing director of 2KO Newcastle, and President of the Australian Federation of Commercial Broadcasting Stations, has accepted a post with the Directorate of Radio and Signal Supplies, Ministry of Munitions, effective December 16.

Mr. Fairhall was selected for the particular job he has undertaken because of his sound knowledge of radio subjects and his general keenness in organisation and management.

After pioneering in the field of rotary radio in the early days, Mr. Fairhall founded 2KO broadcasting station, and at the last A.P.C.B.S. Convention in Melbourne was elected President. The appointment will not alter Mr. Fairhall's position in the Federation or Western Australia.

IN PASSING

(As the Armchair Critic)

It is difficult to understand the Minister's intended attack upon the regulations of the R.P.P. The regulations are a safeguard to the public. Without them, the standards would drop. The Minister's idea will be that the regulations are unnecessary. The regulations have brought about a change in the standards, and the Minister's idea is that the standards are not necessary. The standards are now improved, and the regulations are not necessary. The regulations are not necessary. The regulations are not necessary.

Two Months of New Half Hour Programme in Sydney

With a premiere today, December 17, at 9 p.m., Mutual Stores in Melbourne commence their new 2SM section, "Bright Horizon." Produced by Humphrey Blyton, for A.W.A., this is one of the most ambitious programs to be aired, featuring Allen Haddy, Walter Kirn, Minnie Love, Madeline Orr, Will Perriman, Cynthia Rose, Stanley Clarkson and Robert Miller.

In New South Wales and Queensland show is sponsored by McWilliams' Wines.

RADIO ENGINEERS' EXAMINATION

The Institute of Radio Engineers (Australia) will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institute, on Saturday, February 4, inviting candidates to apply for the examinations. The Institute of Radio Engineers (Australia), Box 310, G.P.O., Sydney.

MUTUAL STORE SPONSORING NEW HALF HOUR SHOW

Radio Engineers' Examination
Pepsodent Plan Extensive Radio for 1943

Pepsodent's radio program "I Saw It Happen," will finish a 26-week run on January 15 next.

During the currency of this program, many outstanding personalities have come to the microphone to tell listeners what they have actually seen happen in various theatres of the war.

Each incident has been of exceptional interest, and a big listening audience has been established.

Pepsodent plans the extensive use of radio again during 1943, and two quarter-hour sessions of "The Perfect Song Session" will be carried over 17 stations, 2GB, 3AW, 3GRM and 6PR-7Z of the Macquarie network.

Kiwi's "Chins Up" Melbourne Half-Hour Relays to Sydney

A live artist half-hour revue on Melbourne-Sydney relay is announced by 4BH and set to be carried over seven stations, 4BH, 3AW, 3GRM and 6PR-TZ of the Macquarie network.

Good shows win big audiences, and indications are that the station's half-hour show has built up a strong following, the station's telephone services.

The fact that 4BH Brisbane attracts by far the greater proportion of big-time shows as a tribute to the station's acknowledged leadership.

Good shows win big audiences, and with the impressive line-up of features now running, there is evidence on every hand that 4BH, already the most-popular station in Brisbane, is still further increasing its margin of leadership.

For bigger audiences—for better coverage—for outright value...plan NOW to include 4BH in your local radio appropriation for 1943.

All the Big-Time Shows come to 4BH

The Monday program "Chins Up" the show as issued by 4BH's Leslie Ross, was based by the Prime Minister.

"Many outstanding events are going on every hand that 4BH, already the most-popular station in Australia, is still further increasing its margin of leadership."

During the currency of this program, many outstanding personalities have come to the microphone to tell listeners what they have actually seen happen in various theatres of the war.

Each incident has been of exceptional interest, and a big listening audience has been established.

Pepsodent plans the extensive use of radio again during 1943, and two quarter-hour sessions of "The Perfect Song Session" will be carried over seven stations, 4BH, 3AW, 3GRM and 6PR-TZ of the Macquarie network.
Macquarie Carries into 1943
these 19 great audience-building programmes, the
majority of which are sponsored on a full Network basis.

The Earlier Months of 1942 brought . . .
Quiz Kids (Cashmere Bouquet) . . . I Saw It Happen (Pepsodent)
. . . What's In a Name? (Gilbey's) . . . First Light Fraser (Colgate-
Palmolive) . . . Calling the Stars (Palmolive) . . . Lyrical Limericks
(Eno's) . . . That's How It Started (Beecham's).

Renewals followed as a matter of course for . . .
Youth Show (Colgate's) . . . Rise and Shine (Protex) . . . Mrs. 'Obbs
(Bonnington's) . . . Hit Tunes of the Hour (Cadbury's) . . . Reflections
in a Wine Glass (Seppelt's) . . . Doctor Mac (De Witt's) . . .
Musical Box (Schumann's).

And now, as 1942 draws a close, come more really
great programmes, to build up audiences for 1943 . . .

AUSTRALIA SINGS (Johnson and Johnson) — WAR (Phillips Lamps) — OVER HERE (Peter's)

AND COMMENCING EARLY IN JANUARY

YOUTH SPEAKS (Nyal's) . . . JUNIOR VARIETY (Horlick's)

THE MACQUARIE NETWORK

Telephone:
Sydney, B7887.

Commercial Broadcasting, December 17, 1942
Peters' Ice Cream Ltd. Sponsors Commonwealth-Wide Broadcast for War Loan

N.Z.'s Second Liberty Loan Over Subscribed

From New Zealand this week "C.L.9," recorded coming advice from the Controller of the National Commercial Broadcasting Service that New Zealand's second Liberty Loan had been over-subscribed by half a million pounds. In that campaign, as in the case of the Dominion's first Liberty Loan, the commercial broadcasting network in N.Z. played a very substantial part.

Appreciation and Seasonal Greetings

To OUR SPONSORS and Thousands of Exclusive Listeners

From The ONE and ONLY All Night Station in Australia

Melbourne's

3AK

Bourke Street

"BRIGHT THRU THE NIGHT"

Dear Friends, — As one of the most momentous years in the nation's history gives way to another year — our friends — we wish you this Christmas season a joyous one. May 1942 bring you happiness and contentment as you have helped others to do the same. May you wish for the powers of "Peace with Victory."
THE WILL THAT WILL WIN THE WAR
Lowell Thomas Sums up in Dramatic Broadcast

Outstanding speaker in the all-Australian world news广播 conference on December 3, the Advertising Department of the Commonwealth Treasury on Sunday, December 6, was undoubtedly by Lowell Thomas, the famous American news analyst and commentator.

Some poignant extracts from Thomas' touching up the year of 1942. The war are given below:-

A NEW CONCEPTION—
"One thing that the Pearl Harbour breach did was to make these United States a member of something larger—the fellowship of the United Nations, which as you all probably know, has called for a member of something larger—the fellowship of the United Nations. Which as you remember did, was to make these

TRIBUTE TO AUSTRALIA—
"We spring up and down along the line, production is going on and our manpower by the million is being trained on a tremendous scale with your help, trained to overthrow the Japs. It will be a thank. It will take time, but we will take the time and give the effort, no matter how great it will be. This termination will defeat the Japs. The determination that they have created in us at Pearl Harbour. The pace that you have set.

PEARL HARBOR SNEAK PUNCH—
"We think the crime they perpetrated at Pearl Harbour is of such magnitude, we must be prepared to make a mistake. The others probably have been cancelled out—worse than cancelled out for him. We were taken by surprise because of the amount of trouble. We know of his habit of dealing in sneak attacks, but consider the monstrous falseness of those peace parleys. Kurosawa coming over here with Japanese peaceful intentions—Japanese will for peace. Remember that comedy

A NEW FEATURE—
"All up and down along the line, production is going on and our manpower by the million is being trained on a tremendous scale with your help, trained to overthrow the Japs. It will be a thank. It will take time, but we will take the time and give the effort, no matter how great it will be. This termination will defeat the Japs. The determination that they have created in us at Pearl Harbour. The pace that you have set.

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ACTOR’S EQUITY
Widening Scope of Membership

A widening of the scope of membership of Actors’ Equity is indicated in an application which was recently made by the organization under the Commonwealth Conciliation and Arbitration Act.

From a previous limited "conditions of eligibility" Actors’ Equity asked for the substitution of "unlimited number of persons employed as artisans, actors, actresses, dancers, singers, vaudeville artists, supernumeraries, managers, directors, stage managers, assistant stage managers, composers, manuscripters, appearing either in private or public in the theatrical, orchestral, ballroom, club, circus, radio broadcasting (television, recording, television, cinematographic or other branches of the entertainment industry either casually or permanently, together with such other persons whether employed in the industry or not as have been appointed officers of the Organization and admitted as members thereto at present or in the future.

Deck the Halls with Boughs of Holly,
"Tis the season to be jolly.

The Directors & Staff of

Desire to convey a Greeting Sincere for Happiness at Christmas and Success in the New Year

The Directors & Staff of

Go to page 10 for more information...
Sportsmen's Great Effort

In a carefully planned Austerity Loan Appeal directed through the medium of Sydney 2UE in conjunction with City Tattersall's Club, on Sydney's December 2, an unprecedented sum of £30,540 was raised. To be exact, the grand total had reached £30,540.

1942 Austerity War

Minute by minute the total mounted in subscriptions to £10, £50, £100 and £500, and large. Mr. W. J. Smith, well known personality, has been the Sydney Industrial Blind Institution, the Smith Family of Holland.

In opening the broadcast the chairman of City Tattersall's Club, Mr. Gus Mooney, said:

"We are associating this afternoon to make a special appeal on behalf of the 1942 Austerity War Loan, and as sportsmen, especially those connected with racing, have always rallied to a worthy cause, I feel sure that this occasion will be no exception. This War Loan will enable Australia to meet financial demands for war, and will secure for our gallant fighting men provision of supplies, ammunition and equipment."

"Remembering this club's great repute on behalf of patriotic and charitable appeals, I feel confident that this afternoon the well assured reputation will be safe in your hands..."

I have an apology to make on behalf of the Prime Minister of Australia, Mr. John Curtin, who unfortunately cannot be here this afternoon, but he has asked me to read to you his message. Here is Mr. Curtin's message..."

R.S.L. PROGRAM FROM 3UZ AND "ARGUS" NET

Each Saturday evening at 9.30 E.S.T., R.S.L. and "Argus" Net will broadcast from the R.S.L. headquarters in Sydney.

CHARITIES SCORE FROM RACELESS SATURDAYS "BETS"

On the three raceless Saturdays upon which the opening of the austere and R.B. has raised over £500 for deserving charities whose finances have been stretched through the war.

Those to benefit in the distribution of the Sydney Industrial Blind Institution, the Smith Family of Holland, and the N.R.P. Institution in the East, Dumb and Blinded.

Because of the proximity to Christmas, the amounts donated by ticket holders on January 25, and on the raceless Saturdays in December, we believe to be of the most precious possession will be your good name, we offer the service most powerful to lay a new foundation for our retail store. We know that a new foundation for our retail store. We know that we can..."

ARNO MATTERS IN "CALLING THE STARS"

An interesting newcomer to Palm-oil's "Calling the Stars" is Arnold Matters, whose voice was described by the late Dame Nellie Melba as the most beautiful that she had ever heard.

Arnold Matters appeared in the West-End in the "Orphée" for five years, and sang more than 50 different operatic roles in England at the old Vic, Sadler's Wells and later at the Covent Garden Opera House, with such well known artists as Richard Tucker, Alexander Pippin, Tudor Dallin.

Since returning to Australia in 1940, Mr. Matters has made many appearances with the A.B.C.

"PERKO'S" XMAS PARTY

On Monday night, December 21, 2KY will broadcast from the Australia Hall the opening of "Perko's" Xmas party for kiddies of men "on active service."

An annual event which never fails to win public interest, the pending function seems to be on the way to smashing all previous records.

As a result of the appeals "Perko" has made during the 2KY Thursday night variety concert at the Anzac Buffet, donations of money, bonds, toys and services have been reaching him from 2KY listeners for months past. As a result of the ANZACS' Club's claims to have received donations totaling £300, which he expects will swell to £300 before the big event.
Another Year’s Fine Effort by 2CH Women’s League

That the 2CH Women’s League was responsible for raising nearly $2 for the Red Cross was plainly stated at the League’s annual presentation meeting last night at the Trocadero on Friday last, the Secretary, Miss N. Tobin, saying that $1,950 women’s funds were handed over to the Red Cross.

The £1,950 was the result of an effort which the Committee had made to encourage women to contribute to the war effort.

Another activity for the coming year is to sell 2UE Sydney.

Among the sponsors... N.Z. Radio Entertain U.S. Forces

Members of the American Forces in New Zealand are made aware of, and credit for this belongs in a measure to the National Commercial Broadcasting Service. The capacity of Radio to foster an atmosphere of cordiality is being demonstrated in the Dominion as in Australia in a strikingly effective manner.

In a special welcome program a principal feature was a welcome by a woman’s choir. The graphic imagery of their greeting to the Americans was remarkably appropriate:

"Greetings to you all, Welcome! Thrice welcome the Bravos! Come! Bring to me life-giving waters (i.e., assurances of victory.) Waked have been my slumberers at night. Now I see bright day (victory) — words from an ancient Maori chant usually intoned after a hard battle.

The presence of the Americans has occasioned some gossiping that are heard regularly. Performance a broadcast on Sunday nights at 8 o'clock, preceded by a program of the best hits heard in the Dominion as in America, and which Australian listeners are familiar. Australian, New Zealand and American networks are heard on network recordings of the show aired from the U.S.A. These are arranged in cooperation with the War Department, Washington.

In return, a program is sent from New Zealand to the United States networks; it is included in the program of the American Forces in New Zealand as a result of the Radio En-tertain U.S. Forces program, and also features local American soldiers who provide entertainment to their American comrades. The program is arranged in cooperation with the American Forces in New Zealand, and with the American Red Cross.

Source of New Songs

Proving one of the more popular features of the Macquarie Hour Show, "Over Here," sponsored by the makers of Peters' hot cross buns, on all Commercial stations throughout New South Wales and Queensland, is "A Song for Her." This feature invites Australian composers to submit the manuscript of original songs, and these songs, upon their show sufficient merit, are then produced for the air during the month of March. The purpose is to promote songwriting and provide material for the war effort.

Added incentive is the fact that recognition of leading musical publishing houses are listening in to each program and are willing to publish any song which show sufficient possibilities being a probable success. To date, five fine songs have been broadcast, and the committee has been particularly elated over the publishing of D. Davies Ltd., for over one song. It is called "The Blue Flag Down," by Raymond Orby.

INTERSTATE RIVALRY RUNS HOT IN TIVOLI'S "HITS AND HIGHLIGHTS"

A week or so ago, during XY's presentation of the Fleet Theatre's Blunder session, "Hit and Highlights," the sponsors gave a "tut tut" to Melbourne listeners about the way Sydney was running away with the prize money. Result—the session on December 6 found every single prize going to a Melbourne home.

Source: Commercial Broadcasting, December 17, 1942
Sir Ernest Fisk replies to critics of Beam Service

An indication of the magnitude and vast expansion in recent years of Amalgamated Wireless Australia's development is given by Sir Ernest Fisk, chairman of the company, in the course of his address at the general meeting of the company on December 17. The company now employs more than 6,000 men and women in a variety of jobs. In the year under review more than half a million cards were processed by the Australian Government by way of taxation, duties, etc., etc., and the amount of £1,600,000 was paid to employees.

Sir Ernest pointed out that with the vast increases in the volume of traffic which we are continuing our developments A.W.A. side by side with the company's possible if the manufacture of wireless favourable with the achievements of our manufacturing, erecting and operating work. The increase in the volume of traffic increased far more rapidly than we anticipated, and we have no doubt that the conditions of this expansion will be continued. In addition, we have the very important task of accommodating senior boys.

Carols by Candlelight on Christmas Eve

Station 3KZ's annual Christmas Eve Carol Cast Party, consisting of 300 children, was held on December 24 to the delight of our customers and local residents. The children, dressed in traditional Christmas costumes, sang carols in a large hall decorated with festive decorations. The event was sponsored by the local radio station, which donated proceeds to a local charity.

Reading the News

U.S. University Test Shows Popularity Speed

University, U.S.A., recently tests to discover the most popular test of speed in the radio broadcasting. The results are as follows:

<table>
<thead>
<tr>
<th>Speed</th>
<th>Number of Tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>1,600,000</td>
</tr>
<tr>
<td>250</td>
<td>1,450,000</td>
</tr>
<tr>
<td>300</td>
<td>1,300,000</td>
</tr>
</tbody>
</table>

October Licence Figures

New licensees have been issued to the following stations:

<table>
<thead>
<tr>
<th>New Licensees</th>
</tr>
</thead>
<tbody>
<tr>
<td>3TR</td>
</tr>
<tr>
<td>GQW</td>
</tr>
</tbody>
</table>

3TR and GQW have been issued with new licences to operate in the 390-400 kHz band. The licences are valid for a period of one year and are subject to review by the Australian Broadcasting Commission.

3TH

National Mentality

"As a matter of fact, I think most of us believe that there is a little bit of cattle mentality in this country. It's a way of thinking and feeling about things. Mr. T. W. F. Ball, in "The Citizens Under Hitler," one of the books carried by the staff sergeant, defines the quality that they do not share in animal-like behaviour with men of other nationalities."

Russia's Man of Steel

Stalin himself is a Georgion. I have visited his birthplace, in a tiny village near Tiflis, and seen it with his relatives. There is a small collective farm at the village of Duk-Lab, which is entirely inhabited by peasants named Dzigaevili. Stalin's real name is Josef Vazinomi Dzigaevili. Stalin and Lenin gave him the nickname Joseph, which is the English pronunciation of his name. The Smiths and uncles and cousins of Stalin have broad handsome faces, big dark eyes, and wide foreheads. They are quite Asiatic in their habits. They never sit down at table with the men."
Mr. H. G. Hume, general manager of 2UW and Macquarie, has arrived in Sydney to be 17.7.42 a commercial to the Brisbane. He planned to stay in New Zealand for the next HOLIDAY ISSUE 3054 months. Mrs. Hume's absence Mr. Reg. Lane will hold the reins.

Syd. Morgan, of 2UE, is looking very fit these days, reason being he's west-ways to Canada to take up a new band. Bert Darke is going to take a trip out to Burner Horizons, having taken over from him with a number of other Melbourne recording lights. Being a hard task master they all promised to produce good prod. and do good prod. and all are still in the hospitals.

2UW rep. and Victoria's racing cyclist, Peter Kelleher, is going up these days hunting up his receipt of all his contracts for 2UW. All line up, we saw him the other day with Cyan March, Barry and Hal. Mr. Dougan, quite a character of the old school.

Stramondien smoker Arthur Banks gave quite a radio sensation April 1st with a break the other afternoon when he took time off to play a golf game and really good golf. His voice is getting so much better. We were quite amazed.

Hugh Anderson, Melbourne rep. of 2UW, was over in Melbourne, where he was starred on the other afternoon when he took time off to play a golf game and really good golf. His voice is getting so much better. We were quite amazed.

Mr. and Mrs. John Barnes became the proud parents of a little girl yesterday. Mrs. Barnes was taken to hospital by Palmolive. George Blackshaw, of 3UZ, is now at St. Lucia's mother, son and father are doing well.

2UW announcer, 2lUW, the nation in 1943 reaps an overflowing harvest of all the news of the world what commercial radio could do in building and sustaining national morale ... and that's the job he has handed over to little boy yesterday. Mrs. Barnes was taken to hospital by Palmolive. George Blackshaw, of 3UZ, is now at St. Lucia's mother, son and father are doing well.

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