**PERSONALS**

Bill Kellett, of "B.D.U.A," takes many trips these days, both in and out of the studio, and his usual method of travel is by air. The reason is that he is keen on public relations and has to travel extensively to promote the company. He has just returned from a trip to Sydney, where he gave a talk at the Australian Radio Association's annual conference. He also attended the opening of the new studio of the Sydney Broadcasting Association.

Mrs. J. B. T. and Mr. J. B. T., of Melbourne, are enjoying a well-deserved holiday in Hong Kong. They have been there for a month and have been visiting all the important places. Mrs. J. B. T. is particularly interested in the Chinese culture and has been attending all the performances of the Chinese Opera Company. Mr. J. B. T. is a keen angler and has been fishing in the Pearl River Delta.

Mr. G. E. and Mrs. G. E., of Sydney, have just returned from a trip to the United States. They visited New York, Chicago, and Los Angeles, and were particularly interested in the broadcasting industry in these cities. They also attended the annual convention of the National Association of Broadcasters.

**COMMERCIAL BROADCASTING**

**VOLUME 10, NO. 21, THURSDAY, APRIL 8, 1943**

**COMMERCIAL PRINTING PRESS**

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164 Foveaux Street, Sydney

G.P.O. Box 236

"Phone: FL 3034 (2 lines)

Telegrams: "FL 3034 REDER.""
Throughout the world many minds are now creating novel little time compart- ments labelled pre-war, war and post- war, but these are like such labels as childhood, youth and manhood to the indi- vidual who lives through them. This war is part of a single and continuous struggle to achieve one goal. Complete victory will not be won until there is a full and incremental use of the world’s resources to lift living standards throughout every country. The twen- tieth century is a time set apart for the planning of this total triumph. Humanity is not going back to the world of the past.

Today we realise as we never did in peace time how important all-out pro- duction is. With all our energy we are building the machines with which to wage the tyrants from the face of the earth. With all our might we are fighting to keep this free world.

When final victory is won, we shall have the greatest production of raw materials, the greatest industrial efficiency and the greatest number of skilled work- ers in all history. All this will exist side by side with intense want through- out every land. The challenge of that day will present the greatest challenge the peoples of this world have ever faced.

Full-blast production for a gradually rising standard of living throughout the world will be necessary to win the peace as all-out production is now to win the war. It is physically possible. Our first post-war job will be to help make it economically possible. If we can do that, our free enterprise system will enter a new era of unparalleled activity.

UNEXPECTED MARKETS FORESEEN

The greatest untapped market the in- dustrial has ever known will open be- fore us. There will be difficult distrib- ution problems. There will be the problem of how to get purchases taken by the hands of potential customers so they can become real customers. There will be the problem of how to develop a productive peace-time job for every displaced worker in armament industry.

The planks of all hands want a chance to work and be useful. They want an income which will give them enough food and clothing and shelter and medical care to drive the fear of want from the family forefront. They want these simple things within a society that guarantees their freedom of expression.

Ideally, be it of men or money or machines, will be the one unforgiv- able sin of the post-war world.

Some people ask, “How are we going to achieve full employment?” The ques- tion at stake is at first sound reasonable enough. Actually, however, only the timid ask it. The courage ask, “Which method do you think will work best?” In the first place, the questioner really doubts that one can be done to make the world work any better in the future than it has worked in the past. In the second case, that hurdle has already been cleared, and the concern is with the most efficient and businesslike ways of doing the job done. The “how” of the people are afraid of the future. The “which” people welcome it. And, make no mistake, the future belongs to them.

PLANS ALREADY DRAWN

Many men in the United States are already discussing interesting new ways of financing, housing in the post-war world. We are studying the creative use of long-term credit to industrialise the economically backward areas of the continents. A definite dict of the war which comes only to the world at the expense of the economic welfare of the peoples who are also paying the cost of the war will be tied to what the peoples of the world have ever faced.

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The war is toughening us for the greatest conquest man has ever faced—the conquest of unnecessary poverty.

What does all this mean to an individualist? It means that our per- sonal fortunes will be tied to what hap- pens to groups of other men in this world as those fortunes were ever tied to the world as long as the individualist has ever known it. The man who can lose himself to the joy of keeping the world at work on all-out production for a century to come, shall have his personal completeness as men must have ever known it before.

Are our physical needs are con- cerned, life can become a journey to be enjoyed rather than a battle to be fought.

CUSTOMS (OVERSEAS) EXCHANGE REGULATIONS

The general resolution of trade with French Indo-China, Madagascar and Mado- re is that we have decided to close the French Indies against the mainland of Madagascar, including the Comoro Archipelago, Mayotte and St. Mary’s
to customs in accordance with Customs regulations are binding in respect of any goods which are intended for exportation of goods to those territories may never be granted.

COMMERCIAL BROADCASTING

Sydney, Incorporating
BROADCASTING BUSINESS

Vol. 11, No. 22

Thursday, April 22, 1943

Price: 6d. per copy.

ECONOMIC OBJECTIVES OF THE WAR

(By Milo Perkins, Executive Director, Board of Economic Warfare, U.S.A.)

These are times of great crisis, but we need not be terrified by them. The Chinese write the word crisis with two characters, one of which means “danger” and the other “opportunity.” That is worth remembering.

When the history of this period is written a couple of centuries from now, the present war may be treated as an incident of adjustment to the scientific realities of our times. In every civil- isation of the past, all that was possible to produce, divided among all who were able to share it, would have provided a miserable standard of living.

Within our lifetime, men have entered an era dominated by the machine and technico. If we take all that can be produced at the end of this war and divide it among the people who will then be alive to share it, we shall be within reach of a universally good stan- dard of living for the first time in all history. That will be the most impor- tant material thing that has happened to the human race since the discovery of fire and the invention of the wheel.

TO BUILD MASS CONSUMPTION

The job of the future will be to build a mass consumption great enough to use this mass production. That will require a bold and daring use of long-term credit by every enlightened Government of the world. Governments must enter fields where private finance cannot with- out serious risks which are too great to take with other peoples money. By that very act, however, the areas of pri- vate investment will be broader and safer than before.

A world at work at once will become a world of economic stability. Idleness is the greatest of all threats to the society.

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Radio Men Wanted for V.D.C. Signals

Enquiries are invited from men in the N.S.W. radio industry who are between the ages of 18 and 65 to be recruited to the V.D.C. Signals Section.

Recruits are required by the V.D.C. to bring to full strength Signal Battalions within the metropolitan area of Sydney and Wollongong. Technical knowledge or previous signals experience is not essential.

Equipment is available and recruits will commence training immediately. The training schedule is carried out at the V.D.C. Signals Training School, and is arranged so that it will not interfere with civilian occupation. Men who are in protected takings and/or exempted occupations will be released from their normal employment on written order from the Control Board. Training must not interfere with civilian occupation.

Volunteers who are reluctant to have the civilian occupation of the recruit interfered with will be given a release to civilian occupation. This ruling apparently will apply to broadcasting stations and not necessarily to broadcasting in the whole.

Programs that are part of the civilian occupation, and are not part of the M.F., of which the Volunteer Defence Corps is a unit and part, are covered by the M.F. regulations. The M.F. is concerned with the civilian occupation of the recruit.

FIVE NEW CONTRACTS FOR MAJOR NETWORK

May 22, 1943

Five new contracts for well known national advertisers have been placed with the Major Network during recent weeks, these providing for a complete 14 station hook-up throughout Australia in each case.

In addition to the "Academy Award" and New York Radio Guild plays sponsored by the Vincent Chemical Co. (agency, March) and "Forever Young," a new family drama rapped by the Kraft Walker Cheese Co. (agency, J. Walker Thompson) already sponsored, the Major Network has placed "Pounds for Sounds" (agency, Lynchs Advertising) on all stations for Nicholas Pty. Ltd., "Junior Amateur Time," which will be an hour show presented in the studio on 10 and 30 minutes on all other Network stations, will provide entertainment in which many talented amateurs will be featured.

"When Tomorrow Comes" is a day-time show with a war-time flavour, and it will have a direct appeal to womenfolk.

In addition to the foregoing the Major Network recently placed "The Bishop and the Gargoyles" on three network stations for the Lambert Pharmaceutical Co. (Australia) Pty. Ltd.

Major Network stations are Stations 2CH, 2KO (N.S.W.), 3DB-LK (Vic.), 2IB-HC (Q.), 2AD-MUS-PE (B. Aust.), 4LC-WOB-MH (W. Aust.), 2TX, 2TV (Tas.)

ARTHUR TAIT NAMED G.M. OF WHITEHALL

Mr. Arthur J. Tait, who for the past two years has been publicity manager for SAV, is to take over the general management of Whitehall Production Pty. Ltd., the theatrical firm whose operations in Australia have continued very considerably since its inception two years ago.

Directed by Miss Kathleen Holtzman and Mr. Alec Coppel, the object of the firm has been to present to Australian theatre lovers the most outstanding plays produced overseas, and that their efforts have been rewarded is indicated by the success which has attended each season in Melbourne, Sydney, and Adelaide.

Mr. Tait was for a number of years concert and theatrical manager for J. C. Williamson and when his wife was due to leave Melbourne he was appointed the representative in South Africa for J. C. Williamson Ltd. and after presenting the Gilbert and Sullivan Opera Company and the musical comedy success, "Rose Marie," went to England where he was attached to the London office of that firm.

Notable attractions managed by Mr. Tait included the Grand Hotel Variety Band, Pavlov, Lawrence Tillett, Richard Crooks, Chaliapin, Galli Curci, Sir Byrl Thorndike, Penny Lucas, several ballet companies, and three grand opera companies.

Mr. Tait, who will be accompanied by his wife, is due to leave Melbourne towards the end of the current month, and will be located at the Melbourne Theatre in Sydney.

CHURCH RECORDINGS

The Commissioner of Taxation has announced that item 65 (1) recordings for use in church services have been exempted from sales tax charges.

"SWING MISTRESS"

Penny Lucas, the sweetheart of swing with Laurie Wilson at the piano, in a bright, fast, modern 15 minute musical specialty.

3UZ at 7.15 Fridays for Sennitts

Available Interstate

The Station that Creates top programs.
Twenty Years of Broadcasting

Some Radio Points In Retrospect

(OWALD ANDERSON)

So John Logie Baird, that wizard of television, says that shortly after the war he will establish in Australia his third-dimensional colour television. And I believe him, too.

Let us take his television camera and scan back over the years, to those early days when we tickled a crystal with a "cats-whisker." It may seem a long span, but having just completed 20 continuous years in broadcasting in Australia, America and England, it is just a flick of a few of many pages.

To compare present-day radio with earliest broadcasts of 20 years ago is like putting a test-piece against a negative. But the early models worked.

In February, 1923, with a £100 and a mandate from W. H. Pailing and Co., I set out to see what was in this "nine-day wonder," then established in America and just broken into England. Apart from the enthusiastic work of the amateurs Charlie McClellan, Jack Davis and others, the public knew nothing, and had seen loss of wireless (a name by which we should give way in common use, to radio.) From some magic by Jack Carroll, then of New Systems, Telephonic, produced a brand new English 10 watt transmitter, and Ray Allsop, with兴趣ing enthusiasm and helpful spirit put together a microphone and finally got a signal.

Auditoriums by 10s of the American "parabola" microphone be made a large and excellent bowl into the mouthpiece and parts of an ordinary telephone. If you had been an "commercial proposition" instead of an enthusiast, he could have perfected his ideas.

Anyhow, we swang this contrivance on a pillar in Pilling's concert hall, ran a lead to the roof, built a rough shed as a control room, and worked this gear for the next seven months in constant succession of peaks caused by some public hoodwinks which created an intense desire in the public to own a set. The peak in 1924 was the broadcasting of the grand opera season, with Tosca Del Monte as the star. The whole of 1923 and 1924 at 2FC was a steady period to create interest, such as first world broadcast a plane 10,000 feet up, from two divers at the bottom of Sydney Harbour, first broadcasts of horse racing, football, cricket, rowing, church services, political debates, etc. A short wave transmission from the top of Mt. Kincoppal, and another one from the Balmain colliery 5,000 feet under Sydney Harbour; in fact, we set such a pace that the utmost rivalry and friendliness existed between 2FC and 2BL.

1927 and 1928 were outstanding for the first Empire broadcasts, from Sydney, relayed on many occasions by the R.B.C. 1929 brought the broadcasting of 2BL and 2FC, a good commercial move but one that brought the fatalities of that time little benefit.

In 1930 as the A.B.C. thought very little of a scheme to broadcast Test matches in England, I left the National service and took over ITW. Statisticians prove that these ball by ball cricket descriptions created the biggest stir in radio, with the sudden increase of licenses of 30,000. Having proved that advertisers would carry an ambitious program on the commercial station at least 25 new 9 o'clock stations came into being in the next 12 months. When we required the hall by hall descriptions of the next series of matches in England in 1934, 8,000 licences were the immediate result, by this time hunting had ceased and commercial broadcast entered into a phase for better programs.

In seven years with the National services and seven years with commercial media, I spent three years in London studying television and copying programs of British origin for use in the Empire. Returning to Australia in 1939 I came back to a broadcasting system amazing in its completeness.

Here are some figures that will stagger you. There are seven million people in Australia against 45 million in England. 125 transmitters in Australia against 125 in England, a total of 450,000 hours a year in Australia against England's 125,000 hours. In America, one broadcasting station to every 5,000 people, to one 50,000 people, in England one for every 12 million people.

This country so far removed from the Old World and dependent to a great extent on its own resources has done a marvelous job in the establishment and extension of its radio activities.

Perhaps this terrific radio-blindness of the Australian people is one of the reasons contributing to Mr. Baird's expressed desire to make an early start in television in this country.

What about standards? In many ways we can put together a better program than can the R.B.C., our sporting sessions are miles ahead; in fact, the R.B.C. has studied our methods from remote program production units.

Three years ago before the embargo on overseas transmissions came into effect (we adopted many methods), in the last 15 years we have seen less of wireless (a name by which we should give way in common use, to radio) because of the electrical transmission programs, commercial advertisers asked for. Since the wartime restriction on the importation of sets, and the extension of its radio activities, we have seen less of wireless (a name by which we should give way in common use, to radio).

To me one of the most striking developments in programming of the commercial stations for the past few years is the gradual and very definite shifting of the creative talent from the studio to the radio-minded advertising agencies, and in many cases directly to the program sponsors' organization.

As evidence of this we have today program production units with which I am associated—the Australian Broadcasting Limited, which was formed by the agency, George Patterson Pty. Ltd. The unit creates and packages programs featuring programs produced by Australia's longest listening audience.

It Has Australia's Largest Listening Audience
Dubbo Station's Great Effort

Over £72,000 Subscribed to Liberty Loan

A total of £39,440 was subscribed by 1,465 persons in the course of the Third Liberty Loan appeal conducted by 2DU Dubbo on Sunday, April 11.

This probably constitutes a record for a one day appeal conducted by a 200 watt country radio station.

Outstanding features of the effort were the number of Western towns which contributed to the loan through the radio. Brewarrina, which is 268 miles west of Dubbo, subscribed £1,210, which was made up by 156 persons.

Mendooran, 40 miles from Dubbo, was the first town in N.S.W. to reach its quota (£7,120), which was accomplished before the launching of 2DU’s appeal. At this total (£8,040) was subscribed to the loan by 2DU Mendooran residents through 2DU. Mendooran, therefore, more than doubled its quota, which was a remarkable effort for a town boasting a population of only 2,000.

Other towns to subscribe were Dubbo, Coonamble, Gilgandra, Wellington, War­ren, Park Hill, Narromine, Nyngan, Twooraweenah, Cobar and Coonabaraboon.

The appeal was organised by Messrs. K. N. Coen (secretary), Dubbo War Loans Committee; and V. G. Leven (manager 2DU). Listeners were asked to phone their local War Loans Commit­tees, who in turn, phoned through lists of subscribers to the station at frequent intervals, for acknowledgment.

Only four telephones were in opera­tion to handle the calls, both local and trunk, but the whole program went smoothly.

On Saturday night, April 17, 2DU again called on their listeners and a further £12,430 was contributed by 2DU sub­scribers, which made a grand total of £72,100. Truly a magnificent effort for a small country station.

NATIONALS NOT NEGLECTING QUEENSLAND

National advertisers operating from the Southern capitals are not neglecting the Queensland market if recent station bookings “up north” are a criterion.

Bundaberg station 4BTI reports the following recent “signatures” -

Loumay (“Passing By”), 53 half hours; Dr. Williams Pink Pils and Pink­stout, 40 30 words; Liberty Loan, 169 and 56 words; Andrew’s Iver Salts, 78 one minutes; Oriental Tea Co., 52 5 minutes; Max Mclnnis, 44 45 words; Country National, 20 15 minutes; Ipsiss News, 10 1 minute; 2DU A.P.C., 10 1 minute.

Another Cheque for Red Cross

2UW CONCERTS

TOTAL NOW

£2,000

Mr. C. F. Marden, 2UW General Manager, handing over the Cheque to Red Cross in the stage of the 2UW Theatre.

When Her Excellency, Lady Gowrie, last week attended the 2UW community singing presentation in the 2UW Theatre to receive from the general manager of the Commonwealth Broadcasting Corporation Pty. Ltd. (Mr. C. F. Marden) a cheque for £750 on behalf of the Red Cross Society, it was announced that this latest cheque had lifted the total donation from 2UW community singing concerts to the Red Cross to £2,000.

In a happy word of welcome to her Excellency, Mr. Marden emphasised the point that the total proceeds of the concerts, without any deductions whatever, were paid to the Red Cross, and in accepting the cheque on behalf of the society, Her Excellency paid warm tribute to 2UW for making possible such an outstanding contribution to the work of the Red Cross Society.

The success of 2UW’s community sing­ing concerts has been one of the fea­tures of Sydney’s daytime broadcasting for many years. Previously held each week in the Sydney Town Hall, the con­cert last year, was transferred to 2UW’s new 400 seat theatre, where the two hour presentation each Wednesday from 12 to 2 p.m. now draws a crowded house each week. Frank Hatherley conduct­ed the community singing brackets, while the 2UW “Radio Revellers” company provide variety entertainment.

U.S. O.W.I. Chief on Air in Australia

As Director of the United States Office of War Information, Elmer Davis is natu­rally in the news these days, and the Macquarie Network has been able to arrange for a special broadcast over 2UW capital city stations of the Macquarie Network of Elmer Davis’ weekly war commentary. This has al­ready been heard on 2UW for several weeks every Sunday at 4.30.

These weekly news analyses from the United States are particularly interesting to Australian listeners, because they reflect the official American viewpoint.

In addition, their broadcast is a service to the American armed forces at present stationed in Australia.

When, in August last year, President Roosevelt appointed Elmer Davis head of the new Office for War Information, Davis put many years of writing books and news commenting behind him, and went after the job, which had already lured two or three other men. It has not fooled Elmer Davis, needless to say, and now that his immense “factory” of War Information is operating smoothly at last, Mr. Davis has found time to go back to his new commenting.

Currently reflecting the official viewpoint, Elmer Davis succeeds in making his commentary sufficiently provocative to cause discussion wherever it is heard.

Television Progress

Receiving Sets for all After War

Mr. John T. Baird, world famous for his pioneering work in the television field, has recently stated in London that “I could market commercially now stereoscopic colour television sets so good that looking at the screen would be like looking through a window.”

“A receiver with a screen 24 inches by 30 inches showing full stereoscopic natural colour and twice the intensity of pre-war transmissions should be available at £15 to £20 as soon as we can start production.”

Listed among other results that have become possible through secret tech­nical advances made by British scien­tists since the war began are Tele­phones that can see as well as hear; ultra-violet radiation and television images over many miles; and television to cinema screens.

RED CROSS APPEAL FROM 3AK

Melbourne's all-night service, 3AK, has donated 15 minutes to Red Cross every week for the past four years. This spot in their program has developed to the stage where some of Melbourne's best artists have been offering their services in a purely voluntary capacity to help this very worthy cause. Last year 3AK's manager presented a cheque for £5,000 to the Red Cross secretary.
Millards 14 Years of Radio Advertising

With the renewal of their contract for another year on 2GB, Millard's Pty. Ltd. enter on their 15th year of association with that station and radio advertising. In fact the house of Millard's was one of the first sponsors to use 2GB, and their first experiment has proved successful to the extent of their continued association with broadcasting and 2GB ever since.

The new contract provides for one quarter-hour broadcast on every Sunday afternoon, plus a series of announcements.

Millard's have proved to their own satisfaction that daytime is ideal selling time for the retail house, and their entire advertising schedule on 2GB now is filled between 5 a.m. in the morning and 6 p.m. in the evening. Yet another interesting point with regard to the use of radio by Millard's has been their association with the same piece of theme music throughout the years. Today, in the minds of 2GB Listeners, that theme by Victor Herbert, is almost indistinguishably associated with the name of Millard's.

For the quarter-hour broadcasts on Sunday, Millard's continues to use "Popular Orchestras," a carefully chosen selection featuring well known composers week by week.

O'BRIEN PUBLICITY PLACE

NEW I.C.I. CONTRACT

Albright and Wilson (Australia) Pty. Ltd., who are world-famous manufacturers of food phosphates, choline chloride by Imperial Chemical Industries, are sponsoring a 15-minute daily talk on nutrition on Sundays, 8 a.m. on 2GB now.

The program will be heard in all capital cities over the Major Network four mornings a week at 8 a.m. in the morning.

These informative talks are prepared and given by Professor W. A. Osborne, M.R. B.S.C., F.A.C.S., who is an authority on nutritional matters.

In choosing this session for their radio campaign, Mr. Brade, of O'Brien Publicity Place, points out that a session of this nature is so much to help the housewife in building a strong and healthy nation. Australia is said to be very lacking in calcium phosphate, which is now being used in place of cream of tarar. Phosphate is doing a much better job in every way, as it is giving Australians a food value which has been necessary for them to obtain. Through this session Australian housewives will learn and gain many new nutritional ideas. The feeding of armed forces and of civilians is a major national task.

Big Sunday at 8 Variety Musical

"Women in Uniform" Starts May 2 in Sydney

Choosing on May 2 Radio 2UE is to present an entirely new form of "Sunday Night at 8" entertainment for Sydney. It's "Women in Uniform," sponsored by Beetham's Ltd.

"Women in Uniform" is a 60-minute fast moving musical variety and is novel inasmuch as every member of the cast, with the exception of one male guest star, is a woman.

Producers have scoured the entertain- ment world for a cast of outstanding female artists. Show was made in Melbourne by SKZ and created quite a stir when first aired from SKZ some months ago.

Stars include a new comedy team, "Ag and Vinny," while the accompanying is the very talented Margaret Sheridan.

The entire broadcast is conducted by "Kay of 2UE."

"Women in Uniform" is dedicated to the many thousands of women in the Australian services, and at each performance of the various shows are interviewed on subjects of interest.

Radio 2UE and Beetham's both believe the program will fill a hole want in Sydney's Sunday night radio entertainment. The shows are brightly written and splendidly produced, and the at-risk are up to the highest possible standard.

"Women in Uniform" will be heard every Sunday at 9 p.m. in Sydney.

Uniformed Audiences

The program in Melbourne has been presented before 10,000 women in uniform.

Travelling to various stations the program under the direction of Eddie Balmer, has appeared before members of the W.A.A.F., the A.W.A.S., the W.R.A.N.S., the A.M.W.A.S., and even nurses from stations "somewhere in Australia."

Jackin at Work Producing for Radio 2UE

Noted radio producer-composer, Paul Jacklin, now with Radio 2UE is at present at work on a new variety show to be broadcast from 2UE and cover a network of stations commencing on May 15.

Outstanding entertainers have been lined up for the broadcasts, full details of which will be given in the next issue of "Commercial Broadcasting."

Paul Jacklin produced "Mercy Go Round" and "Strike Up the Band" for the A.B.C.

"Come On Australia" Loan Slogan Tie-in with Flashes of Sporting History

Among the many outstanding radio contributions to the closing days of the 1943 Liberty Loan campaign were two series of announcements sponsored by Ryda Ltd., on 2UE Sydney, covering two minute announcements between Friday noon and Monday evening.

The presentation called for the re-creation of the highlight atmosphere of the great sporting events in Australia's history. These days, then the concept—"Come on Australia!"—and when the idea was discussed with the Advertising Agency, they immediately arranged for sponsorship by the manufacturers of these.

Under the title of "And the Crowd Roared," a total of 60 announcements were prepared and recorded by Cyril Angles. 2UE's sporting commentaries and the whole of the 60 broadcasts were broadcast over the Sunday period, each announcement crystallizing in emphasis on the Liberty Loan slogan—"Come on Australia!"

The broadcasts covered the whole range of sporting history—great events in Test cricket, in boxing, in tennis, in swimming, in athletics and in every other field of sport in which, on red-letter sporting days, the crowd roared—"Come on Australia!"

JOAN READ'S TALENT QUEST AS CAMP CONCERT

Talent that has been forthcoming in Joan Read's Talent Quest for Women in The Home has been utilized early this month when this popular program was broadcast from an Australian military camp.

On this occasion the whole of the entertainment with the exception of that given by Joan Read herself and the guest artist, Nana Tiki, well known Mae West type, was provided by past quest winners in this weekly quest.

An unusual feature of the quest is the provision that successful competition becomes eligible for engagement as guest artists at future 2UE broadcasts.

For the camp broadcast a special session of talent quest winners was made, and these included both vocalists and instrumentalists of a high standard and in view of the success attained at this broadcast it is probable that military camps will be visited during the coming months.

The close of the broadcast Joan Read and her company provided additional entertainment which was broadcast by the Regional Pipe Band at the camp.

Joan Read's Talent Quest is sponsored by Goodman's. The account is handled by Goldberg's.
ANZAC-EASTER HIGHLIGHTS

Since Anzac Day and Easter Sunday coincide this year, 2GB will present a series of outstanding programs in keeping with the occasion. Once more the Anzac Day program on 2GB will open at 6.15 a.m. with the Dame Carissma of Remembrance, broadcast from the Conservatorium, Martin Place.

Mr. Frank Grove, who will conduct the broadcast initiated this presentation on 2GB 14 years ago. At 4 o'clock 2GB will take its milk to a site by Government House and the Conservatorium for the broadcast of the Easter Sunrise Service, introduced by 2GB some years ago. The highlight of the service itself, is the sunrise which illumines a living cross of high school children dressed in white, who sing "The Lord is Risen To-Day." It is planned that the cross will be larger than on the last occasion, and approximately 350 to 350 choristers will be framed by V.A.D.'s.

At 4.15 p.m., 2GB will broadcast the official Anzac Day Commemoration Service from the Sydney Domain.

All three broadcasts will be in the hands of Mr. Frank Grove. The speaker for the Easter Sunrise Service is a distinguished layman, Mr. B. F. Boyer, M.A., who was leader of the Australian delegation to the conference of the Institute of Pacific Relations. He is at present director of the American division of the Department of Information. The prayers will be offered by the Australian Government's recent stipulation that at least 2 per cent of the numbers broadcast over all Australian stations, be composed by Australians has done a great deal to encourage Australian composers as popular today as they will be years hence. At 8 p.m. on each Monday the show has been recorded in the studios of Australian Broadcasting and produced by Humphrey Bishop, with popular artists such as Dan Agar, Milinda Lew, Burt Harrow, Wallace Kingsley, George Brown and Paul Kane, supported by the full A and W.A. Ligh Company and orchestra.

The show is presented in typical old music hall style, with audience from the pit to the gallery joining in, with typical remarks, complimentary and otherwise, passing to and fro across the footlights. Music hall songs which are as popular today as ever they will be sung by various artists in the old good music hall style with the audience (recorded) joining in the choruses.

A half-hour show, this program will bring new music hall memories, together with music hall comedy (supplied by Dan Agar, Burt Harrow, etc.) to listeners each week.

The continuity for "Ye Olde Time Music Hall" was written by Hal Bakers. The show will be sponsored on 2GB by Amalgamated Wireless (Aust) Ltd., makers of the Pink Radiola.

"Waltzes Olde and New" is a 52-minute program broadcast from 11.15 daily every Monday night at 11.15. This written feature is in old and modern words every evening and is sponsored by W. C. Douglas through J. B. Peel's agency.

By "KAY" received an enquiring...
**Popularity Parade is Selling Perfection**

"Popularity Parade," the perfection Tobacco show on ZU and 5 p.m. Saturdays, is an apt named halfway. Featuring Bob Gibson and his "musical for moderns," the show pulls a hearty bag of suit with the flavor of a future with a Future." Listeners are asked to forecast this and the quality of the title that Gibson selects receives every week. £5 is the prize given every week for the person who is in the capable hands of John McMahon, with Doug Elliot as the sender of the "music for moderns," the production of the shows and the announcement of the shows.

LISTEN TO JAKKNO 10.15 W.E.

DARREN'S SPONSOR-HALF-HOURS

Darren's sponsorship of the original "Perspective" is one of Melbourne's popular Saturday night programs. Now being presented from the Federal Hall, the live entertainment broadcast by EYK was originally staged from the Princess Theatre.

"The program has quite a romantic history," Whom Mr. Jack Clemenger was asked to go to EYK and to do with founding Radio Revels and interested those in the Honorable Archibald Croft in sponsorship. From the very beginning Mr. Croft took a personal pride and interest in presenting this entertainment to the boys of the fighting forces. The program grew in popularity and during the last few years thousands of our lads have been given free entertainment. But the war brings many changes. Radio Revels is to go under new sponsorship.

"Is It Nothing to You," broadcast through EYK has now gone far towards furthering the gigantic work of Red Cross. The program was based on the story of the Life of Christ, it was produced and directed by Horace Oxford. EYK has always accommodated the "Last We Forget" program regularly. To the "Minute-Memoranda" heard at 10 o'clock every evening, which is read by President of the Red Cross. The "Minute-Memoranda" heard at 10 o'clock every evening, is read by President of the Red Cross. The "Minute-Memoranda" heard at 10 o'clock every evening, is read by President of the Red Cross.

"Vitastone: 6 ML has a record of overseas rights in Perth for Vitastone high fidelity recordings. This "bird and dole" library (previously known as Diamond Point) has been a noticeable addition to the vast and growing extensive record library of over 30,000 titles.

**WESTERN AUSTRALIAN NEWS**

**Sacred Broadcasts**: Whether or not the recommendations of the Parliamentary Air Council are adopted, in respect of the company's wireless service brodcasts on sundays, an analysis of the programs of 6ML, would be made to show that these stations have been making their contributions to the field of listeners who desire to hear sacred programs.

**Over 4X a church service is broadcast every Sunday morning for the benefit of metropolitan listeners, and the audience of the over the country stations is rather balanced out with a recorded sacred hour program on Sunday night, which is relayed from associate station 6ML.**

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**BESTWAY OF WINTER**

"Don't be left out in the cold..."

Get that Winter campaign of yours away to an early start. Let 3AW tell your Winter's Tale — and you'll get results.

Reach the maximum Winter audience in the most direct and effective manner.

Tell 'em and sell 'em through...

3AW
Sid Kemp, of the "Argus" Network, has had an interview with the Air Training Corps, and has recently appointed its advertising officer for Victoria with the rank of Flying Officer. Sid had a very busy weekend recently when the A.T.C. marched on the A.M.F. march, which was held on the Melbourne Racecourse grounds. The march was well supported, with Melbourne and suburban schools in attendance.

Most recent visitor to Sydney from Melbourne is Jerry Bride, of "Triple J" Publicity, who is on tour as a business conference.

Blind Radio actor-instructor, Ron Morris, was a recent visitor to the B.A.F. studios. Ron is now a member of the B.A.F. with the rank of Pilot Officer.

"Cambridge" at Queen Street, the London Production had visitors Paul Jacklin and Wendy Capo as the other members. This show is usually attended by interested visitors, as well as Melbourne radio personalities. The London Production was well represented by its members and the show was a first-class event.

We often miss Sid Baume when he breaks radio hours on a spot of business, but this time it is Mrs. Baume and child who have taken the city and left to keep the home fires burning in between radio business.

Mr. and Mrs. Mac. Harris and babies have gone for a well-deserved holiday to the seaside. Which brings to mind that IAW is a very special benefit at the moment of the day, as long as they last on. There are no more sales for the next few weeks, but John O'Hagan has taken advantage of Melbourne sunshine and gone for a well-deserved holiday to Sydney.

Peter Benett, manager of Associated Newspapers, is having a trip to London. He is hoping to take up his new appointment with the Associated Newspapers within the next few days.

Keith Dave, now with IAW as "utility" man, started his radio career with Uncle Jack's Men or I.W.S. in 1941. He was trained for a year on the "Jack O'Hagan" in the breakfast and children's sessions. His family life is busy with IAW and the children, and Keith has a double husband as he is out of radio for a year. Keith's hobby is J.S. and he collects records.

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