PERSONALS

Wedding bells will ring out at St. Thomas', North Sydney, for that popular radio announcer at 3AW, George Smith, as he marries Miss Constance Beatty. The couple will then spend a week's holiday in the South Seas, and were said recently to be considering the possibility of settling abroad.

Mr. Stewart O'Donnell, sales manager of the W.A. Commercial Broadcasting Service, has entered the Royal New Zealand Air Force. Prior to leaving for camp he was entertained at the Hotel Windsor by representatives of the advertising agencies, who spoke highly of his capabilities and his friendly co-operation.

The many friends of Lieut. Commander Gordon Marsh, of the R.A.A.F., who have seen him at the radio station, will be pleased to hear that he is expected to return soon. Mr. O’Brien is the popular ex-manager of 3AW, who is always found at the advertisements, especially the early morning ones.

The manager of 3AW, Mr. Dan Reilly, has been in Melbourne on leave, much to the delight of his friends there. Terry has always excelled in the morning shows, and looks 100 per cent fit. He is making an appearance in one of his old shows, "The Two Station Quiz," and is still as cool as a cucumber.

"Commercial Broadcasting" to be printed on Newsprint

Commencing with the next issue, "Commercial Broadcasting" will be printed on newsprint instead of the higher quality super-calendered paper on which it has been printed for the past nine years.

The change over, which has been made necessary by the general shortage of printing papers, will coincide with the commencement of the tenth year of service to the broadcasting industry by "Commercial Broadcasting." For it was on October 5, 1934, that the first issue appeared under its original name of "Broadcasting Business." The next issue will be published on October 7.

No major changes in make-up of the paper will be incurred, but all tone blocks will necessarily have to be made with a coarser screen. Instead of 100-screen blocks those used in future will have to be made 85-screen.

SUMMARY FOR CENTRAL GIPPSLAND

An outstanding feature for the "Baffles" series this week is the special appearance of the well-known actor, Peter Ellis, as "The Stork." The episode is the first in a series of six, and will air on Tuesday night over 3AW.

Peter Ellis of 1AW has now taken over the publicity section of that station, and is in addition to his other work.

The story recently visited the home of Norman Ellis of 103 and left him a daughter, whom they have decided to call Betty. She is the first child of the well-known radio personality, who has been actively involved in community affairs.

For that popular radio announcer, Fred Duff, at 3AW, is spending a very busy time acquainting himself with all that station's sponsors. His work takes him into all kinds of new manufacturing houses, so what the world will know in 12 months is anybody's business.

Dear Dave, 3AW's chief announcer, is giving promise of being an excellent seller of advertising.

An additional feature addition to our programme is "Central Gippsland," a complete case in every 4 episodes.

Most people listen to

We have two words for it!

... plus atmosphere

... plus showmanship

... plus everything! which can provide a personal, friendly contact between the sponsor and his customers in the theatre and on the air.

It is the ultimate in personal sponsorship ... an audience participation show in the 2UV Theatre.

LET US SHOW YOU!

SYDNEY: 49 Market St. (M6099)
MELBOURNE: 18 Queen St. (MU9189)
We always knew that 2GN had the audience of Goulburn and the surrounding districts, plus a large percentage of listeners down the South Coast—but this 2GN sponsor finds clients lots of other places too.

The official American view came out in a booklet published by the U.S. Commerce Department entitled "Advertising and Its Role in Peace and War." The booklet says that the Government strongly disagrees with those who short-sightedly view advertising as a vital cog in the system of free enterprise, as an economic weapon in wartime. The Department of Commerce had watched advertising develop into a powerful information industry and after Pearl Harbor, immediately recognised that advertising would be a major home front weapon. The Government realised that reduced advertising by companies converted to war production might injure carefully built-up sections, and it has been fought from pillar to post by the Australian Government, in which there are numerous members who delight in "knocking" advertising.

The advertising industry in Australia has been kicked from pillar to post, and many letters of appreciation and thanks have been received from local and surrounding districts, also from North Coast, western and Riverina districts.

Our order books and letter files will substantiate the above statement. Orders have not only been received from local commerce and commercial and industrial enterprises, but also from North Coast, western, and Riverina districts.

Wishing you continued success and would like to think you have been most cooperative and helpful.

Yours faithfully,

Proprietor

DOES YOUR 1943-4 ADVERTISING SCHEDULE INCLUDE 2GN GOULBURN?

All particulars from

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

2 Commercial Broadcasting, October 7, 1943
A Statement by Mr. Basil R. Orr, President, Australian Association of National Advertisers

The members of my Association were naturally extremely pleased to read this morning that the American Government had definitely declared their views on the necessity for the maintenance of goodwill public recognition of trade-marks and general business morals. Australia, however, the question of advertising has been left to various departments, such as War Organisation of Industry, Rationing, etc., who appear to lack any direction from the Government as a whole.

Not only does the problem affect the issue of regulations, but it also affects production costs. To-day many manufacturers are selling the whole of the vast majority of their output to the Government at a cost fixed by the Government, and we have been advised by the Treasurer that the Commonwealth policy in connection with "Cost-Plus" contracts is not to allow advertising as a factor in Production Costs.

My executive believes that the Government will be well advised to investigate the advertising of trade-marked goods in relation to present positions and to post-war reconstruction, and we have already advised the Government that the whole of our executive are doing their best to serve in that capacity until the war is won.

For some time now, manufacturers have been using advertising to tell large numbers of people not to buy products, why they cannot buy their products, or what such products, and their manufacturers are doing to speed the hour of victory.

"This has required a complete change in advertising technique. Where formerly, advertising was needlessly aggressive to promote sales, it has now become an educative and informative force. Many advertisements are more vital, better expressed and more effective of morale, than the editorials which appear alongside them in the columns of the press. In a word, advertising has dropped its job of 'selling' for one of 'telling,' and in doing so is speeding the hour of victory."

"These now, manufacturers have been using advertising to tell large numbers of people not to buy products, why they cannot buy their products, or what such products, and their manufacturers are doing to speed the hour of victory."

Advertising As a Victory Aid

"The view taken by the American Government is that advertising is a 'vital cog in the system of free enterprise,' will be endorsed by many Australian business men and students of economics," said Mr. Frank Goldberg, governing director, Goldberg Advertising (Aust.) Pty. Ltd.

"The fact that leaders in and out of Washington—on and out of Canberra for that matter—are beginning to see that advertising can be a salutary job in swaying the public mind towards social and economic objectives, leads us confidently, to visualise a bigger and better future for this branch of management. There will not only be more advertising but better advertising—advertising that helps to transform industry from war-products to peace—advertising that helps to orientate a million men and women in peace-time avocations—adverts that makes the masses want more and better products so intensely that they will knock down to the task of little themselves into better customers, who means, in turn, better citizens of a greater and more consequential Australia than we have ever known."

"The United States' Commerce Department has made this clear in the comment that it has watched advertising developing into a powerful information industry. It is as a powerful information industry that advertising must continue to function during the post-war years.

"When the war is over there will be accumulated shortages in every category of consumer goods. Australia will stand in need of houses, motor cars, refrigerators, washing machines, radio sets, furniture, dishes, pins, cooking utensils, clothes and footwear. But there will be new advancements in design and manufacture—developments arising in many fields from the needs of war— which will revolutionise the design of many products and lift what were formerly luxuries into the realm of necessity.

"In other words, the post-war planning which is now in progress here, in Great Britain and the U.S.A. should, if successful, result in higher standards of living and better conditions for everyone.

"Who is going to advise the masses, public of all the wealth that remains in the future? The obvious answer is the advertising man. He has proved his ability in his activities on behalf of a world at war. He, like the commercial and manufacturing interests he represents, will put the results of his war-time experience to work in the cause of peace.

"The fact that leaders in and out of Washington—and in and out of Canberra for that matter—are beginning to see that advertising can be a salutary job in swaying the public mind towards social and economic objectives, leads us confidently, to visualise a bigger and better future for this branch of management. There will not only be more advertising but better advertising—advertising that helps to transform industry from war-products to peace—advertising that helps to orientate a million men and women in peace-time avocations—adverts that makes the masses want more and better products so intensely that they will knock down to the task of little themselves into better customers, who means, in turn, better citizens of a greater and more consequential Australia than we have ever known."
Radio's Part in the War

American Broadcasting Harnessed to National Effort

(From a report by Paul Hollister, Vice President, Columbia Broadcasting System, at the Special Libraries' Association Convention in New York.)

On November 17, 1942, I made a short public report on certain wartime ac-

This page contains a detailed analysis of the role radio played in broadcasting during World War II, highlighting the significant contributions radio made to the war effort through broadcasting, advertising, and other forms of communication. The text discusses the various ways in which radio was used to disseminate information,动员公众, and support the war effort. It also provides specific examples, such as the OWI (Office of War Information) and the OWI-Council Plan, which were instrumental in spreading war news and promoting patriotism.

The report emphasizes the importance of radio in reaching a broad audience and its ability to coordinate and synchronize messages quickly. It mentions the OWI's role in coordinating broadcasting efforts and the OWI-Council Plan, which involved several agencies, including the National Recovery Administration, the National Broadcasting Company, the Columbia Broadcasting System, and others.

The text also discusses the effect of wartime news on listeners, such as the impact on the sale of bonds and other war-related products. It notes the increase in radio listening and the spike in bond sales during the war.

Throughout the report, the author provides specific figures and statistics to support the claims made about radio's contribution to the war effort. For example, it mentions the OWI's efforts to increase bond sales and the increase in radio listening during wartime.

Overall, the report highlights the significant role radio played in supporting the war effort through broadcasting, advertising, and other forms of communication. It provides a comprehensive overview of the various ways in which radio was used to disseminate information and动员 public support during World War II.
Union Oil Tackles Vital Public Relations Problem

Advertising to Interpret "Big Business" to the Man-in-the-Street

Union Oil Co. of California, one of America's major advertisers, has always displayed more skill in the average initiative than many advertisers. But recently they have taken their progressive policy a step right into the heart of one of the world's most pressing industrial and social problems: the interpretation of "Big Business" to the man-in-the-street.

The latest venture of Union Oil's activities in this respect is extracted from a recent issue of "Sales Management". When the general idea of public relations was belittled down to titles on the mind of the man in the street, Reese Taylor, president of the Union Oil Co. of California, decided that two points summed it all up:

1. The man in the street looks for and expects some community service. Mr. Taylor held his campaign in the Pacific Coast newspaper to bring these two facts:

   a. The first ad dealt with that old standard: the company's balance sheet involved in maintaining a picture-parner. In 1941, each of the Union's 15,652 stockholders, one in ten an employee, got only 147.72 dollars in dividends, leaving 27.52 dollars each in the business. Total net profit was only 0.3 per cent on money invested, though 25 per cent of the profits were given as dividends.

   b. The second ad was frankly put into figures and ordinary speech. The campaign is intended to be a discussion of how and why American oil companies are very few, as compared to the many companies of other industries. The man in the street thinks such big business, the 100 octane gasoline for war. In 1937 it cost 25 dollars a gallon, and not enough was ordered to keep one squadron of fighter planes in the air. Today, 100 octane costs 13.25 a gallon, we have an abundance of fuel for our aircraft, both as far as our own air force—and it was developed by oil companies, without Government subsidy, in competition, to keep other nations in better gas for motorcars. Manifestly, not a job for big Business.

   c. Another ad took apart the job of one of the biggest oil employers—Mike, the well puller. Without tools, Mike is just an employee. And the real wheat has to machine, with Government in War effort.

   d. A slightly different type of portable derrick, rolled around on a huge motor truck, pulled the drilling tools out of a town well.

   e. Mike puts 10 dollars an hour for that. The portable derrick cost 25,000 dollars, and there was no place in the Union's contribution of plant, war risk insurance, and so on.

   f. The company's gasoline deliveries to the Government were up 594 per cent, and anything other than the stock of the Union Stockholders.

   g. In the advertising, big business is made to look just like a down on war.

   h. It is frankly put into figures and ordinary speech. The campaign is intended to be a discussion of how and why American business is not just like a down on war.

   i. Mike was in Australia's first anniversary on the air on October 29, following the second broadcast of "R.I.A.," one of the leading American stations.

   j. The advertising department used a question mark slogan which he declares is the "worst in the world. Describing it as "weak and spineless" he declared that it was reworded to stress the migration of musical talent from Canada to the United States.

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New Stage and Radio Set-Up
Sydney Gets Late Afternoon Plays

One of the brightest highlights in Sydney's entertainment world made its debut at the Theatre Royal on Tuesday, September 28, with the introduction of late afternoon performances at 5.30 p.m., of J. C. Williamson plays. This innovation is the result of close collaboration between J. C. Williamson Ltd., Station 2GB and the Macquarie Network. It is typical of the progressive spirit animating such leaders in the legitimate stage and radio broadcasting fields, and the effects of such an ideal association will be far-reaching.

The first play to introduce these late afternoon performances is "White Cargo," which Leon Gordon wrote 20 years ago, and in which he starred some years ago, and in which he starred, appearing in these late matinees are well known for their fine productions, and as production managers of many outstanding Macquarie Network radio features, bring to the play an invariable reality.

Plays for future plays embrace—"The Paley," "Smiling Thru," "Madame X," "Ziin of Touch," "De Luxe!,l Amahl," "Bought and Paid For," and many others owned by the firm, which will remind theatregoers of the more spacious days of the Australian stage.

Apart from revivals, it is intended to introduce a number of new plays. One set down for early production is—"A Good Woman, Poor Dear," by Dillard Long which was played in New York in 1939 by the well-known English actor, Arthur Macpherson and Hene Purcell, who was in the Australian production of "The Wives," "Lady In Danger."

A play by Australian writer Max Afford is also set down for production. Afford's association with Macquarie is well known through his scripting of "Digger Hale's Daughters" and "First Light Fraser." The latter radio serial was originated and previously written by Maurice Francis, whose powers in radio writing need no elaboration.

The selection of artists is practicably unlimited, insofar as talent is concerned, because besides those whose names are given above, there are personalities such as Shelly Bellow (already cast for "Smiling Thru"), Hal Thompson, Nova Carr, Glynis, Lloyd Lambie, Kitty Metcalfe, Marigold, John Tate and many others.

These late matinees will not interfere in any way with these of the "Merry Widow," nor evening performances, nor current at the Theatre Royal, and they will definitely provide excellent entertainment, particularly for city workers who might have found it an arduous journey to come back into the city at night. But now they need go, in straight from the office, enjoy themselves and be home, in most instances, around 8 o'clock.

S A V I N G I S i n the air!

Daylight Saving — Money Saving —
Time Saving . Well, you
Certainly —
SAVE BOTH TIME AND MONEY
WHEN YOU USE

K Y

*£1,000,000 is spent every week
by the 250,000 wage-earners
affiliated with K Y

PHONES—M 6911-2
428 GEORGE ST.

10 Commercial Broadcasting, October 7, 1943
Manning Britain's Radio
With Women

(By Sir Noel Ashbridge)

People often seem to imagine that the staff of the B.B.C. or any other radio organisation, is composed mainly of
animate beings.

Now my job has been for many years to see that the B.B.C. is supplied with technical equipment, and to provide and
train a big staff to man that equipment. Therefore when I talk of naming the stations in wartime I am going to do
leaves to forget not only announcers, but to say something about the purpose of
parts of the earth in 47 languages would
be told by the authorities of the R.A.F.
You may perhaps be surprised
that before the war we employed no
women. From May, 1939, we trained them in fundamental
radio transmitting, recording and
reporting work.

Our school came into being in May,
when five men, who trained in the first year,
were passed into the service of the Merchant
navy. At the same time we were giving men
and women the A.R.C. courses, which had come in with various
apparatus. We trained them in fundamental
practical work for all they were worth; and to
the art of radio drama or a
particular course, known as B.1, which
was specially designed for skilled radio personnel. That is
how it is possible for the
listener of today to do much as
they want to secure. Another
by the apparatus of the B.B.C., and there is no doubt about their being
for the dedication of the new
Mikado, the Appeal," said Mr. Menzies; and arranged by
him, and a set of electronic tubes
were manly and heroic. We now have
have come with one qualification only
as soon as possible, in order to do
her unqualified men, and I am thinking particularly of
those of the Princess
or the presence of the producer
conductor and contribute to the
concept of the producer. None but they are certain jobs at which
are especially qualified to excel
in the world of music. A big
new series, known as "The King's
Men," will be produced to give
inspiration for this series, which begins
with the "Mary Jane," and the"
programme is a feature with exceptional listener
effect and a variety of ingenious
suggestions of song titles are possible,
and a big hit should result.

Opposition Leader in 2UE Broadcasts

Mr. R. G. Menzies, newly appointed
leader of the Federal Opposition, is to
continue his series of war and home
front commentaries from the studio at
Friday night at 9.30 p.m.

Sir Noel Ashbridge, B.Sc.,
Controller of B.B.C. (Main) is
in charge of the Broadcasting
Corporation; he is the chief
tech, and the technical director of the
R.A.F. station. He is also the BBC's
executive in charge of the very
beginning of our world-wide
huge networks. In a special interview
with the London Evening Post,
he said: "We want to make sure
that they are certain jobs at which
women are especially qualified to excel
in the world of music. A big
new series, known as "The King's
Men," will be produced to give
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**Principal Cities and Broadcast Listeners' Licences in Force**

<table>
<thead>
<tr>
<th>City</th>
<th>Popula. Licences</th>
<th>% of State Popn.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne</td>
<td>272,468</td>
<td>23.5%</td>
</tr>
<tr>
<td>Sydney</td>
<td>254,669</td>
<td>21.9%</td>
</tr>
<tr>
<td>Brisbane</td>
<td>166,472</td>
<td>14.3%</td>
</tr>
<tr>
<td>Adelaide</td>
<td>51,472</td>
<td>4.4%</td>
</tr>
<tr>
<td>Perth</td>
<td>40,077</td>
<td>3.5%</td>
</tr>
<tr>
<td>Hobart</td>
<td>32,328</td>
<td>2.8%</td>
</tr>
<tr>
<td>Newcastle</td>
<td>31,854</td>
<td>2.7%</td>
</tr>
<tr>
<td>Townsville</td>
<td>8,182</td>
<td>0.7%</td>
</tr>
<tr>
<td>Rockhampton</td>
<td>6,862</td>
<td>0.6%</td>
</tr>
<tr>
<td>Gosford</td>
<td>5,896</td>
<td>0.5%</td>
</tr>
<tr>
<td>Albury</td>
<td>5,426</td>
<td>0.5%</td>
</tr>
<tr>
<td>Port Augusta</td>
<td>5,137</td>
<td>0.4%</td>
</tr>
<tr>
<td>Toowoomba</td>
<td>4,938</td>
<td>0.4%</td>
</tr>
<tr>
<td>Wagga Wagga</td>
<td>4,390</td>
<td>0.4%</td>
</tr>
<tr>
<td>Albury</td>
<td>4,390</td>
<td>0.4%</td>
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<tr>
<td>Tamworth</td>
<td>4,390</td>
<td>0.4%</td>
</tr>
<tr>
<td>Grafton</td>
<td>3,127</td>
<td>0.3%</td>
</tr>
<tr>
<td>Goulburn</td>
<td>3,027</td>
<td>0.3%</td>
</tr>
<tr>
<td>Bathurst</td>
<td>2,857</td>
<td>0.2%</td>
</tr>
<tr>
<td>Dubbo</td>
<td>2,790</td>
<td>0.2%</td>
</tr>
<tr>
<td>Wagga Wagga</td>
<td>2,790</td>
<td>0.2%</td>
</tr>
<tr>
<td>Balmain</td>
<td>2,646</td>
<td>0.2%</td>
</tr>
<tr>
<td>Tamworth</td>
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<td>0.2%</td>
</tr>
<tr>
<td>Armidale</td>
<td>2,631</td>
<td>0.2%</td>
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<tr>
<td>Lithgow</td>
<td>2,631</td>
<td>0.2%</td>
</tr>
<tr>
<td>Albury</td>
<td>2,628</td>
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<td>Lithgow</td>
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<td>0.2%</td>
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</tbody>
</table>

Note: The percentage of dwellings equipped with wireless receivers may be estimated by multiplying the figures shown in the fourth column by 4, that being the approximate number of persons per dwelling.
"Community Revue" to Combine Community Singing and Stage Revue in Melbourne Town Hall

An audience participation show which is new in conception is "Community Revue," which will open on October 15 in Melbourne Town Hall. Described by composer Alwyn Kurts as "community singing de luxe," it's to be held each Friday afternoon at 2.30 p.m. for the next seven weeks. Shopping crowds already in the city will be happy to be invited to join in. "Community Revue" will pay ½ for stalls and ¼ for circle, plus tax, while accommodation is reserved for ladies, pensioners and women, admitted free.

Carl Briggs' Orchestra, augmented for the occasion, will accompany the community members, and leading radio vocalists will give the audience a treat. Between community items, a "high-speed" revue will be provided by outstanding vocalists, instrumentalists, and comedians. The opening show on October 15 will feature comedienne Stella La Mor, comedian Stan Peley, soprano Cora Bath, baritone Ron Atkinson, John Piglin (toy vocalist), Albert Wallis, the Parkin Sisters, and lively variety acts by the Perry Bros., the Maltby Brothers, and Mabel Mary. The ensuing shows will be on Fridays and Tuesdays until October 22.

Mr. Vernon Margett

Mr. Vernon Margett, managing director of Mack Furfurnishing, Association," which is a periodical of musical and theatrical events.

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"Christus Roundelay" A Success Sponsored by Macks

Mack Furnishing Co. Pty. Ltd. has the reputation of being one of radio's oldest and most constant advertisers, and although the war has had its effects on their business, they are still responsible for many good sessions on Melbourne broadcasting stations.

They have sponsored "Christus Roundelay," a six-week night show every Thursday from this week until September 5. It is sponsored by Macks' "Melodies," and one of their newest features, and one that caused quite an amount of comment is the "Christus Roundelay" competition, which began on August 20. The show was as an early morning session on Tuesday, Wednesday, Thursday, Friday, and Saturday.

Over 1250 was heard "Hello the Hospital!" at 2.30 every evening of the week, and on Sunday a special program given by the "We and They Association," which is a program of religious recordings and readings selected by the hospitals.

Mr. Vernon Margett

Mr. Vernon Margett said that when he heard auditions of these hymns he felt that here was a new type of music which he could show acknowledgment of Jesus Christ and his personal faith.

He said that it was quite difficult to choose a name for the program, and he and Mr. O'Brian between them endeavoured to think of one that would adequately describe the evening. Mr. Margett was reading poems of Longfellow, and he read one poem called "Christina," and another called "Roundelay." Bracketed together they meant "Simple Songs of Christ.

Since this season house Mr. Margett says that he has never had more favourable comments. Here is a sample of letters received—

"Dear Sir,

I am writing to express my thanks for the excellent program that was over SAW at 3.30 daily. It is an inspiration to hear the great hymns of the Christian Church sung with such devotion and taste, and the choice of the Christian readings is most helpful as they contain real meaning. Salvation and hope to a stricken world. One goes to business daily with lively and hopeful thoughts engendered by the most helpful session. May the Lord continue to bless these broadcasts and you too—With best thanks.

Yours sincerely,

Through force of circumstances Margett has had to make more radio advertisements than in previous times, it feels that for progressive businesses buying in his sound policy to have radio with newspaper advertising. He has already given radio all points for news and publicity and these days, Mack's main object is to keep their name in front of public. He assures us that after the war their policy will be to increase their radio as well as their newspaper advertising.

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Among the Sponsors

Allen and Co., Pty. Ltd., through Black's Advertising Service, have concluded a contract for half-hourly announcements for 52 weeks. As usual, the programme will be broadcast from 11.15 p.m., to present "Immortals of Music," which each week features the music of a different classical composer.

A. W. Lucas and Co., Pty. Ltd., have signed a further contract with 3XY for 52 weeks. The company is continuing its highly successful listener quiz, "Dexter Quiz," for another year on Sundays at 8.30 p.m., with "Vista-bits" having filled the evening sessions for the past weeks.

Samuel Taylor, manufacturer of Mor- ton inland speed, v. Cuth, and other products, have undertaken announcement duties for a long term of five years, using the "Melody" from 9 a.m. to 9.15 p.m. New Zealand's most successful listener programme has continued its top position of last year. The programme is presented from the radio studio of the National Broadcasting Service. The sponsors have received a long-term contract and are very pleased with the results of their announcement policy.

Australian Cosmetics have announced for a further two-week term for the sponsorship of the competition session, "Tallow Church," presented every Thursday at 8.30 a.m. The programme has been very successful in the past, and the sponsors have been very pleased with the results.

The feature is a firm favourite for allocation of the evening and is expected to continue for the next year.

MONKEY PLANE SPOTTERS

Two South Africans, monkeys, have taken on an essential job of spotting aircraft minutes before any human can detect them. They are to be given special training, of which the first class is already underway. The monkeys have been chosen for their keenest eyesight and alertness.

One of these, called Jep, is a trained to the first division. He's been in the Union with troops on leave, but he was too keen to be turned back before he could do any damage.

The second monkey—named Adon—trained every day for months. The monkeys have taken on an essential job of spotting aircraft minutes before any human can detect them. They are to be given special training, of which the first class is already underway.

In reply to the requests of foreigners working in Germany, the broadcasts especially arranged for them have been considerably increased. Two programs are now carried out by German and Danish artists for German workers in Hamburg. Special transmissions are arranged for the Czecho-Slovak, French and Dutch workers. The broadcasts are a number of artistic productions of the world since they are included in special programs of the German foreign service. The broadcast programme has been increased for the benefit of the German foreign service.

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For 26 weeks. The announcement has been turned on.

The announcement is turned on.

The announcement is turned on.

Among New Zealand giants of today are the mighty Martin Shardwich and Mako Shark, who swim about their shores. In March, 1943, an airman landed a 1,000-pound Mako Shark by means of a rod and line—it was not only the world's record Mako Shark but also the largest game fish ever caught by rod and line.

2GB Bega 100 Watts

Aids Y.W.C.A.

The announcement has been turned on.

The announcement is turned on.

The announcement is turned on.

The announcement is turned on.

One of the most spectacular big-game fish is the Black Marlin Swordfish, a challenging in New Zealand deep-sea waters.
Tunes With A Tale

A swing tune, written by three "A.A." men in Malta during the island's recent blitz spell, will be the first to have a hearing in a period earmarked for unknown talent in the new B.B.C. Forces program "Tunes With A Tale."

The written music, whose band has placed it in "Calling the British Forces" in each week of that B.B.C. program's two years' run, the name of the piece, "Sirel Wine Swing" is the troops' pronunciation of a Maltese village, Sirel, where there is a small dance hall frequented by the men. In an accompanying letter, the trio told how their tune came to life. One of them, Len Cook, "summed it to Ted Mutton, and gave him the title. Mutton wrote words to it, and then we grabbed over plans. Th' Wilson, and sat down by his plans—and the result is what we are sending to you now."

Nat Allen played it in the Malta program, with Anne Shelton and Walter Brooks as the "New Noel Coward number. He and his pianist, Tug Mutton, and gave it its title. Mutton what we are sending to you gram, with Anne Shelton singing it, to Britain in his gram, by a band of fourteen players, and sung by Dorothy Carless. The program doesn't come good series of freelance radio acting.

The program is dedicated to that "Sunshine Club. She was a prominent member of that fraternity. Reg Johnston was also spot for two well known 2KY personalities—Ron Morse in "Scallywag. He general guidance of the club in its activities, with conducting the women's sessions."

PERSONALS

Mr. "Blind" Brooks, secretary of the Advertising Agency in Melbourne, reappeared in a winning form after an interval of operation. Mr. Brooks was returning from the city last Friday evening when he collapsed in the street and was immediately transferred to St Vincent's Hospital following an interna. Mr. Johnston was formerly the radio personality, until, last Thursday, when he is reported to be on the right road again.

A baby daughter, Judith Lee, was born to Mr. and Mrs. Johnstone a few weeks ago. Mrs. Johnston is formerly with 2GB, but is now under contract to the B.B.C. at Manchester, and is unable to get a radio licence for baby Judith. Mrs. Johnstone is also a well known name in the radio fraternity. Reg Johnston was also formerly with 2GB, but is now under contract to the B.B.C. Station, Manchester, in London. He and his wife, the latterly as night announcer and secretary, have been visiting Sydney with their infant daughter.

The program didn't come good series of freelance radio acting.

Marty Foster, a former CYC personality, has been visiting Sydney with his wife and daughter. The program didn't come good series of freelance radio acting.

NEW SOUTH WALES

JULY LICENCE FIGURES

Rosemary, 1942, 1943

Nett increases 1942, 1943

Sydney... 106,481 159,115

New issues... 788,367 707,287

Cancellations... 61,508 59,027

Population ratio... 22.71 21.88

QUEENSLAND

New issues... 1,419,946 1,487,311

Cancellations... 172,527 167,065

Population ratio... 22.48 21.81

VICTORIA

New issues... 2,445,009 2,564,017

Cancellations... 505,451 509,956

Population ratio... 20.00 19.76

SOUTH WALES

New issues... 1,302,073 1,371,683

Cancellations... 261,862 264,042

Population ratio... 15.33 14.68

WEST AUSTRALIA

New issues... 1,271,031 1,378,106

Cancellations... 286,188 308,220

Population ratio... 21.73 20.28

TASMANIA

New issues... 1,091,077 1,106,055

Cancellations... 120,008 121,673

Population ratio... 32.77 32.45

COMMONWEALTH

New issues... 1,215,881 1,320,743

Cancellations... 121,811 133,072

Population ratio... 24.64 23.58

Price 6d. per copy. Subscription 10 per.


Radio Printing Press Pty. Ltd.

Melbourne Representative: Miss Beatrice Tozeau, 4th Floor, 403 Bourke Street, Melbourne. Tel: "F.L. 3304."