Miss Joy Morgan, sales manager of Armstrong Pty. Ltd., has returned to Sydney after a busy week in Melbourne. She didn't come back with the best of health, as she had been sent to hospital after a bicycle accident. She should ask her about it if you get half a chance.

Discharged from the Army—Although not in a position to rapidly recovering from the effects of the eventful night spent in the Buddha, supposing you are Quarter has returned to 2UW and the "Radio Directory" has returned to its former quarters. There are now more than 250,000 people who have subscribed to the daily paper, and we are happy to report that the subscription figure for this week is 25,000.

As a number of figures on the air today were quite well received, with some new faces appearing, such as Joe Quartly, who has returned to his regular position after being away for a few weeks. Joe has been busy, and the company's staff has made a good effort in marketing. The radio station is also looking after some of the heavy brigade across to the city once more. He has been away now for a few weeks and was to broadcast a special War Loan program today. Congratulations to Les Ross of 3CV, who is in Sydney on leave days.

Mr. E. L. E. O. Nilsen, who was elected president of the A.L.F. Union, was in Melbourne last week-end and was lunching together the other day with Mr. A. Cotterell, manager in Melbourne, is organising a monster fete to be held in the city. The fete will be held on the day before the Loan closed, and as a result the attack was backed to the limit.

There has been an unusual stir in the same department at 2UW all morning. The manager, Mr. Adelyn, is back in the "big smoke" now, and he has come back into the office. He is anxious to welcome him back into his former position. For the Loan to play the 2UW Theatre when, unannounced, he appeared on the stage at the mid-week community singing. With Laos Fontaine, Cecil Coast, Bill Miller and Peter Brookes, the "Radio Directory" has returned to its former quarters. It has provided a new form of entertainment for the listeners, and the return of Reggie Quarter not only provides for the company's interest but also has provided a new form of entertainment for the listeners.

There are many interstaters for the Loan to play the 2UW Theatre when, unannounced, he appeared on the stage at the mid-week community singing. With Laos Fontaine, Cecil Coast, Bill Miller and Peter Brookes, the "Radio Directory" has returned to its former quarters. It has provided a new form of entertainment for the listeners, and the return of Reggie Quarter not only provides for the company's interest but also has provided a new form of entertainment for the listeners.
As a result of a co-incidental survey of more than 1000 homes in the metropolitan area it was revealed that 31.96 per cent. of the listeners were tuned to "STARS OF THE SERVICES" sponsored on 2CH, WEDNESDAYS, 8.30 to 9.30 p.m. by GOODLANDS PTY. LTD.

We asked 1000 people "What if radio station are you now listening?" and almost one third answered: "2CH". Compered by Joan Read, "STARS OF THE SERVICES" is a weekly talent contest for Servicemen.

WEDNESDAY NIGHT IS EXTRA GOOD LISTENING FOR ALL 2CH SPONSORS.

2CH: LIMITED SPACE FOLLOWING THE ABOVE FEATURE AVAILABLE SHORTLY.

FOR FURTHER PARTICULARS APPLY
AMALGAMATED WIRELESS (A/SIA) LTD.
Radio's Vital Role in Success of Fourth Liberty Loan

Government's Active Part in War Time Advertising

Success of the Fourth Liberty Loan, which was well over-subscribed, was undoubtedly the biggest individual advertising campaign ever held in Australia. It embraced all media from the highly specialized radio broadcast to the simplest form of billboard, crammed into five weeks. Radio played a vital role.

In addition to the advertising directly placed by the Treasury Department in every medium, national advertisers and scores of local and regional advertisers contributed portions, and in some cases all, of their press or poster space or radio time to the Loan.

On the broadcasting side during the campaign, all Australian stations, including the National units, were booked-out for three individual hours. On the National stations, five hour sessions, and a number of other extensive campaigns are included. Of those particular companies. Mr. Levey said, "and singled out Phil Halliburton, president of Paramount subsidiary Television Productions, Inc., Herman N. Flann, chairman of the executive committee of 20th Century-Fox, and Earle G. Hinne, president of General Precision Equipment Corp.

"Television inevitably will prove a tremendous factor in the whole field of entertainment, as it will in education and the arts."

"It has been suggested to me that some leaders of the motion picture industry would prefer to hold back television and maintain the present status quo in the film world. If such a view exists, it would be most deplorable for the stockholders of those particular companies.

Levey said that even the biggest circuits cannot remain aloof from television and its effect upon box-office competing Industry executives who closed their eyes to television would find themselves and their theatres completed outmoded. The picture business had nothing to fear from television if it will co-ordinate television to its own use."

"The vast possibilities for cooperation between the motion picture business and television cannot be stressed too much, and television cannot be stressed too much, and television broadcasting development on a subscriber basis as a means toward solving certain financial problems, Levey said, "and when the method is the end product." The method was prepared to present the method in its patented form for exhibition and television, and television cannot be stressed too much, and television cannot be stressed too much, and television broadcasting development on a subscriber basis as a means toward solving certain financial problems, Levey said, "and when the method is the end product." The method was prepared to present the method in its patented form.
Gala Performance of Two Big Shows

"P. and A. Parade" and "Women in Uniform"

The grand final of Maples 1962 ("P. and A. Parade") on Sunday, December 5, again draws attention to the unique position that this program has occupied in Australian radio for a long period.

The "P. and A. Parade" was first presented from 3KR over eight years ago, taking off on its long flight on August 4, 1954. At that time, amateur shows were booming, but the Parade is the only one of those contemporaries which has weathered the distance. From the outset, it was felt that the inclusion of professional and semi-professional talent would be all to the program's good, as hundreds of people in those two classes were getting far less work than they deserved. Many are the professionals of to-day who owe much to the "P. and A.", and countless amateurs are now professionals and semi-professionals, as a result of it.

Perhaps the most remarkable aspect of the work done for Australian artists by the Parade, is not so much the many network stations it has created, but the vast number of people who have been given an opportunity to display their vocal and musical talents at broadcast. Encouragingly, this has given to many of them, even though their ability at the first might have seemed to be of a very low order. There are instances where artists who received their first audition, and were held below standard, and after suggestions, re-presented themselves, and won an audience prize of 100 guineas in a grand prize.

Eddie Balmer, program manager of 3KR, who has organised this show since its inception (first held in 1954), believes that there are two of the best-kept secrets in radio, at least as far as talent discovery is concerned. Over those years, he has auditioned over 16,000 people, some were large ensembles, such as bands, choirs, and orchestras; some were smaller groups; many were soloists, so that it is said that over 60,000 people have passed through 3KR's Doorkick, in hopes of making radio fame in 3MPS and "P. and A. Parade."

The number of identities who made their first professional appearances through the Parade, grows more impressive each year. Nationally known crooners such as bands, choirs, and orchestras; some were smaller groups; many were soloists, so that it is said that over 60,000 people have passed through 3KR's Doorkick, in hopes of making radio fame in 3MPS and "P. and A. Parade."

The story of "Women in Uniform" is the story of one radio identity. Originally designed for Australia's first "all-women" show—"Women in Uniform," the series was one of the most popular productions of the 1930s. Since the first season of 1935, which had a large and enthusiastic following, "Women in Uniform" has been staged each week at many of the network's country stations, and has been allowed to intrude into the broadcast schedule. The series was a success, and its popularity continues to grow, with many thousands of service women being active in it. The production of "Women in Uniform" will involve the production of "P. and A. Parade," which will be broadcast at 3:30 p.m. each Saturday afternoon, and the 100th anniversary of the women's service in Australia will be marked by the "Women in Uniform" program. The production of "Women in Uniform" will involve the production of "P. and A. Parade," which will be broadcast at 3:30 p.m. each Saturday afternoon, and the 100th anniversary of the women's service in Australia will be marked by the "Women in Uniform" program.

Talks and Stories

Stories and talks of general interest will be included on the program, and will be heard between the musical items. The regular readers of the "Women in Uniform" series will be heard, together with a number of new and unusual reader's. This program will be broadcast on Sunday, December 5, 1962, at 3:00 p.m., and will be repeated on Monday, December 6, at 7:00 p.m.

The regular readers of the "Women in Uniform" series will be heard, together with a number of new and unusual reader's. This program will be broadcast on Sunday, December 5, 1962, at 3:00 p.m., and will be repeated on Monday, December 6, at 7:00 p.m.

Programme Notes

The "Women in Uniform" series has been so popular that it has been able to attract a large number of new readers, and it is anticipated that the series will continue to grow in popularity. The series has been so popular that it has been able to attract a large number of new readers, and it is anticipated that the series will continue to grow in popularity. The series has been so popular that it has been able to attract a large number of new readers, and it is anticipated that the series will continue to grow in popularity.

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Conservation of Transmitting Tubes

(By Murray H. Stevenson)

War time economy must be practiced by every department of the stations, and there is no indication that the present emergency is likely to be relaxed. Automation of transmitting and broadcasting, and where valuable equipment and precious raw materials go to make up the transmitting apparatus, the need for conserving is all too apparent. Conservation of transmitting tubes is one of absolute paramount importance, and at the invitation of the Editor, Mr. Murray H. Stevenson, chief engineer of Radiola 2UE Sydney Pty. Ltd., has supplied these notes upon this subject.

1. Tubes are still some shelf, falsely imagine that they are safe and duration of each
and will be glad to check one of these notes upon this subject.
100
1. Tubes are still some
real risk of finding them useless when simply by giving every tube on hand asockets.
or at most every six months. This pro

(1) Keep within the maximum ratings.
(2) Keep glass envelopes clean. This allows maximum heat radiation and will be glad to check one of these notes upon this subject.
(3) Keep glass envelopes clean. This allows maximum heat radiation and will
(4) Filaments—For tubes using pure-tungsten filaments, a reduction in filament voltage greatly lengthens tube life. A filament-voltage reduction of only 5% doubles the life of tubes of this type. A REDUCTION OF 15% INCREASES IT ALMOST TENFOLD. Obviously, a 15% filament-voltage reduction with its resultant decrease of 3/8 in tube emission would hardly be feasible in most applications. On the other hand, a less drastic reduction might be very desirable. In many in
stances, it may prove advisable to adjust station operation closer to the maximum permissible distortion in order to operate long-distance filament tubes at the lower normal voltage, thus increasing life and saving material to their life. RCA pure-tungsten-filament type include RCA-802, 805B, 801R, 801L, 804, etc., Western Electric or "Standard" type 4233A, 4200C, etc. For certain special types of filament tubes, it is necessary to maintain the filaments at rated voltage when the tubes are operated at full load, for light load will reduce the filament voltage by as much as 5% or 10%, and will be glad to check one of these notes upon this subject.
(5) Run tubes as lightly loaded as possible, consistent with adequate output and reasonable
distortion.
(6) Check operating voltages periodically, and once a year check your meters against a standard. It is quite wrong to assume that because a meter is of reputable make it will hold its accuracy indefinitely. The local power supply authority will probably have the facilities and will be glad to check one of your instruments which can then be checked to others in the station. Always check instruments at several points on each range—the accuracy probably varies with the amount of distortion.
(7) Keep glass envelopes clean. This allows maximum heat radiation and prevents leakage. Glass off dust film gently with a little water. Do not attempt this while the glass envelope is warm.
(8) Use tubes in parallel, so that if one fails the output will not be seriously reduced. Do not use tubes in series, as that will increase the capacity of the circuit and will reduce the life of the tubes.
(9) Keep glass bulbs clean to avoid smudging and prevent overheating.
(10) Operate the filament at the rated voltage or within the limits specified by the manufacturers.
(11) Provide protection against arcing-backs such as overload relay to remove plate voltage from the overloads on the series current limiting resistors in plate circuits.
(12) Where several tubes are used in a rectifier circuit an arc-back indicator associated with each tube is useful in indicating which of the tubes has taken direct current.
(13) Properly designed smoothing filters are essential in obtaining maximum life from the valves. For this purpose, Schott and Genius filters have the advantage over others mentioned in this article. A 15% reduction of the 15.2% filament-voltage reduction of the valves into the plate circuit is readily obtained by using a filter of proper design.

NOW MORE THAN EVER BEFORE, YOUR "MUST" STATION IS—

A "Brolly" in hand is worth two in the shop.

... but 2KY's COVERAGE IS THE BEST OF THE LOT

Phoebe: M6291-2

A. L. PINN, 66 King street

SCH WOMEN'S LEAGUE ANNUAL PARTY

People wartime difficulties the SCH Women's League has made all arrange
ments for the holding of its Annual Party on Saturday, 13th February, at 3 p.m., in the Sydney Teachers' Union hall, and judging by present indications it will be one of the most successful in the league's history.

In the absence of the staff available for this 10th year of the competition it will be impossible to serve afternoon tea, but in anticipation that the loyalty of league members will ensure an attend
ance equal to that of any previous 20th Function at the Trojans.

All other attractions, which have been enjoyed by the party the most important in the league calendar will be pre

The Melbourne Advertiser, December 2, 1943

An important feature will be the pres

Commercial Broadcasting, December 2, 1943
Two More Stations Join Macquarie Network

The inclusion of 3CV Maryborough (Vic.) and 4BU Bundaberg (Qld) as members of the Macquarie Network will add strength to Macquarie's coverage in the national field. The stations represent two most important areas of the Commonwealth.

Stations 3CV, through its recent transfer to Maryborough (Vic.) from Charleville, is placed in one of the choicest spots in Australia for purposes of country coverage.

Maryborough, 86 miles air from Melbourne, has a population of approximately 25,000 within a 50 miles radius. The station is now linked by permanent land link with the Macquarie Station in Melbourne. 3AW, four hours nightly from 6.30 to 10.30 p.m.

Several of the leading network advertisers have already arranged to extend their programs to 3CV, and all other sponsors now using 3AW between 6.30 and 10.30 p.m. will automatically gain the benefit of the relay as and when their contracts are renewed at the combined rate. In the meantime, 3AW will feed through separate programs for its channels and not be taken up with paid relay.

4BU Bundaberg

Bundaberg station 4BU has long been established as one of the leading country stations in Queensland, and has for some time carried most of the existing national programs.

Hitherto, the Macquarie Network has not had any member station in the Queensland country area, and the use of 4BU in addition to 4BH Brisbane will strengthen the basic coverage in the great Northern area, providing national programs in central Queensland and the use of 4BU in addition to 4BH Brisbane will strengthen the basic coverage in the great Northern area.

Station 4BU operates on 500 watts at 1,550 kilowatts. In connection with the new stations in December, 1935, backed by a powerful directorate representative of the leading commercial interests of Bundaberg. The district of the central coastal region of Queensland serviced by the station is a wealthy area, with sugar and cotton industries, the leading rural industries. There are also numerous progressive secondary industries in and around this city.

Macquarie has been appointed as sole representative for 3CV and 4BU in Sydney and Melbourne.

Exotiq Perfumes have contracted for five-minute spots in the breakfast service on 3CV. The program will be known as "Harmony of the Senses."

"Do It Yourself," a session designed to help people solve their war-time problems is now on relay from 3CV to 3AW.

Highfield Tonic has recently been added to the list of sponsors using time on 4BU and Bundaberg.

The photograph illustrates the old-time Maori form of greeting (nose-rubbing).
Nostradamus for the Air

Famous Prophecies Scripted for Radio by David Ikin

The amazing "Prophecies of Nostradamus" are to be dramatised and broadcast for the first time on a network of stations throughout Australia.

Sponsors of the program are the manufacturers of Tom Piper's Fresh Canned Foods, the Dalmore Publishing Co. Pty. Ltd.

Written for radio by David Ikin, "Prophecies of Nostradamus" is a SUE-Neel Jachtil production, featuring an all-star cast with George Banfani as narrator.

David Ikin has made an intense study of the writings of Nostradamus, a monk who lived in the 16th century. The only copy of his original forecasts is in the British Museum, but Mr. Ikin has now published a book on the subject. The publication date is being arranged by Consolidated Press, as well as publishers in America and England.

Many of the famous Nostradamus prophecies have also been the subject of short film produced in Hollywood and shown in Australian theatres.

In the year 1556 Nostradamus recorded the fact that a man to be known as Hitler would come to Germany, conquer kingdoms and bring tears to Malte. He also predicted the fall of the Roman Empire, the failure of the League of Nations, and many other startling happenings. It is claimed that his predictions extend into the 40th century.

The story of Nostradamus has required very careful scripting, but the dramatisation has been splendidly handled and the acting is expected to create widespread comment and interest.

Each quarter-hour episode of Nostradamus will be complete in itself, and the first of the series will be broadcast from 9.00 p.m. on Sunday, December 8.

Other stations to broadcast this new SUE-Jachtil program will be PBS, ELM, 4DB, 4BH, SAD-FM, 7TH, QAM-AM.

Account is handled by Paton’s Advertising Service, Melbourne.

GROCERY FIRM’S MORNING CHANNEL

R. S. Bottle Pty. Ltd., a leading grocery retail group, will present an exciting and dramatic channel ofaza daily on 5.30 a.m. four days weekly, has been announced byChoice Broadcasting, the sponsor of the Radio France Sydney ‘Prosperity’ program, entitled ‘Most Marvelous’ and featuring Mrs. Edith Warne as host.

The selection of the George Edwards company’s biggest successes has received a warm release in this daytime channel, and the show will be continued with the broadcasting of ‘Eminent Maltrovers’. It is claimed that the program’s schedule will remain unaltered through the first ten weeks.

The production of the George Edwards company is of its highest order, and the audience is expected to create widespread comment and interest.

COUNTRY STATION’S FULL FOR LOAD

The Northern Unit, SHS, of the Victorian and Macarthur Broadcasting Networks, played the prominent part in the raising of several quotas for the Free Liberty Loan. Load radios were broadcast from Kerang, Yackandanduh and Lake Boga. A total amount of £1,500 was raised by telephone subscriptions on the night of each rally, and all requests were allotted quotas of both subscribers and accounts.

SONS OF THE SEA

‘Forsaking the Sea,’ a SWG production, is obtaining a strong following among sailors particularly from those people who have sons or relatives in the Navy. Every aspect of the exploits of individual ships and the Royal Navy in the past and present, and a remark was passed recently by one of Melbourne’s leading radio listeners to the effect that this was one production that really got the atmosphere. MacRobertson’s are the sponsors of the program and the production is handled by Donald Joyce.

The program will be broadcast daily on 4.30 p.m. five nights from Monday to Friday.

INCREASE IN PRIZE MONEY FOR AUSTRALIA’S CHOICE

Ongoing popularity of “Australia’s Choice” has caused a substantial increase in prize money to listeners able to forecast most precise time of each event. The program is sponsored by the Mutual Radio Theatre.

The new prize schedule offers a first prize of £5 to the closest listener to the time in correct order of sales rates.

If there is no correct forecast the prize is £5 every week until won. The next week the program is then advertised and scheduled for the next two consecutive events. The prize is divided equally in the case of two or more listeners matching the time.

An additional prize of £50 is awarded for the closest listener to the time in correct order of sales rates.

The program is broadcast daily on Monday or Tuesday.

PETER CHEYNEY NOVELS FOR MAJOR NETWORK

The Major Network announces that H. B. Roydco and Co. Pty. Ltd., manufacturers of Vaxco’s, have contracted for the presentation of the dramatic feature "This Man is Dangerous," and other Peter Cheyney novels over a long period on the Network stations throughout Australia.

The program will be presented at 9 p.m. on Mondays, Tuesdays and Wednesdays.

This is one of the few Cheyney stories that is suitable for adoption for radio, "This Man is Dangerous," features the magnetic character of the author's famous character, Lenny Caxton, adventures of which have been responsible for elevating many of Cheyney's novels to the best seller class. Recorded in the studios of 3DB Melbourne, this story has lost none of its appeal, for the adventurous spirit of Lenny Caxton himself has been skillfully transferred into the drive by Clifford Cowley, well known for his many outstanding performances in radio.

In this story Lenny Caxton arrives in London from U.S.A. to investigate the kidnapping of the daughter of a rich American. His object is to round up the notorious kidnapper—Bjorga—and release the girl. His achievement proves to be a highly thrilling experience.

Other Peter Cheyney novels scheduled for broadcast after "This Man is Dangerous," include "Prince of the Lotus," "The Steel Treasures," "Dreadnaught," "Prince" and "The Ladies Kill."" 

Major Network stations presenting the program are: Stations 3AW, 4DB, 4B (Sydney), 3SB, 3UK, 3DJ (Queensland), 3BC, 3AR, 3WA, 3DD, 3YO (South Australia), 3DA (Western Australia), 3TW, 3TR (Tasmania).

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ANTHONY HORDERN'S FAIRY TALE PANTOMIME

This year, instead of their usual Peter Pan and Wendy fairy stories, under the title of "Jingle Bells," Anthony Hordern and Sons Pty. Ltd. have planned a special treat for the kiddies, in the shape of fairy tale pantomimes. One novel to have started plans will be "The Elves and the Shoemaker," which thought will dialogue will predominate, the music being purely incidental.

Scripts were devised and written by Jean Cortes (SUE script editor) when he was in Italy, and, as radio pictures, they were most successfully broadcast in Bombay, Delhi, Bombay, Calcutta and other cities.

In their presentation in Sydney the plays will be complete with "Gosh and Blood," dance, principal boy, fairy queen, dancing bears, fairy lights, etc., according to requirements of the scripts, and these parts will be played by leading radio personalities. In the opening pantos, "Cinderella," "Kitty Doughty and Al Thomas were a Faro duo as the Fairy Godmother, Queens Ashford played both "Fairy Queens," and "Prince Charles," Jean Lard was "Cinderella," and Owen Aihon the Baron.

These players will also take various parts in the general series, and they will use music and songs from well-known radio artists.

Jean Cortes, in addition to writing the scripts, also produces the shows, and if the splendid quality of the first broadcast is maintained, it is hoped that more will be written and presented.

The time of broadcasting for these radio pantomimes is 5.15 to 5.30 p.m. on the above dates, from 1943.
Among the Sponsors
The Roseman Brush Co. has announced for time on 2UZ Melbourne.

A grand award winning Antarctic show, has recently taken 23 half with one of the best of films. It has come full of fine quality music, every touch, and it features a white Arctic.

Meares, T. W. Draper and Co., Ltd., has contracted with the 2GB for specially recorded announcements for daytime relief.

Hoyts Sydney, have renewed with weekly evening announcements every day of the week. Every announcement will be fitted with a long-term contract using announcers.

The Leader of Sydney comments that on behalf of Paramount Studios Ltd. they have the right to use the 3UZ Sessions.

United Artists (A/s) Pty. Ltd., is using a series of 10-word day announcements on 2GB.

Renewal contract through Baslow's on behalf of Dr. Williamson Medicine Co. (Elixa Pile & Picknett) for try as a long-term contract.

BOOK COMPANY'S USE OF RADIO

A unique broadcast was presented by 2ZB Wellington, N.Z., on the Sunday afternoons, following the broadsides of the general elections. This election marked the seizing of age of radio in the political field of New Zealand, for results were broadcast by the 50-watt Waltz.

The broadcast was a faithful representation of the 1922 election with actual results and the reproduction of the quality of reception and the state which was a big part of what could be expected on old battery equipment.

Further colour was added by playing old records, which included the latest for the time of the day, "The Shiek of Arabia," and "Mr. Ernest Pikes," London's then leading tenor, singing, "Where the Sunsets Turns the Ocean Blue to Gold."

The authenticity of the broadcast was further checked with the assistance of Mr. McCloud, the original operator of 2ZK.

An amusing highlight in the re enactment was the appeal for anyone knowing where the whereabouts of a bay mare and her foal. Within five minutes there was a ring from a lady listener in one of Wellington's suburbs stating, in all seriousness, that they had been in her street all the morning!

"CHINS UP" LIVE RELAY EXTENDED

Among the first Melbourne programs broadcast "live" in Sydney, one of the most successful has been "Chins Up!", in the 2ZK half-hour produced for the Kiri Polinaki Co. Pty. Ltd. Arrangements were completed last week for the extension of the relay, under the same sponsors, for a further 12 months.

"Chins Up!" is a first-class half-hour of variety, featuring a company of artists and instrumentalists.

The time of broadcast will remain unaltered—8.15 p.m. Thursdays.

ALL DAY APPEAL

Arrangements are now well in hand for another all day appeal to be broadcast from 2KB on Saturday, November 28. The entire proceeds are for the Swan Hill District Hospital. Colin V. Blackes, manager of 2KB, will conduct the appeal from 9 a.m. until 11.30 a.m., and he will be assisted by a well-known Swan Hill identity, Mr. Jack Williams. A specially attractive program is being arranged, and will include items from leading district performers.

The appeal will be opened by the Mayor, Cr. K. E. Kinnins.

"Kommonsense Kitchen Klub" to carry on in Daytime

The Sanitarium Health Food Co.'s novel way of presenting recipes, mother crafts, first-aid talks and general household hints per medium of a bright musical program has proved highly successful, and renewal for a further 52 weeks has come as a matter of course.

Presenting Miss Winnifred Wismes as Sanitarium's cooking expert, the "Kommonsense Kitchen Klub" is broadcast every Tuesday and Wednesday morning at 10.45 (there are a few variations to this on 2BC, 2HR, 2KB, 2KL, RML, 3ZG, 3AW, 3BA, 3SY, 3E, 5DN, 6PR, 7HR, 7DA, and 7BI).

The program is designed and played by Thompson and Associates, who have also received the Absolute Radio Church half-hour on Sunday on the following stations: 2SB, 2ZHR, 2CA, 2ZG, 2KA, 3SNX, 3FW, and 3BI.

World's Richest Trotting Event in New Zealand

On the eve of the 1943 New Zealand Trotting Cup, the commercial station in Christchurch, Radio 2HR, ran a very successful and novel program. This took the form of a telephone interview with all the trainers of the Cup candidates.

The Cup trainer, understood to be the richest prize offered in the world for a Trotting event, and interest throughout the Dominion was at fever pitch. As several of the trainers were not resident in Christchurch, it was necessary to put through long distance calls, for which the station had the full co-operation from the Post and Telegraph Department in facilitating speedy responses when the calls were put through.

The interviews were arranged beforehand so that they would be on hand were interviewed by 2HR's sporting reporter. The trainers were asked a series of questions regarding the horses' preparation, his chances of winning the Cup, and what the trainer considered would be the most difficult horse to beat in the field.

The program was sponsored by a local jeweller, and commercials were interspersed during the presentation, and these were designed to tie up with the meeting atmosphere generally.

The public's reaction to this feature was astounding. Radio 2HR has always had the happy knack of preserving very personal and friendly relations with its listeners, and on this occasion the frantic last moment in acquiring the station's appreciation of the service.

The various departments of the station cooperated and worked with a will to put the show through skillfully, sales, production, script writers, and technicians sharing the credit for its success.
PERSONALS

Captain John Wheater, crack 2YW announcer before the war, will shortly be donning civvies again. September 13th is the date when Mr. Wheater moves from the announcer's rostrum to the footlights in Melbourne. He will be starring in "The General" alongside "The Great Walrus". Mr. Wheater has been with 2YW for 13 years, and has been associated with the station since before the war. He has a broad range of experience on radio and has been a valuable asset to the station. His departure will be regretted by many of his listeners.


Three Wishes...

MAY Xmas bring to you something of that freedom from care, for which all men pray.

MAY you find in the New Year the realisation of your hopes and your dreams.

MAY next Christmas see us all building in peace, in that brave new world for which we have planned so much.


COMMERICAL BROADCASTING BUSINESS

INCORPORATING BROADCASTING BUSINESS.

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS LTD., Melbourne.

SEPTMBER LICENCE FIGURES

NEW SOUTH WALES

<table>
<thead>
<tr>
<th>Licence Type</th>
<th>New Issuses</th>
<th>Cancellations</th>
<th>Monthly Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New licences</td>
<td>7,245</td>
<td>2,772</td>
<td>4,473</td>
</tr>
<tr>
<td>Renewals</td>
<td>5,524</td>
<td>3,548</td>
<td>1,976</td>
</tr>
<tr>
<td>Population ratio</td>
<td>22.41 (22.38)</td>
<td>22.41 (22.38)</td>
<td></td>
</tr>
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</table>

VICTORIA

<table>
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<tr>
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<tbody>
<tr>
<td>New licences</td>
<td>6,235</td>
<td>1,548</td>
<td>4,687</td>
</tr>
<tr>
<td>Renewals</td>
<td>4,321</td>
<td>2,200</td>
<td>2,121</td>
</tr>
<tr>
<td>Population ratio</td>
<td>22.31 (22.28)</td>
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QUEENSLAND

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<tbody>
<tr>
<td>New licences</td>
<td>5,121</td>
<td>1,200</td>
<td>3,921</td>
</tr>
<tr>
<td>Renewals</td>
<td>3,816</td>
<td>3,000</td>
<td>816</td>
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<tbody>
<tr>
<td>New licences</td>
<td>4,251</td>
<td>1,000</td>
<td>3,251</td>
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<tr>
<td>Renewals</td>
<td>2,721</td>
<td>1,500</td>
<td>1,221</td>
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<td>Population ratio</td>
<td>22.31 (22.28)</td>
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WESTERN AUSTRALIA

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</thead>
<tbody>
<tr>
<td>New licences</td>
<td>3,125</td>
<td>800</td>
<td>2,325</td>
</tr>
<tr>
<td>Renewals</td>
<td>2,321</td>
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TASMANIA

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<tbody>
<tr>
<td>New licences</td>
<td>2,014</td>
<td>500</td>
<td>1,514</td>
</tr>
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<td>Renewals</td>
<td>1,377</td>
<td>750</td>
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<tr>
<td>New licences</td>
<td>1,666</td>
<td>400</td>
<td>1,266</td>
</tr>
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<td>Renewals</td>
<td>1,211</td>
<td>300</td>
<td>911</td>
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