

UNITED COUNTRY PARTY WANT BROADCASTING STATION

In Federal Parliament recently, Mr. J. McEwen, Member for Echuca in Victoria, asked:

"In view of the announcement of the Prime Minister (Mr. Lyons) that the Federal Cabinet had decided to make available to the United Australia Party organisation in Victoria, a "B" class wireless licence, will the Prime Minister take the necessary steps to see that a licence to conduct a "B" class wireless station is also made available to the United Country Party organisation in a centrally situated locality in order that that party may have equal facilities for placing its policy before the people?"

Mr. Lyons replied:

"The matter is one to be dealt with by the P.M.G.'s Department in the light of all applications that are made, and I can assure the Honorable Member that his suggestion will be taken into consideration."

Mr. McEwen:—"The Prime Minister announced that the licence for the United Australia Party was issued as a result of a Cabinet decision."

Mr. Lyons:—"That is so. The Cabinet will be free to deal with any other matter of the kind which is brought before it by the Postmaster-General."

2UW PERSONALITY CALENDAR

Requests continue to pour in in thousands to Station 2UW for the calendar giving photographs of all the station personalities together with useful information concerning health, sport, home hints, dreams, the horoscope and other matters of daily interest in every home. The calendar is in the form of a handy booklet and a stamped addressed envelope will bring this dainty gift to any 2UW listeners who care to write in and ask for same. These calendars are linked up with the Australian Broadcasting Health presentations.

"THE THRILL HUNTER"

The Vacuum Oil Company has been entertaining Queenslanders with a specially prepared half-hour's musical programme, including such popular concert artists of the Gladys Moncrieff, Richard Tauber, Clapham & Dwyer variety; another musical feast made available to Northern music lovers was the widespread broadcast of the Grenadier Guards' Band Concert in the South which was relayed through 4BC to its chain of associated country stations.

The new session sponsored by the Vacuum Oil Co., is entitled "The Thrill Hunter," consisting of dramatised chapters from the amazing career of a George Mortimer, who has led a particularly colourful life as French Foreign Legionnaire, Texas Ranger, Gun Runner, U.S.A., Secret Service Man, Buffalo Bill Showman and an aviator in the Great War. Each episode is complete in itself and is supposed to be from real life.

BROADCASTING AT KALGOORLIE

In the House of Representatives last week, the Honorable A. E. Green, member for Kalgoorlie, W.A., asked the Minister representing the P.M.G., if—"In view of the fact that the B class station at Kalgoorlie has discontinued its daylight broadcasting service, but no satisfactory service is received from the 6WF National Station at Perth, which is 375 miles away, and that it is unlikely that this may be expected from the only other National Service Station, in the Katanning District—which is equally remote—will the Minister representing the P.M.G. consider as urgent, the necessity of establishing a National broadcasting station at Kalgoorlie to serve the whole of the gold fields of W.A.?"

Mr. Hunter—"The Postal Department is still engaged in the second stage of its programme comprising the erection of seven broadcasting stations. At the conclusion of the present work the third stage will be undertaken, and no doubt consideration will then be given to the claims of Kalgoorlie."

NEW PEPSODENT FEATURE

"The Air Adventures of Jimmy Allen" will be the title of the new serial sponsored by Pepsodent and broadcast by 3KZ Melbourne. The same serial is also running through 2GB in Sydney.

The serial will tell of the adventures of Jimmy Allen of the ground staff of an American commercial aerodrome. Jimmy Allen is the normal boy of 1934 interested in aviation and adventure.

Ground signals, radio beacons and radio will be worked in against a background of whirring planes as Jimmy Allen speeds away on his thrilling adventures. The story is more than a real thriller, it is an education—an education that seeks to awaken the airmindness in the youth of Australia.

Tarzan was popular, but it is felt that the "Adventures of Jimmy Allen" will be even more popular.

In order to maintain the continuity of the serial Pepsodent will be heard every night from 3KZ between 7.30 and 7.45 p.m.

ALTERATION IN TAMWORTH CALL SIGN

Advice has been received from Tamworth Radio Development Co. Ltd. that the call sign of 2WO originally allocated to the Tamworth Station has been changed to 2TM. The wavelength remains unchanged at 204 metres. It is anticipated that active developments will eventuate in the New Year, so that Peel Street's new transmitter will quickly achieve well deserved popularity. The organisation is in the capable hands of a good combination in Messrs. Higginbotham & Whitcombe (Engineer).

Just Released!

LICENCE FIGURES

NEW SOUTH WALES

	October	November
New Issues	6,129	5,468
Renewals	15,416	15,081
Cancellations	1,979	1,940
Monthly Total	256,117	259,645
Net Increase	4,150	3,528
Population Ratio	9.73	9.87

VICTORIA

New Issues	5,378	5,375
Renewals	14,362	11,412
Cancellations	1,669	3,704
Monthly Total	223,999	225,670
Net Increase	3,709	1,671
Population Ratio	12.24	12.33

QUEENSLAND

New Issues	2,085	1,599
Renewals	3,244	3,605
Cancellations	440	471
Monthly Total	60,719	61,847
Net Increase	1,645	1,128
Population Ratio	6.34	6.45

SOUTH AUSTRALIA

New Issues	1,261	1,159
Renewals	3,911	3,566
Cancellations	236	435
Monthly Total	70,863	71,587
Net Increase	1,025	724
Population Ratio	12.05	12.17

WESTERN AUSTRALIA

New Issues	964	962
Renewals	2,260	2,180
Cancellations	5	301
Monthly Total	36,238	36,899
Net Increase	959	661
Population Ratio	8.20	8.34

TASMANIA

New Issues	509	451
Renewals	874	854
Cancellations	282	301
Monthly Total	18,627	18,777
Net Increase	227	150
Population Ratio	8.17	8.23

COMMONWEALTH

New Issues	16,326	15,014
Renewals	40,067	36,698
Cancellations	4,611	7,152
Monthly Total	666,563	674,425
Net Increase	11,715	7,862
Population Ratio	9.98	10.10

The above figures include:—

Total Free Licences to the Blind	1,381	1,477
Total Paid Experimental Licences	1,239	1,242

RADIO TALENT SEARCH BY 2UW

Complete arrangements have now been made by 2UW for the conduct of a far reaching Eisteddfod, the object of which is a search for radio talent. Details will be announced shortly. The Eisteddfod will be run right through from January to Easter and a number of Sydney's leading musicians will act as adjudicators.

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3AW Breakfast Club Activities

AS the days, months and years go by, the "Nicky & Tuppy" 3AW, "Ham & Eggs" Club, is becoming more popular than ever. The membership is growing each week by leaps and bounds, and many thousands of appreciative listeners have paid their joining fee of sixpence, which goes towards the up-keep of two Cots in the Austin Hospital.

Although "Nicky & Tuppy" have been conducting the Breakfast Session almost since the inception of 3AW, they did not form their Breakfast Club until May 3rd of this year, and to have installed two Cots in such a short while, on behalf of their Breakfast Club Listeners, is certainly a marvellous feat. Through the medium of their listeners, this Radio couple is always ready to help those in need, and numerous appeals have already been made to their members for assistance to those who are not so fortunately situated. The response has been more than gratifying, and only goes to show what wonderfully good-natured people there are in the Club.

Apart from the two Cots, the 1932 and 1933 Christmas Appeals combined, provided close on 2,000 homes with food, clothing and toys for the poor.

Appeals by "Nicky & Tuppy" have been made for earphones for the Austin Hospital, and almost 900 pairs have been provided for the institution.

Until "Nicky & Tuppy" started the Breakfast Club for the benefit of the Austin Hospital, this institution lacked the advertisement that many other hospitals receive. Consequently, it was very little known to many people. But now it is probably as well-known as the Melbourne Hospital.

The success of their Opening Dance, in the Masonic Hall is past history, their picnic at Williamstown a few weeks ago was attended by 16,000 people, their Radio Party at Wirth's Circus on Tuesday night, December 4th, was attended by 6,000 people, and naturally, their next picnic on December 16th, is looked forward to by all members and listeners with

keen interest. It has been arranged that special trains will leave every suburban station, as well as Flinders Street, to transport the intending picnickers to Williamstown Beach, where the outing is to be held.

In co-operation with various theatres, in and around the city and suburbs, free theatre tickets are distributed among members of the Breakfast Club every morning. It can safely be said that no individual session being broadcast in Australia has become more popular than the famous "Nicky & Tuppy" combination. Its advertising value is immense and the sponsors' announcements are delivered in such a way as to provide entertainment, while at the same time, conveying a sales message. Space in this session is hard to secure, and present sponsors are always eager to renew on the expiry of their contracts.

"Nicky & Tuppy" were the inaugurators of the Dual Breakfast Combination, and their popularity is illustrated by the numbers of their followers, who, in the space of six days, sent in between five and six thousand parcels for the benefit of flood victims, together with a substantial sum of money.

VACUUM'S MERRY MOMENTS

Of intense interest to music lovers is the half-hour session broadcast from Station 4BC each Monday night at 8 p.m., when "Vacuum's Merry Moments" take the air. Outstanding popular concert artists of the Gladys Moncrieff, Richard Tauber, Raie da Costa, Clapham & Dwyer variety, follow each other with the briefest of introductions and a minimum of advertising matter. Another musical treat was recently made available to Queenslanders by the Vacuum Oil Company, when the widespread broadcast of the Grenadier Guards' Band Concert in the South was relayed through 4BC to its chain of associated country stations.

SWIMMING CHAMPIONSHIPS

2UW has received exclusive broadcasting rights from the N.S.W. Swimming Association to describe the N.S.W. Swimming Championships to be held in the Domain Baths on January 7; at Manly Baths on January 8; at Coogee Aquarium on January 10; and again at the Domain on January 12. In addition to the Australian leading swimmers, Sakagama and Kivokawa, from Japan, will also compete. Great interest will be taken in Andrew Charlton's attempted "comeback" and Noel Ryan and Reg. Clark, Olympic swimmers, will also be on the programmes.

Descriptions will be broadcast by Mr. Dud. Hellmrich, Secretary of the N.S.W. Amateur Swimming Association. Listeners should tune in to 2UW on the afternoons of the dates mentioned above, when the descriptions of each event will be worked into the usual studio programme.

SHEFFIELD SHIELD MATCHES

A large Brisbane emporium—"Overell's"—is providing the opportunity for thousands of Queensland sporting enthusiasts to enjoy a ball-by-ball description of the Sheffield Shield matches being played in Brisbane. These descriptions will come direct from the playing ground, and will be given by the popular sporting commentator, Mr. Barney Cook, through the 4BC microphone.

7,500 LETTERS WITH STAMPS IN LESS THAN 7 DAYS

On Wednesday, December 5th, Dr. N. du Maurier, the founder of the Australian Broadcasting Health Society, mentioned during his session on 2UW that the Station would be glad to send free to any listeners forwarding a 2d. stamp for postage, a unique calendar featuring 2UW's personalities.

Pointers covering the offer were given by the Station, and the great flood of applications received necessitated a further 2,500 being ordered from the printer to supplement the original order of 5,000. Surely eloquent testimony to 2UW's "pulling" power.

7,500 letters with stamps enclosed for postage in less than a week!