

PERSONALS

The spirit of bon homme always seems to hover over stage and radio artists and theatrical personalities gather around. It was strongly in evidence at the official opening in Sydney last week of the Stage Door Canteen. The delightful informality of Ernest Lashmar accompanying at the piano, while Peter Dawson sang and Harold Bowden turned the leaves for them was appreciated by everyone.

By the time this is being read it is possible Grace Gibson will be back in Australia. Writing to a friend in Sydney by a mid-December posting, she said she was leaving for Australia in February. "and no foolin' this time!" At that time she was manager of Spot Sales in Hollywood—the company which bought out Transc.

It was recently revealed that a number of Australian airmen were flying the great American Liberator bombers in the "north," and amongst the first few mentioned in this respect was Flying Officer George Foster. Foster is well known in commercial broadcasting circles, and was associated with 2KA before joining up.

Sheila Cantwell, who is well known in Melbourne and Riverina radio circles as "Janet," has relinquished the women's session on 2QN Deniliquin to join the W.A.A.A.F.

A staff change announced by A.W.A. broadcasting department last week was in the appointment of Mr. H. E. Cox to management of the Albury station, 2AY.

Eileen Florey, Australian star who made a name for herself in America, is appearing in the Bob Dyer Show and is a big hit at his camp shows. Miss Florey is especially popular at the American camps and hospitals, where she is constantly recognised by boys who saw her perform in the States. Although an Australian she went to America as a child and became so Americanised that she is always taken for one. She returned to Australia a few years ago for the Tivoli Circuit, and has also been heard in a number of radio shows.

Mr. and Mrs. George Patterson, of Bellevue Hill, have been notified that their son, Lieutenant Kim Patterson, R.A.N.V.R., on special service with the Royal Navy, is missing.

Fred Tupper, racing commentator at 3AW, who is now sharing the breakfast session with Phil Furley, decided to go to the races last Saturday purely as a spectator and maybe as a punter. He selected two four-legged possibilities and backed the double for superlatively long odds. Fred's heart was beating faster, as the afternoon went on and the first leg of the double romped home. But all was in vain, the other leg ran third.

No sooner was she back on the air after her holidays than "Sally" of 3XY went off to a sick bed for a few days. However, her bright voice is back again on the station's morning sessions.

Arthur Collins, newcomer to the 3XY production staff, has a real theatrical atmosphere around him when "cutting" episodes of his new "Tough Guy" serial soon to hit the air. Claude Flemming, Keith Eden, Charles Zoli, Alec Pratt, Les Gordon and Les King make 3XY's No. 1 studio on cutting days look like a rehearsal for the Comedy Theatre's "Kiss and Tell."

Musical changes at 3XY include the appointment of Dot Mendoza, well known for her broadcasts and theatre appearances as official station pianist. Kevin Bradley, former musical director, has left to devote more of his time to teaching and music study. His place as conductor of the weekly "Aspro" Radio Revels on Saturday nights has been taken by Lyle Chick.

Mr. A. Campbell Jones, general manager 2UE, has returned to Sydney after a week's visit to Melbourne.

Len Maurice, 2UE evening announcer, is now convalescing after a severe operation. "The Fishermen's Return" is the title of a story we should like to print if space

would allow. . . here is the summary. Radio was bereft recently of four of its leading lights—Rupert Fitts, Sid Kemp, Randal White and Stan Clark. Radio was not only bereft, it was anxious, because these four men went away fishing, and with "baited" breath we awaited their triumphant return. They came back with tales of the greatest fish ever caught. We have been promised a picture to prove it. . . this we are still waiting for. We know they did catch fish, because not one has ordered any fish for a meal since their return.

Noticed Frank Rowan, Hugh Steyne and Reg Roberts getting together over a chop the other day. It looked as though a touch of 50 and over was cooking as Frank had a busy air waving pencils and bits of paper.

Tommy Wardle, who has just completed four years of service in the A.I.F., is back on the sales staff at 3AW, after having recently been discharged from the army. Tommy spent his service in many parts of the world, and is very confident that Australian radio is well up to world standard. For example, when in hospital in Egypt the most popular programs by far were those recorded programs which had been sent from Australia to the special low powered transmitter that serviced the hospital's 30 wards. Tommy accentuates his claims to this effect: "In Palestine the local station broadcasts its program in three languages. . . Arabic, Hebrew and English. One Aussie session is better than these three put together."

Michael Fleming has also been welcomed back to radio, having been in service for two years, he has now been invalided out of the Army, and has returned to 3UZ's program department.

Congratulations twice over to Arthur Banks, the well known salesman of 3KZ. He had just won an 18 pounder ham, so on the same day his wedding anniversary, needless to say Eddie Balmer, Carol Rose and Frank Allen came to the fore and gave Arthur a lunch he will remember for a long time.

On top of all this celebrating we called at 3KZ to find publicity officer Frank Allen wielding a dangerous looking carving knife. He had just won an 18 pounder ham, so every one came in for a slice or two. In fact, it wouldn't be wise to mention "ham" at 3KZ for quite a week or more.

In Melbourne last week was Norman Brooks, sales manager at 3MA Mildura, not on business but on holidays this time. Norman spent quite a bit of his time in getting acquainted with radio folk of the city. He and his wife hail from Devon, where Norman says it rains and is cold. Wouldn't be surprised if he stays in good old Australia, as he thinks the climate is "pretty good."

Miss Ann Deane, formerly lady announcer on 4CA Cairns, and lately with 2CH Sydney, is now on recreation leave prior to returning to 4CA Cairns, where she will resume the duties of lady announcer.

Stan Clarke, Macquarie's popular Melbourne rep., visited Sydney last week for some important business discussions with head office. He looks particularly fit and well after his holiday and is ready for another 12 months in the hurly-burly of business.

Mr. Basil Carden has joined the staff of Paton's Advertising Service.

3AW's acting manager, Hector Harris, is back from a few weeks at the seaside and looks very fit after his holiday. This is the first time he had been away from the station for some years.

There was excitement in the 3XY sales department when the news arrived of the fifth addition to Frank Trainor's family. As far as Frank was concerned his new son was more exciting than a national contract—and that's saying something!

Stuart Edwards, formerly well known as a 2UE and A.S.B. commentator, is now a Sergeant in the R.A.A.F. in England. Recently he was heard in a broadcast from the B.B.C. to Australia. He gave a commentary on the big Rugby Union game in which Australia defeated New Zealand R.A.F. by 3 to nil. It was New Zealand's first defeat.

Mr. H. G. Horner on Deck Again



A surprise welcome was extended to Mr. H. G. Horner by the 2GB-Macquarie staff last week, when he returned to take up the reins of office again after an absence of over two months, due to a fractured leg.

Mr. Lane, on behalf of the staff, expressed pleasure at Mr. Horner's recovery and return.

As can be seen from the photo above, Mr. Horner is fit and well again, and has lost no time in "getting into the thick of things."

Neville Merchant, 2UE productions and presentations, is enjoying three weeks' annual vacation in the Wallacia district.

Paul Jacklin, 2UE production dept., has returned to Sydney from Melbourne, where he supervised the recording of several sessions for the Peter's Ice Cream show, "A Date with Janie." These recordings are made in Melbourne owing to the presence there of Gwenda Wilson who plays the name part. At present Gwenda is starring in the stage show, "Kiss and Tell."

Biddy Murray, 3UZ sales manager's secretary, was married at Scot's Church on Friday, March 17, to Lieut. Wm. G. Stewart of the R.A.N., who in pre-war days was an auditor in the Shell Co. The honeymoon is being spent in Sydney.

There has been much rumbling and bumping in 3AW's production department recently. No, they are not recording a war story, but merely moving large quantities of furniture. Through pressure of work Don Joyce, producer, has been forced to expand his department.

Former Sydney actor and 2UE announcer Ron Morse has been promoted to the rank of Flying Officer in the R.A.A.F. He is still stationed in England.

COMMERCIAL BROADCASTING

Vol. 12, No. 20, Thurs., March 23, 1944
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:
A. Lippmann,
Printed by

Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills

Published every second Thursday by
AUSTRALIAN RADIO

PUBLICATIONS PTY. LTD.
146 Foveaux Street, Sydney.

G.P.O. Box 3765.
'Phone: FL 3054 (2 lines)

Telegrams: "FL 3054 Sydney."
Melbourne Representative:

Miss Beatrice Touzeau, 4th Floor,
403 Bourke Street. 'Phone: MU2932

U.S.A. Business Reps.:
William C. Copp and Associates,
303 West 42nd Street, New York.

Vol. 12, No. 21
(2nd Issue)
Thursday
March 23, 1944
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



WE KNEW the audience was there

in the **AFTERNOONS**—

—now we can **PROVE IT!**

There is not room here to tell you the whole story, but if you are interested in reaching the widest untapped field in Australian broadcasting to-day, ask us to tell you the story of 2UW in the afternoon, and of what our experience, over the past five weeks, has proved.

It's an amazing story!

We can at least tell you now that in the **AFTERNOONS**, too . . .

MOST PEOPLE LISTEN TO

It's a habit now!



2
UW

SPONSORS

SPEAK LOUDER THAN WORDS

ESPECIALLY WITH NEW FEATURES . . .

2AY ALBURY	TIME MARCHES ON MUSIC FOR YOU	BLACK & WHITE CIGARETTES T. A. HORAN
2GN GOULBURN	TIME MARCHES ON MELODY STARS PLAYS FOR THE PEOPLE	BLACK & WHITE CIGARETTES W. C. DOUGLASS LTD. J. CRAIG & SONS
2GF GRAFTON	TIME MARCHES ON MELODY STARS ROMANCE AND MELODY	BLACK & WHITE CIGARETTES W. C. DOUGLASS LTD. BOURJOIS ET CIE
3BO BENDIGO	MORNING TEA PARTY THE BLIND MAN'S HOUSE	MORLEY JOHNSON PTY. LTD. DE WITT & CO.
4CA CAIRNS	STORIES FROM THE GREAT BOOK THE STORY OF SUSAN LEE	FOSTAR'S SHOES KOLYNOS INC.
4WK WARWICK	TIME MARCHES ON THE SCARLET WIDOW	BLACK & WHITE CIGARETTES IRVINES
4TO TOWNSVILLE	STORIES FROM THE GREAT BOOK LOVE TALES	FOSTAR'S SHOES ROXY THEATRE
4MK MACKAY	STORIES FROM THE GREAT BOOK THE STORY OF SUSAN LEE	FOSTAR'S SHOES KOLYNOS INC.

LOCAL and NATIONAL—the REAL proof of a station's popularity with the audience tuned day and night to this important group of stations.

All particulars from

AMALGAMATED WIRELESS (A/SIA) LTD.

Greatest Drive in History

Commercial Stations Co-operate
For All Australia Broadcast For Victory Loan

The greatest concentrated drive in broadcasting history will be made on Anzac Day, April 25, when every commercial broadcasting station in Australia will carry the appeal for Victory Loan subscribers from 2 p.m. to close down time.

The major plan for the drive was worked out at a special meeting of the Australian Federation of Commercial Broadcasting Stations held in Melbourne on March 28. It has been left to the State committees of the Federation to work out details for the stations in each State.

The meeting was attended by Messrs. Nilsen (president), Paddison (senior vice-president), Kemp (country vice-president), Robertson (Queensland), Ridley and Marden (New South Wales), Morgan, Worrall and Prince (Victoria), Goyne (Tasmania) and White (South Australia).

The meeting decided that all commercial advertising be eliminated from 2 p.m. onwards that day, and that all stations be asked to inform sponsors that advertising would be cancelled in view of the First Victory Loan broadcast.

It was also decided that all program costs would be borne by the stations, and that each State committee would make its own program arrangements giving country stations the opportunity of participating in city station items if desired.

The meeting further decided to ask the War Loan Organiser to have landline facilities made available free, and if possible set up in each State from 2 p.m. onwards, and also to set up a tally room in each capital city, together with necessary staff.

The Federation plans also embrace arrangements for the broadcasting of hourly progress tallies of subscriptions made.

State committees of the Federation are working on the detail arrangements and good progress is being made.

NEW RADIO STATION

The P.M.G.'s Department plan the early construction of a new national broadcasting station at Geraldton, for which it is understood tenders will be called soon.

ENGLAND PLANS FUTURE OF TELEVISION

A Television Advisory Committee to deal with the problems of re-instating a television service in England after the war, has been set up. It comprises eight members and a chairman, among whom are representatives of the Government, the General Post Office, and the British Broadcasting Corporation.

Although the industry is not represented on the committee, it is understood that opportunity will be given for the points of view of the industry to be presented to the committee, presumably by representatives of the Radio Industry Council.

It is understood that the committee will be concerned with post-war television only.

It is clear that the British Government, in establishing the committee, fully appreciates the importance of post-war television in providing employment and an outlet for part of the productive capacity of the radio industry.

Referring to the Television Advisory Committee, advices from London state:— "The chairman is not yet known, but the members are: Sir A. Stanley Angwin, engineer in chief to the G.P.O.; R. W. Foot, director-general of the B.B.C.; Sir Edward Appleton, secretary of the Department of Scientific and Industrial Research; Sir Noel Ashbridge, deputy director-general and chief engineering adviser of the B.B.C.; Prof. J. D. Cockroft, Air Defence Research and Development Establishment, M.O.S.; Sir Raymond Birchall, deputy director-general of the G.P.O.; R. J. P. Harvey, of the Treasury; and J. Varley Roberts, secretary.

"The present terms of reference of the committee have not been publicly announced, but it is assumed that its main concern will be in connection with the technical and financial problems of the future television service.

"It is interesting to note that its constitution is also similar to that of the

S.D.C.—S.O.S.

An incident which occurred at the annual general meeting of Actors' Equity of Australia last week exemplifies the spirit of service which stands behind the recently inaugurated Stage Door Canteen which is run by and manned by the radio and theatrical profession in Sydney for members of the fighting services and merchant navy.

During the meeting an "S.O.S." arrived from Stage Door Canteen for the services of a pianist for the evening. First to offer to leave the meeting and fill the gap at Stage Door Canteen was Clifford Arnold. Asking to be excused from the meeting he was given a rousing round of applause, as he made his way out.

Selsdon committee set up by the Government in May, 1934, with terms of reference "to consider the development of television and to advise the Postmaster-General on the relative merits of the several systems and on the conditions under which any public service of television should be provided."

"Three of the present committee were also members of the original Selsdon committee."

Savings Bank Deposits

The Acting Commonwealth Statistician has made available particulars of Savings Bank Deposits and War Savings Certificates as at February 29, 1944. The statement also includes comparative figures for earlier periods.

Savings Bank Deposits—February, 1943 and 1944.

	Feb. 1943 £'000	Feb. 1944 £'000
New South Wales	112,818	150,375
Victoria	111,532	144,034
Queensland	39,644	59,055
South Australia (a)	35,436	45,438
Western Australia	17,053	23,570
Tasmania	10,523	13,274
A.C.T.	480	603
Total	327,491	436,399

(a) Includes Northern Territory.

Deposits at the end of February, 1944, were £11,159,000 higher than at the end of January, 1944. Increases were as follows: New South Wales, £4,091,000; Victoria, £3,340,000; Queensland, £1,681,000; South Australia, £989,000; Western Australia, £613,000; Tasmania, £411,000; and Australian Capital Territory, £34,000.

War Savings Certificates: In addition to the savings shown above, a net amount of £41,176,000 was subscribed for War Savings Certificates between March 18, 1940 (when the first sales were made) and February 29, 1944.

Parliamentary Standing Committee on Broadcasting Says "No" to A.B.C. News Agreements

The Parliamentary Standing Committee cast a spoke into the wheels of the Australian Broadcasting Commission last week when in a majority report to Parliament the Committee advised against agreements covering news services, local and overseas, which the A.B.C. proposed to enter into with Australian Associated Press Pty. Ltd. (overseas) and the Aus-

tralian Newspaper Proprietors' Association (local).

It may be significant that the majority report against the proposed agreements was signed by the five Labour members of the Committee and the minority report in favour of acceptance of the agreements was signed for the four non-Labour members of the Committee.

The conclusions of the Committee majority composed of Senators Amour (Lab., N.S.W.), chairman, and Darcey (Lab., Tas.), and Messrs. Bryson (Lab., Vic.), Chambers (Lab., S.A.), and Watkins (Lab., N.S.W.), are as follows:—

OVERSEAS NEWS.

"We see no objection to the A.B.C. entering into an agreement with the Australian Associated Press for a service of overseas news, provided it maintains a staff correspondent in London and also in the United States or Canada, so that independence of viewpoint on political, social, and economic question may be maintained with an unqualified right to supplement, by direct cables when necessary. Press news in regard to those questions, and in regard to unconfirmed reports (such cables to be made available to the A.A.P. in Australia for publication if desired), and provided the agreement is framed in such terms that it would not exclude the possibility of an arrangement developing between the broadcasting organisations of the Empire for the mutual exchange of news of special interest from the broadcasting standpoint.

AUSTRALIAN NEWS

"Believing that the A.B.C. would be well advised to refrain from relinquishing its right to collect news independently, we support the general principle underlying the attitude previously advocated by the commission that, in addition to obtaining certain news from newspapers, the establishment of its own news-gathering service is a sound policy in the development of a national broadcasting organisation in Australia. In our opinion monetary considerations should not unreasonably retard ultimate attainment of that objective. In the long run competition for news should ensure better service to the community. Indeed, competition is a distinctive feature of Australia's broadcasting systems, an advantage claimed for them being that the national and commercial stations have to be more alert in the provision of better programs. Financial considerations do not stand in the way of that competition, there being duplication of expenditure on the same types of programs in the rivalry to secure the patronage of listeners.

"We recommend that, as a minimum, the A.B.C. should maintain its present scope and range of Australian straight news-gathering arrangements, and should extend them to include a nucleus of staff journalists in each of the six State capitals, as well as in Newcastle and any regional area which, at any time may be brought into the same status as Newcastle. We recommend also that con-

sideration be given to the establishment of Parliamentary roundsmen in each of the States, on the same basis as the Parliamentary roundsmen (with ancillary staff) at Canberra.

"Subject to the preceding paragraph we see no reason why the A.B.C. should not enter into an arrangement with the daily newspapers for the supply of general news not likely to be subjected to certain disadvantages (e.g., war communiques and other news from General Headquarters of the fighting forces), provided that complete independence is guaranteed in the collection, treatment, and broadcasting of all Parliamentary matter, including reports setting out the viewpoint of Opposition parties as well as of the Government of the day.

"We consider, however, that the A.B.C. should approach the news question from the long-range view of a determination, ultimately, to set up its own completely independent newsgathering organisation, and that it should not commit itself to any course of action which could prevent the logical development of this aim when, and as, the necessary man-power and finance become available.

"Considering the demand for newspapers, which broadcasting is now conceded to stimulate, we entertain the hope that, in the interests of competitive enterprise for the benefit of the community, the newspapers will be prepared to co-operate without imposing a ban on news gathering by the A.B.C. as a sine qua non, bearing in mind the extent to which the community indirectly subsidises newspapers by means of generous Post Office concessions not available to other private undertakings.

"Before the war the value of these concessions was in the vicinity of £500,000 annually. To-day they are valued at £355,000 a year, apart from overseas Press traffic concessions valued at £400,000 a year.

PARLIAMENTARY OBSERVER BROADCASTS

"With regard to the commission's plan for the presentation of parliamentary proceedings by observers, as distinct from newsgatherers, we believe that, in a democracy, it is far more important that listeners should be given 'straight' news, so that they may form their own independent judgment, than that they should receive observers' commentaries. In their capacity as employees of the A.B.C. the observers would have an obligation to be completely impartial in their comments on political affairs, and doubt has been expressed whether a person can, at the same time, give a vivid impression of parliamentary debates and free his mind from political bias.

However, assuming that the commission may desire to proceed with the proposed 'observer' sessions, irrespective of the decision reached on our recommendations in regard to 'straight' news services, we suggest that these special broadcasts should be carefully watched to see whether it is possible to make them a success without giving cause for complaint in striving for descriptive effect.

Minority Report

The dissenting minority report of the non-Labour members of the committee—Messrs. Francis (U.A.P., Qld.), vice-chairman Bowden (C.P., Vic.), Guy (U.A.P., Tas.), and Senator Macdonald (U.A.P., W.A.), was as follows:—

"We disagree with the recommendations made in the report for the following reasons:—

"(A) The commission's proposals would eliminate unnecessary duplication of services and effect savings estimated at £21,500 per annum, which the A.B.C. proposes to use for observer activities and improved presentation of news.

"(B) The witnesses who expressed opposition to the proposals had not perused the draft agreements, and were not aware of their details.

"(C) As shown in paragraph 21 (6) of the report, the Controller of Public Relations says: 'We are getting a very inferior overseas service compared with what would be available to use under this agreement.'

"(D) The general manager says that, in addition to saving cable costs, the draft agreement for overseas news would give a much wider coverage than is provided by the A.B.C.'s small staff in London; that it is not proposed to disband that staff, and that probably a representative would be retained to send items of special interest which the A.A.P. might ignore, e.g., news on broadcasting copyright.

"(E) Sir Walter Layton (leader of the British Press Delegation which recently visited Australia) has pointed out that it would be fantastic for the A.B.C. to set up a complete, world-wide system of news-gathering, and duplicate all that is being done.

"(F) In regard to the Australian news proposal, the Commission states that its interests would be safeguarded by its intention to be a member of the board of directors controlling the policy and services of the agency. In the event of the services being unsatisfactory, the Commission could, under the terms of the draft agreements, give six months' notice of their termination at the end of two years.

"(G) The A.B.C. would not depend on the Press for Ministerial statements. Both Ministers and members of the Opposition would be able to submit statements direct to the Commission through its staff at Canberra. Agency journalists would report the debates in Parliament. The agency service would assist in removing the possibility of Ministerial influence on A.B.C. journalists.

"(H) The B.B.C. takes all its basic news from agencies. At the same time, as is proposed by the A.B.C., the B.B.C. has its own contact check with the Ministers.

(Continued foot col. 3, p. 19)

A P L A I N STATEMENT O F F A C T

On Sunday, March 19, an appeal was conducted on behalf of one of Melbourne's most deserving institutions—THE MORNING STAR BOYS' HOME.

In 3½ hours £11,000 was subscribed by listeners to

NILSEN'S BROADCASTING
SERVICE
45 Bourke Street, Melbourne
Telephone Central 1925

3UZ

MELBOURNE

Sydney Representative—
Eric Wood,
49 Market Street,
Telephone: MA 3352

The Station that brings Results

New U.S. Censorship Code

Some Broadcast Restrictions have been Eased

The provision with respect to weather has been materially changed and some minor changes have been made with respect to news concerning the armed forces in the United States and outside the United States in the new U.S. censorship code effective from the beginning of this year. The weather request now provides that unless made available for broadcast or specifically cleared by the Office of Censorship, weather forecasts other than those officially released by the Weather Bureau should not be mentioned. Mention of wind direction or barometric pressure in current or past weather should not be made except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities. A note of caution is also sounded to special events reporters covering sports or outdoor assignments such as fires, floods, storms, etc., against mentioning wind directions.

Section (b) (1), which is the exception to the Armed Forces provision has been changed. This exception now reads:—

"(1) Armed forces in the United States.—Those in training camps and as regards names, addresses, location and units assigned to domestic police duty, general character."

The language which prohibits the mention of an air raid in the United States during its course "by stations OUTSIDE the one of action unless especially authorized by the War Department" has been eliminated, and the new code provides that mention of such raids can be made only on "appropriate authority of the designated representatives of the Defence Commander in whose area the raid occurs or the War Department."

Several important changes have been made in respect to broadcasts on production. A new provision with respect to war news reads as follows: "Any recordings or information for broadcast gathered in any form that is sent across the United States—Canadian border should contain nothing that will conflict with the censorship of the country in which the information originates." This provision will necessitate broadcasters acquiring a copy of the Canadian Code in order that they may conform.

No significant changes are made in Section 11 of the Code with respect to programs, but the foreign language section contains a new provision, reading as follows:—

"(c) Censors and monitors.—In order that these functions can be performed in a manner consistent with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation."

The former provision that requests from the Office of Censorship to submit specified scripts in the original language, as well as English translations thereof, has been deleted.

It is felt that this new Code will relieve broadcasters of some of the restrictions heretofore applicable.

New N.A.B. President is John Harrold Ryan

The board of directors of the American National Association of Broadcasters, meeting at the Palmer House, Chicago, February 2, elected John Harrold Ryan of Toledo, Ohio, now Assistant Director of Censorship in charge of radio, as president of the National Association of Broadcasters to serve until July 1, 1945.

Action came following a report of the nominating committee headed by Don S. Elias, chairman, recommending the election of Mr. Ryan to succeed President Neville Miller at the expiration of the latter's term of office on June 30, 1944, N.A.B. reports.

Upon being informed of the board's action, President Miller agreed with the board that the best interests of the broadcasting industry would be served by Mr. Ryan's assuming his duties at the earliest possible, probably February 15, 1944.

Concurrent with this action the board expressed its sincere appreciation and that of the radio industry for the loyal and untiring service rendered by Mr. Miller during the past five and a half years as president of the association.

"THEIR FINEST HOUR" RENEWED FOR BERLEI

Following an audience check Berlei Ltd. have renewed in five States their sponsorship of "Their Finest Hour," through Catts Patterson agency.

In New South Wales this half-hour feature is broadcast through 2UW, in Queensland 4BC-SB, in South Australia 5DN-RM, in Western Australia 6PM-AM, and Tasmania 7HT and 7EX.

Broadcasts are once weekly at staggered half-hours in the various States from 8 p.m. to 9 p.m.

In Victoria the feature is sponsored by Brockhoffs Biscuits through 3UZ. The sponsors after 12 months' experience with the feature have expressed their confidence in its audience "pull."

Production is by John Hickling of Melbourne.

American Transcriptions in Australia

Restriction Follows Move by A.F.R.A.

Advice has been received by the A.F.C.B.S. and the Australian Broadcasting Commission from the United States Army Headquarters, stating that the supply of American transcriptions to broadcasting stations, excepting Queensland and West Australia, will not be continued after April 15. In advising the stations to this effect the Adjutant General has written expressing his appreciation of their co-operation in presenting these transcriptions which provided many hours of entertainment to the American troops.

The withdrawal of the programs is due to the progress of the war changing the location of the troops to a great extent and the agreement which makes the American programs available to the war department stipulates they must be broadcast in areas where the American forces are located.

The secretary of Actors' Equity, Mr. Hal Alexander, gave the annual general meeting in Sydney last week an interesting report on the position regarding imported American transcriptions.

After reviewing the ban which was imposed in 1939 upon the import of overseas transcriptions and the circumstances which led up to the partial lifting of that ban last year, Mr. Alexander said that Equity, together with the Musicians' Union had succeeded in their representations to have the playing of the imported discs cut down. He had now received from the American Federation of Radio Artists an intimation that the shows were to be taken off the air from all commercial stations south of Brisbane.

It was reported also that A.F.R.A. had indicated some concern regarding the future possible danger of dumping of cheap Australian transcriptions on the American market in the post-war period.

"FOREVER YOUNG" SPONSORSHIP RENEWED

The Kraft Walker Cheese Co. has renewed its sponsorship on the Major Broadcasting Network of the entertaining family drama, "Forever Young."

Presented three times weekly, this program deals with the ups and downs in the lives of the Young family at Elmwood, and represents the family type of drama at its best.

Recorded in the studios of Amalgamated Wireless (A/sia) Ltd., a strong cast was assembled for its presentation, including Harvey Adams, Hal Thompson, Georgie Sterling, Leslie Pope, Claude Flemming, Ron Randall, and about 40 others.

"Did Somebody Say TELEVISION?"

Yes, they did. But whether it's "just around the corner" or on our "doorstep," we're not worrying about it this week. We'll be there when the whips are cracking, but in the meantime we've got a lot of selling jobs to do for a lot of satisfied sponsors, and LOTS of listeners look to us to give them regular clean entertainment of that standard which over many years has made 2SM a radio call-sign that is significant and synonymous with good broadcasting.

That's Why **2SM** Sells More

Still Wider Membership Sought By Rapidly Expanded Actors' Union

In his presidential report to the annual general meeting of Actors' Equity of Australia, Mr. Lloyd Lamble revealed that from a membership of about 30 four years ago Equity had now grown to a membership of over 1,400. In mentioning these figures he paid a tribute to the general secretary, Mr. Hal Alexander, whose untiring efforts had achieved so much for the union.

There was a large attendance at the meeting, and a welcome was extended to a visitor, Lieut. Cole, of the U.S. Army, who is a member of the American Actors' Union.

Mr. Lloyd Lamble was re-elected president and Mr. Alexander general secretary.

Several interesting matters were brought forward for discussion at the meeting and motions adopted.

WIDER SCOPE SOUGHT

A proposal adopted was for the broadening of the scope of membership of the union by which it is desired to bring within membership many employees in the commercial broadcasting industry not otherwise associated with a union, such as announcers, copywriters, program staffs and others employed by stations and or transcription making companies.

Arising out of an earlier conference of representatives of Equity, the Australian Journalists' Association and Commercial Industrial Artists' Association, the meeting adopted a proposal to instigate the formation of a war publicity advisory panel.

HOSPITAL AND CHARITY SHOWS

The meeting adopted an executive recommendation that, in effect, reversed the decision of a general meeting held last December with regard to the provision of entertainment in connection with the war effort and wartime charities.

The motion which was adopted was, in part, as follows:—"All members are directed that they may appear in all war effort shows without remuneration, irrespective of whether musicians and or others are paid wages or otherwise."

The motion claimed further that having failed to influence the Musicians' Union executive with respect to helping entertain wounded returned soldiers, Equity members felt that the prosecution of the war effort was of greater importance than disagreement with the executive of another union.

It will be recalled that some weeks ago certain members of the Tivoli company who were scheduled to give a performance at the 113th A.G.H., acting upon the December decision, refused to do the hospital show unless (a) the musicians engaged also gave their services free, or (b) they, the performers, received payment too. The Musicians' Union remained adamant, and the Tivoli entertainment unit, together with its musicians, did not do the hospital show. Actors' Equity was able to arrange the substitution of

the Minerva Theatre show "Rope" for that evening.

THE POST-WAR THEATRE

Another executive recommendation which was adopted by the meeting provides for the setting up of a Post-war Planning Committee, which was duly elected. The objects of the committee are to discuss or formulate plans which may help to establish an Australian National Theatre and to investigate generally such developments in the entertainment world as television and all its probable affects upon the profession.

ELECTION OF OFFICERS

The election of officers resulted:—
President: Mr. Lloyd Lamble. Vice-presidents: Marshall Crosby, Lou Vernon, Marie La Varre, Dick Bentley, John, Cazabon, John Dease, Don Nicol. Secretary: Mr. Hal Alexander. Assistant Secretary: Margaret Clarke (Vic.). Treasurer: Mr. Ben Dunnett.

The Management Committee consists of Arundel Nixon, Colin McAlister, Gwen Plumb, Lyndall Barbour, Harcourt Garden, Alex Miles, Russell Gough, Lyn Foster, Reginald Collins, Geo. Hewlett, Neva Carr-Glyn, Olive Kingette, Jack Brunskill, Ern Woods, Peter Brookes, Hal Lashwood, Charles McCallum, Ron Shand, R. Le Brun, and J. Alden.

PRINGLE TO A.B.C.

Eric Bush Takes Over "Rise and Shine"

Further changes at the Colgate-Palmolive Radio Unit were announced last week with the appointment of Mr. Eric Bush from Adelaide to the post of producer of "Rise and Shine" and deputy to Mr. Ron Beck.

Mr. Bush, who was associated with the A.B.C. and with 5AD in Adelaide, takes over from Mr. Harry Pringle who, after about 18 months with the unit, has accepted an appointment with the Australian Broadcasting Commission as acting director of light entertainment. Before coming to Australia Mr. Pringle was closely associated with the B.B.C.'s television development.

HALF-HOUR THRILLER FOR McDOWELLS

McDowells Ltd., leading Sydney retail house have taken sponsorship over 2UW Sydney of a new half-hour "thriller" drama—"The Adventures of Peter Chance."

Produced by John Hickling, and featuring the brilliant company of Melbourne players who have done so well in "The Finest Hour" and "The Living Theatre," "The Adventures of Peter Chance," is an up-to-the-minute detective drama—rich in action, mystery, and romance.

When audition discs reached Sydney last week from Melbourne, the show was taken by McDowells Ltd., through the Trans-Radio Advertising and Program Service, on the first hearing.

The program will be broadcast from 2UW in weekly half-hour instalments each Tuesday night at 9 o'clock.

Junior Amateur Time Broadcasts for Sydney

"Junior Amateur Time," a competitive program for talented juvenile performers which has been a popular feature on the stations of the Major Broadcasting Network for a considerable period will be broadcast from the studios of Station 2CH commencing on April 20. Previously the program had originated in the 3DB studios. The change of venue to Sydney follows the intention of the sponsors to take the program on tour, following its Melbourne season.

For the presentation of "Junior Amateur Time" from 2CH, Don Baker, breezy compere during the Melbourne broad-



Don Baker, compere of "Junior Amateur Time" with a competitor

casts, will come to Sydney, and the first auditions will be held on Thursday, April 13.

The program has already proved a stepping stone for talented juveniles to the ranks of the professional entertainers, an instance being that of "The Donald Sisters" who graduated from "Junior Amateur Time" to a long-term contract on the Tivoli Theatre Circuit. Following their success another swing trio, presented on the air as "Three Little Sisters," announced that they intended to stick together in order to become professionals in due course.

"Junior Amateur Time" will be scheduled as a Saturday morning feature on 2CH. It will be heard on other Major Network stations as formerly sponsored by Vicks Vaporub.

"SALUTE TO VICTORY" CARRIES ON

When Bebarfalds Ltd., Sydney furniture house, last week celebrated the second anniversary of the first broadcast of "A Salute to Victory," it was announced that arrangements had been made for the program to continue without interruption in the same form as previously.

The broadcast takes the form of the narration of outstanding stories of heroism in the front line and on the home front, followed by an appeal for voluntary helps, on behalf of various war organisations linked with Bebarfalds' Voluntary Service Bureau.

"A Salute to Victory" goes on the air from 2UW each Wednesday night at 9.15.

Assembly Line Methods and the Post-War Home

(By Frank Goldberg, Governing Director, Goldberg Advertising (Aust.) Pty. Ltd.)

One phase of the war effort which will have a profound influence on the planning and maintenance of the post-war home, is the entry into industry of hundreds of thousands of housewives. But for the war, these women would never have sought employment outside their homes. With husbands and sons in the Forces and more time to spare, they have readily engaged in pursuits entirely foreign to the normal tenor of their lives.

As a result, many women have learned, for the first time, the unerring efficiency of assembly-line methods and the importance of the right tools for the right job. They have been made acquainted with the advantages of working constantly at table height. They have witnessed amazing results from the application of electrical power to almost every process of manufacture. Many of the tools and machines they handle as a matter of course, are electrically driven units which in other circumstances, would have filled them with awe, distrust and trepidation.

When the smoke of battle clears, this army of women will return to civil life. With home-making again a major interest they will, quite rightly, demand equal efficiency in their kitchens and from their house-cleaning equipment.

Overseas manufacturers are already planning many advancements to meet this demand. The women of America, for example, are promised "table-height" kitchens, or in which all equipment, including oven and refrigerator are at table height. This means that the post-war housewife will do at least two-thirds of her work in the kitchen sitting down. Further than this, stoves and refrigerators will be made of transparent plastics, or glass that is proof against extremes of heat and cold.

How does the women of Australia know how does the world know of the plans now being made for future comfort and welfare? Simply because manufacturers are possessed of sufficient vision to tell them by the swiftest, most effective and most economical means available—advertising.

The merchandise which American women will buy after the war, is being sold to them now through advertising. The merchandise which Australian women will buy when they return to housekeeping should be sold to them by the same method.

So far, however, there has been very little educational or informative advertising on this market, as to post-war possibilities. Comparatively few con-

cerns have attempted to keep before the public the trade marks and the brand names of their pre-war products, yet this is a type of advertising that is highly important when most consumer goods are in short supply. In 1918 many companies, inundated with defence orders during World War 1, found that their peace-time trade had been lost to far-sighted competitors or to those hardy newcomers who did not hesitate to "pioneer" new products under war-time conditions.

More and more are certain staple com-

With arguments and propaganda very much in evidence as to the Powers Bill and the coming Referendum to grant the Government increased bureaucratic control over every phase of industry and employment, it is imperative that private enterprise should make its case plain—should, in fact, go to the people on the burning question of Freedom. That old catch cry "Security" is as potent as ever, and is certainly being shouted with full effect by those who would use it as a means to extending standardisation and controls.

In this article, the fourth of a series of discussions by Mr. Goldberg, of advertising in its relation to present and post-war economics, a challenge is offered to national advertisers to get down to facts and do something about the threatened freedoms of civil life.

modities being built to rigid specifications which leave little room for the expression of that individuality which is a recognised concomitant of private enterprise.

It is, therefore, up to trade mark owners to see that the public is educated not only in the increased standards of living which private enterprise will provide for them after the war—in the form of consumer goods of advanced design and application—but also, as to the protective value of established trade marks and brand names in association with those goods. If consumers were fully aware of how much brand identity has meant to them in terms of comfort, quality, convenience and economic price control, they would not be so indifferent to the constantly recurring attacks—made under the false guise of nationalisation—on the system which has given them these very benefits.

This vitally important mass-education project should be commenced at once. Present conditions are ideally suited to its development. Competitive selling, through advertising, is practically at a standstill. In fact, it would be a distinct embarrassment to most organisations. But the right, truthful advertising can, and will, promote an interest in future products and possibilities while maintaining trade mark or brand name popularity and developing increased goodwill. At the same time, these campaigns can become useful propaganda for the continuance of that system of free enterprise which Government-by-regulation is out to stifle.

Much has been heard about the so-called "evils" of private enterprise and the "wastefulness" of advertising. It is high time, therefore, that private enterprise should retaliate by giving the public the true facts. It should show its customers of the future how dangerously close they are to losing their right to an unregimented and democratic nationhood—how acquiescence in the Government's present intentions may well rob them of the freedom for which so many are fighting and for which the rest of us are paying.

Advertising, inspired and published by individual enterprise should also be linked with strong public-relations propaganda to tell the working man and woman what industry has done to raise the Australian standard of living in the past—and what it plans in this direction, for the future.

Business will only have itself to blame if organised labour is misled into selling itself, and the whole nation, into the slavery of a regimented future economy.

The responsibility devolves upon the National advertiser. He has the means, the incentive and the opportunity. Moreover, it is an undertaking which must fire with enthusiasm every exponent of advertising who believes in himself, his country, his fellow men and the ideals of democracy. Give the Australian people the facts. Tell the women of this country now in war jobs, what they and their fighting husbands, sons and lovers are about to lose. Show them how freedom of opportunity has always been part and parcel of the private enterprise system. With the evidence before them they can be trusted to decide their destiny in the years of peace.

Future of Frequency Modulation Organised and Assured

FM Steps out of "Possibilities" Class

The fifth annual meeting of F.M. Broadcasters Inc., which was staged in New York in January, nailed a definite signpost on the highway to the future development of F.M. The F.M. Broadcasters Inc. has a registration of 650 organisations in the radio broadcasting and manufacturing field.

At this FMBI meeting preparations for post-war transition of an important part of broadcast service in the U.S. from its present 900-station standard broadcast limit to an art destined to accommodate several thousand outlets providing higher fidelity urban service via FM were enthusiastically pursued.

The keynote for the meeting was sounded by President Roosevelt himself in a letter to FMBI President Walter J. Damm. Hailing FM as another forward stride in the development of radio, he said it was his hope that the broadcasters of that country "will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service."

The convention was told by FCC chairman J. L. Fly that "FM is of age and has come to stay." FM, he said, now stands on the threshold of a tremendous development, as did standard broadcasting in the 1920's. Adequate allocations for FM stations were predicted by engineering executives of the FCC, and a 100 per cent increase in FM and television allocations was suggested as a conservative guide.

Manufacturers in Step

Spokesmen for all the leading equipment manufacturers promised production of FM receivers and transmitters as soon as wartime restrictions are lifted. A list of companies from whom these promises came include such names as: R.C.A., Western Electric Co., General Electric Co., Stromberg-Carlson Co., Crosley Corp., Zenith Radio Corp., etc.

That all the manufacturing companies will engage in FM production was revealed unmistakably to the convention by designated spokesmen. Any misgiving about the part R.C.A. will play was dispelled. Dr. Jolliffe, R.C.A. engineering executive, said R.C.A. intended to design, manufac-

ture, and sell the types of apparatus, including FM, for which needs exist and which the public wants.

Colossal Figures

W. R. David, of the General Electric Co., predicted 750 standard (AM) stations, 500 FM stations, 100 television stations, and 50 international broadcasting stations five years after the war. Another G.E. executive predicted 5,000,000 FM receivers for the first full year of production, following lifting of restrictions, and 15,000,000 sets in the hands of the public at the end of five years.

Manufacturers generally predicted combination AM and FM receivers, with the price ranges approximating those prior to the war. An FM receiver of excellent performance could be retailed at 60 dollars, one speaker said.

FM is a technical reality. So is television. FM, requiring less drastic changes in techniques and economics, is more susceptible of introduction and acceptance on a broad national basis when wartime restrictions on construction and fabrication of receivers are lifted.

The announcements of manufacturers came at the same time as the announcements of the major broadcasting networks, that they will provide program service for FM adjuncts of their present affiliates.

Armstrong's Message

A message from Dr. Edwin H. Armstrong to the FMBI convention stated:—

"Ten years ago a few of us knew that a technical revolution in broadcasting had taken place. Four years ago that realisation spread through a part of the broadcast industry. To-day, not only is the recognition general throughout the industry, but there has spread throughout the country the understanding that FM means not only technical improve-

In this report of the fifth convention of the FMBI in America, is the definite information that FM has arrived and will be utilised in a big way in America immediately after the war. That manufacturers and broadcasters announce their plans for FM and that the FCC itself predicts vast allocations of FM channels establishes the fact.

ment, but a renaissance of the broadcast structure. That men once attempted to deny the advent of FM has now been almost forgotten.

"It is hardly possible at present for anyone to forecast what all this will eventually mean in its economic, social and political aspects. But certain it is that the broadcasting and manufacturing industries now have at hand a vast post-war development which will furnish improvement and utilise manufacturing plant capacity on a scale never approached in pre-war days.

"It is the only development the radio art has that will do this for many years to come."

QUICK FIRE COMPERE



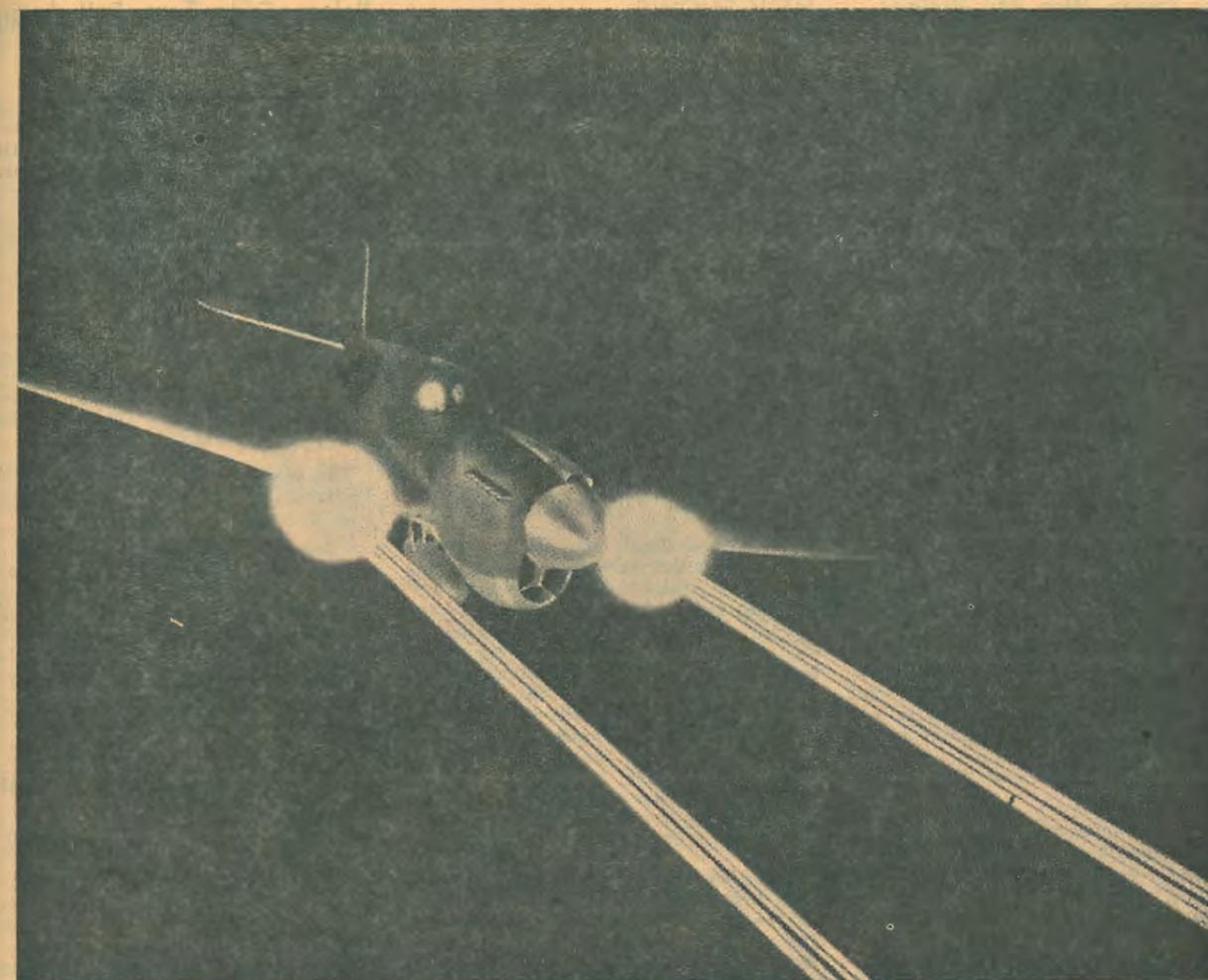
Norman Banks at the helm during the premiere of the "Denzil Don Phone Quiz," broadcast from 3KZ at 9 o'clock on Wednesday nights. Quiz is for home audiences with phones. First to phone answer to each question asked by Banks wins a substantial cash prize. If partly correct answer is given, sponsor gives consolation prize of sporting goods.



Presto Sapphire Cutting Styli
Presto Steel Cutting Needles
Presto Red Transcription Needles
Presto 78 and 33 Turntables
Presto Recording Machines

PRESTO FOR ALL
RECORDING YOUR
SUPPLIES

A. M. CLUBB & CO.
PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B3908



Advertisers and Agencies,

We are at your Service!

3KZ Melbourne — 2UE Sydney
5KA-AU Adelaide — 6PM-AM Perth

In the interests of Advertisers this MUTUAL ASSOCIATION of Stations is equipped to plan and produce radio programmes that capture big audiences

"The MUTUAL Association is at your Service"

"How Green Was My Valley" Adapted for Peters' "Library of the Air"

Book No. 2 for Peter's "Library of the Air" is Richard Llewellyn's famous novel, "How Green Was My Valley."

All the pathos that brought the tears and stirred the emotions in the film, has been retained in the Macquarie radio presentation—and it is just as rich in the romance, humour and tremendous heart interest.

Adaptation for this 45-minute feature-serial is by Macquarie scripter, Maxwell Dunn, and production is handled by E. Mason Wood, whose "Rebecca," now nearing its close, leaves little to be desired.

An all-star cast is lead by Richard Ashley playing Mr. Gruffyd, Richard Parry, who tells the story of himself as Huw Morgan, Edgar Yardley playing the character of the father (Morgan), Thelma Scott as Bronwen, and Leslie Pope as Angharad.

Commencing date for "How Green Was My Valley" is Thursday, April 20, and the adaptation will probably extend over 13 weeks. Time channel is 8 to 8.45 p.m., Thursdays, on 2GB-HR, 2CA (April 20), and 8 to 8.45 p.m. Saturday on 2GZ-KA, 2LM, 2NZ, 2WL and 2KM (April 22).

Interstate, the program will be featured on Macquarie stations 5DN-RM, 6PR-

"WOMEN IN UNIFORM"

Stella Lamond, famous comedienne, was heard in a new role when she compered "Women in Uniform" from 3KZ Melbourne on Sunday April 2.

This program, the 68th of the weekly series where the concert party has presented two hours entertainment for women of the services, was unusual in that the W.A.A.A.F.S.'s at the station concerned, arranged for contingents of A.W.A.S. and W.R.A.N.S. from nearby installations to be there as their guests.

The girls of three services were as happy as listeners to hear Rolf Nicolaisen, the brilliant young xylophonist, who has graced two "P. and A. Parade" grand finals. Rolf has been with the New Guinea concert party for more than a year, and his air appearances have been infrequent as a result. Other brilliant artists in this program included Marjorie Stedeford, The Parker Sisters, George Bellmaine, Vera Hickenbotham, "Ag. and Winnie," and Nellie Kollie.

NEW SHOWS

Producer Collins' Busy Output

A spate of new feature shows, headed by the big "Youth Parade," under the sponsorship of Foy's, is flowing from 3XY Melbourne.

"The Australian Street Singer," which made its bow at the end of March under the Valencia Shoes sponsorship, will occupy the 9.30 p.m. Friday spot at 3XY.

The program, of appealing music, features a local singer in the title role, but no clue to his identity will be given by the station. Nor will the "mystery singer" be found by waiting outside the studio for him to appear after a broadcast, as all the shows will be recorded.

Show is from the brain of Arthur Collins, newcomer to the 3XY production staff from New York and Hollywood.

Some of Collins' own Hollywood experiences of film stars are brought to the microphone with "Movie Stars at War"—giving quarter-hour programs based on the war work now being done, either in the services or in auxiliary capacities, by many of Hollywood's outstanding personalities. The programs will give personal experiences and will then lead up to what the star in question is now doing. Details of the work of David Niven, Clark Gable, Tyrone Power and James Stewart have already been on the air, under W. L. Ryan sponsorship, each Tuesday at 6.45 p.m.

Replacing "Money for Music," Davies Coop and Co. are sponsoring the new Collins production of "Movies, Money and Music," on the air from April 3 each Monday at 8.30 p.m.

From the studio audience, Collins will choose two teams, each of two men and two women. Live singers will give songs from films, and the teams guess which singers sang the songs in the original films. Prizes of £1 to each member of the team winning on points will be awarded.

Another new show, to appear under the sponsorship of the Richmond Brewery, will bring to listeners some of the exploits of rarely publicised airmen in "I Fly On One Wing"—the "one wing" referring to the single-wing badge of the navigator of warplanes.

Written and produced by Arthur Collins, each episode will be based on the citation of an award to a "one-wing" man, and will dramatise the story of the exploit that gained him his decoration. "I Fly On One Wing" is to open on April 28, and thereafter will occupy the Friday 8.30 p.m. spot.

Nelson Eddy Tops Poll Again in "Star Barometer"

Final results for the world's most popular vocalists are now available for the third "Star Barometer" competition, broadcast through Macquarie stations, and for the third time Nelson Eddy tops the list. Bing Crosby is second again, but Deanna Durbin stepped down to fourth place in favour of Richard Crooks, who came up from sixth place in the second competition.

Following is the order of placings: 1, Nelson Eddy; 2, Bing Crosby; 3, Richard Crooks; 4, Deanna Durbin; 5, Vera Lynne; 6, Kate Smith; 7, Jeanette MacDonald; 8, Richard Tauber; 9, Gladys Moncrieff; 10, Peter Dawson.

The closest entry came from (Mrs.) Florence Crees, Eagle Junction, Brisbane, who won the £10 prize.

"Star Barometer," sponsored by Schumann's Mineral Spring Salts, is broadcast every Tuesday night at 9 p.m., from Macquarie Network stations: 2GB-2HR, 2CA, 2WL, 2GZ-KA, 2LM, 2NZ, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA and co-operating stations 2WG, 3BA, 3SR, 4RO, 4CA, 4TO, 6KG, 7BU, 7DY, 7QT.

"INSIDE" ON AIR FORCE AIDS RECRUITING DRIVE

Notable contribution by the ZB stations in New Zealand to a recent Air Force recruiting drive, was a series of actuality programs depicting the training of air crew, from enlistment, to the "Wings" ceremony. With the co-operation of the Air Department a recording unit visited air stations interviewing commanding officers, instructors, pupil airmen, and recording commentaries of all phases of training, including night flying. Departing from the orthodox, presentation took the form of an informal chat by the producer with a "visitor" during which the former played the recorded tracks, the narrative being "question and answer," which not only linked the talks, but explained how the recordings were made. It was, in effect, the story combined with the "story behind the story," and the result was not only a series of highly interesting programs, but a good job of publicity.

Program director K. W. Kilpatrick, of the ZB Service, did the production, with Flying Officer Eric Bradwell as commentator and technical adviser. John Watson recorded.

HOUR SERIES FOR FOSTAR'S

Fostar's Shoes Pty. Ltd. have now released the second series of "Stories from the Great Book" as a full one-hour broadcast each Sunday on the following stations: 2BH, 4BU, 4CA, 4GR, 4MK, 4HO and 4TO—the new series will occupy 13 weeks and follows a similar series of stories broadcast during the winter months of 1943.

Music For Nerves

By VALERIE CHICK

Recently I read that a certain women's orchestra in America is having an enormous success visiting the various military hospitals and playing specially selected music to soothe the jangled, shocked nervous systems of the patients.

Why doesn't somebody sponsor a session specifically designed to do just this thing for the men in our hospitals?

Admittedly, all kinds of entertainment is being constantly provided for ill men of the forces, but the unfortunate bewildered, confused and shaken nerve cases are in no way benefited by hot rhythm, jerky boogie woogie items or quick-fire comedy. On the contrary. This kind of diversion merely further irritates their strained nerves. It is not stimulation or "bucking-up" that these men need, so much as all those things which will soothe and quieten their nerve-ridden systems. Their auditory nerves have already been battered to pieces by battle and other noises. The sounds which are so essential to their eventual wellbeing are soft, pleasing, beautiful tones. Tone which will be to the spirit as food is to the body building, healing sounds.

Highly sentimental music is not the answer, for it tends to depress rather than lift a nervous patient's spirit. What is needed, and what the orchestra referred to above has proved most effective, is music that calms, music that does not play on one particular set of emotions or excites another. Not for them the discordant notes of Wagner, but the refreshing harmonies of Chopin or Schubert.

Vocals are not given by this band of women in America who are having such success in helping war nerve patients.

Music for these men need not necessarily be all highbrow, nor must be confined to the Ketelby school of composers, or sacred music. It's music that creates visions of happier scenes, music of understanding, and the music of which dreams are made that is most healing.

There is so much of this type of music upon which we can draw to help these men. The beauty of it cannot help but seep into their exhausted minds, regardless of whether they are culturally equipped to appreciate its actual musical worth. The latter is unimportant in this issue of "treatment" by sound.

First, there is the music that conjures up lovely pictures in the minds of its listeners. Debussy's "Clairs de Lune" (Moonlight), for instance, music that is as soft as a sigh, that paints scenes of beauty and tranquility. Many of Eric Coates' compositions (such as "The Edge of the Lake"), Richard Strauss's "Dream in the Twilight," Reginald King's "Song of Paradise," and so on.

Second, the many and varied slumber melodies and semi-classical numbers, such as those recorded by Albert Sandler or Andre Kastlanetz, together with Massanets "Meditation" (Thais), played by Kreisler, and similar compositions rendered by masters of the violin.

Third, the music of "understanding"—Study in E. Major by Chopin (Eileen Joyce recording), or portions of portions of Tchaikovsky's Fifth Symphony, for example. Haunting. Wistful. Not sad-making, but soul satisfying. Much of Tchaikovsky's music, as with that of many other great composers, has the quality of yearning, or searching. And when its melody meets souls, who in no matter which way, are yearning and searching, wearied and anguished, the music is like a friendly handclasp between themselves and the composer. Like coming home when you've been away and sad for a long time, and you've missed your loved ones and the "old familiar faces."

Indeed, a great power of good could be achieved through the RIGHT music for our soldiers whose nerves are in need of rehabilitation.

"Tranquility Time"—a half-hour of beauty and peace in sound. Such would be a session which would aid restoration of our men's war-torn nerves, as well as being a program which would have general appeal.

COMMUNICATIONS COUNCIL MEETS IN LONDON

The Postmaster-General, Senator Ashley, has announced that the first meeting of the Commonwealth Communications Council would be held in London on April 3.

At the Commonwealth Telegraph Conference, representing Governments of the Empire, held in Australia in December, 1942, it was agreed that the Imperial Communications Advisory Committee—the body charged with certain duties in relations between the Government and the British Commonwealth and Cable and Wireless Ltd.—should be renamed the Commonwealth Communications Council as from April 1, 1944.

Senator Ashley said that a review of the policy of the Governments would be undertaken on April 3, in accordance with the direction of the Commonwealth Telegraph Conference in Australia.

Sir Campbell Stuart, who had been chairman of the Imperial Communications Advisory Committee since 1935, would continue to serve as chairman of the council.

NEW FEATURE FOR SAMUEL TAYLOR'S

Samuel Taylor's have replaced the South Australian comedy, "Yes, What?" which has run a couple of years from 3XY, with a new presentation of "The Horsleys in Horstralia," starring Edward Howell, Therese Desmond, and other top-liners in radio. The story, to be aired each Monday, Tuesday, Wednesday and Thursday at 7.15 p.m., will tell the tale of a Cockney family newly come to Australia.



Do you study the stars?

There's really no need, because you can, with every confidence, plant your commercials on

2KY

AT ANY TIME
and reap a rich harvest

2KY has the solid support of over 250,000 wage-earners

N.B. 250,000 was the peace-time estimate. Double that number would be nearer the present day mark.

M 6291-2

428 George Street.

For Radio Programmes
OSWALD P. SELLERS
Australian Agent for
GEORGE EDWARDS—COLUMBIA
RADIO PRODUCTIONS

SYDNEY:
74 Pitt St.
B 6011-2-3
Telegrams: "Selos" Sydney
MELBOURNE:
370 Little Collins St.
MU 3115
Telegrams: "Selos" Melbourne

League Games through A.S.B.

Associated Sport Broadcasts, for the third successive year, will broadcast all Rugby League Games played at the Sydney Cricket Ground during the coming season.

This right was granted at a recent meeting of the management committee of the N.S.W. Rugby Football League.

Associated Sport Broadcasts comprise stations 2UE, 2KY, 2GZ, 2CA, 2KA and 2HR.

All football broadcasts will be relayed through those stations during the Saturday afternoon race programs. The commentator will be Si Meredith, while every Friday at 5.45 p.m. and every Saturday at 10 a.m., Clif Cary will broadcast special sessions covering all the latest Rugby League news.

In the past two seasons the football broadcasts through the A.S.B. network have created considerable interest.

Letters of appreciation have been received from all parts of the State and as far north as Darwin and New Guinea, where the fortunes of the games were enthusiastically followed by soldiers at battle stations.

In addition to the broadcast of the main match each Saturday the A.S.B. will cover all other games with a progress score service.

Another Film Quiz

A film quiz broadcast five days weekly at 10.15 each morning, and sponsored by Goodlands Pty. Ltd., Sydney grocery house, has been added to 2UW's morning schedule under the title of "Star Parade."

The program embodies four variations of the usual film quiz—including naming the original singers of film songs, the stars of well known films, the co-stars of various films, and then on Friday a general film quiz based on the previous four days' competitions.

Four 5/- prizes are provided in each day's broadcast—thus adding still further to the widely popular quiz element in 2UW's daytime presentation.

ONE APPEAL 700 PACKETS OF SMOKES

Although most people these days have to join a queue to secure one packet of cigarettes, Harry Yates last month was given more than 700 packets from one short appeal from 2UE.

The appeal was made during the Diggers' Show broadcast by the Royal Art Furnishing from the Sydney Radio Theatre every Sunday afternoon at 3 o'clock.

Launched on behalf of the Diggers of this and the last war quartered at Lady Davidson's Home, Turramurra, the appeal was an outstanding success. In addition to the 700 odd packets of cigarettes, donations also included cash, matches, cigarette papers, and many ounces of fine cut and pipe tobacco.

Since the commencement of this war Harry Yates has distributed more than six million cigarettes to military hospitals and camps.

"YOUTH PARADE" WILL PACK A TON OF TALENT

"Youth Parade" (Foys), due to open at 3XY on April 14, will occupy the 8 p.m. spot each Friday night, and has been disced well ahead. The idea came originally from the station's chief announcer, Raymond Chapman, who is responsible for direction and presentation of the show.

Confined to young artists of 21 and under, the production plans to present aspiring young radio performers in music and dramatic work, and is to be supported by a full band and the newly-formed Youth Choir. Carl Briglia, who already looks after 3XY's "Salute to the Allied Services," will be musical director.

Starring in the "first edition" will be two youngsters who have already left Melbourne—Muriel Howard, who is in Sydney as a newcomer to the Gilbert and Sullivan Company, and June Mendoza, gone to New Zealand in the juvenile lead of the touring "Kiss and Tell" company for the "Firm."

Dises of the new show will be avail-

Edgar Wallace Thriller for Samuel Taylor

Embarking upon an extensive national advertising campaign in support of Y-Cough cough remedy, Samuel Taylor Pty. Ltd. have contracted with the Major Broadcasting Network for the presentation in all States of the Edgar Wallace dramatic thriller, "The Green Archer," commencing on Monday, May 8.

This represents an important extension of the Samuel Taylor radio campaign for this organisation has used 2CH Sydney, 3DB Melbourne, and 5AD Adelaide for over five years in support of Mortein Insect Spray and Y-Cough, the former in the summer months and the latter during the winter. On 2CH the shows used have included the popular "Yes, What?" "Hopalong Cassidy," and "The Horseleys in Horsetralia."

The new contract provides for the use of all Major Network stations and all stations will feature "The Green Archer," a program recorded in the studios of 3DB Melbourne. Rated as one of Edgar Wallace's most successful novels, it is calculated to make an immediate appeal to listeners who are seeking thrilling entertainment.

SPONSORED BROADCAST FOR A.G.H.

Holford's Millinery Salons are now sponsoring a special 30-minute hospital session from 2UE every Wednesday at 3.30 p.m.

Conducted by Sid Everett and Colina Lynam, the program is dedicated to the boys in Yaralla Hospital.

In addition to the latest and most popular musical recordings, the session also offers cash prizes for a number of contests open to sick and wounded servicemen.

able from 3XY for interstate stations, as Foy's sponsorship covers Melbourne only.

British Industry Lags in Post-War Plans

Dated in London on November 18 last, this article was written by a representative of the American press. He said:—

"Calling for greater co-operation between Britain and the United States in formulation of post-war trade policies, Sir Patrick Hannon, Conservative member of Parliament, in his presidential address to the National Union of Manufacturers to-day said the British Government and industrialists are lagging behind America in efforts to draw up plans for peace-time trade.

"He said post-war trade planning in the United States has been proceeding during the last year 'with accelerating velocity,' and indicated that British business men and Government leaders must either wake up or lose out in competitive trade after the war.

"We should not be mealy mouthed in telling the United States manufacturers that the two-way traffic of the war should be maintained as a two-way traffic in our joint reconstruction program," Sir Patrick said.

"It is, of course, evident that the leaders of industry in the United States are deeply concerned on the future place which that great country will occupy in the world markets after the war. There is clear indication that the American manufacturer is determined to secure a leading position in world trade.

"There is no doubt that the competitive power of the United States, if exercised without recognition of mutual obligation between the U.S.A. and the British Commonwealth, will represent, from the British point of view, a formidable prospect. With plain, wholesome common sense and understanding, and with a spirit of goodwill and give and take, there is no reason why the anxiety now entertained by British manufacturers should not be converted into a mutual, helpful co-operation."

"Sir Patrick said that the recent reports on reverse lend-lease had helped clear the air on the size of the contribution of Britain to the war effort of the United Nations.

"This country has had pretty rough handling from certain sections of the United States press and from a considerable section of American industry, and it was not uncommon to accuse the British Government of formulating post-war commercial plans at the expense of the United States, he said.

"These attacks are now blown to smithereens by no less a person than the President of the United States himself. Last week he painted a picture of increasing two-way traffic with Britain, Australia and New Zealand, all contributing towards the common pooling of reserves with this country."

Artransa Executive Visits New Zealand



Directors and staff of Artransa Pty. Ltd., Sydney, wished bon voyage to Miss Joy Morgan, sales manager, at an informal gathering last week, just prior to her leaving for New Zealand.

Miss Morgan plans to spend about six business weeks in the Dominion, during which she will endeavour to make contact with every angle of the commercial broadcasting industry in both islands. After that, she plans to take time off for a much delayed annual vacation before returning to Sydney.

Photo shows Miss Morgan (centre) talking to Mr. Horner and Mr. F. Daniel. Others from left to right are W. Firth, Misses Collins, Mood and McLean, L. Chirlian, J. Cortez, F. C. Coombes (behind Miss Morgan), H. Bowden, R. E. Lane and S. O. Clarke.

DARROD'S SPONSOR "THE WHITE COCKADE"

Replacing "The Circus Comes to Town," "The White Cockade," a George Edwards production, started on 3KZ on March 20 in the 8 p.m. channel. This story of intrigue and romance in Europe will be presented four nights a week at 8 o'clock. It is based on the life of Princess Clemintina Sobieski, one of the wealthiest heiresses in Europe.

CHARLESWORTH RETURNS

An entirely new afternoon presentation will be launched by 3UZ on April 10, when Gil Charlesworth, who made such a success of the afternoon session prior to his enlistment, will be back on the air during the daytime. There will be a variety of high spots during the presentation which will last from 2 until 5.15.

At 2.30 each Thursday "Backstage" will be conducted as usual by Shirley Ebbott.

Alfred Stewart Pty. Ltd., precision engineers, have taken a quarter-hour session at 9.45 Thursday evenings on 3UZ, consisting of a musical program entitled "Fire-side Recital."

Pacific Chenille, through Hansen-Rubensohn, are sponsoring "Pacific Parade" on 3UZ, a quarter-hour feature at 6.44 every Monday and Wednesday.

The popular G.U.D. Manufacturing Co.'s Saturday afternoon session, "Do It Yourself," from 3UZ (through Stevenson) is now relayed to 3GL and 3BO.

3 HA 3 TR

3 SH

— Formula for Country Coverage! —

Gateways to Western Victoria, Gippsland and Northern Victoria, these popular provincial stations form an important link in every Australian campaign! Full details of rates, etc., available from—

THE VICTORIAN BROADCASTING NETWORK

MELBOURNE: 239 COLLINS STREET
PHONE: CENT. 4124

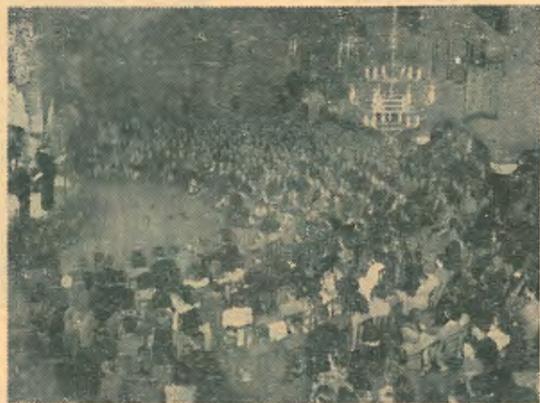
SYDNEY: MACQUARIE BROADCASTING SERVICES
136-138 PHILLIP STREET. PHONE B 7887

Easter Greetings

to You

from 3AW and Staff

"Aspro" Has "Starnite" for Sydney



The audience at Earl's Court where "Aspro Star-night of 1944" is held.

Concurrent with the announcement of their renewal of the George Edwards serial, "Three Generations" on 2UW for a further 12 months, "Aspro" have also added their Melbourne "Starnight"

show to the 2UW schedules. This will be broadcast from 9.15 p.m. Mondays. It was formerly aired in Sydney from 2UE. The "Aspro" account is handled by Leyshon Publicity Services.

"Spud-Boiler Radio!"

The "Spud-Boiler Radio" is described in a letter from an Australian prisoner of war in Stalag XXA, Germany. "There are many wags amongst us, and fools. Talking of fools reminds me of one little chap we have here; the most gullible idiot in Germany—and that's some record. He came across the spud cook one day with his ear pressed against the spud-boiler. 'Watcher doin', Spuds?' asked the short one. 'Listening-in to the radio,' said the Spuds solemnly. The simpleton's face showed disbelief, so Spuds (warming to the game) gave a

technical dissertation on this phenomena which completely convinced 'shorty' of its possibilities; he spent about three days on his hands and knees in front of the spud-boiler trying to pick up the B.B.C. Eventually he gave it up in disgust."

Australian prisoners of war in Germany remain cheerful, well-fed and healthy with regular issues of food parcels and medical supplies sent them through the Australian Red Cross Society. Red Cross keeps them fit in body and mind by sending them musical instruments, clothing, books, sporting goods and study courses.

Every Friday
at 8

3XY

From
April 14

FOY'S

YOUTH

PARADE

Produced and Compered by
RAYMOND CHAPMAN

Australia's Up-and-Coming Radio Stars, all
Twenty-one and Under, in a Grand Radio Show

DISCS ARE AVAILABLE FOR INTERSTATE STATIONS

TRANSCRIPTION SALES

The following transcription sales were announced for February and March by Artransa Pty. Ltd.

February:

"Library of the Air," 26 x 45 mins., 6PR-TZ; 52 x 45, 5DN-RM; 52 x 45, 7HO.
"Thirty Minute Theatre," 26 x 30, 2GB-HR.
"Brigelow Dramatic Mysteries," 36 x 5, 4GR.
"Macquarie Radio Theatre," 52 x 60, 5DN-RM.
"Red Streak," 52 x 15, 2BH.
"Home Folks," 52 x 15, 4GR.
"Fu Manchu," 78 x 15, 2CK.
"Oh Reggie," 52 x 15, 4IP.
"Happy Valley Folks," 78 x 15, 4IP.
"Doc Sellers' True Stories," 130 x 15, 4MB.

March:

"Macquarie Radio Theatre," 26 x 60 mins., 4BH.
"In His Steps," 52 x 30, 6PR.
"One Girl in a Million," 74 x 15, 2CA; 78 x 15, 2HR.
"Doctors Courageous," 52 x 15, 7HO.
"Reporter of Odd Facts," 52 x 5, 7HO.
"Donald Novis Sings," 52 x 15, 4AY.
"Brigelow Dramatic Mysteries," 36 x 5, 4ZR.
"Bigelow Musical Weavers," 26 x 5, 4ZR.
"Old Time Theatryre," 26 x 15, 4IP.
"Lumsdaine and Farmilo," 15 x 15, 2GB.
"Famous Australians," 45 x 15, 6PR.
"Famous Escapes," 44 x 15, 6PR.
"Leaves from the Other Woman's Diary," 52 x 15, 6PR.
"Chandu the Magician," 254 x 15, 4BC.
"Radio Stage," 52 x 30, 2LT.
"Komedie Kingdom," 34 x 15, 4BC.
"Sulman Strikes," 52 x 15, 4BC.
"Dog Heroes," 13 x 15, 4BC.
"Dog Stories," 13 x 15, 4BC.
"Nelson of Trafalgar," 39 x 15, 4BC.
"Adventures of Adrienne," 104 x 7½, 4SB.
"One Girl in a Million," 78 x 15, 2HR.
"Home Folks," 52 x 15, 2LM.
"Fu Manchu," 78 x 15, 2CA.
"Sacrifice," 52 x 15, 2MW.
"Red Streak," 52 x 15, "Sacrifice" 52 x 15, "Fu Manchu" 78 x 15, "The Citadel" 52 x 15, The Macquarie Network for 3CV.

WINDOW DRESSING

"British women are getting pretty good at resurrecting things and creating them into up-to-date-looking clothes, and that's one of the reasons why they still keep up a good appearance in this fifth year of war and third year of clothes rationing. I met a girl I know the other evening, and she was dressed in her aunt's old curtains. At least, she said it was her aunt's old curtains, though it looked to me like a very smart velvet skirt and jacket. She'd dyed them, cut them up, and saved herself coupons—and, of course, saved the country some workers' time, which is more important still. I asked her how her aunt was managing without the curtains, and she said she'd trimmed the black-out with coloured braid instead."

("Clothes Rationing" by Ruth Adam, in the B.B.C. series "National Diary").

Among the Sponsors

Millards contract for "Partners in Harmony" has been renewed for a further long term, for broadcasting at the same time—4 to 4.15 p.m. Sundays, from 2GB. Duos, trios and quartets, featuring the world's most popular artists, provide the harmony idea. In addition, Millards Pty. Ltd. have renewed their announcement contract for a long time on 2GB, for every day of the week and at night.

The following advertisers have let, or renewed announcement contracts to Macquarie stations as listed:—
Vicks Products Inc.: 2GB, 2HR, 3AW, 4BH, 5DN-RM. (Daytime. Contract through Willmotts).

W. E. Woods Ltd.: 2GB, 2CA, 2WL, 3AW, 4HA, 3TR, 4BU, 5DN-RM. (Evening. Contract through Gotham's).

W. C. Douglass Ltd.: 2CA, 2WL (Breakfast. Contract through J. B. Perceval).
E. Griffith Hughes Ltd.: 2GB, 2WL, 3AW, 4HA, 3TR, 4BU, 5DN-RM. (Breakfast. Renewal through Catts-Patterson).

Speedo Knitting Mills Pty. Ltd.: 5DN-RM, 6PR-TZ. (Evening and daytime. Contract through Gotham's).

Olympic Tyre and Rubber Co.: 3AW, 4BY, 3HA, 3TR, 4BU. (Evening. Contract through Arthur Smyth and Sons).

Mums Products: 2WL (women's session, Contract through Vincent H. Freeth).

J. A. D. Gibson and Co. Ltd.: 2CA (Evening. Renewal through Traders).

Bayer Pharma Pty. Ltd.: 2GB, 2CA, 2HR, 3WL, 3AW, 3CV, 3HA, 3SH, 3TR, 4BU, 5DN-RM, 6PR-TZ, 7HO, 7LA. (Daytime. Contract through L. V. Bartlett).

R. Towns and Co.: 4BU. (Evening. Contract through Weston Co.).

Green Tree Tea Room has renewed with 2UE for announcements by Allan Toohey in the breakfast session.

G. F. Birks (Goldberg Advertising Aust. Pty. Ltd.) has signed with 2UE for five-minute sessions in the breakfast session.

H. Mayer (through Goldberg's) has renewed for spot announcements in the 2UE afternoon program.

Fostar's Shoes Pty. Ltd. have now included 2KO Newcastle in the chain of stations now presenting the "Synchronic Hour," 60 minutes of music presented each Sunday at 1 p.m.

W. C. Douglas Ltd., through the J. B. Perceval Agency, have released schedules for direct announcements for Breakfast D-Light on 4CA Cairns, 4TO Townsville, 4MK Mackay and 2GF Grafton. The announcements are scheduled for the breakfast session daily.

The Lintas Agency have scheduled a series of preferred position announcements for Rexona Soap on 3BO Bendigo, 4CA Cairns, 4MK Mackay and 4TO Townsville. The announcements will be broadcast during the evening program.

Proprietary Agencies Pty. Ltd., through L. V. Bartlett Ltd., have booked a series of spot announcements for Callig on 2AY Albany and 3BO Bendigo in the breakfast session.

The new feature for Jack Craig and Sons of Goulburn is "Plays for the People," broadcast each Wednesday on 2GN Goulburn.

The Lintas Agency have released a schedule of announcements for Lipton's Tea on 3BO Bendigo during day and evening sessions.

The proprietors of Black and White Cigarettes, etc., have again renewed "Time Marches On," on Stations 2AY, 2GN, 2GF and 4WK—the renewals were received through the Goldberg Agency, Melbourne.

The new feature for Roxy Theatres, Townsville, is "Love Tales," broadcast each Sunday on 4TO Townsville.

Kolynos Inc. (agency, J. Walter Thompson) has secured space on 4CA Cairns and 4MK Mackay for the presentation of a new feature "Susan Lee," on a four times weekly presentation, Monday to Thursday, at 12.45 p.m. in the luncheon session.

C. Towns and Co. have contracted through the Weston Co for an extensive campaign of direct announcements on 2CH for Cuticura product.

Bayer Pharmacal (agency, L. V. Bartlett) are using Station 2CH for a big series of 100-word announcements for Bayer Aspirin.

Through Beckett-Thompson the Liberal Democratic Party has contracted for a series of talks on 2CH in the coming months.



"ONE MAN'S FAMILY"

BECOMES ANOTHER TOP - LINE

4BU

BUNDABERG
FEATURE

TUESDAY

8.45 P.M.

Presented by Distributors of Su-tall

4BU Representatives: MACQUARIE NETWORK, Sydney and Melbourne

Make Your Own Survey—

Ask any Advertiser What

Kind Of a Job

3KZ is Doing For him.

3KZ MELBOURNE

Sydney
Representative
A. L. FINN, 65 York Street

Short-Wave Broadcasting in the United States

A good radio receiving set almost anywhere in the world these days, tuned to the 16, 19, 25, 31, or 49-meter bands on the quarter-hour, will pick up a few bars of the song, "Yankee Doodle," and an announcer saying: "This is the Voice of America, one of the United Nations."

While this announcement may be followed by a news broadcast in English, the chances are that the program will be in French, Polish, Italian, German, Swedish, Rumanian, Portuguese, Spanish, Greek, Dutch, Czechoslovakian, Chinese or other languages. The listener will be hearing one of the growing array of powerful U.S. short-wave radio stations.

Pioneers Were Amateurs

Amateur radio operators pioneered short-wave transmission in the United States after the long waves had been assigned to commercial broadcasting 20 years ago. Companies like the Radio Corporation of America, General Electric and Westinghouse had short-wave stations as early as 1925. A station at Schenectady in New York State, was a means of communication with Admiral Richard E. Byrd's expeditions to the North and South Poles.

Other stations broadcast mail to missionaries in distant lands and to trappers in Arctic regions. It was found that short-wave signals cut through tropical static much better than medium or long-wave transmissions, and programs in Portuguese and Spanish were begun for South America. With the outbreak of war in Europe the United States undertook an extensive short-wave broadcasting program.

There were 11 international short-wave broadcasting stations on the air in the United States in December, 1941. These were the three General Electric stations, WGEO and WGEA in Schenectady, and KGEL in San Francisco; WRCA and WNBI of the National Broadcasting Co. in New York; WCBX and WCRC of the Columbia Broadcasting System, New York; WBOS of Westinghouse, and WRUL and WRUW of the World Wide Broadcasting Corporation, near Boston. The most powerful of these was 100-kilowatt WGEO.

Under the present program this total will be increased to 36 by July, 1944, and several of the new stations will be of 200-kilowatt power. An additional 100-kilowatt station, KWID, went into service at San Francisco in 1942, power was increased on several existing transmitters and a dozen transmitters formerly used for point-to-point commercial messages were converted to broadcasting.

Efficiency was further increased by uniting the transmitters in what is known in the U.S. radio circles as the "Bronze" network, bronze being the

colour of copper wire. This permitted the same program to go on the air over a number of frequencies.

Portuguese Broadcaster

The "Voice of America" on many Portuguese-language programs is that of Manuel Pinto de Sousa, who was born and educated in Estarreja, Aveiro, Portugal, where his mother, Mrs. Mariana Pinto de Sousa, still lives. Before joining the short-wave staff of the National Broadcasting Co. in 1940, he was employed by Fox Movietone News. Earlier he wrote for a Portuguese-language newspaper and conducted a Portuguese hour on a radio station at New Bradford, in the State of Massachusetts, centre of a large Portuguese community. He and his wife, who was Miss Francisca Miguel of Terceira, in the Azores, have lived in the United States for more than 20 years.

One of the Spanish-language voices is that of Professor Vicente Tovar, who was born in Burgos, Spain. He is a graduate in philosophy and letters of the University of Madrid and of Columbia University in New York City. He was a teacher before entering radio. One of his programs, "Plumas al Viento" (Books on the Air), on which he reviewed new books written in Spanish, made him known throughout South America. He is honorary president for North America of the Cultural Society of Argentina.

Rebroadcasting in other countries on medium-wave of U.S. short-wave programs has been greatly expanded. Many programs are re-broadcast in South America. The British Broadcasting Corporation relays 105 New York programs

a week from England. Still others are rebroadcast in Africa, Australia, New Zealand and Alaska. One of the transmitters relaying programs in Africa is a 50-kilowatt unit, formerly used by a New York station, now set up in Algiers.

Troops Greet Homelands

New Zealand and Australian airmen in the United States and Canada for training have greeted their homelands in programs arranged by Miss Nola Luxford, president of the New Zealand Society of New York. The voices of English children and English airmen have been carried to England.

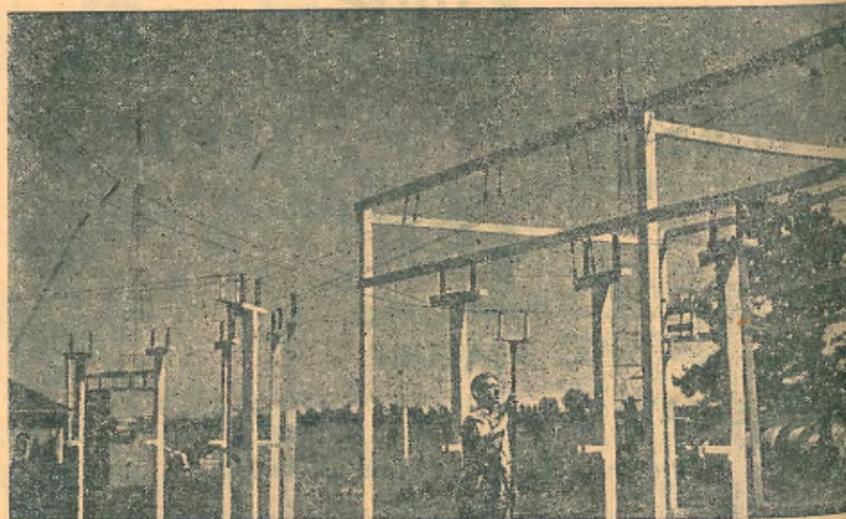
Gracie Fields, the famous English entertainer, once sang with Royal Air Force men on a program of WGEA which has been heard regularly on the island of Malta, 7,000 miles (11,200 kilometers) away, by Joseph French, who reported that he listened, "raid or no raid." Programs of this and other short-wave stations in the eastern part of the United States also are heard in France.

A French widow, forced to leave her home in Lorraine, wrote to Edward Beck, a French language announcer, as follows: "Abandoned almost by everyone here, the certainty of deliverance which you give enables us to endure this long exile as well as privation of every kind. . . . On behalf of all expelled citizens of Lorraine, and in my own name, I wish to express to you all our admiration and our immense gratitude."

One of the most interesting U.S. short-wave stations is KGEL. Erected in 1939 as a feature of the San Francisco International Exposition, it was the first short-wave broadcasting station in the western part of the country.

Broadcasts to Far East

Much of the Far East received first



A technician for a powerful short-wave radio transmitter at Schenectady, in the State of New York, changes the beam for broadcasts to Europe and Latin America.

word of the outbreak of war in Europe in 1939, and the Japanese attack on Pearl Harbour in 1941 from KGEL broadcasts. This station and the newer and more powerful San Francisco transmitters have also been a source of entertainment for fighting men on the Pacific Islands.

"For entertainment, we have only the radio," wrote Kenneth D. Cornell from one of the islands. "We enjoy the San Francisco and the London Stations. We are too far away from the Australian long-wave and too close for the short." This refers to the "skip" effect of short-wave radio signals which often makes it difficult for nearby listeners to tune in a station while those farther away receive it with ease.

All U.S. short-wave broadcasting stations have broadcast programs for the entertainment of forces overseas.

Still "In Clover?"

"Some of the bits of real life that come my way are so incredible that I know it would be useless for me to pass them on to you. The only excuse for them is that they really happened. Try this one. In the East End of London, not far from Clerkenwell, there flourishes a dairy farm. Imagine, if you can, a herd of cows, living in the heart of the East End, stabled in a mews. They've never seen the country. They've never gone grazing in a field. Instead of walking all over their breakfast, dinner and tea, as their country cousins do, they sit back and have their food brought to them slabs of cut cake, made, I suppose, from dried grass. Whether they are attended by a waiter in tails with a napkin over his arm, my informant did not know. What she did know was that these urban cows supply all the milk for a London Maternity Hospital."

(Gerald Bullett, in "Life at Home," broadcast in the B.B.C. overseas service).

1,000th "Fred and Maggie"

The thousandth broadcast of "Fred and Maggie Everybody" on the ZB stations in New Zealand was recently highlighted by special presentation. New Zealanders have a warm spot in their hearts for "Fred" and "Maggie," whose spectacular visit to the Dominion is pleasantly remembered. "Fred" and "Maggie" symbolise for all listeners, the enduring permanence of simple home life. They typify the good plain things. Their popularity in New Zealand continues undiminished.

John Browning Pty. Ltd. have contracted with 3UZ for "His Last Plunge," quarter-hour Tuesdays, Thursdays and Fridays at 8.30 p.m., and have renewed their sponsorship of Herb Rothwell's sporting talks on Wednesdays and Saturdays.

For all Classes of General Printing.

**RADIO PRINTING PRESS
PTY. LTD.**

146 Foveaux Street, Surry Hills
Phone: FL 3054

BEACHCOMBER TALES

Beare and Ley Pty. Ltd. are the sponsors a new dramatic quarter-hour on 2UW entitled "The Beachcomber of Lakonga."

This is a series of self-contained dramas—off the beaten track in a pre-war world. The only central connecting theme is that the stories are told on the beach at Lakonga, where men drift in from the outside world—some to escape from pursuit, and some to seek adventure. As the opening narration fades, the production flashes back to a dramatization of the story itself.

"The Beachcomber of Lakonga" is on the air at 6.43 p.m. each Thursday.

HERREN SQUEALERS

"I've seen batches of German letters found on the Russian front from blitzed German areas which make highly diverting reading to those who remember how Goebbels prided himself on the invention of that ghoulish verb, 'to concentrate.' Actually London could take it and Coventry could take it, but the Huns can't. Perhaps because they've a black conscience, or because our bombs are heavier and more numerous, but the fact remains that they squeal as no one ever squealed in England."

(The B.B.C. Russian Commentary by Alexander Worth).

"THE CONSULTING ROOM" RENEWED

This 10-minute Saturday afternoon talk is conducted by Mr. J. Van Boss, Dutch scientist, who introduced to Australia, his method of healing by short-wave and multi-ray therapy, in 1932. Mr. Van Boss has demonstrated his apparatus in one of Sydney's leading hospitals for the past 13 months. His session, renewed for a further 12 months, is broadcast from 2GB every Saturday at 4 p.m.

W. E. Woods Ltd. have contracted through Gotham's for a campaign for Wood's Great Peppermint Cure on 2CH, using direct announcements.

Through George Patterson agency, Colgate-Palmolive have contracted for a series of one-minute announcements on 2CH.

Speedo Knitting Mills (agency Gothams) are using 100-word announcements for their products on 2CH.

W. H. Paling and Co. Ltd. have renewed their contract for quarter-hour session of "Everybody's Music" on 2GB. Popular vocalists and orchestras are presented in well-balanced arrangements every Saturday at 9.15 a.m.

Kruschen one minute announcements on about 50 stations throughout the Commonwealth have been renewed for a further 12 months by agency Catts, Patterson, mostly on a six times a week night schedules.

RECORDS IN REVERSE

Christopher Stone, celebrated radio compere of gramophone programmes, who once a month puts on the "requests" in the B.B.C. "India Command" program — to British forces in India — has a fund of good stories about broadcasting and about gramophone records, as his listeners may well imagine.

He always says he got his broadcasting engagement through complaining. While editor of a gramophone trade journal, he wrote to the B.B.C. criticising the way the gramophone programmes were presented, ending, sarcastically, with a remark that he could do it better with his eyes shut. The reply was not what he expected. It was to this effect—then come and do it. With what result listeners round the world know.

In his book, "Christopher Stone Speaking," he told some behind-the-scenes stories of the early Savoy Hill days. A "surprise item" had been introduced into one programme and the man whose idea it was made Stone borrow a "backward"-playing gramophone and play well known records on it—some of music, some of voices. A piano record, he says, sounded like an organ performance; Mr. Bernard Shaw's voice was "really amusing" when treated in this "undignified way." When, before a music society, he put on a number of records in "reverse," the only composer the audience recognised was Delius, "who sounded Delius whether played backward or forward."

News Service Veto

(Continued from page 4)

(I) As explained by the Commission in the quotation from its statement in paragraph 7 of the report, it would retain complete independence in the broadcasting of statements by Governments, in the selection and presentation of news, in the number of observers it might employ, and in using the observers to check the news supplied.

(J) We invite attention to the general manager's summing up of the Australian news proposal quoted in paragraph 51 (26) of the report.

(K) In our opinion the recommendations in the report are against the evidence, and the weight of evidence. We are impressed with the case which the Commission, the A.A.P., and the Australian Newspaper Proprietors' Association have submitted in favour of the draft agreements, with the intended modification to provide for the establishment of an agency to supply basic news for distribution to the A.B.C. and to the other members or subscribers, before being edited and published by individual newspapers. No one knows the problems and difficulties of the news service better than the Commission after its long experience of negotiations with the Press over a period of more than 10 years, and, having confidence in its judgment in this matter, we recommend that both its overseas and Australian news proposals should be adopted."

SOUTH-EASTERN		NEW SOUTH WALES	
2BE	BEGA	200 WATTS	2XL
			COOMA
			200 WATTS
J. A. KERR		COOMA BROADCASTERS PTY. LTD.	
Sydney Rep.: L. S. DECENT, Lisgar House, Carrington St., Sydney. Phone: BW2081			

PERSONALS...

Mr. O. J. Nilsen, president of the AFCBS, and Mr. Ray Dooley left for South Australia and Western Australia on April 4. They will be paying official visits to the committees in both States, and will be away for about a fortnight.

Melbourne broadcasting station managers entertained all the interstate delegates to the War Loan Appeal Conference. The luncheon was held at the Australia on Tuesday, March 28. Mr. O. J. Nilsen, who was not able to be present was represented by Mr. A. N. Kemsley. Mr. Sid Kemp took the chair.

Why did Mr. Frank Marden and Mr. J. Ridley look so terribly disappointed when they boarded the Spirit of Progress to return to Sydney recently? It certainly wasn't because of business, maybe it was because of a game of golf they had that day with Dave Worrall and Jack Clamenger? It looks as though Sydney lost a few holes to Melbourne.

Mr. B. Stapleton, general manager of 2SM, has shaken the city dust from his feet and headed north last week-end for a quiet two or three weeks' rest at one of the north coast rivers. With a business companion he is looking forward to the opportunity of providing his own fish breakfast every morning while away.

One of Sydney's most popular luncheon hosts is John Barnes, that dynamic representative of 3XY Melbourne. Hardly a week goes by but what he doesn't have around his table at the Wentworth three or four friends and business acquaintances. Last Wednesday we noticed in Lionel Shave of Geo. Patterson agency, and Mr. Kelly of Cyclone Fence fame.

John Dunne of 2SM has returned to work after his annual "break." Dom Harnett deputised for him while he was away.

Messrs. Kerr and Mitchell of the 2BE and 2XL combination in the New South Wales South-east corner, were in Sydney again recently, and their Sydney representative, Les Decent, reported later they had enjoyed a most successful visit to the metrop.

Alex McNish has taken over the compering of the Ball and Welch feature "Ports of Call" from 3XY each Wednesday at 9 p.m. from chief announcer Raymond Chapman, who has found his hands full on the rest of the Wednesday night program. Alex began the show at its inception last September.

Lyle Chick has replaced Kevin Bradley who resigned as 3XY's musical director and conductor of the band for the Aspro "Radio Revels," given for troops in Cathedral Hall each Saturday night and aired at 8.15.

Mr. Norman Johnson of 2UW who underwent a spinal operation by Dr. Hertz a few weeks ago is making good progress, although it is likely he will be laid up for many weeks to come. The operation having been successful, second stage of the treatment calls for complete immobility. Although laid up Mr. Johnson will not lose contact with the station, as the management has had installed a phone to his hospital bedside to enable him to carry on with much of his normal work during the enforced sojourn in bed.

The death in action is recorded of Lieut. Lou Paul, fourth of the N.Z. Commercial Service's announcing staff to pass on in the service of their country. Lou Paul had a remarkably fine tenor voice, and after singing for a long period at an Auckland Theatre he visited Sydney for some months and appeared with Jim Davidson's and other dance bands. On his return to New Zealand he joined the Commercial Broadcasting Service as Maori announcer at 1ZB, where he conducted a series of special programs with the 1ZB Maori Choir and toured the other stations as a singer. Early in 1938 he exchanged with Jack Davey of 2GB, and again met with popular success before coming back to this country. He joined the forces and was commissioned some time ago.

20 Commercial Broadcasting, April 6, 1944

Dr. Ralph L. Power, who represented the Macquarie network and its predecessors over a period of ten years as its American representative, and who was in Sydney when the war broke out in 1939, has again resumed the management of his Los Angeles office as a radio counsellor. In 1942 he became an inspector in charge with headquarters in the San Francisco Signal Corps Inspection Zone of the Army, but was immediately assigned to the Los Angeles area. He was later promoted from the grade of inspector to that of a senior inspector, and finally to administrative inspector. Dr. Power took his cumulative vacation leave in February and March, and on April 1 was to divide his time between his own office and the Signal Corps. The new arrangement, seldom authorised, will enable him to devote half of each week to the Corps. The rest of the time he will return to his own office, which will include supervision of the public relations account of the Universal Microphone Co. His agency has serviced this client since 1928. The company, during war days, has added several factory buildings and increased its working force 15 times its former number. Dr. Power is a Companion of the Australian Institution of Radio Engineers.

Gordon Tait, 3AW's program manager, recently spent his fortnight's holiday down the coast, but it doesn't seem to have done him much good. He, like many others, has been down with flu for the last week, but was expected back at work before Easter. Much to his disgust he will have had to spend those holidays catching up on back work.

W. H. (Bill) Berry of the 3XY sales department is recovering gradually from his sinus operation, and hopes to be around and about before very long.

BACK FROM THE BATTLE

Fred Tupper who has recently been released from the Army is back again in radio. Fred started in radio in 1927 at 2BL as a straight announcer. From there he went to 2UW where he became sporting commentator. Later he became one of the first announcers at 3KZ when that station opened, and with Arthur Mathers did the famous "endurance broadcast," which lasted for a week.

When 3AW was opened Fred Tupper was one of the first announcers to be engaged. He has been there ever since. He has covered every kind of sport at that station. In 1931 the Nicky and Tuppy combination commenced, and this team became one of the most outstanding of its kind in Australia. Six mornings a week they worked the breakfast session between 6.30 and 9.30 a.m. The same sponsors sponsored their session for ten years, which proves the value they placed upon this team and what it did for their advertising. Some of the sponsors were Buzolichs, Tafts, Coles and Garrard, T. B. Guest and Co., Teaspoon Tea, and Wittners. Most of these sponsors took quarter hour blocks.

This same duo organised one of the biggest picnics ever held in Melbourne, it was at Greensborough and was attended by invalided children from the Austen Hospital as guests of honour. An official police and traffic estimate was that there were 50,000 people present. There are now Nicky and Tuppy cots in many hospitals in Melbourne.

Fred enlisted as a private in 1940, and went straight to Puckapunyah. He saw service in Darwin and Northern Australia, and later was among the first Australian troops to go to New Guinea. He arrived in time for the Milne Bay battle, and was also at Lae, Buna, Gona and Salamua during the siege. During this time he became a Corporal, Sergeant Warrant Officer and then Lieutenant. Finally being officer commanding his own unit. Suffering from bronchial asthma he was then released from the Army after 3½ years service.

During his time in New Guinea he saw many heroic deeds of our lads, including the incident that won the V.C. for the late Jack French, who was killed at Milne Bay during a sortie in which he disposed of five Jap machine gun posts, and met his

COMMERCIAL BROADCASTING

Vol. 12, No. 21, Thurs., April 6, 1944
Price: 6d. per copy. Subscription: 10/- P.A.

MANAGING EDITOR:
A. Lippmann,
Printed by

Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills
Published every second Thursday by
AUSTRALIAN RADIO
PUBLICATIONS PTY. LTD.

146 Foveaux Street, Sydney.
G.P.O. Box 3765.

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."
Melbourne Representative:
Miss Beatrice Touzeau, 4th Floor,
403 Bourke Street. 'Phone: MU2932

U.S.A. Business Reps.:
William C. Copp and Associates,
303 West 42nd Street, New York.

Ken GoVne (7HD) was in Melbourne last week looking as fit as a fiddle, which is no wonder considering he breathes the pure champagne air of the Apple Isle practically all the year round.

Terry Hill has dropped announcing from 3XY and has installed himself in a cosy corner in the record room in charge of all recorded programs.

death during his final visit to the remaining enemy posts.

Army amenity services are playing a big part in providing entertainment and sporting material for the boys in New Guinea, says Fred, and no stone is left unturned.



Fred Tupper

to provide amenities for boys as near the front line as possible. Concert parties are front line soldiers.

Now back on the job at 3AW, Tupper is with the breakfast session and the children's session. In a few weeks he will be broadcasting League football as 3AW have decided not to resume their race broadcasts until Melbourne Cup time.

12, No. 22

Third Issue)

Thursday

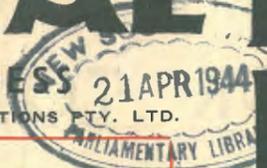
20, 1944

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

PUBLISHED EVERY SECOND THURSDAY BY AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.



*This afternoon
business
It's good business*

on



We know - we've proved the audience!

B
R
O
A
D
C
A
S
T
I
N
G

Registered at the G.P.O., Sydney, for transmission by post as a newspaper.