

## PERSONALS

Major Ted Cox seems to be able to get into Sydney for about a day out of every week. Formerly officed at Victoria Barracks he has recently been out "where the eels lie down" which, translated back into the aboriginal, gives the place name of his station . . . and we hope that doesn't break any censorship rules!

Miss Anne McHale, secretary to 2UE's general manager, Mr. A. Campbell Jones, is enjoying her annual vacation at Jervis Bay.

Noted radio actor and former 2UE announcer, Ron Morse, has been promoted to the rank of Flying Officer Air Gunner with the R.A.A.F. in England.

Arthur Carr, 2UE sales staff, is spending his annual vacation at Palm Beach.

Si Meredith is again reading F. J. Palmer and Sons midday serial from 2UE after a fortnight's holiday at Ettalong.

Michael Noonan, former 2UE copywriter, has been promoted to the rank of Lieutenant in the A.I.F.

Sergt. Ken Johnston, formerly one of 2UW's sporting staff men, and now serving with the Army Amenities section, was down in Sydney last week enjoying some leave. Ken put his weight behind the last Liberty Loan when he took part in a broadcast from 2DU, and he will probably stage an interesting "race description" of the New South Wales Western Towns Derby which is being arranged to stimulate contributions to the forthcoming Victory Loan.

Mr. Bernie Stapleton, popular 2SM general manager, was down in Melbourne last week for a few days on business. When he arrived back in Sydney this week there was a gleam of suppressed excitement in his eye. Business must have been good down south!

Captain Alex Clubb was one of the "pioneers" who attended Oswald Anderson's Radio Birthday Party at Paling's last Sunday night. Though his hands are pretty full in the Army, the well known Presto agent manages to look in at his office every once in a while, just to keep his finger on the pulse of things.

John Dunne of 2SM has been nominated as a "pin-up boy." Somebody wrote to the Sydney daily press about it. John (and some others too) suspect a "gang-up!"

Mr. Frank Marden, 2UW general manager, was in Melbourne for a few days last week.

There was great jubilation at 3AW last week when Gladys Moncrieff broadcasted in the theatregoers session and afterwards was introduced to the 3AW staff. The broadcast was such a success that Miss Moncrieff and Lellie Potter (the theatregoer) have both received hundreds of letters requesting a rebroadcast of the session. In her usual good-heeled fashion "our Glad" has kindly consented to do so, and will be heard again on Friday next.

Win Thwaites, assistant sec. at 3UZ, who is quite one of the busiest personalities on any radio station can be at present found "way up" at Marysville, where she is spending three weeks well-earned holiday.

As from Monday, March 6, 3AW's early morning listeners are to be helped out of bed by two early morning twitterers, as Fred Tupper is to join Bill Furley every morning at 6.30. Both Tuppey and Phil are returned men from this war, Tuppey having been in charge of an entertainment unit in the Army, and Phil having instructed in the Air Force.

Sally Miller, known as "Sally" on 3XY's morning session, has arrived back from holidays at Apollo Bay, looking very fit and well.

Monday, February 21, was something of a gala night at "Starnight at Earl's Court." Sponsors, artists and advertising agents were there in full force. The program which was at its usual high standard had all the sparkle befitting the occasion. When the show was over artists were entertained at supper by the executives of "Aspro." Among those present were Mr. and Mrs. E. H. Stennitt, Mr. and Mrs. Mark Patten, Mr. and Mrs. A. W. Lightfoot, Mr. and Mrs. E. Norris, Mr. and Mrs. Sinclair, Mr. and Mrs. Jack Clemenger, Mr. and Mrs. Leigh Stitt, Mr. and Mrs. Leyshon. Dancing concluded a very happy evening.

The large and representative gathering that attended the Radio Birthday Party at Paling's Concert Hall last Sunday evening to mark Oswald Anderson's twenty-one years in broadcasting, was in itself a warm tribute to a man who has not only always had a fatherly interest in broadcasting, but along the way has held out a helping hand to so many who have aspired to work in that field. He has many friends. Kindly in outlook and in gesture, he manages today the biggest individual radio producing unit in Australia (outside of the A.B.C.), answering unassumingly to the handle of "Andy" or "O.A." to anyone fortunate enough to call him friend.

Lionel Shave's quip at the Radio Birthday Party at Paling's Concert Hall last Sunday night that he was the inventor of "mike fright" was only capped later on in the evening by "O.A." himself, who claimed that he had bought and paid for the sole rights of it from Lionel. And yes, Oswald Anderson was nervous!

Ron Beck, of the Colgate-Palmolive Unit, struck a merry note at the same gathering when speaking on behalf of radio sponsors, concluded with the thought that "sessions may come and sessions may go, but sponsors go on forever."

Strella Wilson, after singing a number, added the happy anecdote of "the early days" at the Radio Party. It was the occasion when she was given the bird! It actually happened in the early efforts of 2FC upon an occasion when two kookaburras were brought to the studio to give London the laugh-on relay. Nothing, including drums, fiddles and ugly faces could induce the birds to break forth. It was given up as a bad job. Miss Wilson was then nudged up to the microphone to sing, and as her voice soared into a well known lilting air the kookaburras burst into an unholy cackling duel!

A recent visitor to Sydney was Mr. L. Prouse-Knox, manager of Brisbane station 4BS.

A.P.R.A. manager, Jack Woodbridge, recently returned from a fishing holiday up the North Coast. Believe it or not this ex-angler of the mountain streams seems to have forsaken the famous pastime of huntin' trout for the more exciting but less exacting sport of beach fishing.

Surf fishing certainly has gained many followers in recent years and radio executives are well represented among the dim shadowy forms that stand for hours at night at the surf edge around Sydney beaches. One of the most enthusiastic—when he gets a chance to be—is Mr. Norman Lyons, station manager of 2UW. During the invasion scare period he made special arrangements for his fishing gear in his air raid shelter!

Jack Burgess, ex-Adelaide, and now settling in Sydney with the Colgate-Palmolive Unit, is casting about for a home site, and he too is anxious to get near a beach so he won't have too far to go to catch his breakfast.



## CLASSIFIED ADVERTISING

WANTED

Announcer - Copywriter required for large N.S.W. Country Station. State experience, age, etc. Apply No. 111 National Service Office, Martin Place, Sydney.

Lieut. Reg Fox, who was station manager of 2CH before joining the Navy soon after the outbreak of war, passed through Sydney last week on his way south, after serving at a northern operational base.

Gordon Tait, 3AW's program manager, is back on the job after his "annual two" and looking very fit for the break. Still Gordon says it is not worth it, his desk is snowed under with "jobs to do."

The worst thing that can happen to any radio announcer happened to 3AW's Peter Clarke last week when he was handling the 3AV-3CV relay. Peter opened his mouth to speak and found through a very nasty cold that he had been fighting for some days, that he had lost his voice. He has now quite recovered, but claims that it is the worst sensation that he has ever suffered, to open the mike switch, open his mouth, and then for nothing more to happen.

Many happy returns to Les Leyshon who had a birthday last week. There was quite a get together for lunch on that day, which we believe is an old, old custom. "Skipper" Lionel Lunn of the R.A.N.V.R. paid his former work mates at 2KY a visit the other day. He's lately been doing a spot of lecturing on aircraft recognition we believe.

Now enjoying a brief respite from work is Sid Jordan, 2KY's news commentator who hopes that the weather will be more favourable these holidays than during his last. Jordan will be back on the air with his nightly "Views on the News" on Monday, March 15.

Jack Farrelly, who recently celebrated his 14th anniversary as 2KY announcer, was much in the limelight on Saturday, February 26, when radio fans gathered at St. Marks, Darling Point, to shower him with congratulations (and confetti) on his marriage to Miss Lal Morrison of Rose Bay. Amongst the hundred or so guests at the reception, held at the Pickwick Club, were Mr. and Mrs. Bert Beaver, Harcourt and Mrs. Garden, Roy and Mrs. James, John Harper, Paul Daly, and Andy Flanagan—all well known 2KY personalities.

## COMMERCIAL BROADCASTING

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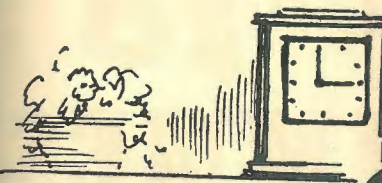
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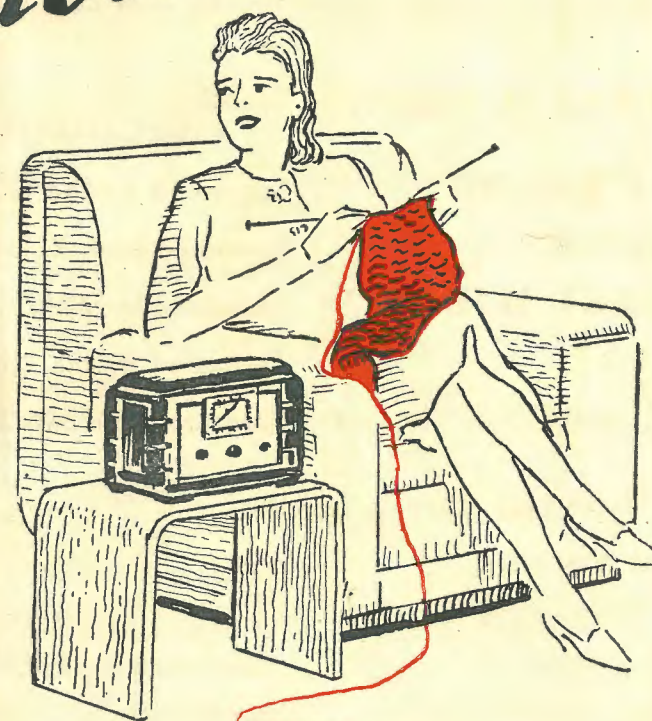
# COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



*It's a habit now!*

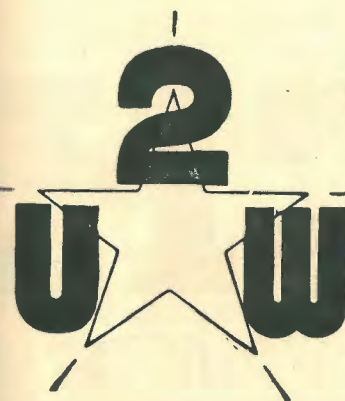


WE'RE not talking particularly about knitting — that just happens to be the occasion of the moment for the lady in the picture.

Two things we do ask you to notice are radio — AND THE CLOCK. The radio switched on (tuned, of course, to 2UW), the clock says 3 p.m.

A picture of the newest domestic habit in Sydney — listening to 2UW's afternoon show. A habit that has come to stay in thousands of homes, since war conditions kept men at home in the afternoon . . . And 2UW gave them what they wanted, in the greatest new afternoon show, Monday to Friday, ever to go on the air in Australia.

2UW's still room for YOUR sponsorship and message. . . . Ask us to prove the audi-



*In the AFTERNOON, too,  
Most People listen to 2UW*

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

# PEOPLE WILL LISTEN to THESE PROGRAMMES

New, attention-holding programmes added to the 2CH day and evening schedule in recent weeks include:

- "THE AUSTRALIA SHOW" Sponsored by AMALGAMATED WIRELESS (A/SIA) LTD.
- "THE BIG PARADE" Sponsored by the COMBINED GAS COMPANIES
- "BETTY & BOB" Sponsored by J. R. LOVE PTY. LTD.
- "THE SCARLET WIDOW" Sponsored by MURDOCHS LTD.
- "POISON IVY" Sponsored by the Manufacturers of VAXOS
- "WE WERE YOUNG" Sponsored by FERNON & CO.

Recently announced contract renewals include:

- "FOREVER YOUNG" Sponsored by KRAFT WALKER CHEESE CO.
- "JUNIOR AMATEUR TIME" Sponsored by VICKS PRODUCTS
- "MELODY HOUR" Sponsored by GRACE BROS.
- "THE MUSIC SHOP" Sponsored by SUTTONS PTY. LTD. (8th Year)

Why not place YOUR programme in the All-star Array of Sponsored features on

'Phone BW2222

# 2CH

AMALGAMATED WIRELESS (A/SIA) LTD.

## COMMERCIAL BROADCASTING

Sydney,  
FL 3054

Incorporating  
BROADCASTING BUSINESS

Subscription,  
10/- p.a.

Vol. 12, No. 20.

Thursday, March 23, 1944

Price, 6d. per copy.

## DOWN UNDER!

The deplorable lack of proper presentation of the Australian viewpoint overseas, and particularly in London, has recently aroused the well founded resentment of a number of Australia's public men—and even some of our politicians.

The Minister for Information, Mr. Calwell, said in the House of Representatives last week, that he HOPED the external services of the Department of Information would be extended to provide for representation in other Dominions, to enlarge the London and New York offices, and establish a branch office on the West Coast of the United States. Implementation of the plans in MIND would depend on the Treasury's decision on the amount of money which could be allotted to the work.

Mr. Calwell was replying to questions raised by another member of the House. That reveals a very pale position.

We have come to regard in a more-or-less jocular fashion these days the old story of most Englishmen thinking Australians as a dark skinned race of natives. But maybe there is still some truth in it. Behold this classic: "The amount spent through the (War Effort Publicity) Board from February to June, 1941, was 151,000 dollars; for the year July, 1941, to June, 1942, nearly 590,000 dollars, and from then to till June, 1943, more than 745,000 DOLLARS."

Now that quotation is from an article in the December 23 last issue of "Advertisers' Weekly," and it is referring to the advertising activities of the Advertising Division of the Commonwealth Treasury. The paper

quotes as its authority for the figures the "Australian Ministry of Information through its liaison officer in London, Mr. L. C. Smart." "Advertisers' Weekly" is one of London's leading trade publications and is certainly very influential in business and commercial circles.

The impression seems to be that London either believes the American's have already taken control of Australia (including its currency), or it is of no import whatever to them whether our currency is in the dollar range or sterling.

### The New Horizon

There's a job ahead of advertising, right enough! Call it advertising—call it Human Relations. Readers will no doubt have been impressed by the comments of Mr. Frank Goldberg in the article which he penned for last issue of "C.B." under the heading of "Your Business After the War." They will have laid a thoughtful foundation for Mr. Goldberg's further discussion in this issue in which he points out how "advertising stands at the threshold of a new era in public relations."

Together with Mr. Goldberg's article we present in this issue the views of a great American industrialist in Mr. Verne Burnett, vice-president of General Foods Corp., as expressed in an article published in the American trade magazine, "Advertising and Selling," which seem directed towards that same new horizon of advertising endeavour. He calls it "The New Frontier—Human Relations."

(See pages 8 and 9)

## OBITUARY

### MR. LESLIE ASHBOLT

Mr. Leslie Ashbolt died at his home at Elizabeth Bay on March 3 following a short illness. He was very well known in advertising and commercial circles in Australia, having been associated with the Arthur Smyth and Sons agency for about 20 years, and was a partner in the firm with Mr. R. Smyth at the time of his death. He was a native of New Zealand.

### MR. OSCAR LAWSON

Mr. Oscar Lawson, manager of Mick Simmons Ltd., the big Sydney sports and men's clothing stores, collapsed and died at Central Railway Station on March 10. He was well known in broadcasting circles, and for many years while he was sub-manager of the company, personally conducted a number of broadcast features which were sponsored by Mick Simmons Ltd.

## British Receiver Prospects for 1944

The following statement on radio receiver supplies has been issued by the English Radio Manufacturers' Association, with the approval of the Board of Trade:—

"For 1944 arrangements are well advanced for the production of wartime receivers in this country. There is a great need for replacement sets and the production of these is being carried out with the full approval of the Government. The sets will be made to a standard design by various manufacturers, but will not be sold under the trade names of their makers.

"There will be sets for A.C. mains and battery operation, and distribution will be through normal trade channels with preference to those areas most urgently in need of sets, but substantial quantities are not likely to be available before June, 1944. The prices of these wartime sets will be covered by Maximum Prices Orders.

"The annual peacetime output of the radio industry was in the neighbourhood of 1,250,000 sets. Few have been made since the war began, and the numbers now planned will not provide for the replacement of sets in good working order. They are intended for members of the public without means of listening, and existing sets should receive careful treatment to keep them in working order."

The English manufacture referred to in this statement covers the standardised "Victory" receivers that have been in the offing for some time. They are, of course, additional to the 75,000 sets which English manufacturers were permitted to complete late last year, and the first imported American receivers that have already arrived in England.

Let us  
introduce  
you to  
our friends.  
We have  
thousands  
upon  
thousands,  
as you'll  
soon find  
out.

**3KZ**  
MELBOURNE

Sydney  
Representative  
A. L. FINN, 65 York Street

## Brilliant Gathering Attends Official Opening of Stage Door Canteen in Sydney

Melbourne Next Step in Radio and Stage Move for Services Entertainment Centre

A brilliant gathering attended the official opening by Lady Wakehurst of the Stage Door Canteen centre in Sydney on Wednesday evening of last week.

After months of planning and organisation Australia's first Stage Door Canteen, modelled in miniature upon the famous American entertainment centre of the same name, has come into being—as the president, Mr. Harold Bowden put it—"a dream come true."

Premises of the Stage Door Canteen are situated in the basement at No. 5 Barrack Street, Sydney, and a charming and cosy atmosphere has been achieved by the interior decorators and artists responsible for the mural decorations around the walls. An excellent stage and side buffet have also been provided, and there is no doubt that men and women of the Allied services will find many restful hours there catered for by stage and radio personalities who will serve meals from 5 p.m. to 11 p.m., and 'tween serves entertain the members of the forces from the stage.

Over 200 meals were served to patrons the following night between 5 p.m. and 7 p.m.

Officially opening the Canteen, Lady Wakehurst paid a tribute to the untiring efforts of the small committee which had succeeded after many difficulties had overcome in eventually getting the Canteen going. On stage at the opening were the patron, Lt.-Col. C. J. Moses; president, Harold Bowden; vice-president, Lloyd Lamble; hon. treasurer, Marie Bourke; hon. organising secretary, Harry Withers; assistant hon. secretary, Clifford Arnold; and members of the committee, Misses Therese Desmond, Olga Deabe, Maiya Drummond, Lynn Foster, Enid Lorimer, Bebe Scott, Thelma Scott, and Nell Stirling.

A telegram was received from Miss Gladys Moncrieff, patroness of the Stage Door Canteen, regretting her inability to attend and wishing the Canteen every success.

Lady Wakehurst, who was accompanied by Mrs. Skene, and attended by the Hon. Peter Lubbock, stayed until late in the proceedings and obviously enjoyed the singing items given by several famous stage and radio personalities.

Proposing a vote of thanks to Lady Wakehurst for her gracious attendance to officially open the canteen, Lt. Col. Moses said that Lady Wakehurst's interest had certainly given the canteen a flying start. Everyone deeply appreciated the fact that she had found time in her very busy life to come there in the informal atmosphere of the evening.

Singing items were given during the evening by Peter Dawson, Marie Burke, Strella Wilson and Terry Howard, while Bebe Scott and Kitty Bluett each delighted with some comedy routines.

Mr. Hal Alexander, secretary of

Actors' Equity, which instigated the move for the establishment of a Stage Door Canteen in Sydney, told "Commercial Broadcasting" last week, that having seen the initial success of the venture in Sydney he would shortly visit Melbourne with the idea of enlisting the support of broadcasting stations and theatre managements to get a Stage Door Canteen going in Melbourne too.

Telegrams expressing apologies for their unavoidable absence and wishing the Stage Door Canteen every success were received from Mr. Keith Stevens, Sir Ernest and Lady Fisk, the Premier and Mrs. McKell, the Lord Mayor and Lady Mayoress, and Mr. E. J. Tate.

The opening night's audience included Lt.-Col. and Mrs. Moses (A.B.C.), Mr. and Mrs. Peter Dawson, Col. and Mrs. Penfold (representing General Plant), Mr. Humphrey Bishop, Mr. and Mrs. George Edwards, Sir Benjamin and Lady Fuller, Mr. John Fuller, Mr. Ken Hall, Mr. Mel Lawton, Mr. Maurice Diamond, Mr. Oswald Anderson, Mr. Jim Russell, Captain Bert Hollis, Mr. Dan Carroll, Mr. and Mrs. Stuart Doyle, Mr. C. J. McGroutcher (Commonwealth Bank), Mr. and Mrs. Reg Ladd (2GB), Alex Jensen (Norwegian Consul), Mr. Maurice Samuels, Mr. Tom Murray, Mr. and Mrs. Bernie Freeman, Mr. and Mrs. Jack Riven, Mr. and Mrs. O. F. Mingay, Mr. and Mrs. W. Smith, and Mr. Jimmie Bancks.

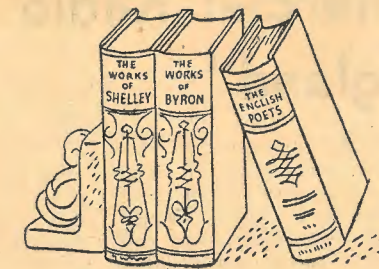
An impromptu appeal for funds, organised by the famous cartoonist, Jimmie Bancks (of Ginger Meggs fame) raised a total of over £529 in aid of the Canteen. The success of the undertaking reflects great credit upon the enthusiasm and energy of the committee, of which Miss Gladys Moncrieff is patroness, Lt.-Col. Moses patron, Mr. Bowden president, Mr. Harry Withers honorary organising secretary, and Miss Marie Burke honorary treasurer. The committee includes Misses Therese Desmond, Olga Deane, Maiya Drummond, Lynn Foster, Enid Lorimer, Bebe Scott, Thelma Scott and Nell Stirling, Messrs. John Barnes, Lawrence Cecil, Marshall Crosby, John Dunne, Dick Fair and H. G. Horner.

The following people present responded to the impromptu appeal for funds:—

John Fuller (£100), Mr. and Mrs. Stuart Doyle (£52/10/-), Mr. Morrie Samuels (£20), Tom Murray (£20), Vere Matthews (£20), Bernie Freeman (£20), Jack Roles (£20), Peter Dawson (£20), Jim Bancks (£20), Strella Wilson (£10), Mr. and Mrs. Dan Carroll (£10/10/-), Jack River (£10/10/-), Mr. and Mrs. O. F. Mingay (£10/10/-), Humphrey Bishop (£10/10/-), Ken Hall (£10/10/-), Chappel and Co. (£25), Reg Lane (£5/5/-), Mrs. Roles (£5/5/-), Chas. Moses (£5/5/-), Mrs. Bill Smith (£5/5/-), 2KY (£5/5/-), Walter Kingsby (£5/5/-), Chas. Everingham (£5/5/-), Vernon Hornwell (£2/2/-), Pauline Garrick (£2/2/-), Nat Taylor (£2/2/-), Leslie Douglas (£2/2/-), Mr. D. H. Hinty (£3/3/-), Mr. Lashmar (£2/2/-), Anonymous (5/5/-), Stan Coxon (£2/2/-), Mrs. Roberts (£25), Mrs. Peggy Ford Astor (£3/3/-), Bunny Campbell Grey (£1/1/-), Col. Penfold (£1/1/-), R.S.S.L.A. (£25), Mr. and Mrs. Gibson (£2/2/-), Major Sweeney (£1/1/-), Mr. Geo. Wilmore (£5/5/-), Roy McKeirhan (£5/5/-), Norah Kelly, Bulletin (£1/1/-), Ruth Harper (£2/2/-), Mrs. Loris Bingham (£2/2/-), Bevis Walters (£2/2/-), Jimmie Bowman (£1/1/-), Miss Doris Fittow (£1/1/-), Mrs. Samuels (£2/2/-).

## "Sissy stuff, I'd say"

By  
VALERIE  
CHICK



When I was a kid I didn't go much for poetry and high falutin' words. Sissy stuff, I'd say, when Mum tried to get me to read Shelley, Byron, Longfellow, and all the rest of those guys. Give me football or cricket and the gang any day. That was more in my line, I'd tell her. Dear old Mum. She just used to shake her head and say: "Jimmie, my boy, one day you're going to appreciate beauty, mark my words. Perhaps it won't be poetry, but it'll be beauty just the same." Then she'd quote that lady-killer Byron. "A thing of beauty," she'd say, "is a joy for ever."

"Aw Mum," I'd mumble, and beat it out of the house. Women could go for that if they liked, but not James Gerald Gordon, first bat of Fort Street High. Not me. No, sir! It's a darn funny thing though what growing-up does to you. I've got to hand it to Mum. She knew. First it was my new wristlet. A little beauty. I'd had my eye on it for months. Somehow or other I managed to get the idea across to the family, and they caught on. My seventeenth birthday saw me wearing it! Then came that cracker tennis racket. Smart wasn't the word for it—cost me two months of hard saving to make it mine, by heck! And that's how it began—just like it does with everybody I suppose.

We sort of take it for granted—I mean this business of having better things, of surrounding ourselves with the best we can afford. It isn't really that we're vain and just want to own good things. There might be a few bitten by the vanity bug. But not you and me. Not the great majority.

Why you and me, we're the sort who get a kick out of simple, inexpensive things too, aren't we? A pretty girl as she passes by, a day out on the harbour with the wind whipping the sails, a hike in the bush, a melody that tugs at your heart-strings, a little kid's "hello." Yes, all these million and one things. Of course, it sounds sort of crazy to tie up with what Mum used to call a "thing of beauty." But Mum was right. We've all got it, this feeling for good things. Deep down, beauty gets her line across to us, whether it's in the form of a new car, a five-bob cigarette lighter, or a picture of our home town.

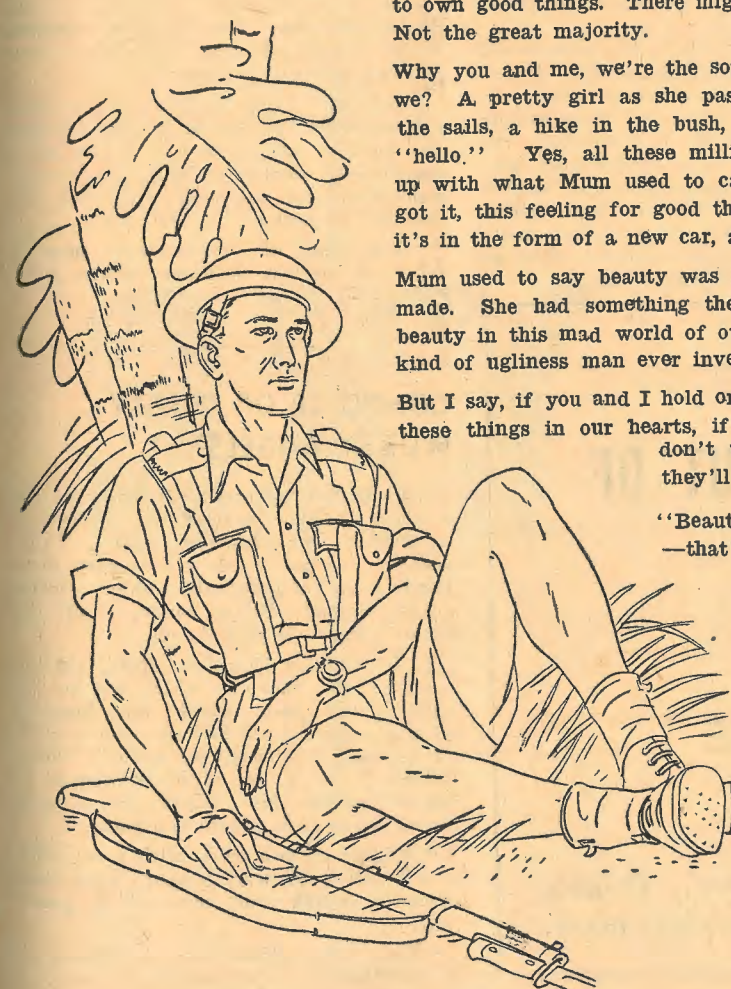
Mum used to say beauty was intended by the Almighty, and that only ugliness was man-made. She had something there, Mum did. When you come to think of it, there's a lot of beauty in this mad world of ours, only its covered up right now—covered up by the worst kind of ugliness man ever invented—WAR!

But I say, if you and I hold on to our faith in what really counts, if we hold the image of these things in our hearts, if we cherish them now, as perhaps never before—and we do, don't we?—then it goes without saying that the day WILL dawn, they'll once again be part of our normal civilised existence.

"Beauty is part of the finished language by which goodness speaks"  
—that's what George Eliot wrote, and I guess she was right.

I know it's in all the things I love, and I'll bet the things I love aren't very different from those that you love—the things that'll be ours in the world of to-morrow, the things we'll have time to appreciate and enjoy.

(Just quietly, I can't wait for the day when I can thumb the newspapers and posh magazines, and listen to the radio hunting out better things and better ways of living. Take it from me, this search for something better runs through all our lives. And—Mr. Ad-man, it's going to be up to you. So, be on your toes. Remember, there's a new day in view, and we're going to need YOUR help. It'll be YOUR job to show us these better things—these better ways. Yes, sir!)



# "Commercial Radio Must Come to England"

Speculation on the question whether England will adopt some form of sponsored radio after the war is not altogether idle as any such drastic change of policy of the British Government and the B.B.C. would have far-reaching effects.

"Commercial Broadcasting" some months ago reasoned that sponsored radio in England would be one of the logical post-war developments in that field. A recent issue of "Advertisers' Weekly" editorially commenting upon that subject bears out the same argument as advanced through these columns.

In the issue of December 16 last, "Advertisers' Weekly," which is London's leading trade newspaper in the advertising field, the following significant observations were made:—

"There is a growing evidence that Britain, after the war, is to have sponsored radio. The B.B.C. cannot stop it. It is doubtful if the Government could do so even if they wished. In time of peace the people themselves are the arbiters of policy. How many among our millions of listeners are likely to refuse the choice of competitive and presumably better, programs without extra cost to themselves?"

"The heirarchy of the B.B.C. may refuse to broadcast commercial programs. They probably will. But does it matter? We must not forget that a considerable advance has been made during the last four years in radio science and that when our radio factories return to peace time production listeners will be able to buy all-wave sets on which sponsored programs will be heard from America and half the world.

"The decision to be made by the Government is whether they should favour the setting up of a system of commercial broadcasting from stations in this country—drawing from it a large and sorely needed revenue—or whether they should permit British national advertisers to send sterling overseas in payment for sponsored programs from American or European stations.

"But supposing the Government should not only declare against commercial radio at home, but continue to ban the export of sterling?"

"That, of course, would be just too bad for the British trade. Mr. Brenden Brackeb has already told us (see page 265) how, as the result of a false rumour, queues of would-be American advertisers who wanted to buy "time" on the B.B.C. were turned away from the Corporations' New York offices.

"That was a wartime queue. It is reasonable to assume that the majority of these people will have no goods to send us for quite a while; that all they want is to build up the prestige of American products in the British market.

"How much longer will be the queue when they are able, and eager, to deliver the goods?"

"It is probable that if commercial radio is allowed in this country, American manufacturers will compete for air-time; but it will not worry them unduly if their programs are beamed from the United States, so long as listeners here have up-to-date sets on which to receive them, and we can take it that British manufacturers, depending once more on civilian sales, will spare no effort to get new sets into every home.

"Presupposing the banning of sponsored radio at home, we may have, in consequence, the anomalous position of foreign manufacturers constantly boosting their wares to British listeners while British manufacturers are debarred from replying, either through lack of facilities, or the ban on spending sterling abroad.

"How would the Government meet this situation? They may:—

- (a) Continue to refuse licences for the importation of non-essential foreign commodities.
- (b) Conclude a convention with the Allied nations under which overseas trade would be zoned.

"In view of the necessity of ensuring a quick turnover to a peacetime economy in order to absorb wartime labour and find jobs for men and women now in the Services, neither of these alternatives seems practicable. Service restrictions on imports would result in the adoption of similar measures against us by other countries, and such trade conventions would take many months—perhaps years, to arrange.

"We have heard it suggested that British factories will be fully employed for a long time after the war in producing lend-lease goods for devastated Europe. That, up to a point, is as it should be; but while we are doing it we shall still want to supply goods to our former cash customers in—North and South America, for example, Canada, India, South Africa, Australia, New Zealand and other countries.

"And to do this British manufacturers will consider themselves ill-served if they are deprived of a powerful aid to salesmanship—a weapon which the Government itself has employed with such outstanding success during the war.

"The trend of events would seem to drive us towards sponsored radio, willy, nilly.

## COMPOSER OF "FUZZY-WUZZY ANGELS"

One of the features of "Stars of the Services" talent contest for servicemen on 2CH, is the presentation of a "high spot." In last week's broadcast Joan Read, who comperes the show, introduced Sapper Beros, composer of the poem, "Fuzzy Wuzzy Angels."

In introducing him, Joan Read told the story of the incident which led to his writing the poem which was inspired when a soldier remarked as some wounded carried by natives passed them: "There'll be a lot of black angels in heaven" after this. Sapper Beros, who heard the remark, wrote the poem.

A Digger of two wars, with a son who is a prisoner of war, Sapper Beros subsequently spoke and received a great ovation.

"Stars of the Services" is sponsored by Goodland's. The account is handled by Goldberg's.

Beginning on

APRIL 3rd, at 8.30 p.m.

# MOVIES, MONEY, and MUSIC!

It's an ARTHUR COLLINS Show  
for DAVIS COOP. Pty. Ltd.

Princess Theatre Building  
Spring Street  
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SYDNEY

"Your  
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# FOYS' YOUTH PARADE

Produced and Compered by  
RAYMOND CHAPMAN

Discs will be available for  
INTERSTATE STATIONS

TAKE THE ? OUT OF

TOMORROW

INVEST — in 2KY TIME

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.

PHONE: M 6291-2.

428 GEORGE STREET.

# Advertising Stands at the Threshold of a New Era in Public Relations

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

Critics of advertising have grown bitter and bold during this war's progress. In some strange way advertisers are being held responsible for faults in national morale, wastage in production costs, and, in a way, for the allegation that in the days before the war, all of the people were fooled all of the time. Of course, there must be a scapegoat for the many weaknesses disclosed as our national skin was stretched ruinously by economic strains. Now, other scapegoats will be found for plenty of real or imagined ills before we get back to a sound basis for living.

Advertising has been so busy telling the specific stories of business that it has had no time to tell its own story to the public. A man can be the enemy or the victim of a tyrant without being the friend of liberty; and a man can be a Jeremiah about advertising without being the champion of a better business. It is so easy to make an enviably believable case for the wrong side.

Advertising is not running away from anything. What it has to admit, it does generously. What it has in its favour, it has the right to proclaim in the name of all successful business.

Let me, therefore, make these general assertions:

Advertising is the information centre of business. As such, with new worlds of opportunity opening after the war, advertising will move into the realm of Public Relations, and business will have greater need of the science of advertising to tell the public new and more comprehensive facts about business.

Dissemination of Information, which phrase interprets the much-maligned word Advertising, will be needed not less, but more. Soon, on the businessman's doorstep, there will be a better informed and more cynical world. That world will not accept dope. It will demand Service and Factual Information.

## ADVERTISING DEPENDS ON PUBLIC GOODWILL

Advertising is the most public thing in the world, and it depends on public goodwill. The mere fact that businesses have thrived so strongly in Australia, shows that advertising has done its part eminently well. The fact that some goods advertised, have not been up to the highest standard is not the fault of advertising. Hens often sit on addled eggs.

As vast plans to build the population of this continent are foreshadowed and the Government allows business to expand in order to grapple with growing needs, it becomes certain that no less, but more, advertising is going to be applied to the arts of industrial production.

A new code of ethics is being written by which advertisers will aim at telling the unvarnished story of industry. This story will have new vigour and drive. The facts will reflect business in a new and improved age. The jilted bride won't be told that Whoosit's Mints would doubtless have won her man. If products are available for the public, advertising must do its normal job of selling and telling them; but, more important is the fact that, with business under a powerful searchlight, public relations will have to perform important new functions. These functions will embrace the whole range of interests behind particular industries—factors in happy employee-management relationships, sports and social activities, re-absorption of Service men and women, new industrial processes, importance of a company's commodities in relation to citizen health and general well-being—an endless mass of detail, affecting more important successes for business or human beings and totalling up either to more important successes for business or to gradual decay.

The public cannot find these things out for themselves. The winning of public support is no spontaneous development. It is achieved by patient, fair-trade long continued and announced by sincere advertising. In this respect, those firms who have kept their trade-names alive, even though their commodities have not been available freely to the public, will have a big start in the peacetime field. The public will turn instinctively to old friends, old services, the known—the advertised—names.

Australia's pace will have to match a new world tempo. In this respect the words of Raymond Reeves, of the U.S. Dept. of Commerce, are potent: "I want to say at the outset in words about which there can be no mistake, that the U.S. Commerce Dept. believes unequivocally and without reservation in the free enterprise system. The department is also on record in clear, decisive terms as a believer in advertising. Our main post-war domestic problem is not going to be, 'Can we produce enough goods?' but 'Can we distribute the goods our

factories will be capable of producing. If that simple statement of our post-war problem is correct, and I believe it is, then the need for sound advertising is obvious."

Post-war readjustments will give specialised organisations, such as market research experts, wide opportunities to show their value. These experts will extend the nature of advertising service into new realms of business. The new publicity media of business will be the guardians of our hard-won liberty.

There is still a great need for an improved amount of national advertising. Much of it has localised application and the finer instincts and hopes of the masses are not touched.

## EVIDENCE FROM OVERSEAS

Pointing some of my contentions, is the view of Leslie W. Needham, advertising director of the British newspaper "Express" group, who is emphatic that advertising will become more scientific, carrying market research staffs. He thinks there will be more Government control after the war, and Australia will largely pattern its legislation on what Britain does. Needham says: "The function of advertising cannot change. Its purpose must always remain that of publicising the merits and service of the advertiser. Merchandising and marketing will obviously occupy a position of growing importance in the evolution of advertising. To what extent Government controls continue after the war depends entirely upon ourselves. We must raise the standard of our profession. We must recruit the best brains. Whatever changes we may have to face at the end of the war, of this I am certain—the post-war period will give advertising its greatest opportunity, and it is up to everybody engaged in it to plan now for full development."

Let's get another yardstick from the United States: The U.S. Chamber of Commerce a few months ago reported that, on the basis of ascertainable intentions, nearly two-thirds of all American families would buy one or more major articles in the first six months after the war, that the buying pace necessary to keep business booming would not require families to spend accumulated savings from wartime earnings. According to a nation-wide sampling of conditions 61 per cent of people were saving compared with 56 per cent about the time of Pearl Harbour. More than three and a half million families intended to buy motor cars right after the war, and a million and a half families planned to invest in the buying or building of new homes.

This is terrific business, a terrific future, and it will be proportionately paralleled here. Woe betide any Government which frustrates the legitimate needs and aspirations of the people. Houses, cars, refrigerators, radios, travel facilities, books, magazines, better schools, improved health, wider and better ranges of foods, modern furnishings, cheap and excellent clothes and materials. . . . When the job of war is done, the men and women who have won it will demand their well-deserved rewards.

(Continued opposite page)

# The New Frontier—Human Relations

What is the new frontier in business?

It is human relations.

Marketing has made progress. But many sales and advertising executives still think of customers as statistics. And too many customers regard the sales manager's company as a kind of octopus. If they ever got to know each other, how the exchange of money would speed up!

Production is excellent and technology will continue to climb. But if two very human beings, the Big Boss and Joe, who works in the shop, can get so they really understand each other, there'll be production improvements never before dreamed of.

And how about the chairman of the board who smokes a pipe and is fond of children? Don't many stockholders (15,000,000 of them) think of him as sitting with a shotgun on a mountain of cash, unwilling to disgorge a larger dividend? And doesn't this maligned gentleman sometimes think of stockholders as being interested—not in the enterprise in which they are partners, but only in their personal gain? If stockholders and board chairman could have heart to heart talks, even by remote control, there could be a postwar investment spurt in and backing for competitive free enterprise which would do much to repair the damage of war borne impediments.

## GREATER UNDERSTANDING

Take the congressman who rants against the evils of big business. Let him work for any one of the many enlightened modern managements long enough to learn a little of what it's all about. Take the business man who raves about inefficient legislation. Let him sit through the tedious committee sessions at work on a new tax bill, and let him

## Advertising's New Era—(Continued from opposite page)

There are two courses open for advertising: To plan for busy years ahead with manufacturing output flowing freely to a hungry public; or to fear an involved and difficult future. To hang on fearfully to conditions as they are is not a third course—it is merely a drag on the optimistic approach which fires every grain with visions of an astounding future for Australia.

The men at the helm of important and busy war industries are not pessimistic. They may seem indifferent to some aspects of the future only because they are too busy winning the war of production. They are applying extensive new methods and equipment. They have solved many secrets of output, simplified managerial problems, secured new efficiency from labour. In the brave days ahead, no concern will be able to afford the luxury

(By VERNE BURNETT, Vice-President, General Foods Corp., in "Advertising and Selling.")

know his congressman. What difference a little understanding makes!

In this article, a few points on human relations are applied directly to individual sales and advertising executives and public relations counsels. As a group they are intelligent and personable. They work hard and have business acumen. But beginning within themselves they have great opportunities to put better human relations into effect.

They are hoisted into position of responsibility and that calls for some conditioning of their human nature. Let's take just a few examples:

As a youngster you perhaps admired the springer-into-action. You may remember the famous short story, "The Go Better," about the chap who went after a little blue vase. No one could stop him. There are plenty of times when we must admire that spirit and realise its value.

But often some of us spring into action when there is no necessity for breakneck speed and when there is time for figuring out strategy which will guide the action into intelligent and efficient channels.

Let's take an example in which the situation and characters are purely fictitious. The background for the following description of meetings does not refer to the various public-spirited groups with which the author has been working in recent months.

A meeting is called having to do with the problem of coping with Fifth Col-

umnists—intentional and unintentional. Several marketing and public relations executives have been persuaded to give counsel. Here is some of the preliminary conversation:

Brown: I am a great believer in farm papers. We ought to run an advertising campaign in them.

Green: I think we ought to hire speakers to go around the country, backed up with newspaper ads and publicity.

Gray: Let's engage an advertising agency right off. Radio would be fine.

White: What we need to do is to get some two-fisted dollar-a-year man to head this up.

Black: That all may be true, but I think we ought to get up our budget and go out and raise some money.

All these comments, mind you, come before the problem is studied. Nothing has been said about how many Fifth Columnists there may be, who they are, where they live, how they are reached, what makes them think and act the way they do, and, finally, how they could best be handled, either by campaigns of advertising and other publicity, or by judo.

Then the longer headed committee members speak up. They admit that all these methods for strong action have their good points, but in order to choose from among them they suggest analysing the problem carefully, then planning the general strategy to tie in with the facts, and selecting the most suitable machinery.

This seems reasonable enough. So the facts are sought and assembled in an orderly manner. Interpretations are made, a basic strategy developed, and the personnel, budget and machinery set up.

Sometimes action must be rapid, but even then the arraying of facts and forming of a general plan should precede deciding on methods to be employed.

Wrapped up in impulsiveness are energy and power—determination to achieve prompt and successful results. Those factors must not be stifled. The only point here is to make full use of gray matter before swinging into action. As you no doubt know, A. C. Nielsen discovered sometime ago that out of every 100 important executive forecasts only an average of about 58 are essentially correct.

## SINGLE TRACKING

Self interest is a natural human characteristic. Without it, we might not jump out of the way of a taxi. We might fail to buy bonds of annuities for old age, or to observe some of the amenities of modern organisations.

But as our authority grows we should heed more and more the welfare of those for whom we are responsible—and of those with whom we need to co-operate.

How often in meetings will a few who are obsessed with single-track notions

obstruct unified action of a group trying to do a job which is helpful to all!

Let's look in on another imaginary meeting of marketing and public relations talent of an industry which is somewhat misunderstood by a large part of the public, thereby making it easy for harmful legislation to slide through state legislatures and even Congress, without public protest.

Mr. A. stresses his theory of doing something about cash discounts.

Mr. B.'s mind is concentrated on the immediate shortages of skilled labour.

Mr. C. is so worried about the tax outlook that it is hard to get his mind on anything else.

Mr. D. gets red in the face about the regimentation which is hitting him.

Mr. E. thinks better packaging will do much to correct the misunderstanding of the public toward the industry.

Mr. F. doesn't like Mr. E., so he argues against doing anything about packaging at this time.

All this is overdrawn for emphasis, to be sure, but in a large group one is likely to run into a great many strong individual interests which impede progress. Too often there are special chestnuts to be pulled out of coats.

Here again seasoned executives can render a fine service. After obtaining and presenting facts about the need for their industry's public goodwill, they can show how each member will benefit by wise group action. They may even show how Mr. A.'s cash discount idea would work out better if the industry as a whole got on sounder ground—or at least that his pet project is a subject for separate consideration. Skilled labour would be more readily attracted to an industry with greater prestige, and thereby ease Mr. B.'s problem somewhat. Mr. C.'s higher taxes could be more easily met through larger sales and profits of a more popular industry. Regimentation usually is less onerous on the activities backed by the greatest public understanding and goodwill. Mr. F. might accede to Mr. E.'s better packaging if he saw it was only one step in a broad program benefiting E. as well as F.

#### MISUNDERSTANDING OF PUBLIC RELATIONS

It is hard for a human being to divorce himself even for a moment from his roots which run deep in self-interest. It is hard to shake off habits and pressing needs of the moment to get a broad viewpoint of other individuals and groups. But that is one of the requirements of real executive development. It comes with desire, effort and practice. It is an ingredient which often changes a sales executive into a general manager.

One of the important hurdles which today's executives can overcome is lack of understanding of true public rela-

tions. One who is devoting full time to sales or advertising may think of public relations primarily as publicity—and chiefly as an adjunct to sales. He thereby misses a bet.

Let's take the case of a Mr. Jones who learned public relations the hard way, as most practitioners do. He has done some newspaper and advertising work. He accepts a job offered by a far-sighted management which has awakened to the need of better human relations inside and outside its gates. He becomes a public relations director.

He starts by supervising stories for newspapers and magazines; arranging speeches for company executives—on platforms and over hookups. He enters the clipping book stage.

He is doing pretty well, as far as quantity of clippings is concerned. But finally one of his stories which has wide circulation rouses public indignation. For the first time he runs up against public opinion in the raw and recognises its power.

Jones has heard of Dr. Gallup and others in the new field of public opinion research. So he gets studies made of what the public knows, and doesn't know; what it likes and doesn't like and where it is misinformed.

With this knowledge, Jones' publicity seldom runs afoul public opinion. In fact, knowledge of popular thought often proves an effective guide for Jones' programs.

Then one day he wakes up to the fact that just sliding along with public opinion isn't enough. There are many things in popular thought which could and should be corrected and guided, in ways which would help both the public and the enterprise for which Jones labours.

Instead of merely following public whims, he sees the need of developing programs for leading public thought the way it ought to go. To put such programs into effect requires strategy, fortified both with sound principles and with knowledge of public studies.

Now things go still better. But occasionally there is a bad slip, and not merely because of a lapse in his own judgment and techniques. The trouble comes from deep within the core of his organisation.

Sometimes important decisions are made and put into effect before Jones with his public relations background has a chance to point out the probable bad repercussions. The management has seen a chance to make a tidy sum but hasn't foreseen the furor that might be caused later in labour, farm, customer or political circles.

#### CHANGE NEEDED

Perhaps some change is needed in one of the company's products. One of its advertising appeals is a bit thick. One of its prices out of line. A tyrannical

superintendent is wrecking morale in one of the company's plants.

So finally Jones reaches a post-graduate stage in public relations. He realises that public relations should start at the innermost core of management and in its policies which would eventually effect its various publics—customers, employees, investors, communities around its plants and offices, dealers and distributors, suppliers of goods and services and governmental factors—local, state and national. The management which wishes to avoid illwill and build goodwill must become public relations minded. What the management is and does, in the long run, is probably about ten times as important as what it says.

Hitler used some clever technique. He used public opinion research extensively. He developed strategy. But the inner core was gangsterism personified. Time, energy, resources and lives were lavishly wasted trying to put over a bad product.

It is hard to define public relations. It takes study and experience to realise its true nature and power, as well as its complicated techniques.

America has done jobs on production, finance, distribution and scientific research which are outstanding. But all these successes have had to do largely with things. The greatest hurdle before us is lack of understanding in the field of human relations. And much of this hurdle lies deep inside us as individuals and small management groups. Beyond that hurdle lies our greatest opportunity.

#### TALKS BY JOURNALIST

Current Book Distributors have recently extended their time on 2KY to cover a Wednesday night broadcast by Mr. Rupert Lockwood, who will speak on "Current Topics."

Mr. Lockwood is well known in journalistic and radio circles. He was formerly a newspaper executive in the Straits Settlement, and at one time Reuter's correspondent in Singapore. He has visited America and most of Europe, likewise Thailand, French Indo-China, Japan, Manchuria and Soviet Russia. He has several booklets and pamphlets to his credit, including "Guerilla Paths to Freedom" and "Japan's Heart of Wood."

Mr. Lockwood's talk on Wednesday nights at 9.50 p.m., commencing April 5, is additional to the other regular talks and sessions sponsored by Current Book Distributors. These include a Monday night talk by Mr. W. Wood, B.A.; a Tuesday night talk by Mr. L. Gould; and the Thursday night presentation, "Pursuit of Freedom," by the New Theatre League.

## Another £1,000

## for Red Cross

### Community Concert's

### Third Big Cheque



Mr. C. F. Marden presenting cheque for £1,000 to The Lady Wakehurst for the Red Cross.

More than £3,250 has been raised on half of the Red Cross Society from the weekly 2UW community singing concerts during the past three years. That point was emphasised by the general manager of Commonwealth Broadcasting Corp. Pty. Ltd (Station 2UW), Mr. C. F. Marden, when, in the 2UW theatre a fortnight ago, he presented to Her Excellency, Lady Wakehurst, on behalf of the Red Cross, a third cheque for £1,000.

On the stage also were Mr. A. L. Blythe, hon. director of Red Cross Appeals, and Mr. Keith Anderson, sales manager of Mark Mayne Pty. Ltd., sponsors of the 2UW community broadcasts.

In making the presentation, Mr. Marden explained to Lady Wakehurst that the audience at 2UW's community singing each week purchased one shilling's worth of Red Cross seals in exchange for their ticket of admission, and that the whole of the proceeds, without any deduction whatever, went to the Red Cross Society. Mr. Marden also expressed the gratification of 2UW at the popularity of the station's community singing programs, as evidenced by the fact that the 400 tickets for each week's broadcast usually were taken within an hour or so of the opening of the ticket office.

In accepting the cheques, Her Excellency, Lady Wakehurst, paid tribute to 2UW's efforts on behalf of the Red Cross Society.

Lady Wakehurst said that so far the sale of these penny seals had raised \$46,000 in all—which meant 11,040,000 stamps.

"The Red Cross Society is going forward in a remarkable way," she continued. "The rehabilitation and occupational therapy work for war-injured men is now being carried out on a very big scale, and we have recently established some interesting new services such as the supply of light bulbs and special drinks for men in New Guinea who are suffering from scrub typhus.

"As you know, the Red Cross supplies the wants of the sick, the wounded, and the prisoners of war. These supplies are given to men everywhere—from the forward regimental aid posts (possibly only a few yards behind the front line), through a chain of field ambulances, casualty-clearing stations, right back to the large hospitals in base areas, like our 113th at Concord, which many of you no doubt have seen.

an Australian brass band here, and have at present a total of 15 instruments. To complete it we need a few more which we cannot obtain here. Could you possibly help us . . . and forward one B flat bass, two E flat bass, one euphonium, two side-drums, and a selection of brass band music, comprising marches, waltzes, overtures, hymns, and cornet solos.' Everything the soldier asked for was sent by Red Cross.

"I wish we could do the same thing for our boys in Japanese hands. However, the Red Cross never ceases to try, and I can give you this comfort, which is, that the Japanese have allowed several thousands of tons of stores—consisting of food, clothing, medical and recreational goods to be sent to Vladivostok by a Soviet ship. The Japanese have agreed in principle to the distribution of these parcels to all Allied prisoners, but so far we have not heard whether they have been given out. The contents of the food parcels have been carefully prepared, and provide canned meat and extra butter to make up for the deficiencies in the diet our men are getting in Japanese Prisoner of War camps.

"One of the most vital Red Cross services to-day is the blood bank. I could tell you hundreds of stories of boys' lives being saved by blood transfusions which, when one reads them, seem to be almost like miracles. The National Blood Bank has cost the Red Cross \$25,000. The use of the Blood Bank is now being extended to save civilian lives, too.

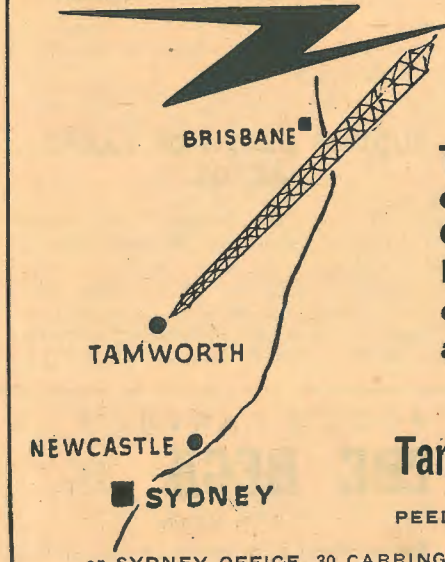
"In addition to all these war-time activities, we must not forget that the Red Cross has maintained a continuous service for the ex-service men of the last war.

"I do want to thank all those who have worked so hard in the seals campaign, and have been so successful in the very wonderful work they have done, and my warmest thanks and congratulations to the management and supporters of 2UW for their very generous gift of £1,000."

Mr. A. L. Blythe, hon. director of Red Cross Appeals, then expressed his thanks to 2UW and the community singing audience, both in the theatre and those listening for their generous support of the Red Cross.

Finally, Mr. Keith Anderson, sales manager of Mark Mayne Pty. Ltd., expressed the appreciation of the sponsors and hoped that their association with 2UW's community singing concerts would continue in the same good faith.

# 2TM



In the Commercial Centre of Northern New South Wales and its Great Rural Surround

The power and influence of 2TM WOMEN'S RADIO CLUB AND ITS MANY BRANCHES are worth considering when planning an advertising campaign.

Tamworth Radio Development Co. Ltd. PEEL STREET, TAMWORTH

OF SYDNEY OFFICE, 30 CARRINGTON STREET. PHONE: BW 7375.

**PRESTO** FOR ALL YOUR RECORDING SUPPLIES

**A. M. CLUBB & CO. PTY. LTD.**  
76 CLARENCE ST. SYDNEY  
TELEPHONE B 3408

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

## MELBOURNE FEATURE TO SHIFT TO SYDNEY VENUE ON MAJOR NETWORK

"Junior Amateur Time," which has been a popular feature on Major Network stations over a long period, and which has already been responsible for the discovery of considerable talent, will emanate from 2CH with the broadcast commencing on Saturday, April 22.

Previously the program was broadcast from 3DB Melbourne, the object being to visit each State capital in order to give talented amateurs in each locality the opportunity to compete.

The broadcast from 2CH will be on Saturday mornings and Don Baker, compere of the show for its Melbourne season, will come to Sydney to act in a similar capacity here. Don Baker is very popular with the younger listeners, and this has been borne out by the atmosphere created by the broadcasts already heard over Major Network stations.

There are many instances of talented young performers having found the "Junior Amateur Time" to be a stepping stone to professional engagements, and there is no doubt that he will discover a great deal of new talent from Sydney juveniles.

"Junior Amateur Time" is sponsored on the Major Network by the manufacturers of Vicks Vaporub.

**Apart from the strongest local support — look at the Macquarie National Features on —**

# 3CV

MARYBOROUGH  
VICTORIA

PROTEX "Rise and Shine"  
PALMOLIVE'S "First Light Fraser"  
PALMOLIVE'S "Calling the Stars"  
CASHMERE BOUQUET  
COLGATE'S "Rhythm Inn"  
NESTLES "Quiz Kids"  
MACROBERTSON'S "Henry Lawson's Stories"  
R. M. HARDY'S "Sons of the Sea"  
KOLMAR'S "Ballad Time"  
SELBY'S "Jewels of Destiny"  
VINCENT'S "Eastern Caravan"  
JOHNSON & JOHNSON'S "Star Theatre"  
CADBURY'S "Australia Sings"  
"Hit Tunes"

3CV Representatives:

**MACQUARIE BROADCASTING SERVICES PTY. LTD.**  
136 Phillip Street, Sydney  
Melb. Address: 239 Collins Street

## Max Afford, Playwright, Radio-Writer, Dramatist Shop and Factory Workers to "air" their talent



Mr. Afford's play "Lady in Danger" (now current at the late afternoon performances at the Theatre Royal, Sydney), adds further laurels to his already long list of successes. Four of his novels have been published in London by Hutchinson; three by Appleton-Century, New York. Of his three-act plays—"Colonel Light" won the £100 South Australian Centenary Play Contest.

In 1937, the Geneva Broadcasting Corp. accepted Mr. Afford's script for a play which was translated and submitted for broadcasting to the Polskei Radio, Poland, for presentation. He is well known to the B.B.C., the A.B.C., and in South Africa, Cairo, Canada and New Zealand for his outstanding talent.

Two current Australian radio successes, for which he writes the scripts, are "First Light Fraser" and "Digger Hale's Daughters," which are broadcast four nights a week throughout Macquarie Network and a number of co-operating stations.

### "FUR TRAILS" AGAIN

Mr. Samuel Biber is again presenting his Sunday afternoon dramatic feature, "Dramas of the Fur Trails," through Radio 2UE and Station 2KY.

Produced at 2UE the stories, from scripts by Reg Johnson, star many of Sydney best known radio players.

Every program has a "fur country" background, and the session is broadcast every Sunday at 2 p.m.

### SUDDEN DEATH OF RADIO ACTOR

Mr. Harold B. Meade, well known actor, collapsed and died shortly after he left his home in Kurragein Avenue, Rushcutter Bay, on Wednesday this week. He was on his way to the studios of the Australian Broadcasting Commission to take part in a radio play.

Following the publication of the story of "The Magic Penny" ("C.B.", 24/2/44), in which was revealed the strong financial aid rendered the Red Cross Society through the voluntary contributions of unionists throughout Australia, comes news of the active part played by trade unionists in the Auburn-Lidcombe-Chullora districts in establishing (May, 1943) and maintaining by contributions of 3d. weekly a Soldier's Hut at Lidcombe.

The Hut, which, to give its correct title, is the Auburn-Lidcombe District Shop Committee and Trade Union Soldiers' Welfare Hut, is situated at 22 John Street, Lidcombe. It has two storeys, the lower floor housing the canteen, and the upper the recreation hall, billiard, reading and writing rooms. It provides free meals and services for men, and women of the services, and is staffed by voluntary workers drawn from 11 organisations in Lidcombe and Auburn.

It was at the recreation hall of the Hut that the Tuesday night concert broadcast by 2KY, were staged. These featured artists drawn from the employees of nearby factories. It is from the same hall that competitors in the Trade Union and All Services Radio Competition will air their talent over 2KY, commencing Tuesday, April 11, at 9.30 p.m.

Offering cash prizes totalling £150, and further remuneration of £5 to competitors on the night they broadcast, plus £2 for a concert appearance, this competition is open only to employees of factories and retail stores in the metropolitan area. In striking this new note in talent quests, the organiser, Mr. S. Renehan (who is also hon. secretary of the Trade Union Hut), hopes that, with the talent which abounds amongst factory workers and store employees, a different factory or store will be represented each Tuesday night for the hour's broadcast.

Section winners will appear at a function to be held at the Sydney Town Hall at the close of the competition, and the audience will be asked to act as adjudicators.

The competition and weekly broadcasts over 2KY are being sponsored by a large number of trade unions.

**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

## "The Australia Show"

An opportunity not previously available to Australian composers, in that for the first time they will have the advantage of a presentation and performance of their works hitherto enjoyed only by their brother artists in the old countries provided in "The Australia Show," a brilliant musical program scheduled to take the air from 2CH on Monday, March 27, at 8 p.m.

This entertainment will be unique in the history of Australian radio, for each program will be made up in its entirety of Australian compositions, presented by the A.W.A. Light Opera Company of nearly 60 artists under the direction of Humphrey Bishop.

It is anticipated that the show will reveal the very high standard achieved by Australian compositions, and their presentation by this combination will go far in ensuring their acceptance by the Australian public.

In the first "Australia Show" broadcast, the opening number is "The Viking Song," composed by Mirrie Hill, wife of the well known composer, Alfred Hill, who consented to conduct the company for the presentation of his wife's number.

In the same program a song by Alfred Lawrence from the film "Rangle River" is featured, entitled "Night in the Bush," while "Jeanette," a number by Jack O'Hagan, who wrote "On the Road to Gundagai," is also presented. Other Australian compositions included are "Happy Landings," by Bradley Ryrice, whose work was commended by Noel Coward, and "The Bells of Saint Mary's," composed by Melbourne-born Emmett Adams.

Australian verse also has its place in "The Australia Show," and each program will reveal further talent by Australian artists. The program is a "Radiola Harmony" feature, and follows the successful presentation of "Ye Olde Time Music Hall."

"The Australia Show" will be presented every Monday, 8 to 8.30 p.m., under the direction of Humphrey Bishop.

### 12th YEAR OF "WORLD FAMOUS TENORS"

Renewal just effected for De Reszke's cigarettes brings "World Famous Tenors" into its 12th consecutive year on 2GB, 7HO and 7LA.

"World Famous Tenors" is a program that will never grow old. It travels the world for its glorious voices and compositions, and, although many of these have been heard again and again, they are still ever-new and carry the same thrills and appreciative reactions that always accompany voices of quality. "World Famous Tenors" is broadcast every Sunday night from 9.30 to 10 o'clock on the above stations.

### CHANGES IN 3AW "CHATTERBOX CORNER"

Owing to the retirement of Nancy Lee who with Cliff Nicholls (better known to the listeners as "Nicky"), has been running Chatterbox Corner for many years, one of Australia's most popular kiddies' session, a new set-up has been planned. Nicky will continue in the session, and he is to be rejoined by "Tuppy," who was associated with the session some years ago. Rod Gainford is also to play a part which was well known in the early days of "Chatterbox Corner" when he was originally at 3AW. Nancy Lee's place is to be taken by Miss Thelma Sieman, who has conducted other children's sessions in Victoria.

At the outset, the management is offering a £5 prize to the kiddie who selects the best radio name for their new lady announcer. Many new features are to be introduced into the session, such as dramatised versions of acts of bravery by youngsters, who have been recognised by the Royal Humane Society, a puppy dog session, and a sketch featuring Aunt Agatha (portrayed by Tuppy). Such sessions as Rosella Rounders, Kiwi College and the Kiwi Kids will remain in the program, the balance to be made up with birthday calls and comedy sketches.

No. 7 in the Series

### THE STORY OF SOUND

Advertisement



Many and varied are the processes through which a Recorded Master Disc passes at the factory after leaving the Record Cutting Laboratory attached to the Studios. After being cleaned, treated, silvered and backed-up by satin-like copper, the Master Record is withdrawn from the galvanic baths so that the matrix may be available for pressing. Factory Foreman, Edward Treble, is "stripping" a metal matrix from the Master Disc for subsequent examination and test. Here, as in other departments, individual skill and long training to precision standards back up A.R.C.'s reputation for producing finest quality Recorded Sound.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

## P. & A. PARADE JUDGES APPOINTED

Two adjudicators will officiate this year at the "P. and A. Parade," and will at the grand final be joined by a third.

Mr. Frank Tracy, already well versed in "P. and A." procedure by virtue of his previous experience in that capacity, was formerly Victorian manager of the Associated Record Companies, releasing the joint output of His Master's Voice, Columbia, Decca, Parlophone and Regal Zonophone recordings. He is at the present time on loan to the Department of War Organisation of Industry.

Mr. Ned Tyrrell, formerly conductor of the orchestra at the Regent Theatre, Melbourne, and previously occupied a similar position at the Regent Theatre, Brisbane, for eleven years. He was associated with the first famous overseas band to visit Australia (the late Bert Ralton's Savoy Havana Band). He joined the well remembered Joe Arons-son's 3LO Orchestra in the very early days of Australian radio. When the leader left for South Africa Mr. Tyrrell took over the baton for a lengthy period, until the theatre world again won him over. Mr. Tyrrell is no stranger to the "P. and A. Parade," he adjudicated there on the occasion of the 1943 grand final last December.

## ANTHONY HORDERN'S REVIVE "ONE DOG TO ANOTHER"

"One Dog to Another," specially written and conducted by Vinia Comtesse de Vilme-Hautmont, who carried out the previous talks, and, at the same time, gave some most interesting sidelights on her long career in the theatre (where she was known as Vinia de Loitte), has been revived by Anthony Horderns.

The Comtesse claims that every dog is real, and nothing is drawn from the imagination, except the letters that people have written on behalf of their dogs to "her dog." The letters depict their dogs' lives and their ways, as their owners imagine them to be, by people who love and understand their dogs.

Broadcast from 2GB every Friday is at 11.20.

## OVER £10,000 RAISED FOR MORNING STAR BOYS' HOME

Members of the committee of appeal for the Boys' Home: Messrs. J. Davis and J. Condon and Messrs. O. J. Nielsen (3UZ), J. Clemenger (Leyshon Publicity) and A. L. Prince (acting manager 3UZ).



On Sunday, March 19, 3UZ in conjunction with Leyshon Publicity Services, conducted an appeal in aid of the Morning Star Boys' Home, which raised over £10,000.

Commencing at 8.30 p.m. with an opening by the Lord Mayor, the appeal was broadcast with great enthusiasm and a great amount of work and energy was given to help this very worthy cause.

There was a good line up of celebrated artists who gave their services gratis, including Roy Rene (Mo), Dick Bentley (by courtesy of Tivoli Theatres), and the sensational American baritone, Floyd Eaddey. Floyd Eaddey, who is here for the American Red Cross, made an impression with audience and listeners, which is not likely to be forgotten. He has a beautiful baritone and uses it with great artistry and technique. It was an inspiration to those who heard him, and it is little wonder that his appearance did much to help in augmenting the appeal.

In addition to these artists Harry Jacobs and his orchestra contributed

items. The announcing personnel who must be congratulated on the good work they did during the evening were John McMahon, Tiny Snell, Gil Charlesworth, John Dexter, Norman Ellis and Pat Hodgins.

All donations were acknowledged throughout the evening, and a bank of 10 telephones was installed for telephone donations.

The Morning Star Boys' Home appeal is one that cannot help to gain support and sympathy, which is certainly indicated by the response given during such a short space of time over 3UZ.

The appeal was only made possible through the generosity of sponsors who very willingly donated their station time and gave their wholehearted support. Thanks must be given to the White Manufacturing Co., makers of "Adelyn," frocks for donating their "Are You an Artist?" time, and too for giving the services of Harry Jacobs and his orchestra, and to J. G. Guest and Co., Werners, and T. B. Guest.

## Among the Sponsors

"Movie Stars at Home and at War," new show written from personal Hollywood experiences by Arthur Collins, goes on the air each Tuesday at 6.45 p.m. under the sponsorship of W. L. Ryan, engineers, from 3XY.

Commonwealth General Assurance Corp. Ltd. (Traders' Advertising Service) has signed with 2UE for announcements in the daytime sessions.

Goodwood's has renewed for cross-talk course announcements in Associated Sports Broadcast.

Speedo Knitting Mills Pty. Ltd. (Gotham A/sia Pty. Ltd.) have taken announcements on the 2UE evening session.

BurWood Sub-branch, 2nd Australian Servicemen's Association, has contracted with 2UE for spots in the breakfast session.

Colgate-Palmolive Pty. Ltd. (through George Patterson Pty. Ltd.) has renewed with 2UE for commercials in the daytime and evening.

W. E. Woods Ltd. (through Gotham's) has renewed with 2UE for announcements in the evenings.

British Medical Laboratories, through Goldberg's, are now presenting "Happy Music" through 2UE every Tuesday and Thursday at 7.45 p.m. Program features the songs of famous artists with a different star in each. Sponsors are giving consideration to several shows which have been auditioned to them.

W. L. Ryant Pty. Ltd., who have been featuring on 3XY "The Story Behind the Song," have now taken over a new feature produced by Arthur Collins, formerly prominent in London and Hollywood. It is entitled "Movie Actors—At Home and on Active Service." The account is handled by Stevenson Advertising Service.

Also through Stevenson Advertising Service the "Central Spring Works," who have been featuring "Dr. Davey" over 3UZ have now a session entitled "Famous Voices."

Weet's, Crispies and Vitabrits have renewed their contracts through Paton's Advertising Service. Another account renewed at Paton's is Wundawax.

F. J. Palmer & Son Ltd., Sydney, have placed a comprehensive contract for day announcements with 2GB. Times cover Monday to Thursday every week.

Speedo Knitting Mills Pty. Ltd. (through Gotham's (A/sia) Pty. Ltd.), are sponsoring 100-word announcements in 2GB's breakfast session.

Cadbury's have renewed their weekly sessions through Agency George Patterson, Melbourne, for stations 2AY Albury, 3BO Bendigo, 4TO Townsville, 4CA Cairns and 4MK Mackay.

The Queensland Temperance League have renewed their weekly session on 4WK Warwick through Agency Gordon and Gotch, Brisbane.

Craine's Newsagency, of Cairns, have renewed their weekly sessions in the women's sessions on 4CA Cairn.

Kiwi Polish Co., agency George Patterson, Melbourne, have renewed their "China Up" session of 30 minutes each Thursday on 3BO Bendigo. The program is relayed from 3UZ Melbourne at 9.15 p.m.

## Aluminium Control

### Returns of Stock to be Made

Broadcasting stations, recording organisations, and possibly some advertising agencies which have their own recording facilities installed, will be interested in the recent National Security Regulation, Control of Essential Materials Order, which controls the disposal of aluminum and under which certain returns relating to stocks of aluminum must be lodged with the Controller of Materials Supply.

Full text of the Order, which was gazetted on January 12, follows:—

### NATIONAL SECURITY (GENERAL) REGULATIONS

#### CONTROL OF ESSENTIAL MATERIALS ORDER

##### Disposal of Aluminium and Returns Relating to Stocks Thereof.

Pursuant to paragraph 8 of the Control of Essential Materials Order, I, Harold Charles Green, Controller of Materials in the Ministry of Munitions, hereby direct and require—

1. Every person having in his possession or under his control any aluminium to obtain my consent before distribution, selling, moving, using or consuming any of that aluminium.

2. (a) Every person to whom this paragraph shall apply to furnish me returns setting out in respect of aluminium held in his possession or under his control on the date in respect of which the return is made—

(i) the quantity, size, section and specification of such aluminium, showing separately the weights of virgin, secondary, reclaimed and scrap;

(ii) the place at which such aluminium is stored.

(b) Returns shall be furnished in respect of aluminium so held on the 31st day of December and the 30th day of June in each year, and shall be furnished so as to reach me at the Directorate of Materials Supply, Department of Munitions, 532 Bourke Street, Melbourne, C.1, Victoria, within 14 days after the date in respect of which the return is made.

3. Paragraph 2 of this direction and requirement shall apply to every person who on the 31st day of December or on the 30th day of June in any year holds in his possession or under his control aluminium weighing twenty-eight pounds or more.

4. In this direction and requirement "aluminium" means aluminium and aluminium alloy whether virgin, secondary, reclaimed or scrap in the following forms:—

- |            |                      |
|------------|----------------------|
| Angles, B  | Powder               |
| Bars       | Rods                 |
| Billets    | Scrap (state types). |
| Castings   | Sections             |
| Channels   | Sheet                |
| Circles    | Slab                 |
| Foils      | Skimmings            |
| Cubes      | Strip                |
| Discs      | Swarf                |
| Foil       | Tube                 |
| Granulated | Turnings             |
| Ingot      | Wire                 |
| Paste      | Wire Welding         |
| Pellets    |                      |

Dated this twelfth day of January, 1944.

H. C. GREEN,  
Controller Materials Supply.



## BIRDS "BLACKOUT" CITY DURING LIGHTING CELEBRATIONS

Lights failed while a jubilee luncheon was being held at the Melbourne Town Hall last week, celebrating the first switching on of electricity in that city 50 years ago.

When the beaks of two birds touched as they sat on a 22,000 volt direct service supply line they cause a short circuit which affected the electricity supply of the whole city for 20 minutes. The birds disintegrated in a blinding flash.

Electric lights in most of the city and suburbs went out, and trams were held up for 20 minutes.

At the jubilee luncheon, the switch used to turn on the street lights in 1894 was presented to the city council.

## NO LONGER JAM ON IT

"During the recent battle for Johns Hill in the headwaters of the Faria River, New Guinea, a relatively small force of Australians was hemmed in by Japanese forces on three sides. Wireless was the only means of contact remaining to the force. The Australians had a radio set which had been carried into the front line by nineteen New Guinea men. The man in charge of this set was Signaller Lance Levy of Grenald, South Australia. For 36 hours, during most of which time he was under fire, with shells bursting round him and machine gun bullets zipping past, Levy stuck to his set and sent out the signals. His calm was finally shattered, when a Japanese shrapnel shell—destroyed a one-pound tin of marmalade which he'd carried for 300 miles!"

(Colin Willis in the B.E.C.'s Australian News Letter).

## JANUARY LICENCE FIGURES

NEW SOUTH WALES			
New Issues	5,177	2,638	(484)
Renewals	33,049	33,786	(986)
Cancellations	2,638	4,440	(288)
Monthly Total	516,321	536,275	(20,500)
Nett Increase	2,539	1,802	(196)
Population Ratio	18.37	18.98	
VICTORIA.			
New Issues	3,306	1,445	(116)
Renewals	21,464	22,908	(1,094)
Cancellations	2,904	1,863	(12)
Monthly Total	373,469	383,315	(16,466)
Nett Increase	402	418	(104)
Population Ratio	19.26	19.63	
QUEENSLAND.			
New Issues	967	909	(76)
Renewals	11,042	11,040	(176)
Cancellations	709	969	
Monthly Total	172,276	174,797	(3,391)
Nett Increase	258	60	(76)
Population Ratio	16.62	16.85	
SOUTH AUSTRALIA			
New Issues	1,046	647	(115)
Renewals	8,266	8,461	(547)
Cancellations	1,101	851	(48)
Monthly Total	139,575	143,702	(9,517)
Nett Increase	55	104	(67)
Population Ratio	22.90	23.70	
WESTERN AUSTRALIA			
New Issues	917	662	(67)
Renewals	5,280	5,367	(156)
Cancellations	830	830	(10)
Monthly Total	93,704	94,973	(3,169)
Nett Increase	87	168	(67)
Population Ratio	19.98	20.33	
TASMANIA.			
New Issues	373	201	(39)
Renewals	2,856	2,782	(133)
Cancellations	355	447	(88)
Monthly Total	47,167	47,624	(2,272)
Nett Increase	18	246	(49)
Population Ratio	19.75	19.74	
COMMONWEALTH.			
New Issues	11,786	6,502	(897)
Renewals	81,957	84,343	(3,092)
Cancellations	8,537	9,400	(449)
Monthly total	1,342,512	1,380,686	(55,315)
Nett Increase	3,249	2,898	(451)
Population Ratio	18.90	19.37	

**SPARE TIME is RARE TIME**

WITH

# 3AW

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to broadcast your programmes—

Enquiries: \_\_\_\_\_

**3AW** 382 Latrobe St., Melb. Phone F9181



## 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 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 somethin'!

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

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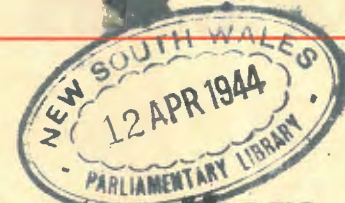
'Phone: FL 3054 (2 lines)  
Telegrams: "FL 3054 Sydney."  
Melbourne Representative:  
Miss Beatrice Touzeau, 4th Floor,  
403 Bourke Street. 'Phone: MU2932

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# 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!

