

PERSONALS...

George Hill who recently donned civvies after several years in the Army has resumed active control of the station representation office which he carried on before the war. Mr. Smithers who was looking after George Hill's interests while he was on service is now assisting Mr. Leo Finn.

Australians take their sport seriously, even when on war service. Last week Cliff Cary, of 2UE, received an airgraph letter from a stranger—Sgt. Granfield, London—asking him to settle several sporting arguments. In the letter Sgt. Granfield mentioned meeting Stuart Edwards in England. Stuart, formerly with 2UE, is now a Sergeant in the R.A.A.F.

Sid Everitt, 2UE afternoon announcer, is at present on annual holidays. During his absence his programs are being handled by Len Maurice.

Colina Lynam, 2UE morning announcer, is enjoying three weeks' annual vacation. Her session at the moment is being conducted by Gwen Plumb.

Mr. L. R. Hood, 2UE's advertising manager, has returned to Sydney after a business trip to Melbourne.

Bill Firth, popular Sydney 2GB-Macquarie representative, left for Melbourne last week to do a spot of relieving in that city, while Stan Clarke, the company's Melbourne manager, comes to Sydney, possibly for a couple of months.

Happy wishes to well known Melbourne singer, Sylvia McPherson, who has recently become wedded to Clyde Coats.

That well known comper of 3XY, Alwyn Kurts, has recently resigned from that station.

Bob Gibson is such a familiar figure wielding the baton at Aspros' Starnight at Earl's Court, that it must have been a novel experience for him to hand the baton over to ex-A.B.C. conductor, Denis Collinson, when Bob went for a week's holiday.

What plots are hatched when one sees sponsors, advertising agents, and station executives getting into a huddle over lunch. Those well known sponsors Bill Kelton of Adelyn and Phil Gouldstone of Darrods were in deep converse over lunch with 3UZ manager Arthur Prince, producer Jack Clemenger, and salesman Cec. Corboy.

Owing to the extensive demands from listeners since he has recommended the racing broadcasts, Fred Tupper, 3AW sporting specialist, is now broadcasting a Friday night sporting resume for the following day's sport. He is sharing Saturday afternoon entertainment through 3AW with Bill Vickers who is handling the football broadcasts, and they kicked off the sporting sessions on Saturday, May 6.

Jack O'Hagan, 3AW sales manager, has arrived back from his annual—looking one hundred per cent—but complaining that in 14 days that he saw only two days of sunlight. Tough luck Jack, when you should be so busy in the future looking after Jack Davey contracts!

Owing to certain celebrations that were expected at 3AW last week, studio manager, Gordon Tait, was commissioned to obtain as many of the necessary as could be obtained. At one stage Gordon was informed that the "necessary" was unnecessary, and that those already obtained could be produced on the spot. A few moments' thought and Gordon darted back, "Not needed here? Charity begins at home." Looks as if Gordon came off best.

Donovan Joyce, 3AW production executive, has been forced to take four weeks' leave in Tasmania through ill-health. During his absence his chief assistant, Kath Dunlop, is attending to current AW productions.

There's one man who anxiously searches through the Sheldon Drug Co.'s "Swap Shop" script broadcast through 2SM now twice weekly. He's Dom Harnett, famous 2SM feature announcer who, with hope springing eternally in his heart, fancies

MARCH LICENCE FIGURES

NEW SOUTH WALES			
	1943	1944	Additional
New issues	4,551	3,551	422
Renewals	34,969	35,389	1,115
Cancellations	2,711	4,181	243
Monthly totals	522,734	539,678	20,987
Net inc. or dec.	1,840	580	179
Net inc. or dec.	1,840	-580	x179
Population ratio	18.59	19.10	

VICTORIA			
	1943	1944	Additional
New issues	2,945	1,817	153
Renewals	25,319	26,237	1,153
Cancellations	1,310	2,027	16
Monthly totals	375,952	384,964	16,832
Net inc. or dec.	1,635	210	137
Net inc. or dec.	1,635	-210	x137
Population ratio	19.39	19.71	

QUEENSLAND			
	1943	1944	Additional
New issues	1,600	1,262	48
Renewals	10,398	10,772	198
Cancellations	7	1,226	10
Monthly totals	174,568	175,655	3,485
Net inc. or dec.	1,593	x36	x38
Population ratio	16.84	16.94	

SOUTH AUSTRALIA			
	1943	1944	Additional
New issues	1,050	819	114
Renewals	9,502	9,537	532
Cancellations	365	1,015	
Monthly totals	140,891	144,006	9,742
Net inc. or dec.	685	-196	x114
Population ratio	23.44	23.77	

WEST AUSTRALIA			
	1943	1944	Additional
New issues	960	600	30
Renewals	5,954	6,180	203
Cancellations	197	784	15
Monthly totals	94,226	95,640	3,213
Net inc. or dec.	763	-134	x15
Population ratio	20.09	20.47	

TASMANIA			
	1943	1944	Additional
New issues	392	242	55
Renewals	3,182	3,389	122
Cancellations	241	185	52
Monthly totals	47,561	47,903	2,284
Net inc. or dec.	151	-57	x3
Population ratio	19.92	19.86	

COMMONWEALTH			
	1943	1944	Additional
New issues	11,498	9,291	322
Renewals	89,324	91,504	3,321
Cancellations	4,331	9,313	236
Monthly totals	1,355,932	1,387,846	56,593
Net inc. or dec.	6,667	-1,027	x486
Population ratio	19.09	19.47	

that some kind listener some time might want to swap a house for something!

Captain Leo J. Mooney well known in Melbourne in the advertising field until he went into the army, has been appointed director of publicity at Australian Red Cross national headquarters and has taken up his duties. He served in the 1st A.I.F. and in this war with the Amenities Department.

Keith Hart is back at 3XY after a period spent with the American Red Cross, replacing Keith Stewart at the early morning microphone. Keith Stewart on medical advice has left the city and his voice is heard from 3HA Hamilton.

Joining the winter sport radio commentators, Jack Stewart, notable football identity, is on the air every Friday night from 3XY giving his interesting preview of the next day's play for football fans. 7.15 p.m. is his time spot, and his session has already drawn plenty of comment and fan mail among Melbourne football enthusiasts.

Ian Hamilton, liaison officer for 3UZ, who is comparatively a new recruit to radio, has been spending his time becoming acquainted with personnel of advertising agencies, etc. Jim apparently has all qualifications needed for by now he has been well accepted in all circles connected with radio.

John Haysom, who has been doing a war job for some time, is now back in his own business, John Haysom Advertising.

Stella Morgan, of the A.F.C.B.S., has gone on a well deserved vacation for a couple of weeks.

CLASSIFIED ADVERTISING

COMMERCIAL ADVERTISING

Continuity, rhymes, jingles and lyrics for broadcast and screen advertising. Scripter available for freelance work. For beguiling, acquisitive, advertising—contact first instance No. 333 "Commercial Broadcasting," Box 3765 G.P.O., Sydney.

Classified Advertising — 3d. per word (minimum 3/-). Black face or capitals 6d. per word. Cash with order.

Box Replies: If replies are to be sent to the publisher's office, the Box Number is counted as 9 words and charged accordingly.

"C.B." called on Lee Murray the other day and found him very busy, not only with his production of the concert for the Australian Comforts Fund which was held last Sunday at the West Melbourne Stadium, but with the work he is doing at Realistic Studios. This recording outfit was slow to get going, but is now getting a very fair share of the recording work done in Melbourne.

Stephani Bini, who has been connected with radio in Melbourne for many years and is a very well known personality, retired about 18 months ago when a new addition arrived in the Bini household. We are glad to announce that Stephani is again with us, this time being appointed publicity officer of Leyshon Publicity Services. Leyshon's are certainly gathering many efficient personalities connected with radio around them which, of course, means that sponsors will be serviced in the true standard set by Les Leyshon.

Captain Phil McMahon is back in Sydney enjoying a "spot" of leave which he certainly deserves. This former account executive of the Weston Advertising Agency was quick to don uniform, and has served in the Middle East and in New Guinea.

Lieutenant-Commander Colin Gilder, R.A.N.V.R., who was with 2UW before "the show," and who has been serving in "Australian waters" since his return from England's North Sea a couple of years ago, was also around town last week on a few days leave.

COMMERCIAL BROADCASTING

Vol. 12, No. 23, Thurs., May 4, 1944

Price: 6d. per copy. Subscription: 10/- P.A.

Managing Editor: O. F. Mingay
Editor: A. Lippmann

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

Published every second Thursday by
AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.

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

'Phone: FL 3054 (2 lines)
Telegrams: "FL 3054 Sydney."

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

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

Vol. 12, No. 25

126th Issue)

Thursday

June 1, 1944

Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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

Yet another **Daytime** Feature
Comes to 2UW



"The Romance of Helen Trent" is presented over 2UW by Kolynos Inc. . . . each morning, Monday to Friday at 9.15

Another Good Reason Why—

— Most People listen to

2UW

SYDNEY: 49 Market Street (M 6686)

MELBOURNE: 18 Queen Street (MU 2819)



PROGRAMMES mean LISTENERS & RESULTS

The maximum listening audience will be assured for new, attention-holding programmes added to the 2CH day and evening schedule during recent weeks.

Following are new features sponsored by local and national advertisers:

- | | |
|-----------------------------------|-----------------------------------|
| "The Green Archer" | Taylor Chemical Co. |
| "Junior Amateur Time" | Vicks Vaporub |
| "Meet Dr. Morelle" | Murdoch's Ltd. |
| "Melody Mosaic" | Sydney Snow Ltd. |
| "Ginger" (with Mal. Verco) | J. B. Williams |
| "Tena & Tim" | Holford's |
| "Wild Life" | Stedman-Henderson Sweets |
| "Our Little Folk" | Davis Gelatine |
| "The Voice of Freedom" | Bureau of National Affairs |
| "Don't Get Me Wrong" | Vaxos Oral Vaccine |

Why not place your programme in 2CH's all-star array of sponsored features?

A.W.A. STATION

2CH

AMALGAMATED WIRELESS (A/SIA) LTD.

Settlement of Censorship Dispute Brings New Regulation

Principles Clearly Defined in New Code

Broadcasting interests throughout Australia will welcome the new code of censorship embodying four important principles which were issued by the Acting Prime Minister (Mr. Forde) a fortnight ago.

The Code, and new press and broadcasting censorship regulations which were subsequently gazetted, mark the settlement of the recent censorship dispute between the Government and the newspapers, which had led to litigation in the High Court.

Announcing the new Code of principles Mr. Forde said:—

"Following the intimation made by the Chief Justice in the High Court of Australia on Friday, May 5, the Government has conferred with representatives of the Newspaper Proprietors' Association in relation to the principles of censorship administration.

"A settlement of all matters in dispute has been reached, and a code of censorship principles drawn up for the guidance and direction of the censorship authorities and the Press. The censorship regulations and orders were originally made by the Menzies Government in 1939, and opportunity is now being taken to restate the basis of Press censorship. At the same time the Government has accepted the assurances of the Press proprietors that, in taking action to test the validity of the regulations, they acted bona fide in accordance with the legal advice they had received.

"The code states clearly the Government's position in relation to censorship.

"Censorship is a war-time measure specifically designed to protect the security of the country, to protect the lives of members of the forces, and to promise the efficient prosecution of the war with as little interference as possible with the liberties and rights of any section of the people. Censorship is solely a security measure. The Government policy on censorship is strictly non-political. There is not, nor was there ever, any intention in the part of the Government that censorship should be used in any way for political purposes.

"Because censorship is a war-time measure, its continuation is only envisaged for so long as the war lasts. The gravity or otherwise of the threat to the security of the nation is a vital factor in the operation of censorship. For instance, some matters which were ob-

viously censorable in 1942 when there was a grave threat of invasion to Australia would not necessarily be censorable in 1944, with the threat of invasion removed.

"The operation of censorship to safeguard the security of the nation must be related to existing conditions. As the war position improves, its administration will become increasingly liberal, while still safeguard the security of the nation and the lives of members of the forces.

"In formulating the principles of censorship the Government has borne in mind that subject to the over-riding requirements of security there is an obligation upon the Government even in war time, to preserve a maximum degree of freedom of expression. Accordingly the censorship principles repeatedly laid down by the Prime Minister (Mr. Curtin) have now been embodied in a comprehensive code.

"The Government has been assured that this code will be accepted and acted upon by all concerned in a sincere spirit of co-operation. This is absolutely essential for the nation's interest. Many dangers still confront the United Nations, and the Government desires that the unity of the people shall not be impaired by avoidable disputation when all our strength must be concentrated against our common enemies."

Microtoon



"Gosh! We've broken "The Live Artist Hour."

The Four New Principles for Censorship Clearly Stated

1. Censorship shall be imposed exclusively for reasons of defence security.

2. Owing to the many and changing phases of the war, "defence security" cannot be exhaustively defined. Primarily "defence security" relates to the Armed Forces of all the Allied Nations and to all the operations of war. It covers the suppression of information useful to the enemy. It may at times include particular aspects of Australia's wartime relationship with other countries. Censorship shall not be imposed merely for the maintenance of morale or the prevention of despondency or alarm. Censorship shall not prevent the reporting of industrial disputes or stoppages. Criticism and comment, however strongly expressed, shall be free. Mere exaggeration or inaccuracy shall not be a ground for censorship. "Defence security" shall be the governing principle of every application of censorship.

3. The Censorship Order, in its present form, does not expressly require censors to exercise their powers on grounds that relate exclusively to considerations of "defence security." Therefore, the Government proposes to make an amendment to the existing order, making it clear that the Censor's directions shall be given solely in relation to the requirements of "defence security," as existing at the time of publication of the matter in question. In the case of a prosecution, the onus of proof shall be on the prosecutor.

4. Except in case of immediate and obvious danger to "defence security," a breach of censorship directions shall be dealt with by prosecution, and not by seizure of the proposed publication. In any court proceedings following a seizure the onus of justifying the seizure will rest on those responsible for authorising it.

(Text of new Press and Broadcasting Censorship Order see page 13.)

51% MORE ELECTRONIC PRODUCTION IN 1944 BY U.S.A.

According to the latest reports from U.S.A. the WPB of America have set a requirement from the industry of 51 per cent greater electronic production for this year as compared to 1943. Although it is considered that the 1943 production achievements of the American Radio Industry was little short of miraculous, a still further and substantial increase is necessary, and that will necessitate taking advantage of every short cut, every economy and every simplification due to standardisation.

Stage Artists Strike Fight for Complete Union Membership

As we go to press with this issue there is still no settlement of the actors dispute which has for over a week affected theatre shows in Melbourne and Sydney controlled by J. C. Williamson Ltd.

In both cities scheduled shows were staged minus ballets and choruses.

The dispute arose over members of Actors' Equity of Australia refusing to take the stage with non-members of the union in the casts.

All last week Actors' Equity secretary, Mr. Hal Alexander, was in Melbourne, and after the dispute had been mentioned in the Arbitration Court before Mr. Justice Piper, representatives of the A.C.T.U., Theatrical and Musicians' Unions and Actors' Equity met in conference.

In Sydney the acting president of Actors' Equity, which also embraces radio artists, Mr. Marshall Crosbie, told an audience at Leichhardt Stadium, where a concert was staged on behalf of striking members of "Lilac Time" chorus that Actors' Equity was not a belligerent union, but when the fight was on they were prepared to get into it.

"In America and in London it is impossible to go on the stage unless you are a member of the union," said Mr. Crosbie. "Why does that not apply in Australia? The only reason is that the theatre has been strangled by one firm—the Taits and Williamson.

"We are not fighting J. C. Williamson on this occasion; but because we want a few people to come in and help us fight, not only for the higher paid, but also for the lower paid ones in our ranks."

Mr. Crosbie said the great violinist, Jascha Heifetz, had been forced to join the union before appearing in America. If it was good enough for a man like Heifetz, then it was good enough for Gladys Moncrieff, Bernard Manning, and the others.

He added that practically the whole of the profession, both in the theatre and in radio, were members of his organisation.

Hopes of an early settlement of the strike—the first of its kind for many years in the theatrical world—were lost when two conferences between the various unions failed to reach unanimity.

GIRLS' CHOIR EVERY SUNDAY

The Aeroplane Girls' Choir of 30 voices, conducted by Miss Gladys Ives, is now featured by the makers of Aeroplane Jelly from 2UE every Sunday at 12.30 p.m.

The program comprises a selection of old and modern numbers with many new and clever arrangements. It is presented by Sid Everitt.

Some Highlights of Loan Tour by Two Famous Radio Men

The Australian-wide tour of Jack Davey and Harry Withers on behalf of the First Victory Loan provided some interesting and some amusing highlights.

Idea behind the tour was for Jack Davey by his universal popularity to attract the crowds, and Harry Withers, masked and in the character part of "Victor E. Loan" to address the people.

Needless to say that wherever the duo appeared the crowds rolled along and the loan campaign was put across.

Disaster might have attended their first appearance in Melbourne, however. The Collins Street rostrum was packed around with a milling crowd when Davey got up to entertain them with a few breezy gags. By pre-arrangement Withers was to hide in the doorway of a building at the back of the rostrum and on his cue to slip his mask on and rush across the footpath and on to the stage. The lapse of time for Withers to get across, however, had not been properly calculated, and hearing Davey go into a second series of gags after giving him his cue to come out of hiding, Withers dashed back into the doorway to await a second cue. Then and only then did he realise that it was doorway of the Commonwealth Bank, and he was standing facing a line of startled tellers. He realised in a flash also that he must look to the tellers something like a masked hold-up man, and momentarily expected the crash of pistol shots which would put a very dramatic end to his career. Perhaps his second cue did arrive in the nick of time!

Davey and Withers travelled over 13,000 miles in the four weeks of the campaign. They addressed meetings of employees in factories, ship yards and stores, audiences in the streets and in picture theatres and town halls and concert halls, and in between times broadcast from radio studios in every city. Their earliest start on a day's work was when they left Sydney by a 4 a.m. plane for Melbourne.

When they arrived in Melbourne it was raining heavily. The Collins Street rally was fortunate in having a half-hour break in the weather, and Davey's first wisecrack quickly had the crowd in good mood. He said he had heard many tales about the Yarra, but this was the first time he had learned that it flowed up and down! (indicating the leaden sky).

And then there was the procession in Hobart. Both men there had the opportunity of learning what it would be like to attend your own funeral as an onlooker. The trouble was they were not due to arrive until the afternoon when brass band and procession was arranged

Melbourne Announcers' Club Well Under Way

The Announcers' Club held their second luncheon on May 16 at the Hotel Australia, Melbourne. There was a large attendance of announcers from all broadcasting stations. The guest of honour was Professor W. Osborne who spoke on "Salvaging Old Age."

Norman Banks was in the chair.

Following the luncheon a general meeting was held to discuss the progress of the club.

One point stressed was that men in uniform, prior to their joining up, who would be eligible to join the Announcers' Club are to be immediately made honorary members and full facilities of the club are to be made available to them during leave, etc. All such personalities would be immediately contacted by the committee.

It is thought that the Announcers' Club will do much for the radio industry and for the announcers themselves. The average announcer only knows his colleagues through publicity in radio papers, and now this club should give him the opportunity to get to his fellow workers in the industry.

Constitution and rules of the Commercial Announcers' Club sets out the aims and objects of the club as:—

- To create friendliness and a better understanding between announcers employed by commercial stations in Victoria.
- To promote a better understanding between the announcers and the public.
- To encourage members of the announcing profession to pledge themselves to at all times serve with honour and loyalty the British Throne and the unity of the British Empire.

Any male person who is a regular and permanent employee of a commercial broadcasting station, and who is heard over the air at regular periods of time shall be eligible for membership of the club.

The board of management of the club shall consist of ten members equally representative of all Melbourne commercial stations.

to meet them and parade the streets. Vast crowds gathered as the band and procession moved majestically down the street that afternoon. To that cheering crowd Davey and Withers added two more. They had unexpectedly arrived in Hobart in the morning. It is not known whether someone forgot to cancel the afternoon arrangements or whether it was thought that "a march is a march for a' that," and having been arranged in detail it might just as well carry on even without the two principal characters.

(This is not a survey but actual results)

John Dunne and 2SM SCORE! AGAIN!



Over 600 replies — One Session

The versatile John Dunne, and leaders of the "Gang," popular child radio stars, have captured the public fancy and are building another brilliant radio winner with

THE GOBLIN SHOW

This bright and happy Half Hour is presented each Friday from 8-8.30 p.m. by courtesy of the manufacturers of Scanlen's Goblin Sweets

When You Require Results from Radio, See

2SM

THE STATION THAT GETS RESULTS

SIR ERNEST FISK HONOURED

Sir Ernest Fisk, who has been elected an honorary member of the I.E.E. (Great Britain)



Sir Ernest Fisk, chairman of Amalgamated Wireless (A/sia) Ltd., has been elected an honorary member of the Institution of Electrical Engineers (Great Britain). This distinction has been conferred upon him in appreciation of the services he has rendered in Australia and New Zealand in the field of radio communications. The rarity of this distinction is such that since the foundation of the Institution in 1871, there have been only 51 honorary members. There are only six honorary members living, and these include such celebrities as the Right Honourable Lord Southborough, Sir J. Ambrose Fleming, Lt.-General McNaughton and Lord Hankey. The late G. Marconi was an honorary member of the Institution.

9,000,000

people in Australia
and New Zealand
mean big post-war
business for enter-
prising manufac-
turers . . .

For complete Sales
and Advertising Data
write to foremost
Authority on these
markets.

GOLDBERG ADVERTISING

(Aust.) PTY. LTD.

SYDNEY, AUSTRALIA & NEW ZEALAND

Frank Goldberg, Governing Director

Return of "Ginger" Famous Doll as Detective on Major Network

The return of Ginger, outstandingly popular ventriloquial doll, with Mal Verec, in an entertaining serial entitled, "Ginger, Detective," is one of several new programs sponsored by local and national advertisers which have been added to the 2CH day and evening schedule over the past few weeks.

"Ginger," whose appeal earned him the title of the "Charlie McCarthy of Australia," will return to the air in a new role. As a detective who eclipses the ingenuity of Sherlock Holmes and other detectives of fiction, at the same time adding comedy to the detection of crime, he will surely register another "high" in radio entertainment.

"Ginger, Detective," will be released over all stations of the Major Network on Monday, June 5, sponsored by J. B. Williams. The account is handled by J. Walter Thompson.

FINE MUSIC IN MELODY MOSAIC

On the musical side, "Melody Mosaic," described as a delightful selection of song and music presented in colourful setting, is being sponsored on 2CH by Sydney Snow Pty. Ltd. on Monday nights at 9.15.

"Melody Mosaic" presents one of Sydney's leading violinists, Mischa Dobrinski, and Beryl Alexander, soprano, together with special instrumentalists playing the harp, oboe, flute, cor anglais, and 'cello.

Dobrinski travelled extensively abroad before coming to Australia, and for a long period played at the Marynsky Theatre in Moscow for the Russian Ballet. Beryl Alexander is a gifted singer for whom Richard Tauber predicted a brilliant future. In "Melody Mosaic" she sings excerpts from musical comedy, operetta and grand opera.

Each session of "Melody Mosaic" is complete in itself and the program is an attractive one for sponsorship.

Further variety will be added to the 2CH schedule with the presentation of "Meet Doctor Morelle" by Murdoch's on Thursday nights, and "Don't Get Me Wrong," a new Peter Cheyney novel, featuring Lemmy Caution, sponsored by Vaxos on Monday, Tuesday and Wednesday nights.

In addition to the foregoing "The Voice of Freedom," sponsored by James Stedman Henderson Sweets Ltd., "Junior Amateur Time," by Vicks Vaporub, and other outstanding programs will ensure listener attention during the coming months.

REGISTERED FIRMS

Atlas Advertising, C/o Simpson, Simpson and Co., 17 Castlereagh Street, Sydney, radio scripting service. Com. 17/5/44.
Proprs. Clarence W. Simpson and Ronald R. Beck. Reg. 17/5/44.

Kolynos on 27 Stations Famous Serial in Morning Channel

Daytime radio is more and more claiming the attention of big national sponsors and latest addition to Australia-wide bookings is that by J. Walter Thompson Agency for Kolynos.

The Kolynos program, "The Romance of Helen Trent," is being broadcast by a total of 27 stations, including all States, and in the majority of cases time channel is 10.30 a.m. In some centres, however, the times have been varied to 9.15 (2UW Sydney), 9.30 a.m. (4BK-AK-IP), and (6IX-WB-MD), 11.15 (3BO), and 11 (3SR).

"The Romance of Helen Trent" is one of America's best selling serials, having been aired there for 11 years. The story is about a Hollywood dress designer and provides plenty of heart throbs and interest for women listeners.

The following stations are carrying the program:—

New South Wales: 2UW Sydney, 2GZ-KA Orange-Katoomba, 2KO Newcastle, 2WL Wollongong, 2KM Kempsey.

Victoria: 3DB-LK Melbourne-Lubeck, 3BA Ballarat, 3BO Bendigo, 3HA Hamilton, 3MA Mildura, 3SR Shepparton.

Queensland: 4BK-AK-IP Brisbane-Oakey-Ipswich, 4RO Rockhampton, 4TO Townsville.

South Australia: 5AD-MU-PI-SE Adelaide-Murray Bridge-Crystal Brook-Mt. Gambier, 2BH Broken Hill.

West Australia: 6IX-WB-MD Perth-Katanning-Merredin.

Tasmania: 7EX Launceston, 7HT Hobart.

CYRIL ANGLES PROVIDES REGULAR NEW GUINEA SHOW

Lieu. Bill Arthur, an ack-ack gunner on leave from New Guinea, fills in some of his spare time on the island as one of the announcers on the Air Force station R.A.A.F. radio, at Milne Bay. Bill, in fact, is the only Army man on the station's announcing roster, the other six being Air Force men.

In an interesting talk through 2UW a week or so ago, Bill told listeners that the Milne Bay station had a coverage of 400 miles, and was the only station which could be heard on ordinary sets in that area.

In the course of his remarks in the broadcast mentioned, Lieut. Arthur said that one of the most popular features on R.A.A.F. radio was the weekly sporting review, recorded by ace commentator Cyril Angles at the 2UW studios each Monday, and flown to New Guinea by Air Force plane the same day. Cyril gives the boys in New Guinea a complete coverage of week-end sport, highlights and possibilities in the next week's program, and a story of some outstanding athlete, with his usual pungent comments right through the half-hour disc.

According to R.A.A.F. officials, a wide survey recently conducted by the Milne Bay station put the 2UW sports program very near the top of the popularity ladder.

PARS FROM AMERICA

(By O.F.M.)

The peace terms will have included in them the basic American ideals of freedom to listen and freedom to see for conquered as well as victor nations if the U.S. State Department plans come off.

Paramount is reported to be launching a move to use television to speed up the reception of news for projection in theatres. Paramount has a big dollar interest in Du Mont television, and is spending about 400,000 dollars on television equipment in its New York building.

N.B.C. vice-president, Niles Trammell, is reported to have told Hollywood picture producers that if Hollywood didn't make pictures for television, then N.B.C. would make their own pictures.

Speaking to the American Marketing Association in N.Y. on March 23, Miller McClintock of Mutual Broadcasting, said that all advertisers must meet the post-war challenge of television, and also keep an eye on FM, because this new medium can bring pictures of products into prospective purchaser's homes, give demonstration therein, quote prices and deliver sales talks all accompanied by top rank entertainment.

American Telephone and Telegraph Co. has submitted to the Motion Picture Producers and Distributors of America a proposition to furnish television facilities to motion picture companies.

As a result of experience at Army camps, many radio performers are so improving on their personal appearances that they are turning to the theatre stage and getting away with it too, even in U.S.A.

As a result of a very energetic and well planned promotional broadcasting scheme, "Air Force and the Retailer" by the N.A.B., Lewis H. Avery, N.A.B. Director of Broadcast Advertising, announces that a survey reveals 36 per cent more department store business in the first two months of 1944, than in the same period of 1943. This compares with a total gain in local or retail advertising in 1943 over 1942 of 22.8 per cent.

This reflected a steadily growing use of broadcast advertising and is a factual tribute to the concerted and intelligent sales efforts of station managers, commercial managers and retail radio salesmen. If that rate is maintained, said Mr. Avery, local or retail radio advertising in U.S.A. may well exceed 100,000,000 dollars in 1944, registering a gain of 60 per cent over the 1942 total.

The purpose and use of broadcast advertising by department stores provides even greater proof of the increased acceptance of the medium for direct merchandising as opposed to the institutional use which had long been promoted by radio stations.

To the question, "For which reason is the store using radio?"—Direct merchan-

dising? Store-wide promotions? Institutional? Other? . . . the replies showed: 43.1 per cent, 27.3 per cent, 24.5 per cent, 0.4 per cent, 4.7 per cent, respectively.

Because of the widespread discussions that have taken place in the industry regarding daytime programs (which constitute the bulk of department store advertising), a question concerning the attitude of the station management toward the department stores' programs was included. The answers were: Excellent, 42.6 per cent; good, 28.6 per cent; fair, 7.8 per cent; no answer, 21 per cent.

The magnetic wire recorder as developed for and used by the U.S. Army war correspondents, and released at the N.A.B. Convention in Chicago (at which O. F. Mingay was present), last year has proved itself in war and will do so in post-war too. The model demonstrated was no larger than a portable radio receiver.

The N.A.B. recently elected its second paid president, J. Harold Ryan, who succeeded Neville Miller on April 15. Mr. Ryan was Asst. Director of Censorship at Washington. He said: "To the people of the United States, broadcasters owe good and clean programming in entertainment, honest reporting of the news, and fair interpretation of it conscientious support of worthy community projects, true reflection of matters political and social; in short, to the people the broadcasters owe GOOD RADIO."

The new deputy chief of the U.S., OWI's radio bureau, John D. Hymes, promptly issued a directive, on taking up his new position, that OWI branch offices were to protect stations against demands for free time for Government messages from commercial stations which pay for advertising in other media. If any of these concerns have advertising budgets, an appropriate amount should be used for radio in proportion to other media if radio coverage is desired. In past it was too often the reverse, pay for ads in other media and demand free radio time.

N.S.W. BUSINESS FIGURES

According to the N.S.W. Government Statistician, returns from 42 large factories which are taken as an indication of the trends, show that factory sales for month of February, 1944, totalled £5,712,000 as compared to £4,799,000 for February, 1943, and £4,074,000 for February 41. Employees for February, 1944, were 25,800 compared to 27,200 in February, 1943, and 26,700 in February, 41. Wages and salaries were £147,000 in February, 1944, as against £121,800 per week in February, 1941. Savings Bank deposits in February, 1944, in N.S.W. were £154,153,971 as compared to £90,647,010 in February, 1942, and £72,307,685 in February, 1933.

AFTER
ALL,
RESULTS
COUNT
FOR
MOST
AND
YOU
CAN
COUNT
ON—

3KZ
MELBOURNE

Sydney
Representative
A. L. FINN, 65 York Street

Sport Broadcasting calls for Intricate Organisation

"They're racing! And the first to break the line was . . ." Cyril Angles, calling the start of a race. (At his right, Engineer Ron Tuck).



With sport occupying a very important place in the Australian way of living, it is little wonder that some of our leading commercial broadcasting stations have over many years built up a Saturday afternoon sporting service to the listening public, which is possibly unique in broadcasting anywhere in the world.

Some idea of the complicated organisation which has to go into the presentation of a full afternoon sporting service can be gathered from a round of the 2UW microphone "points" which was recently made by a representative of "C.B."

Cyril Angles, 2UW's sporting editor and ace-commentator, has a competent sporting staff at his disposal, while at the central controls, in charge of the complicated "cross-over" system and the heavy advertising list, is Frank Hatherly, probably doyen of metropolitan announcers.

Until war-time restrictions intervened, Melbourne races were also broadcast each week. Now, of course, only the big events are permitted to be broadcast interstate; but the station has filled the

place of the Melbourne races by putting the Rugby League "Match of the Day" on the air from the Sydney Cricket Ground.

The system followed is this: Frank Hatherly, at the central studio, has in hand a schedule of advertising and entertainment for the afternoon. It is his responsibility to see that cross-overs are made on time and without clashing, and he handles the complicated job like the master he is. In another studio, amongst the maze of telephones, sits Charles Lawrence, artist of many years standing, and authority of Melbourne racing. Charles keeps the public supplied with Melbourne racing information, and after the last race, broadcasts prices and tote dividends on all events.

In a corner of the busy sporting room of the "Daily Mirror," 2UW has a microphone—and an announcer. Dick Matthews is the voice from the "Mirror," and there he gathers sports details from near and far as they come in from the "Mirror's" outside men. Dog races, both metropolitan and country,

Newcastle horses, all codes of football—everything is covered by the "Mirror" mike.

At the Sydney Cricket Ground, Keith Dunbier is seated at his microphone, right at the half-way line. His vivid descriptions of all grades of football have aroused intense interest, and Dunbier has proven his microphone versatility by describing tennis, footracing, rowing and boxing.

Finally, at the racecourse is Cyril Angles, whose ten years at 2UW, have built him to a high place in the sporting



"We cross now to Randwick and Australia's ace sporting commentator, Cyril Angles." — Frank Hatherly has the double duty of handling studio commercials and making cross-overs to the various outside points.

public's esteem. His accuracy in a race-call is proverbial, and the absolute fairness and fearlessness of his comment on sport, a by-word with sport followers.

Two and a half years ago ("C.B.", 18/12/41), Mr. G. C. Goldsmid (governing director of Royal Art Furnishing), said: "The name of one of my products, the Goblin vacuum cleaner, is a household word all over Australia, due entirely to radio advertising over 2UW."

At the same time, Mr. Charles Blainey (Blainey's Tailoring) said: "I owe my success to radio. Cyril Angles is the best sporting commentator in Australia."

Those were two striking tributes to broadcast advertising by two Sydney



"This is 2UW calling from the sports' room of the 'Daily Mirror.'" Dick Matthews gives accurate, concise details of many sports.



"Here are the prices from Melbourne" Charles Lawrence is a veteran of broadcasting.



"Tom Kirk walks back to take another kick at goal . . ." Keith Dunbier broadcasting Rugby League football from the Sydney Cricket Ground.

business men. At that time, both the firms mentioned were entering their tenth consecutive year of advertising through the 2UW Saturday afternoon sport session; and both are still using that same medium for their advertising.

Among the other advertisers on the 2UW Saturday afternoon schedule are

many who have maintained the same form of advertising at the same times for many years—consistent time buyers like "Truth and Sportsman," W. C. Douglass, and Bon Marche Ltd., who have found the results achieved through that sporting service have been good enough to keep them there over a long period. The time position at the moment is that the 2UW Saturday afternoon schedule is one of the heaviest on record—and yet the station's famous sporting program goes through each week, apparently without any strain on the announcing and sporting staff, and certainly to the great delight of the sport-loving public.

Save and Lend—Buy War Savings Certificates.

Competition Should Reveal Public Musical Tastes

John Masters is organising a big competition in association with his popular daytime programs, "Choice of the People."

The sponsors of the "Choice's" have all contributed £10 each and 3AW £50, and the grand prize of £100 is being offered to the listener who selects a program of eight recorded numbers which have been already pre-selected by Masters.

The prime object of the contest is to discover which really is the favoured music of the public, thus being able to include these favourites in the programs more often. The competitors can suggest any type of recording they like, old or new, and Master's pre-selected list has been chosen from the most popular items already requested by listeners in the past. The 3AW management feel that a prize of proportions offered is certain to create keen interest in the homes as well as the factories, and the results will give a fairly accurate survey of the listening audience to the sessions.

The associated sponsors of the "Choice of the People," which is broken up into a series of half-hour programmes are The Mutual Store, Guest's Biscuits, Robur Tea, Christie's Stores, and Rockman's Pty. Ltd., and each of these sponsors are to be congratulated on their progressive co-operation in sharing cost of prize money with the station.

BALTIMORE SPONSORS NEW TOOHEY SESSION

Baltimore Restaurants are now sponsoring a special 15-minute session from Radio 2UE every Friday at 9.15 p.m.

Presented by Allan Toohey, under the title of "What's Cookin'?" the program features new rhythm releases and news of American bands.

With the introduction this spot Allan Toohey now comperes three hours of recorded music every Friday night, necessitating the personal selection and balancing of 50 records. Other programs in the bracket are "Melody and Rhythm," "Sentimental Interlude" and "The Starlit Hour."

It's more than mere coincidence!

Again — Official Labor ran its election campaign over 2KY:
Again — Official Labor topped the poll:

This fact verifies the oft-told story—

2KY HAS THE SOLID SUPPORT OF OVER 250,000 WAGE-EARNERS

PHONE: M 6291-2

428 GEORGE STREET

THE PERFECT COMBINATION FOR SPONSORS and LISTENERS

HOME

3AW

And

JACK DAVEY

"World Famous Tenors" Has Something to Sing About

10th Birthday Next Sunday

On the last Sunday of May, 1934, "World Famous Tenors" first took the air from 3KZ, and next Sunday, June 4, 1944, the 10th birthday of this long-lived program will be celebrated.

Its origin is interesting. On a Sunday evening in April, 1934, Eddie Balmer played Richard Crooks' disc of "Vienna, City of Dreams," from 3KZ, and as a comparison, followed it with Richard Tauber's record of the same number. Scarcely had the second singer concluded, when an irate Crooks' supporter phoned to say that there was no comparison. This listener was the forerunner of many others, and realising that in radio, nothing succeeds like a successful controversy. Balmer played "You Are My Heart's Delight," by both singers the following week, and "Gypsy Moon," a week later. By this time, controversy had increased to an extent never dreamt of by the originator of the idea; and its scope was broadened to include other tenors, with the result that the session, in its half-hour form, actually commenced on May 24, 1934.

It is interesting to reflect that attempts are frequently made to-day, to work up a similar controversy relative to the respective merits of Bing Crosby and Frank Sinatra.

The question is frequently asked: Why not occasionally make a change by substituting a session of world famous



Norman Balmer, originator and compere of 3KZ's "World Famous Tenors" (now heard on many stations) and celebrating its 10th birthday (see story). Sponsor is Godfrey Phillips. Balmer is looking at letters received from five famous tenors.

sopranos or baritones? Its compere, however, is of the confirmed opinion that the tenor voice has a greater degree of romantic appeal, and can sustain listener interest longer than any other. As the program is now the oldest recorded session in Australia, it is proof of the fact that, as far as tenors are concerned, the board of management of the club "age cannot wither, nor radio stale their infinite variety."

Just over four thousand records have been played during the session's ten years, and over a hundred different tenors have been featured. Interest is still as high to-day in Crooks and Tauber, as it was ten years' ago; indeed, all the tenor artists in demand in 1934 are still frequent performers in the session; and the only sensational newcomer in the period, is actually the Swede, Jussi Bjöerling.

The tenors who have probably made the greatest musical advance in that same period, are Charles Kullman (now universally recognised), James Melton, and Lanny Ross. These last two artists were formerly considered as "film star" singers, but are now important identities in the operatic firmament also.

Eddie Balmer has been the proud recipient of several letters from many of the celebrated identities who grace this Australia-wide Sunday session, congratulating him on the program having attained its 10th birthday. Lauritz Melchior, Richard Crooks, and James Melton have all written from U.S.A.; and Richard Tauber sent an airgraph letter from Grosvenor House, London. In marked contrast to the neatly typed communications of the majority, usually on embossed letterhead paper, the note from 1st Lieutenant Lanny Ross, now in New Guinea, is scrawled on the first piece of white paper that came to hand; but the sentiment is the same.

Four of these famous artists make mention in their letters of the fact that they hope to tour Australia after the war. These comments, together with brief extracts which follow, and also many other interesting statements that the tenors made, will be broadcast in "World Famous Tenors" 10th birthday program.

Extracts from the letters:—
"All my best wishes to this occasion, and many happy returns."—Richard Tauber.
"Congratulations to the program for a splendid record. My own memories of my visit "Down Under" are amongst the most pleasant of my life."—Richard Crooks.
". . . "Hope you will have many more years of success. I was delighted to hear that your program is reaching our American boys stationed in the South Pacific."—Lauritz Melchior.
"Heartiest congratulations on the 10th anniversary of your program, and I am glad to know that it has been such a popular and successful one."—James Melton.
"I shall have to be content to allow my records to speak for me, but I add by letter, my congratulations on the splendid continuance of the program."—1st Lieut. Lanny Ross.

Kraft's "Melodies and Memories"

After an absence of some years, Kraft has returned to sponsorship on 2GB and Macquarie of a big Saturday night show, under the title of "Melodies and Memories."

In "Melodies and Memories," memories of the shows of to-day and yesterday are revived. The greatest stars of the Australian stage are featured each week, giving their reminiscences of the theatre, coupled with favourite old and new melodies.

Compere is John Cazabon, and guest stars lined up include Minnie Love, Marie Bremner, Marie Burke, Marjorie Gordon and others.

This program of moods, melodies and memories, will be broadcast over Stations 2GB and network stations 2HR, 2CA, 2NZ, 3AW, 3CV, 3HA, 3SH, 3TR, 4BH, 4BU, 5DN-RM, 6PR-TZ, 7HO and 7LA (with in some cases a slight variation of the time channel). The contract was placed with Macquarie by J. Walter Thompson (Australia) Pty. Ltd.

Major-Gen. R. E. Jackson as Military Commentator

Major-General R. E. Jackson, C.M.G., D.S.O., whose military commentary is broadcast by 2GB Sundays at 6 p.m., is a man of wide military experience and honour.

The first attribute a man must have to give a regular and informative commentary on military affairs, is that he should know not only what he is talking about from a strategical point of view, but also that he should have an intimate knowledge of the terrain about which his commentary revolves. Major-General Jackson has all that.

He began his military career by entering the Administrative and Instructional Staff, Australian Military Forces (by competitive examination) in 1911. He served as Adjutant, 10th Light Horse in Egypt and Gallipoli in 1914-15, and after convalescence from a wound, was on Headquarters Staff under Sir John Monash.

In 1917 Major-General Jackson was selected by Sir John Monash as his principal administrative officer, and he was responsible for the administrative organisation for the battles of the 3rd Australian Division from Messines to the Hindenburg Line. He was awarded D.S.O., C.M.G., and also received Chevalier of the Legion d'Honneur.

In November, 1918, he took up duty as A.A.G. Administrative Headquarters, A.I.F., London. 1919 saw him as Officer Commanding A.I.F. in the United Kingdom and Commandant, A.I.F. Headquarters, returning to Australia in 1920, General Jackson was appointed Inspector of Universal Training and Administration.

In 1922-23 he attended the Staff College at Camberley, England, and passed the highest military training course in the Empire. After this he made an intensive tour of Europe, giving close attention to Holland, Czechoslovakia, Poland, Austria, and Germany.

From 1924 to 1939 he assumed the mantle of authority in several high military posts in Australia, and from 1939-40, commanded the 1st Division, N.S.W. In 1940-41 he was General Officer Commanding Northern Command (Queensland, Papua and New Guinea); in 1941-42 he held a similar post in the Western Command (W.A.).

After a brilliant military career, Major-General Jackson was retired from the active list.

He has two sons (both Majors) in the A.I.F., and his daughter is a Lieutenant in the Australian Medical Women's Service. All are in New Guinea.

Major-General Jackson is at present on the air from 2GB every Sunday evening at 6 p.m., and, with such vast practical experience behind him, is, indeed, thoroughly fitted to commentate with authority, particularly with regard to the European theatre of war.

Victorian film fans will be glad to know that the movie roundsman (Denbigh Salter) is on the air again at 3UZ every Saturday night at 9 o'clock to discuss current films and doings in the movie world. There are competitions with attractive prizes. The sponsors are Felton Grimwade and Duerdins Pty. Ltd., through George Patterson.



Major-Gen. R. E. Jackson, C.M.G., D.S.O.

LABOUR'S RETURN CLOSELY LINKED WITH BROADCASTS

Official Labor's recent election campaign over 2KY covered 10-minute messages three times daily for 10 days from the Premier, Mr. W. J. McKell, and other prominent Labour speakers. These messages terminated in compliance with the regulations three days prior to election day.

In accordance with its usual custom of providing up-to-the-minute details of election results, 2KY remained on the air until the end of count, supplying progress figures from the tally room, with commentary and analysis by the Hon. R. A. King, M.L.C., 2KY's secretary, who is also secretary of the Trades and Labour Council of New South Wales.

The broadcast from 2KY was further highlighted by a resume at 11.15 p.m. by Mr. King, who discussed the position of the various candidates, the resume being included as a special service for theatre-goers.

The well known retail store of F. J. Palmer and Son Ltd. sponsored the broadcast which commenced shortly after 8 o'clock.

THE 21 AND UNDERS Shades of the Youth Show

After a successful run of some months, Curzon's "Songstars" is now to be replaced by "Youth Parade" every Friday night at 9.30, commencing on June 3.

"Youth Parade," modelled somewhat on the idea of the old "Youth Show," is designed to give a chance on the air to young artists who until now have had no regular outlet for their talents. All stars are under the age of 21, and their outstanding talent in music, song and drama, proves the high standard of the youthful artists seeking recognition. New stars will be presented each week, but opportunity is provided for further appearances of outstanding artists.

In addition to "Youth Parade," Curzon's continue to broadcast a half-hour and a quarter-hour on 2GB. Every Tuesday night at 9.30 they present "Play of the Week," and every Thursday night at 8.45 a quarter-hour feature, "World Singers," featuring world-renowned artists in a bracket of songs.

Arrangements for the sponsorship of "Youth Parade" were handled by Goldberg's.

PRO-VITA USES AFTERNOON TIME

Taking advantage of the large and rapidly increasing afternoon radio audiences, Pro-Vita Products are using a series of 15 minute talks through 2UW on Monday and Wednesday afternoon at 3 o'clock. The talks are prepared by Mr. Richard Hannan, lecturer on nutrition, and have evoked a very satisfactory listening response.

Blanket the Prosperous Dried Fruits and Citrus Areas by Using

3MA

MILDURA

Sydney Representative:

FRED THOMPSON,

Asbestos House, 65 York Street.
Telephone: B 2085

Melbourne Representative:

STANFORD M. ALLAN,

Newspaper House, 247 Collins Street.
Telephone: Cen. 4705

PRESTO

FOR ALL YOUR RECORDING SUPPLIES

A. M. CLUBB & CO. PTY. LTD.
76 CLARENCE ST. SYDNEY
TELEPHONE B 3908

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

Every Friday at 8 3XY From April 14

FOY'S YOUTH PARADE

Produced and Compered by RAYMOND CHAPMAN

Australia's Up-and-Coming Radio Stars, all Twenty-one and Under, in a Grand Radio Show
DISCS ARE AVAILABLE FOR INTERSTATE STATIONS



Miss Joy Morgan, Artransa sales manager, confers with ZB executives during her recent visit to New Zealand. Left to right: I. K. Mackay, B. O'Brien, K. W. Kilpatrick and J. M. Young

"Aspro" Crossword Enters Last Race

Broadcast over a network throughout Australia, the "Aspro" crossword championship is now entering its last stage. On Friday night, May 19, the first State semi-final was held in the studio of 3DB in order to pick the Victorian representative for the forthcoming interstate semi-finals.

The prizes for the interstate finals will be £100 for the winner, and £25 for the runner up. As the weaker contestants have been gradually weeded out, the questions have become more subtle and more interesting, and the performers have revealed a remarkable mental agility in the solving of difficult verbal riddles.

Those listeners who were amazed at the mathematical ability of the Figure Wizard have found even more to interest them in this nation-wide search for the perfect crossword.

The account is handled by Leyshon Publicity.

ing the races. Then it was discovered where the unusual twist came into the broadcast. Bill Vickers was none other than the general manager of the sponsors, Cassell's, and was indirectly employing himself for himself. Considered by all to be a very satisfactory arrangement and certainly unusual.



Eric Pearce competing Aspro crossword championship over 3DB.

LOCAL APPEAL

Bundaberg listeners rallied again during the First Victory Loan appeal when £12,360 in subscriptions was raised locally through 4BU.

Every endeavour was made to make the broadcast entertainment during the appeal as local as possible, and the studio 'phones were busy while the Bundaberg Old Age Pensioners' Choir, The Sunshine Pals' choristers, Gin Gin and local artists entertained the listeners with a well-balanced presentation. Instrumental in giving a final lift to the appeal was the "Community Night," in which the entire 4BU staff participated. 4BU's popular sporting commentator, Verdi Stibe, raised an extra £1,800 as impromptu soloist during the community singing. The Bundaberg War Loan committee expressed its gratification at the result of the appeal.

Black Lane Ltd. (Paton Advertising Service Pty. Ltd.) have taken announcements for winter campaign on 2UE.

Olympic Spark Plugs Pty. Ltd. (O'Brien Publicity Co. Ltd.) have increased spots to one minute announcements on Radio 2UE.

PROGRAM FOR YOUNG PEOPLE

Whoever first had the idea of presenting a young people's program round about midday on Saturday when the kids are home from school has certainly earned the gratitude of long suffering parents.

Commencing on Saturday, May 27, at 11 a.m., 3DB presents a new program for the younger members of the family, under the title "Playmates Merry-go-Round."

Featured recordings and artists in the opening program are the Wizard of Oz, Borrah Minnivitch with his harmonica, Arthur Askey and Richard Murdoch, the Royal Air Force Dance Orchestra, and the Comedy Harmonists.

Management of 3DB are confident of the listening appeal of this program, and have commenced to program it unsponsored.

COMPLETE STORY EPISODES

The highly successful Griffiths Sweets presentation "The Play of the Week," recently terminated on 3UZ Melbourne, and has been followed by the new feature "The Old Crony," which is heard every Monday, Tuesday, Wednesday and Thursday night at 8.55.

"The Old Crony" is a Columbia-George Edwards production, and has been arranged that each week a complete story of the adventures of the Old Crony is presented.

IN HOME COMMUNITY SINGING



In Beville's half-hour, through 2UW on Sunday mornings at 10 o'clock, a feature of the show is the novel angle in which the community singing is conducted. Reg Quartly as Professor Ancient, and Cecil Scott as Professor Modern, pictured above, compete with each other for the approval of the listeners, both in the studio and at home. Scott asks the audience to join him in a modern song, and Quartly replies with an old-time song of the same theme. The show is backed up by a strong cast of supporting artists, including Gwen Parsons, Eileen Barlow, Nanoy Kerr and Bill Miller.

Text of New Press and Broadcasting Censorship Order

The text of the New Press and Broadcasting Censorship Order under National Security (General) Regulations is:—

"WHEREAS by Regulation 16 of the National Security (General) Regulations it is provided (inter alia) that if it appears to the Minister to be necessary in the interests of the public safety, the defence of the Commonwealth or the efficient prosecution of the war, or for maintaining supplies and services essential to the life of the community, he may by order provide for the censorship of newspapers and other publications;

"And whereas it appears to me, Francis Michael Forde, Acting Minister of State for Defence, to be necessary in the interest of the defence of the Commonwealth, and the efficient prosecution of the war to amend the Press and Broadcasting Censorship Order in the manner shown hereunder:—

"Now therefore I hereby order as follows:—

"The Press and Broadcasting Censorship Order is amended by inserting after paragraph 12 the following paragraphs:—

Powers of Publicity Censors.

"12A. Every direction order or prohibition issued given or made under this Order by a Publicity Censor in relation to the publication of any matter shall be issued given or made solely by reference to the requirements of defence security, as they exist at the time of publication or proposed publication of the matter in question.

Limitation of power to seize.

"12B. The power conferred on a Publicity Censor by paragraph 12 of this Order to authorise the seizure of copies of a newspaper periodical or other publication may be exercised only in cases where immediate and obvious danger to defence security is likely to arise from the circulation of the newspaper periodical or other publication.

Power of Supreme Court to order suppression.

"12C. (1) Where a person is convicted under paragraph 11 of this Order, the Commonwealth may, within seven days

after the conviction, make application to the Full Court of the Supreme Court of the State in which the conviction takes place for an order directing that, during the period specified in the order, the newspaper or periodical in relation to which the conviction took place shall not be published.

"(2) Notice of such application shall be served upon the proprietor and publisher of the newspaper or periodical.

"(3) The Full Court of the Supreme Court of the State shall have jurisdiction to hear and determine the application.

"(4) On the hearing of the application the Court shall take into consideration the seriousness of the contravention in respect of which the conviction took place and the extent to which previous contraventions have occurred in the case of the newspaper or periodical.

"(5) The Court may at any time vary any such Order upon further application either of the Commonwealth or of the proprietor or publisher of the newspaper or periodical."

General Principles of Censorship.

"12D. In the administration of this Order the following general principles shall be applied:—

"Censorship shall be imposed exclusively for reasons of defence security. Owing to many and changing phases of the war, "defence security" cannot be exhaustively defined. Primarily "defence security" relates to the armed forces of all the Allied Nations and to all the operations of war. It covers the suppression of information useful to the enemy. It may at times include particular aspects of Australia's war-time relationship with other countries. Censorship shall not be imposed merely for the maintenance of morale or the prevention of despondency or alarm. Censorship shall not prevent the reporting of industrial disputes or stoppages. Criticism and comment, however strong expressed, shall be free. Mere exaggeration or inaccuracy shall not be a ground for censorship. "Defence security" shall be the governing principle for every application for censorship."

NOW - ON SERVICE
SOON - AT YOUR
SERVICE

BRIMAR
VALVES

British Made

A PRODUCT OF

Standard Telephones and Cables Limited

Begin YOUR Post-War Planning

Familiarise your thousands of future customers with the name of your post-victory products NOW

Let 4BU's Daytime Programme help you



NORTH QUEENSLAND UNIT OF THE MACQUARIE NETWORK
REPS: SYDNEY AND MELBOURNE. MACQUARIE NETWORK

PERSONALS...

Fisherman Norm Lyons, station manager of 2UW, was recently in danger of losing his amateur status! In his own words he had his "eyes opened" during a fishing holiday at Port Macquarie, and henceforth no fish yarn will be too big for him to swallow. Norman reported that practically all the local inhabitants from farmers to shop girls had turned night anglers at the time he was there, and their catches were genuinely in the Jules Verne category—and so were their cash receipts each day.

Another good fisherman in Bernie Stapleton, general manager of 2SM, went holidaying in the same district as Norman Lyons and about the same time. He with a friend were "camped" several miles up the river however, and as luck would have it, all the fish were being caught at "the Port" before they had a chance to get as far up river as Bernie's cunningly baited hooks.

Lou Shirlian, 2GB-Macquarie publicity manager, is back on deck after a couple of weeks respite. Don't know what he was up to during his holiday, but he's been heard muttering Latin in his beard since he came back... something about an inexorable passage of time flitting fleet winged away!—when you're on holidays.

Mr. Norman Johnston, 2UW publicity manager, who has been laid up in a private hospital for many weeks following a spinal operation, is reported to be making happy headway, and may soon be able to change his prone posture for the exciting event of sitting up. His escape from boredom is helped through a bedside radio set and a handy telephone.

Peter See, 2UE sales staff, has been in Victoria for several weeks helping in the reorganisation of the station's Melbourne office.

Gunner W. G. (Bill) Delany, member of the 9th Division and former chief of the 2UE copy department, has been in Sydney on leave. It is rumoured that very shortly a book of war stories and verse will appear under his name.

Miss Margaret Kirby, 2UE copy writer, has resumed duty after annual leave.

Pilot Officer Arthur Pettitt (formerly Bobby Filbert of 2UE) was recently injured in a plane accident up north. Latest news is he is making a splendid recovery.

Day announcers, Sid Everett and Colina Lynam have resumed work at 2UE after three weeks' annual vacation. During their absence the morning session was conducted by Gwen Plumb, and the afternoon program by Len Maurice.

Paul Jacklin (2UE producer) is back in Sydney after three weeks in Melbourne, where he supervised the production of further dramatisations of the Peters' Ice Cream Show, "A Date with Janie."

As well as his many other attributes Arthur Prince, manager of 3UZ, is a connoisseur of pictures. Gradually his office is becoming a miniature art gallery.

Big things brewing at 3AW? Saw sales manager Jack O'Hagan and sales staff Dave Duff, Tom Wardle and Fred Russell gathered together at what appeared to be a very intense meeting with "the feature stations'" latest acquisition, Jack Davey... and when Davey's about something's certain to happen.

Penelope of 3UZ Melbourne was a recent sufferer from the prevalent epidemic of colds which has been sweeping through the station. Her place was very capably filled by Laurel Berryman who, prior to her advent in Victoria, was well known to West Australian listeners.

Melbourne received a great surprise last week when Captain K. Lin Corr arrived from north on leave. Lin looks as fit as a fiddle, and has acquired a sun tan which is already the envy of those radioites who spend hours and hours basking in the little bits of sunshine Melbourne gets these days. He tells us that the climate up there is ideal, and in spite of the many discomforts that the "boys" up north are going through, the life there is good. Reports from up north have already told that Lin has been doing a grand job of water transport, and since his return Melbourne radio executives have been giving him a great welcome.

Nance Martell, 3XY morning announcer and conductor of many featured women's session, is off on annual leave, while "Sally," her collaborator on other sessions for women and the important housewives session, is again away from the microphone due to sickness. Diana Phillips is relieving until the two regular announcers return.

Hector Harris of 3AW is able to "let up" a little, or will he? Since the departure of Major John Taylor on military duties. "Hec." has for the past three years handled the job of managing this busy station, as well as continuing in his former role of company's secretary. Although his responsibilities have become considerably lighter by the appointment of the new general manager, Mr. A. E. Saxton. Mr. Harris still is one of the busiest bees at 3AW.

Alex McNish, 3XY announcer, has a big Sunday night job on his hands these days now that he is stage managing the Sunday night "Tye's Radio Revue," as well as compering it. Alex took over the stage managing job from Charles Wenman, who still arranges the show, but whose doctor prohibits him from coming out at night.

Mr. Dudley Fegan, of Australian Record Co., spent a few days in Melbourne last week. It is about two years since he last went south, and he had to cram in a lot of renewing of old acquaintances. As well as visiting Melbourne he paid Adelaide a flying visit.

Owing to ill-health, Don Joyce, 3AW producer, has been forced to take a month's leave. Don's doctor has ordered at least a month of country life and so he has headed for the bush—location unknown. In his absence his chief assistant, Kath Dunlop, is handling 3AW's production.

Something must have happened to "Adelyn's" Bill Kelton the other day, because we saw Bill, who is drinking milk for the duration, break his two year record, and to cap it, he actually smoked a cigarette!

Mr. and Mrs. Cliff Paray of 3CV were in Melbourne for a few days recently, and had enough time to say how-do-you-do to their many friends there. Mrs. Paray, who is quite a diet expert, was giving very minute instructions to Bill Firth, who was lunching with them at the time.

A thirteen-year-old pianist whom Dick Fair introduced to the Stage Door Canteen one evening this week, created something of a sensation. He is Milton Saunders whom Dick Fair recently had in "Amateur Hour." Young Saunders was as excited and proud almost over the opportunity of entertaining at Stage Door Canteen, surrounded by many famous professional artists as he was over his selection for Amateur Hour.

That energetic Sydney sales manager of 2KO Newcastle, King Lock, is earning the reputation of being something of a walking encyclopedia. There are lots of people in the advertising fraternity of Sydney who, stuck for somebody's name or address and can't find it in their files, have formed the habit of phoning "Lockie" to find out.

Major Ted Cox recently moved in a direction generally northward, and there are still many of his friends in the broadcasting and advertising circles wondering just where he is. They'd kind of got used to him dropping into the city once a week, and now he doesn't turn up any more.

Applications are invited by a Melbourne Metropolitan Commercial Broadcasting Station for the following positions:—

GENERAL MANAGER

Applicants should be thoroughly experienced and conversant with the control, operation and functioning of a metropolitan Commercial Broadcasting Station, particularly in regard to programming, production, sales promotion, general supervision and the direction of staff. The successful candidate will be directly responsible to the Company for the efficient conduct and promotion of its business. Only applicants with high executive qualifications and experience will be entertained. Candidates for this position should set out in full detail particulars covering their commercial broadcasting experience and other commercial qualifications (if any), together with age and salary required. Such applications should be addressed No. 169 Employment Division, Craig's Buildings, Elizabeth Street, Melbourne.

STUDIO MANAGER

Applicants should be thoroughly qualified in controlling the various staffs associated with this department and should have ample experience in the arranging, supervision and control of programs, production activities and direction of copy and continuity, record, transcription and studio departments. This particular position calls for an experienced man in view of the heavy program commitments of the station. Experience in theatre production would be an added asset. Applicants should set out in detail complete particulars of their past experience and positions held, stating age and salary required. Such applications should be addressed to No. 169 Craig's Buildings, Employment Division, Elizabeth Street, Melbourne.

COMPERE-ANNOUNCER

Applicants should outline their past experience in the handling of live-artist productions and, in particular, large audience participation presentations. General theatrical experience would be an advantage. Applicants should set out in comprehensive form their experience in announcing, compering and production activities (if any), together with age and salary required. Such applications should be addressed to No. 169 Employment Division, Craig's Buildings, Elizabeth St., Melbourne.

COMMERCIAL BROADCASTING

Vol. 12, No. 25, Thurs., June 1, 1944
Price: 6d. per copy. Subscription: 10/- P.A.

Managing Editor: O. F. Mingay
Editor: A. Lippmann
Printed by

Radio Printing Press Pty. Ltd.
146 Foveaux Street, Surry Hills
Published every second Thursday by

AUSTRALIAN RADIO PUBLICATIONS PTY. LTD.
146 Foveaux Street, Sydney.
G.P.O. Box 3765.

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

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

Vol. 12, No. 26
377th Issue)
Thursday
June 15, 1944
Price 6d.

COMMERCIAL BROADCASTING

INCORPORATING BROADCASTING BUSINESS

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



now
~~32~~ 44
national advertisers
sponsor
feature-entertainment
on

2UW