

## 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

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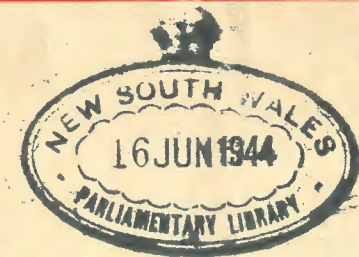
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# COMMERCIAL BROADCASTING

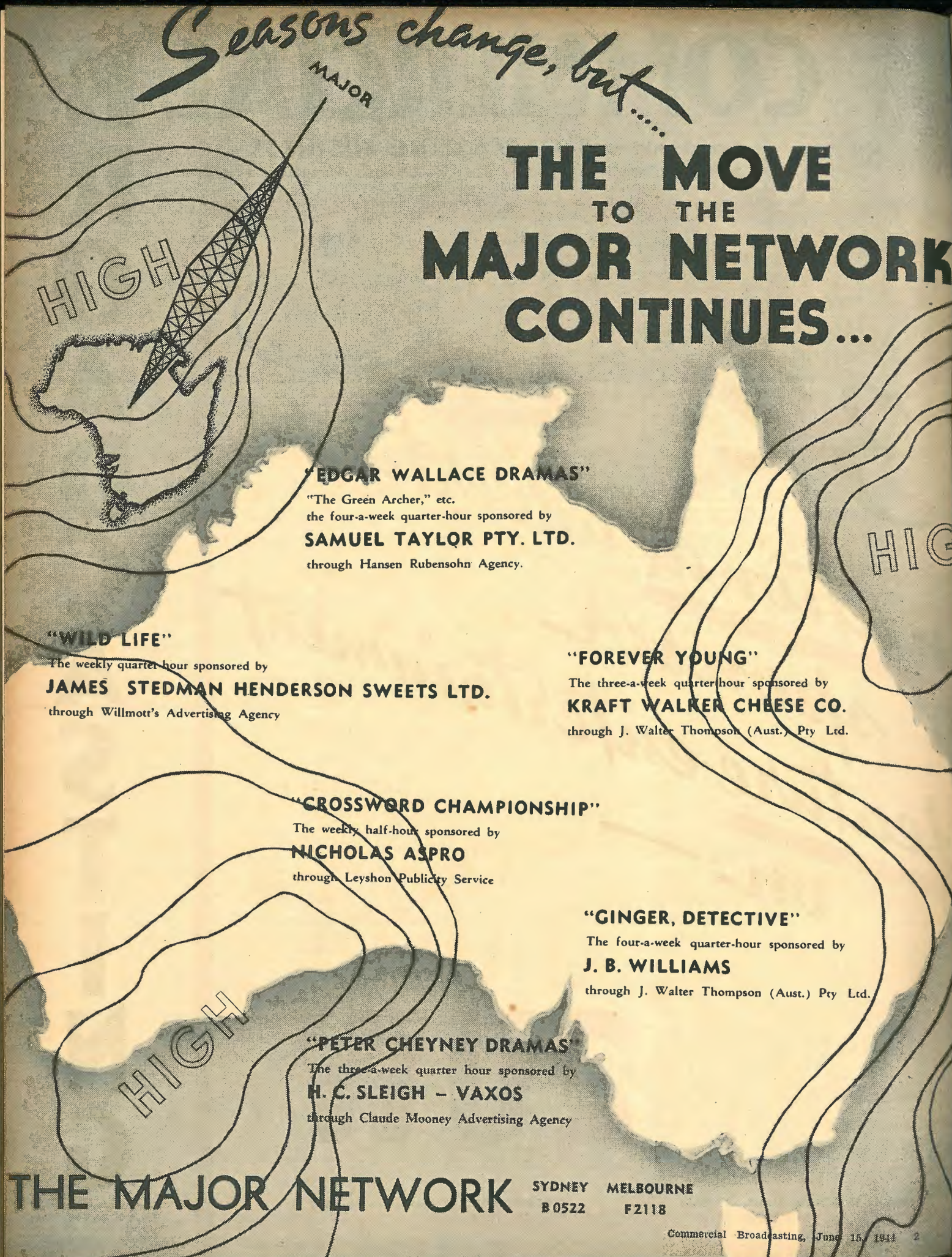
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*national advertisers*  
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# 2UW



Seasons change, but...  
MAJOR

# THE MOVE TO THE MAJOR NETWORK CONTINUES...

**"EDGAR WALLACE DRAMAS"**  
"The Green Archer," etc.  
the four-a-week quarter-hour sponsored by  
**SAMUEL TAYLOR PTY. LTD.**  
through Hansen Rubensohn Agency.

**"WILD LIFE"**  
The weekly quarter-hour sponsored by  
**JAMES STEDMAN HENDERSON SWEETS LTD.**  
through Willmott's Advertising Agency

**"FOREVER YOUNG"**  
The three-a-week quarter-hour sponsored by  
**KRAFT WALKER CHEESE CO.**  
through J. Walter Thompson (Aust.) Pty Ltd.

**"CROSSWORD CHAMPIONSHIP"**  
The weekly half-hour sponsored by  
**NICHOLAS ASPRO**  
through Leyshon Publicity Service

**"GINGER, DETECTIVE"**  
The four-a-week quarter-hour sponsored by  
**J. B. WILLIAMS**  
through J. Walter Thompson (Aust.) Pty Ltd.

**"PETER CHEYNEY DRAMAS"**  
The three-a-week quarter hour sponsored by  
**H. C. SLEIGH - VAXOS**  
through Claude Mooney Advertising Agency

**THE MAJOR NETWORK** SYDNEY 8 0522 MELBOURNE F2118

## COMMERCIAL BROADCASTING

Sydney, FL 3054  
Incorporating **BROADCASTING BUSINESS** Subscription, 10/- p.a.  
Vol. 12, No. 26. Thursday, June 15, 1944. Price, 6d. per copy.

# Invasion by Radio

The first dramatic flash by radio announcing the arrival of "D for Day" on June 6 electrified the world. The invasion of Europe had begun—the greatest military operation in history.

That radio should be the medium of making the initial announcement to the rest of the world was quite natural—no matter that the first broadcast should have come from Berlin. But from that point let our minds for a moment stray over the whole canvas of this vast war. The picture is not yet fully unveiled—and cannot be until after the arms have been laid down in peace. Then shall we see the brilliance of those highlights which in one simplified word to-day we think of as radio. Then only shall we see in its real and great perspective the part which radio communication and electronic devices generally have played in every field and in every phase of the war.

Even to list, at this stage, the applications of radio communication and electronics to the methods of war would be an impossible task. Radar of course has been the most dramatic development—though even still partly shrouded in secrecy. In the bomb-battering prelude to the invasion special squadrons of the Royal Air Force were detailed to smash the enemy's radar stations along the French coast to metaphorically remove the eyes of the military machine defending the Continent.

Radio is an essential and integral part of "blitzkrieg" warfare—that type of war which the world has seen in all its devastating intensity during the past four and a half years—as vital a link for constant communication between individual units of a fighting force in battle as between

whole vast armies and their headquarters.

How many tens of thousands of radio transmitting sets and how many millions of radio receiving sets have so far gone into operation on the world's many battlefronts is a question only for conjecture. One thing is certain, the figure is staggeringly large.

Surely in no other single phase of human history has communication played so important a part. As a natural corollary at no other time have such great advances been made in the techniques of communication. This war called for nothing less than the best development of radio technique.

In a broader sphere radio has been called upon to do another job which

## DRY BATTERIES STILL DIFFICULT

Promises are still being made by Minister of Munitions of early relief for country people unable to use their wireless sets because of a shortage of dry batteries said Mr. Russell, M.H.R., in Adelaide on May 27, after a tour of Eyre Peninsula where he had received a number of complaints.

Mr. Russell said that he had just received a letter from Mr. Makin, explaining the shortage, and that as a result of rearrangement of production program, he expected that a further 20,000 forty-five volt batteries would be produced monthly from July. While the increase would not make up the shortage entirely, it should afford considerable relief.

## EVEREADY PROMISE No. 772 TYPE

In a circular to N.S.W. and Queensland distributors, dated May 15, Eveready indicated that they have commenced to manufacture a quantity of 772 type batteries for release in those two States which urgently required them. The price to dealers was 8/10d. each and

only it could achieve—the speedy dissemination of news and the widespread planting of propaganda.

Within forty-eight hours of the invasion photographs of the actual landing were available in Australia—transmitted by radio!

Radio itself has invaded civilisation—for its greater good or for its destruction lies in the hands of those who direct it—and, as has so often been said of it, "more potent than any other single force devised by man, a power for good or a weapon of evil."

## SSSSSH - ENSORSHIP

The decision of the Parliamentary Committee on Censorship to hold its sittings in camera created considerable dismay and disappointment throughout Australia last week. The sittings commenced in Melbourne on June 5.

The committee comprises the Attorney-General (Dr. Evatt), the Postmaster-General (Senator Ashley), the Minister for Information (Mr. Callwell), former Minister for Information (Senator Foll), the Acting Minister for the Army (Senator Fraser), Mr. A. Cameron, M.H.R., and Mr. J. Abbott, M.H.R.

## SAVINGS MONEY INCREASES

The latest report from the Commonwealth Statistician reveals that the amount of savings bank deposits in Australia at April 30, 1944, was over £450 million as compared to £242 million at April, 1939. Most of this increase has accrued since March, 1942, when the amount was £260 million. For the 12 months ending April, 1943, the increase was £73 million, and for the 12 months ending April, 1944, it was £114 million.

From March, 1940, to April, 1944, the net amount subscribed to purchase War Savings Certificates was £42,256,000.

to the public 14/7d. each. The trade was asked by Eveready to distribute the available batteries to the most urgent cases. Due to a misunderstanding, many traders thought that these 772 types would be available now, but apparently that is not so. It is hoped that in future the position will be made quite clear to all concerned. Incidentally dealers have to pay 25 per cent sales tax on the 8/10d., and these 772's are only for use on current drains of up to 16 milliamperes.

## A.T.C. Playing Vital Part in Moulding Our Men

The Air Training Corps Proficiency Certificate the attainment of which is one of the main incentives for lads who join the A.T.C., will undoubtedly have a significance in employment in all walks of life after this war is won.

The wide range of subjects in the A.T.C. training schedule with their appeal to the interest of youth tends to awaken and train the minds of the cadets so that they no longer absorb knowledge by memory and without understanding, but acquire it intelligently and critically by judgment. They, therefore, can deal not only with the work for which they are specifically instructed, but can approach a fresh problem or a new assignment and handle it successfully.

Many an employer to-day has been agreeably surprised by the greatly increased efficiency of young employees undergoing A.T.C. training. Not only does their special knowledge make them more qualified for their work, but the awakening of their minds and the provision of a definite goal and purpose gives them a zest and purpose that tinged all their activities.

This is of tremendous importance since as much depends on interest as on mental ability. The young man with average ability but with zest, will outstrip the one with greater innate ability but with no particular goal to arouse him. This zest, extending to all his activities, is provided by such a goal as entry into the R.A.A.F.—to which his passport is the coveted Proficiency Certificate—and is further increased by physical fitness.

The A.T.C., quite justifiably, appeals to all employers to take an interest in the Air Training Corps and assist the cadets in their employ to obtain the maximum profit by releasing them for camps and parades where necessary. These are scheduled to cause the least possible clash with the cadets work and a request to the employer for an actual concession in this regard is very inrequent.

Training of cadets is naturally directed to one specific end—to make the youth into an efficient airman—but at the same time the attributes which go to make an efficient member of the R.A.A.F. are much the same as those which make a man efficient in his civil calling. The ability to think for himself, quickly and accurately, the qualities of leadership, manliness and loyalty which it is sought to instill in the youth whilst in the A.T.C., all make the cadet a more useful citizen in general.

### NEW RATES FOR 3CV

It is learned that Prices Commission has approved of new rates which are to become effective for 3CV Maryborough. These new rates will be included in the forthcoming issue of the "Commercial Broadcasting" Rate Book.

## Talking Horse-Sense About Free Speech

Discussing the subject of freedom of speech in a broadcast over an American network recently, Senator C. Gurney of South Dakota, in the inimitable American way, talked a lot of horse-sense. His views will undoubtedly appeal to our readers.—Ed. "C.B."

"There is not enough actual time on the radio for each and every one of our 130 million people to state their ideas on every question over the radio, so let's be practical about it, and instead of talking about freedom of speech, let's talk about fairness—fairness by first, the actual operators of the radio stations of the country—fairness of the listening public—and fairness, yes, of the business world that uses radio as a medium of advertising," said the Senator.

"It is my sincere judgment, first, that radio—with a very, very few exceptions—has handled their radio programs in a mighty fair, clean way. If they had not, say, in the 10 year period just past, they would not now be on the air, for our American people have a way of doing way with any concern that does not treat them fairly. They just do not patronise that concern and its goes out of business.

"So, briefly, the complete answer is that radio as a whole has been fair or there would not now be radio, as we know it, in the good old U.S.A.

"I say definitely that the listening public will regulate radio in an American way. They will regulate it by the simple mechanical movement of turning off the dial if they don't like what is offered to them.

"We must recognise that radio is different than the newspapers, in that the broadcaster—by the tone of his voice—by his inflection—can make an ordinary remark sound very beautiful—or can even leave the impression, just by the tone of his voice, that he is talking about a scoundrel.

"Freedom of speech is fundamental—made a part of our Constitution—because of a profound belief that the collective mind of the whole people is greater than that of any individual. We Americans have a strong conviction of our ability to govern ourselves. Our problem is to apply this freedom of speech—or shall I say, fairness of speech, basic in our law—to the radio—and right there I might remark that we must not become disturbed because we see some rabble-rouser gain temporary influence by the use of this new medium of communication.

"So, let's talk about fairness in presenting controversial public questions and the broadcasting of news.

"The broadcasters themselves first enunciated the principle that controversial public issues must be handled fairly. They decided this because of their recognition of their own responsibility to the public, plus intelligent self-interest. Their own well being and continuance in

business impels broadcasters to see to it that the principle of fairness is advantageously followed in actual practice, and in my opinion, this is just what has happened in all but a few isolated instances.

"The second phase of freedom or fairness on the radio is the handling of news. The American public wants their news by radio so that they will be informed as to what is going on as speedily as possible. I say they should be allowed to form their own conclusion. Here again, by far the greatest number of radio stations and networks, are now presenting the news with fairness and accuracy—determined that the news shall not be selected for the purpose of establishing an editorial position.

"I hesitate to see laws passed that would put restriction on, or limit the broadcasting industry, whether by law or by managerial edict. You must remember that regulation by law takes away from the industry the sense of responsibility, and leaves in the hands of a few, that power which if placed in the hands of central government or its agency, could be used to gradually encroach upon freedom of speech via the radio.

"We Americans should be concerned now about the ever-increasing encroachment upon the radio industry by the federal regulating bureaucracy. What we need in this country is a new law which clearly and explicitly tells the federal regulating body what it cannot do, rather than a law outlining a program of what it can do.

"We Americans intend to keep our freedom of speech, be it in the newspaper, on the public platform, or what we may or may not hear over the radio.

"Of course we have our day to day problems, but we should not quickly go to Congress and say "pass a law to prevent this" or "pass a law to prevent that." We must bear in mind that in the end, most of them will be solved by the broadcasters and the listening public through their own voluntary action, so necessary to assure themselves that they can and will stay in business. We must place squarely on the whole industry—the broadcast owners, the radio advertisers, the commentators, the full responsibility for its own conduct, and I say what we must give broadcasting its freedom from fear, for I hate to see regulations issued or laws enacted, aimed at a very small minority. A little regulation of this sort is a dangerous thing, because it only invites further regulation in the future, leading to complete control and the elimination of freedom of speech in radio.

"We must be very careful in our decisions affecting this highly important industry, because a wrong decision now may mean that we will not long have American radio as we know it."

The Song Says:

# "Old Pals are the Best Pals after all"

Four old clients renew on 3UZ

- GRIFFITHS SWEETS** "The Adventures of Peter Chance," 9-9.30 p.m. Fridays.  
 "The Old Crony," 8.55-9.5 p.m., Monday to Thursday.  
 "Standard Wide Range Orthacoustic Recordings," 8.30-9 p.m. Fridays, 4.30-4.45 p.m. Monday to Friday.
- DARRODS** . . . . . "Owen Foster and the Devil," 7.30-7.45 p.m. Monday to Thursday.
- CHRISTIES** . . . . . "Radio Auditions," the Booking Office of the Air, 9.15-10 p.m. Wednesdays.
- ASPRO** . . . . . "Three Generations," 7.15-7.30 p.m. Monday to Thursday.

# 3 U Z

## MELBOURNE

for

## Feature Programs

**NILSEN'S BROADCASTING SERVICE**

45 Bourke Street, Melbourne

Telephone: Central 1925

Sydney Representative:

**ERIC WOOD**

49 Market Street,

Telephone: MA 3352

**The Next  
Best Thing  
To Keeping  
'Em Buying  
Is Keeping 'Em  
Remembering.  
You'll Do  
This, In The  
Most Thorough  
Way, On—**

**3KZ  
MELBOURNE**

Sydney  
Representative  
A. L. FINN, 65 York Street

## Broadcast Brought D Day News To Millions of Australians

Even as the first hordes of Allied invaders scaled the cliffs of France for the battle that will liberate Europe radio broadcasting encircled the globe with the dramatic news.

Radio stations throughout the world had been keyed up for weeks awaiting the greatest news break in history, prepared to give their listeners speedy and accurate details.

Berlin apparently gave the first official announcement by broadcast that the invasion had begun. This followed a false announcement a couple of days earlier by some American stations which were victims of an unfortunate error at a London news nerve centre. It was quickly corrected.

The B.B.C. has been criticised for its tardiness in giving official confirmation of the Berlin broadcast that D for Day had arrived on June 6. From a military operations point of view the enemy, being on the defensive had nothing to lose and much to gain by making a prompt broadcast of the fateful hour of invasion. The Allies on the other hand had much to gain in refraining for as long as possible from spreading the news throughout Europe and thus their transmitters remained silent on the subject for several hours after the German announcement.

There was nothing hysterical about the B.B.C. news bulletin announcing the invasion. Crisp and clearly it stated the facts and was followed soon afterwards by the well ordered invasion address given by the Allied Commander in Chief, General Eisenhower.

Australian broadcasting stations were not taken by surprise when the news broke. It was obvious that the news could be expected "any day," and all metropolitan stations and leading country stations throughout the Commonwealth had pre-arranged plans ready to set in operation. These in some cases included special commentaries, or special patriotic programs, while some stations with newspaper tie-ups or close associations kept up a stream of "invasion news flashes" at short intervals. Some stations, adopting still another approach to the news angle, confined their treatment of the invasion to very sedate presentation of invasion news during each of their normally scheduled news broadcast periods.

In general the stations gave the Australian public as efficient a "cover" of the historic event as circumstances permitted. As was only to be expected very little news beyond the first dramatic announcement was available for the first few hours. Everything had to come through Allied Supreme Headquarters in London and military strategy demanded cautious handling of all reports before being released to the world.

Announcement of the invasion "caught" some of the late editions of the afternoon press in Australian capital

cities, but generally the dissemination of the news on a wide scale to the outer suburbs and the cities and towns and villages and farms stretching out to the back o' beyond, fell to the lot of our broadcasting stations. From early evening to late into that historic night millions of Australian ears were "glued" to their radio sets.

Actually the first people in Australia to learn the invasion had begun were the P.M.G. Department and Department of Information monitors who for 24 hours a day sweep the ether waves for foreign broadcasts. Thus they heard the Berlin announcement shortly after 3 p.m., and about two hours later the B.B.C. confirmation.

Eric Welch, of 3DB Melbourne, which was one of the stations that maintained half-hour news flashes of the invasion story up to closing time, gives the following dramatic account of how the great news was confirmed by the B.B.C.

He said that at 5.25 p.m. the B.B.C. was giving its program without any indication of the big things moving behind the scenes. Suddenly this was interrupted by the official confirmation of the news of the invasion, and immediately afterwards a speaker with a pronounced American accent said: "In exactly fifteen minutes' time from now, we shall be making an important announcement regarding the invasion."

"Precisely thirteen minutes later the same voice announced: 'In exactly two minutes from now we shall bring you an important message from the Supreme Allied Headquarters.'

"Soon afterwards came the message: 'In ten seconds from now you will hear a statement from the C-in-C. Allied Expeditionary Force, General Eisenhower.'

"As the voice did away we heard the General broadcasting his historic message to the people of occupied Europe. Incidentally it is interesting to note that the official communiques from General Eisenhower's headquarters are numbered, the announcement mentioned above being listed as "Invasion Communique No. 1."

### GRACE GIBSON SETS UP OWN UNIT

Miss Grace Gibson, whose recent return from U.S. was the signal for an outcrop of rumours regarding her future activities, is setting up her own script unit at 29 Bligh



Street, with "Grace Gibson Radio Productions" on the brass plate. Miss Lyn Foster will be associated with her.

Miss Grace Gibson

### D Day Broadcasts

## "Sun" Scores With Flashes

For the first week of the European invasion Radio 2UE, in conjunction with the "Sun," provided a news service covering all second front activities.

This service of cable news flashes was maintained throughout the day and night programs.

As soon as news was received at the "Sun" it was phoned to Clif Cary at 2UE, immediately briefed into a "flash," and broadcast.

With the exception of dramatised transcriptions all programs were interrupted for the announcement of important happenings, particularly on invasion night, when news was flooding into the studio at such a speed that a special staff had to be brought back to cope with it.

In addition to the cable service special listening posts were arranged and kept tuned to American stations, and the B.B.C. for late news bulletins, interviews and official statements.

Public reaction to the service was enlightening. Hundreds of appreciation phone calls were logged and mail was received from centres throughout New South Wales.

Station executive, Mr. Leslie Hood, told "C.B." that 2UE would continue to keep listeners in touch with all that is happening in France.

"Radio," he said, "has become an integral part in the home and in days such as these through which we are passing the people expect to be kept informed of what is happening in the most crucial fight in history."

"All the regular news services," continued Mr. Hood, "will be maintained and we shall, wherever possible, flash news of incidents of importance which may be received in between news sessions. In this regard Associated Newspapers have been very helpful, and we greatly appreciate their assistance in providing a service of cable flashes. We regard this as particularly important in the daytime when so many thousands of people are without late papers until the evening."

### Tropic Proofing of Radio Equipment

The efficiency and reliability of war equipment in tropical areas is largely governed by the protective measures adopted in the design, manufacture and operation of such equipment.

Radio equipment particularly is susceptible to severe climatic conditions and calls for extra special precautions. Investigations in this field are constantly carried on, and as a result of collaborations of the National Standards Laboratory with manufacturers and the armed services, considerable success has been achieved.

To further stimulate interest and discussion on this subject, which is so vital to war efficiency, Mr. L. G. Dobbie, M.E., A.M.I.E.E., will lecture on "Tropic Proofing of Radio Equipment" before The Institution of Radio Engineers Australia, Science House, Sydney, on June 27 next, at 8 p.m.

continued

## BBC Rises to the Occasion

The B.B.C., so often severely criticised for its stodgy programs, certainly rose to the occasion in handling the biggest news story in military history on D Day. Following the first sober and essentially restrained announcement that the day had arrived the B.B.C. lost no time in setting its apparently pre-planned system of operation in motion. A veritable battery of specially trained B.B.C. commentators went over the channel with the graphic accounts of the invasion were

on the air interspersed with other commentaries and actuality broadcasts from the home bases from which ships or aircraft were setting off upon their missions. Three well known Australians now with the B.B.C. in Colin Wills and George Ivan Smith and Chester Willmot carried out important assignments.

America too scored well when the N.B.C. Blue Network broadcast a "running commentary" of the invasion short-waved apparently from a plane hovering over the whole gigantic movement.

LESSONS FROM HISTORY No. 11



## "Roll up the Map"

The younger Pitt will be remembered for this phrase, spoken in the House of Commons. We can repeat it... with elaboration: Roll up the map of the Newcastle district, you have no need to study it for the best means of getting your sales message into this populous and prosperous territory — which, incidentally, has many more pits in it than even the British Ministry ever boasted.

Just broadcast your message over Station 2KO, the Station which dominates the air in the whole of the Newcastle and surrounding districts.

the premier station >> **2KO** <<

NEWCASTLE

SYDNEY OFFICE: 60 HUNTER STREET

B 5370

## Raymond Gram Swing Gives Invasion Talks

Raymond Gram Swing, top-line American radio commentator, and winner of the 1944 Dupont Commentators Award, opened from 3DB on May 30, a series of talks designed to cover the pre-invasion period and to continue with an analysis of the day to day invasion news. These talks are relayed from New York by wireless-telephone, and are heard over 3DB very Tuesday, Wednesday, Thursday and Friday night at 10.30.

Raymond Gram Swing, 55 years old radio news man, is quoted probably more often in the British House of Commons than any other American except President Roosevelt.

In 1915, he was war correspondent for several American dailies, with an assignment to "cover the Turks." From 1924 to 1934, he was London representative of the Philadelphia Ledger. While in London, he was so deeply impressed with the possibilities of radio as a social force, that he decided to return to America, to initiate a series of sponsored news commentaries. These opened in 1936 when his salary for two 15 minutes' broadcasts a week, was only 40 dollars. By 1939 it had risen to 1,000 dollars a week for the same broadcast time.

On May 10, 1940, the day Germany invaded Belgium and Holland, sponsored contracts terminated and he joined the Blue Network as permanent news commentator.

He is the author of a best seller on American political trend, "The Forerunner of American Fascism."

Married in 1920 to Betty Gram—hence, the name Gram Swing—he has

## Actors' Strike Settled

The strike of Actors' Equity members who had been appearing in theatre shows in Melbourne and Sydney was settled on Friday last after representatives of J. C. Williamson Ltd. and the union had conferred for two hours with the Minister for Labour (Mr. Holloway), who acted as arbitrator.

The strike arose three weeks ago when the union launched an effort to enforce certain non-Equity members to join the union.

After hearing the views of parties to the dispute, Mr. Holloway made the following decisions:—

That the strike should end immediately; that members of Actors' Equity present themselves for employment by J. C. Williamson Ltd. on pre-dispute conditions; and that all members employed by the company should become members of Actors' Equity within 14 days, without retrospective payment of union subscriptions.

Mr. Holloway also suggested that as soon as possible the rules of Actors' Equity should be amended so that each section of the theatrical industry should have control over the business of its own section.

Mr. Holloway's decision was acted on by all parties to the dispute as an agreement and was signed by them. It will become binding on all members of Actors' Equity and J. C. Williamson Ltd.

three children. His permanent home is in Westport, R.F.D. 1, but while in Washington he has a suite at the Hotel Roosevelt.

## Audience Measurement

Recognising the need for standards of audience measurement, the National Association of Broadcasters in America Sales Managers Executive Committee, at its meeting in Cincinnati in April, adopted a resolution, recommending that the Board of Directors appoint a special committee to include members of the Research, Program Managers Executive, Sales Managers Executive Committees and at least one member of the Board to study audience measurement techniques, and probe the possibility of some sort of central body representing the entire industry to recommend standards to be followed by all research organisations in making this type of survey.

The Committee, recognising the desirability of the early adoption of a standard method of computing coverage that can be agreed upon by advertisers, advertising agencies, and radio stations, expressed its confidence in the procedure of the Research Committee and accepted its invitation to hear the report of its technical sub-committee on methods to be submitted as soon as possible.

## Talk For Women Post-war Problems

Another addition to Hilda Morse's afternoon session on 2CH is a talk sponsored by Metropolitan Business College, entitled "Woman's Place in the Post-war World."

Scheduled at 2.55 p.m. on Tuesdays this discourse, designed to appeal to all women, will be able to hear some well expounded views on post-war problems.

Hilda Morse recently added "Our Little Folk," a novel and entertaining session incorporating her own ideas, for Davis Gelatine, and "Tena and Tim," a radio comedy to her afternoon program.

## £1,000 GOAL SET

A consistent advertiser with 2KY over a number of years, The Hub Ltd., is now displaying a barometer showing the voting in the Smilin' Thru Club's Popular Girl Competition organised by 2KY's Miss Myra Dempsey.

There are three candidates, Corporal Gladys Edgar representing the Army, and Misses Elsie Parsonage and Valerie Bean representing the Navy and Air Force respectively. The winner will be crowned at the Advance Victory Ball to be held at the Sydney Town Hall on Friday, July 7, Mr. George Nathan, a patron of the club, officiating at the coronation.

Miss Dempsey hopes that the ball will see the culmination of the club's efforts to raise £1,000, to be spent on its various projects, including the extension of its activities at the 113th A.G.H.



THEY, TOO, LISTEN TO 2KY  
though we don't include them amongst  
the 250,000 wage-earners affiliated  
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## Striking Empire Day Broadcast

One of the most impressive Empire Day line-ups on any Victorian station was that presented by 3KZ on May 24 last.

Whenever the time was given the announcer said: "Empire Day time is" . . . and all American bands were replaced by English to maintain a British flavour.

At 7.55 a.m. there was a talk by the Lord Mayor of Melbourne, the Right Hon. T. S. Nettlefold. This is the first time a Lord Mayor has broadcast in the breakfast session. He bade listeners good morning and gave a sincere heartening Empire Day message, then sent them about their various daytime duties with a thought for the Commonwealth of Nations which has survived so many ravages of time, and will come through this present onslaught with flying colours of victory. His last words were: "We're British and proud of it."

At 10.15 p.m. there was an exclusive broadcast from Government House of a

message to 3KZ listeners by Lady Dugan.

At 1.50 p.m. Sir Winston Dugan broadcast from the British Empire Society's luncheon.

At 8.15 p.m. there was a broadcast by Mrs. Grenfell, O.B.E., world vice-president of the Y.W.C.A., now in Australia, as a personal representative of Mrs. Winston Churchill.

All sponsors co-operated as much as possible in making every broadcast as truly British as possible.

Rebroadcasts of these special features were given during the evening, and the day was concluded on an inspirational note by a rebroadcast of one of the finest dramatic presentations 3KZ has ever produced—"Our Glorious Heritage." This program was made originally for Empire Day 1942, and was written by the compere, Mr. Norman Banks.

It is probable that Empire Day in future years, as the result of this unique 3KZ presentation, will be embraced by all commercial broadcasting stations in Victoria at least.

"Our Glorious Heritage" is a cavalcade of outstanding Empire events from A.D. 61, which stressed the outstanding characteristics of the British race.

It included the founding of the Church in accordance with the legend associated with the Glastonbury Abbey (that Joseph of Arimathea was the first missionary to preach Christianity in England; the story of Magna Charta and its democratic significance even in this 20th century; the conquest of the Spanish Armada and the strange manner in which the elements assisted the British fleet of Dunkirk as they did 300 years later in the evacuation of the British Expeditionary forces.

Further brilliant dialogue illustrated the genius of the poetic General Wolfe, the far-sighted statesmanship of Pitt the Elder, and the compassion of Wellington.

The humanity of British women personified by Florence Nightingale, the perfect liberty of freedom of speech which enabled Marx and Engels to propogate socialism without hindrance under the very portals of Buckingham Palace.

Highlight of the closing stages of this Empire saga were actuality rebroadcasts of the Coronation of King George VI; the speeches made before and after Munich, Winston Churchill's inspiring oration which held together Britishers all over the world in their most glorious hour—materially ill-equipped but spiritually well fitted for the task of carrying the fight to the barbarous forces totalitarianism.

Following a graphic description of the



Mal Verco's famous Australian character "Ginger" in the role of "Ginger Detective," is given plenty of scope for hilarious comedy situations under the J. B. Williams sponsorship of the feature over the Major Network every week. Stations carrying "Ginger, Detective" are 2CH, 2KO, 3DB-LK, 4BK-AK-IP, 5AD-MU-PI-SE, 6IX-WB-MD, 7EX and 7HT. The account is handled by J. Walter Thompson Aust. Pty. Ltd.

### QUARTERLY FINALS OF "ARE YOU AN ARTIST"

Leyshon Publicity Services announce the quarterly finals of Adelyn Frock's "Are You an Artist?" program from 3UZ. Every 13 weeks these finals are staged with prizes of £20, £5 and £2 to be won by artists who have consistently polled well in the weekly Sunday night broadcasts. Already some exceptional talent has been discovered through this program, and this second quarterly final of 1944 marks another milestone in the program.

manner in which the Empire forces were enabled to hold out against seemingly insuperable difficulties the cavalcade concluded with a renewal of faith in the function of the Empire as the guardian of peace, freedom, and justice for all mankind.

Experienced Announcer-Copywriter wanted by large Country Commercial Station in New South Wales. Applicant please give previous experience, stating salary required. Apply National Service Office, Tamworth.

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

## FORERUNNER OF MORE MELBOURNE "AUSTRALIA SINGS" PROGRAMS

Jack Davey's Melbourne debut (he recently joined Macquarie station 3AW) was as guest compere of Johnson and Johnson's all-singing and musical show, "Australia Sings," which was relayed to Victorian Macquarie Network stations on May 14. The program was composed entirely of Melbourne artists. Guest star was Melbourne soprano, Kathleen Goodall, and other artists on this deservedly popular broadcast were 15-year-old Beryl Jones, George Bellman, Noel Witherspoon and Ron Atkinson; together with Hector Crawford's orchestra and chorus as the musical background. Fred Tupper, 3AW personality, teamed with Jack Davey in the commercials.

This special broadcast also represented the official opening of 3AW's new and modern auditorium, from whence the station will present its "live artist" shows.

The auditorium is almost as elaborate as Macquarie's theatre in Sydney. It will seat 250 people in comfortable tip-up theatre chairs; is most charmingly decorated and carpeted, and the acoustical arrangements when finally completed, should leave little to be desired in this connection.

Mr. Ray Walters of Willmott's, and Mr. W. Northam sales manager of Johnson and Johnson Ltd., made a special trip south in connection with the broadcast.

Mr. Northam, before the broadcast said, "If this broadcast is a success, we shall do some more from Melbourne in the very near future."

The fact that the broadcast was most enthusiastically received by listeners' points with certainty to more Melbourne-made "Australia Sings" presentations being made.

Because of land-line difficulties encountered, other States were unable to feature in the relay, and in most instances, the special program will be broadcast on Sunday, June 18, from Macquarie Network stations in N.S.W., Queensland, South and West Australia and Tasmania.

### CHRISTIE'S "RADIO AUDITIONS" DRAWS ASPIRANTS

Applications are pouring in to 3UZ and Leyshon Publicity Services for Christie's Radio Auditions. It is interesting to note that in a classification of applications the greatest number is under the heading of "Female Vocals." This Booking Office of the Air is only concerned with people who have never received a broadcasting fee—true amateurs—and they go on the air unrehearsed.

Letters have come from near and far, and one applicant wrote from Brisbane! Singers, instrumentalists, novelty acts and announcers are all welcomed by Christie's to this program, which aims to give amateurs a chance.

## AFTERNOON DRAMATIC SERIAL

An important development in daytime features on 2GB, is the presentation of a three o'clock dramatic serial, Mondays to Thursdays, inclusive. For this purpose "In His Steps," one of the most successful night time features, has been selected.

"In His Steps" is a program with a definite challenge. It is based on the idea contained in the book of the same name, which outlines the experiences of the Rev. Henry Maxwell, a somewhat complacent clergyman, who as a result of being denounced in his church, is compelled to overhaul his conception of religion. So complete is this revision of his idea on Christian discipleship, that he makes a dramatic appeal to his congregation to "follow in his steps." When he commences to put his new idea into practice, many interesting and inspiring examples result.

"In His Steps" is being presented under the sponsorship of Radio Library, 76 Pitt Street, who are planning to follow this feature with some further outstanding dramatisations from famous books.

### "MRS. 'OBBS' NOW BROADCAST IN FIVE STATES

"Mrs. 'Obbs'" radio comedy that for several years has entertained thousands of Australian listeners, will continue through the winter months for Bonnington's on 13 Macquarie Network stations in five States. Three stations included, which were not previously in the schedule, are 2WL and 5DN-RM. The complete list of stations is 2GB-HR, 2CA, 2WL, 3AW-CV, 3TR, 5DN-RM, 6PR-TZ, 7HO, 7LA, time channel being 7.30 p.m., Monday through Thursday.

## MRS. ARTHUR GRENFELL BROADCAST

Mrs. Arthur Grenfell, a vice-president of the world Y.W.C.A., who is at present visiting Australia, broadcast through 2CH on her return to Sydney from Brisbane on Tuesday last, June 13.

Mrs. Grenfell who is making a survey of Y.W.C.A. activities in this country, particularly in relation to service women and in her broadcast talk she spoke of the work that this organisation is doing and on "Women in Wartime Britain."

Her broadcast was given during the Volunteer War Workers' Session, conducted by Meg McSpeerin on 2CH. This is a regular feature devoted to publicising the activities of various wartime activities in the Sydney metropolitan area. Meg McSpeerin endeavours to secure the attendance of well known war workers for this session, and already a large number of outstanding personalities have been heard giving information on the war efforts with which they are associated.

The session thus gives valuable impetus to women's wartime activities as a whole.

### GOODMAN FEATURED FOR J. R. LOVE

Brilliant Australian pianist, Isador Goodman, is being featured from 2UE in a series of quarter-hour programs every Monday at 8.30 p.m.

The session, "Music is Served," will replace "Miss Portia Intervenes," which has completed a long and successful season.

Isador Goodman, who has only recently returned from New Guinea, is heard at his best in a splendidly arranged program of solos played on his grand concert piano.

"Music is Served" like "Miss Portia Intervenes," is sponsored by J. R. Love and Co. Pty. Ltd. The account is through Hansen-Rubensohn Co.

# JACK DAVEY

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## Ham For a Ham From the Hams!



Bob Dyer had a birthday last month. The cast of the Bob Dyer Show just couldn't let that go by without a present—and what a present! To the accompaniment of the audience's "Happy Birthday to You," Monte Richardson presented Bob with a ham—complete with red ribbon and a card which read—"To the big ham—from all the little hams."

The Bob Dyer Show is broadcast for Persil (J. Walter Thompson agency) Monday

night through 30 stations throughout Australia. Stations are: 2UW, 2AY, 2BH, 2GN, 2GZ, 2KA, 2KO, 2LT, 2WG, 3DB-LK, 3BA, 3BO, 3MA, 3SR, 3UL, 4BK-AK, 4BU, 4TO, 4CA, 4RO, 4MK, 5AD, 6IX, 6TZ, 6KG, and 7BU, 7HT and 7EX.

In the picture we see Dyer sampling the ham while his efforts are being watched by John Saul and Yvonne Banvard, and Monte Richardson.

## Davis Bros. Community Carnival For A.C.F.

"House Full" signs were displayed outside the Melbourne Town Hall when Davis Bros. made their initial broadcast of the midway community singing session through 3KZ. The singing began at noon, and long before that time there wasn't a seat to be had in any part of the hall.

At 12.35 the show was broadcast, and the following top line radio artists presented a program of interest and variety. Alan Eddy, by courtesy of J. C. Williamson, sang "Blue Bird of Happiness," the Campbell Boys in hill-billy songs, Mac Reddy (comedian), Joy Burns (croonette), Lindsay Smith (15-year-old impersonator), and Alice Uren's troupe of clever child dancers. All proceeds from this weekly community singing session will go to the Australian Comforts Fund, and on the opening day Mr. Herman Krone, Victorian Commissioner of the A.C.F., spoke to the audience in appreciation of their splendid attendance.

Will Sampson conducted the singing, and this community carnival will continue weekly in the Lower Melbourne

## DAVEY AND TUPPER IN BREAKFAST SESSION

Last week Jack Davey began his first regular work with 3AW, when he and Fred Tupper began a bright and breezy breakfast program. This is not the first time these two favourites have been together, as some years ago when he was visiting Sydney, Tupper made a series of broadcasts over 2GB's breakfast program with Jack Davey.

Many features, which both had operated in the past in their respective sessions in Sydney and Melbourne, have been re-introduced in the 3AW early morning program. Stunts such as the "Tummy Club," "Rhythm for Rheumatics," and surprise time signals being a few of the features.

A highly concentrated time service is guaranteed by the dizzy duo and getting-out-of-bidders are literally bombarded with the time ever 60 odd seconds or so, a service which seems to be well appreciated by Melbourne listeners.

Town Hall with an impressive list of artists to entertain listeners and community singers.

Leyshon Publicity Service have this series of broadcasts in hand.

## Planned Interviews For "Australia Speaks"

Now that commercial stations are free to devise their own national war effort programs for the "Australia Speaks" session on Sunday nights, 2GB-Macquarie have got right away from the former set-up in presenting an "interview" program of well-known identities in Australia.

Mr. Trafford Whitelock brings a galaxy of stars and notable people to the microphone in highly interesting and entertaining discussions, many of them with music—which strike a new high in radio interviews.

Amongst those already interviewed in this series by genial Jack Burgess are Wilfred Thomas, Stella Wilson, Dr. Herbert Schlink (R.P.A. Hospital), May Brahe, Lindley Evans, Carrie Moore, Jack Lumsdaine, Kitty Bluett, Lawrence H. Cecil, Bebe Scott, Hal Saunders, Mr. Max Allen (Director of Reconstruction), Maurice Francis, Marjorie Goodison (Candide) and Jack O'Hagan.

The interviews are featured every Sunday night at 9.15 on 2GB and stations throughout the Macquarie Network in all States, as well as a number of co-operating stations.

## "HYMNS FOR THE PEOPLE"

McDowell's have replaced three sessions per week of their outstandingly popular feature, "Hymns of All Churches" on 2GB with "Hymns for the People." A variety is added to their seven-day-a-week broadcasts, while retaining the particular character that has been associated for so long with McDowell's 9 a.m. time channel.

"Hymns for the people," featuring the Orphean Choristers and world renowned vocalists, will be heard at 9 a.m. each Sunday, Monday and Tuesday, and "Hymns of All Churches" on Wednesday, Thursday, Friday and Saturday in the same time channel.

## "SONGS THAT LINGER" RENEWED FOR DAYTIME

The original contract for "Songs that Linger" (sponsored on 2GB by Goodland's Pty. Ltd.) was for 13 weeks only. It was more or less to serve as a test of listener reaction. Results have been so satisfactory that the sponsors have renewed this five-day-a-week feature for a further 52 weeks, and the program will continue in the 9.15-9.30 a.m. channel from Monday to Friday inclusive.

Hoyt's Theatres Ltd. and Greater Union Theatres Pty. Ltd. have signed renewals for daytime announcements on 2GB. Contracts cover every day of the week.

MacNaught's Shoe Store and Australian Fixed Trust have both renewed their contracts (through Weston Co. Ltd.) for a further long term in Frank Sturge Hart's afternoon session on 2GB. Renewal includes relay to 2GZ-KA.

## Among the Sponsors

Lever Bros. Pty. Ltd. (agency Lintas Ltd.) have taken on 3UZ one minute, evenings.

MacRobb Fur Co., 5 minutes in breakfast session on 3UZ.

Selly's Metallic Paint have booked with 3UZ 100 words in Penelope's session.

Christie's Pty. Ltd. (agency Leyshon) have signed with 3UZ for "Radio Auditions," the Booking Office of the Air, 9.15 to 10 every Wednesday night.

Gill and Searle have taken 15 minutes in Penelope's session on 3UZ.

G. Watters and Son, 100 words in evening session, have booked with 3UZ.

Four nights a week comedy on 3XY, "The Horsleys in Horstralia," under Samuel Taylor sponsorship, has changed its time for Monday, Tuesday, Wednesday and Thursday, broadcasting from 7.15 p.m. to 7.30 p.m.

Hadley's Sports Depot, Melbourne, is sponsoring the Friday night broadcasts at 7.30 of Jack Stewart from 3XY. Popular in Melbourne sporting circles, Jack Stewart gives chatty information on the following day's football prospects for listening enthusiasts.

Santol Laboratories (Goldberg Advertising Pty. Ltd.) have signed for announcements in the 2UE daytime session.

Contract for preferred announcements at night on 2GB-HR (from Monday to Sunday inclusive) has been let by Hansen-Rubensohn on behalf of Nestle and Anglo-Swiss Condensed Milk Co. (Asia) Ltd....

Hean's Essence Pty. Ltd.—new daytime contract for winter campaign (through Gotham's) covering 2GB, 2CA, 2WL, 3AW, 7HO.

Jantzen (Aust.) Ltd.—new daytime contract (through J. Walter Thompson) covering 2GB, 2HR, 2WL, 3AW, 4BH, 5DN-RM, 6PR-TZ, 7HO, 7LA.

Black Lance Ltd.—new daytime contract (through Paton Advertising, Melbourne) covering 2GB, 2G-KA, 5DN-RM.

Santol Laboratories—renewal of daytime announcements (through Goldberg Advertising) on 2GB and 5DN-RM.

Tricho Laboratories have renewed their announcement contract (daytime) with 2GB.

Lane Medicine Co. (through Paton Advertising, Melbourne) are using announcements in 2GB's women's sessions, Monday through Saturday.

Early evening times, three days weekly, are being used for announcements on 2GB by Scott Browne (Aust.) Pty. Ltd.. Contract through Weston Co.

Bardsley's Pty. Ltd. have renewed their contract for announcements with 2GB for a further long term. Early evening spots will be used at preferred times.

A. J. Chapman, Sydney retailer, has arranged a long term contract for announcements in 2GB's breakfast session, Monday to Saturday inclusive.

## I.R.E. QUALIFICATIONS BOARD

During the year ended March, 1944, the I.R.E. Qualifications met regularly and gave close and constant attention to all applications for membership and elevations. Total applications were 218 elevations 66. All applications must be investigated by the interstate division where the applicant resides.

A new division has been formed, known as Sound Projection Division, and an examination based on standards adopted by the Melbourne Technical College have been approved by the I.R.E.

## Roosevelt's "Ambassador of Goodwill" Booked for Six Weeks' Series

Dr. D. A. Poling, president of the World Christian Endeavour Movement, and President Roosevelt's "Spiritual Ambassador of Goodwill to Australia," was booked by station 3DB for a series of six Sunday morning addresses which commenced at 11.30 a.m. on Sunday, June 11. These addresses are given from the Scots Church, Melbourne, where Dr. Poling is the Turnbull Trust Preacher for the duration of his stay in Australia. He is the second American to accept that Trust. Dr. Poling is pastor of the Philadelphia Baptist Temple. He is travelling as an accredited War Correspondent, representing the Federal Council of Churches of Christ Alliance for International Friendship, the American and Foreign Christian Union, and the Christian Peace Union. He visited Australia in 1936, in order to attend the Christian Endeavour Union convention.

Dr. Poling has an international reputation as a clergyman, author, and broadcaster, and his visit to Australia is backed by a special letter of accreditation from President Roosevelt, who has named him a "Spiritual Ambassador of Goodwill."

## RADIO ENGINEERS' EXAMINATION

The Institution of Radio Engineers Australia, will be holding its half-yearly examination for admission to the Associate Member and Graduate grades, and the Radio Service Technicians' examination for the Service Division of the Institution on Saturday, August 5, 1944.

## FRANK TRACEY JOINS RADIO DIRECTORATE

FILLS CONTROLLER'S CHAIR



Mr. Frank Tracey, the well known Victorian manager of H.M.V. (Gramophone Co., and Columbia Graphophone Co.), who has been loaned by his company to the Dept. of W.O. and I. since 1942, joins the Radio and Signals Directorate of the Ministry of Munitions as from June 19, on loan from H.M.V.

Frank Tracey is really a very popular fellow in the radio and music trade, and also in his Governmental sphere. His many years of business experience in that field plus his W.O.I. experience, should enable him to be an active right-hand man to Colonel Sam Jones of the Directorate.

The H.M.V. organisation benefited materially from the managerial ability of Mr. Tracey in Victoria. His many radio and music trade friends throughout that State in particular will also be pleased to know that such an efficient executive will have a hand in the future of the destinies of their trade.

It is to be hoped that he will also make it his business to visit the other States as soon as possible.

SOUTH-EASTERN NEW SOUTH WALES

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# OFFICIAL BROADCAST LISTENERS' LICENCES

In Metropolitan and Country Areas and within 25 and 50 miles of principal Cities and Towns as at 31st December, 1943

Locality	Licences	P'lation	Ratio of Licences P'lation	Locality	Licences	P'lation	Ratio of Licences P'lation	Locality	Licences	P'lation	Ratio of Licences P'lation
<b>NEW SOUTH WALES</b>											
Metropolitan	303,442	1,336,600	22.7	Metropolitan	248,474	1,107,000	22.45	Metropolitan	93,939	350,000	26.83
Country	234,635	1,488,082	15.76	Country	135,259	845,152	16.00	Country	49,967	255,689	19.54
State	538,077	2,824,682	19.05	State	383,733	1,952,152	19.66	State	143,906	605,689	23.75
<b>25 &amp; 50 Miles.</b>											
Sydney	322,852	1,422,909	22.68	Melbourne	261,833	1,188,980	22.03	Adelaide	101,105	384,518	26.29
Albury	5,237	30,588	17.12	Ballarat	11,781	66,845	17.62	Crystal Brook	5,514	25,349	21.75
Armidale	2,556	16,138	15.83	Bendigo	9,632	53,605	17.97	Mt. Gambier	2,476	13,147	18.83
Bathurst	4,665	27,114	17.20	Charlton	1,621	15,567	10.41	Murray Bridge (25)	5,511	25,103	20.53
Bega	1,596	10,323	15.46	Colac	3,958	21,045	18.81	(50) Inc. Metro.	106,862	422,910	25.26
Broken Hill	5,012	27,532	18.20	Geelong (25)	13,311	63,596	20.93	Exc. Metro.	12,923	72,910	17.72
Canberra	3,592	15,738	22.82	(50) Inc. Metro.	787,928	263,164	22.79	Pt. Augusta	1,470	6,012	24.45
Cessnock	49,168	216,905	22.66	Exc. Metro.	39,454	156,164	25.26	Pt. Lincoln	936	4,362	21.45
Cooma	792	5,290	15.00	Hamilton	2,767	16,464	16.81	Renmark	2,865	11,159	25.67
Corowa	3,669	23,646	15.51	Horsham	3,418	16,047	21.30		3,919	21,501	18.22
Cummock	1,106	10,280	10.75	Lubeck	7,450	44,380	16.79	<b>WESTERN AUSTRALIA</b>			
Deniliquin	900	6,550	13.74	Mildura	3,767	20,857	18.06	Metropolitan	61,748	230,000	26.84
Dubbo	2,696	16,559	16.28	Sale	8,355	55,451	15.07	Country	33,393	237,082	14.08
Goulburn	4,201	23,573	17.82	Shepparton	4,401	22,962	19.16	State	95,141	467,082	20.36
Grafton	5,993	20,335	18.03	Swan Hill	4,598	27,560	16.68	<b>25 &amp; 50 Miles.</b>			
Griffith	1,624	13,364	12.15	Warragul (25)	2,727	16,563	16.47	Perth	63,161	247,781	25.49
Gunnedah	4,176	34,831	11.98	(50) Inc. Metro.	8,829	49,869	17.70	Albany	65,615	259,635	25.27
Inverell	1,895	13,383	14.15	Exc. Metro.	4,776	33,435	14.28	Bunbury	1,217	5,539	21.97
Katoomba (25)	9,508	38,761	24.52	Warrnambool	12,002	85,566	14.02	Collie	1,898	9,416	20.15
(50) Inc. Metro.	185,633	836,987	22.17		1,785	13,425	13.29	Dardanup	2,750	15,086	18.22
Exc. Metro.	33,912	168,687	20.10		4,228	25,073	12.05	Geraldton	6,774	33,848	20.01
Kempsey	2,948	18,827	15.65		7,233	41,645	17.38	Kalgoorlie	2,402	11,430	21.01
Lismore	5,243	40,180	13.04		46,535	224,715	20.70	Merredin	6,862	35,470	19.34
Lithgow	10,002	59,611	16.17		24,383	152,760	15.96	Narrogin	4,032	19,904	20.25
Mudgee	14,129	96,492	14.64		4,031	27,505	14.66	Northam (25)	6,859	34,777	19.72
Newcastle	8,095	34,967	23.15		9,438	50,119	18.33	(50) Inc. Metro.	1,215	7,270	16.71
Orange	18,044	100,730	17.91	<b>QUEENSLAND</b>				Exc. Metro.	1,450	9,984	14.52
Parkes	47,431	192,089	24.69	Metropolitan	81,537	344,200	23.68	Wagin	4,401	21,390	20.57
Singleton	55,135	246,782	22.34	Country	93,329	692,630	13.47	Katanning	4,401	23,257	18.92
Tamworth	3,965	22,917	17.30	State	174,857	1,036,830	16.56	Merredin	1,495	6,010	24.87
Wagga Wagga	21,866	114,179	19.15	<b>25 &amp; 50 Miles.</b>				2,748	14,537	18.90	
Wollongong (25)	1,852	13,473	13.74	Brisbane	90,663	394,069	23.00	Merredin	762	5,170	14.73
Exc. Metro.	4,701	35,694	13.17	Atherton	98,081	446,709	21.95	Narrogin	2,120	15,031	14.10
Young	5,896	38,615	15.26	Ayr	2,040	17,625	11.57	Northam (25)	1,197	6,016	19.89
	16,370	106,250	15.87	Bundaberg	6,806	52,404	12.98	(50) Inc. Metro.	2,883	115,847	18.19
	47,173	198,069	28.31	Calrns	1,676	12,375	13.54	Exc. Metro.	2,366	12,782	18.51
	54,908	246,606	22.26	Charleville	7,091	41,529	17.07	Wagin	20,151	95,282	21.14
	5,434	30,058	18.07	Dalby	4,478	22,518	19.88		4,714	37,782	12.47
	11,972	79,855	14.99	Gympie	8,648	46,421	18.62		700	4,387	15.95
	2,924	17,577	16.63	Ipswich (25)	3,609	23,745	15.19		3,395	17,767	19.10
	5,547	43,808	12.64	Inc. Metro.	6,513	48,850	13.33	<b>TASMANIA</b>			
	7,392	52,955	13.95	Exc. Metro.	682	3,742	17.69	Metropolitan	15,488	67,900	22.81
	54,855	242,662	22.60	Kingaroy	761	5,067	15.01	Country	32,382	173,271	18.68
	3,578	21,613	16.55	Longreach	1,554	8,198	18.95	State	47,870	241,171	19.84
	7,556	50,312	15.01	Mackay	11,973	59,370	20.16	<b>25 &amp; 50 Miles.</b>			
	4,877	27,672	17.62	Maryborough	3,420	24,390	14.02	Hobart	20,713	91,638	22.60
	10,425	73,086	14.26	Oakey	10,677	68,492	15.58	Burnie	22,446	108,619	20.66
	14,090	57,415	24.54	Rockhampton	90,493	392,978	22.02	Derby	2,446	10,328	20.12
(50) Inc. Metro.	337,295	1,483,673	22.73	Toowoomba	8,956	48,778	18.36	Devonport	5,479	27,236	20.12
Exc. Metro.	33,853	147,073	23.01	Townsville	105,107	474,164	22.16	Kelso	9,742	48,377	20.14
Young	2,486	17,039	14.59	Warwick	23,570	129,964	18.13	Launceston	1,552	9,009	17.23
	9,165	56,728	16.10		2,914	16,092	18.10	Queenstown	11,833	55,828	21.19
					5,133	35,789	14.34	Ulverston	6,669	31,603	21.10
					646	4,041	15.98		18,351	86,597	21.19
					659	5,062	13.01		3,193	18,804	16.98
					3,680	22,860	16.09		18,446	90,769	20.32
					4,144	29,065	14.25		16,506	82,196	20.08
					4,184	20,190	20.72		1,909	6,932	27.54
					10,897	53,527	20.35		2,275	9,719	23.41
					8,965	47,928	18.70		6,709	32,794	20.45
					14,365	83,064	17.29		9,674	47,864	20.21
					8,017	41,908	19.13				
					3,554	47,944	17.84				
					958	5,045	18.98				
					1,584	8,492	18.65				
					9,989	53,241	18.76				
					23,074	123,059	18.74				
					5,367	28,533	18.80				
					6,578	40,055	16.42				
					3,122	21,209	14.72				
					15,576	88,339	17.76				

Note: The percentage of dwellings equipped with wireless receivers may be estimated by multiplying the figure shown in the fourth column by 4, that being the approximate number of persons per dwelling.

## Editorial

### BROADCASTING NEXT?

With the settlement of the recent dispute between striking members of Actors' Equity and J. C. Williamson Ltd., comes the realisation that similar disorganisation could be caused to our great broadcasting industry if the union is given the opportunity of baring its fangs in that direction, also.

Already Actors' Equity has avowed its intention of endeavouring to bring within the ranks of its membership practically every employee of radio stations with the exception of technicians and members of the Musicians' Union or the Australian Journalists' Association. Where will such a move lead to. A repetition of such disgraceful scenes as were witnessed outside (and inside) the Theatre Royal in Sydney a few weeks ago, and also outside certain Melbourne theatres? We should certainly hope not, and while executives of Actors' Equity vehemently disclaimed any association with the rowdy element among the demonstrators in the theatre strike, they apparently were ineffective in any efforts which may have been taken to prevent it.

It is now no secret that numbers of men and women employed in the broadcasting industry who are either "freelancing" or partially "freelancing" in which category we include announcers and actors who, while on a permanent payroll of some station or other organisation are given (or who take) the privilege of accepting "outside" work, are collecting enormous weekly pay cheques.

With so many regular broadcasting staff employees serving in the armed forces a golden opportunity was given to "freelancers" to cut themselves a big slice of luscious cake.

The question whether there will be any cake left when those radio men still serving in the armed forces return for their former jobs is another matter.

Manpower shortages in the industry have forced broadcasting stations and transcription agencies and advertising agencies into an unenviable position. In spite of a very healthy Award being in existence for staff employees there has been an extraordinary increase in the number of "freelancers" in the industry. There are numbers of men and women in all the capital cities to-day whose earnings have (through "freelancing") skyrocketed to four and five times their normal earning capacity. Through manpower shortage the industry has been powerless to prevent this. It has, in fact, to some extent, been forced to encourage "freelancing" to enable the huge volume of production and output to carry on with the minimum amount of disruption of the vast programming demand of all broadcasting outlets in the Commonwealth.

The problem is not one of the individual however. The situation has a much deeper implication than some people may be aware of.

It is quite possible that we may not even have to wait until the much discussed "post-war period" to see some definite move rearing in the industrial quarter for the establishment of present day so-called "earning capacity" of broadcasting performers as some kind of basis for a "standard" of payment.

It is going to be quite difficult for those now fortunate men and women in radio earning big money to return later on to more normal schedules of engagement, and—quite reasonably—lower rates of remuneration.

But on the other hand broadcasting stations and transcription makers, and in some cases advertising agencies, will definitely not be able to economically maintain the same high rates of payment to the freelancers when the time comes for re-absorption of former employees now in the fighting services.

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# PERSONALS

Mr. H. G. Horner and Mr. Reg Lane, of 2GB-Macquarie, have just returned to Sydney from a business trip to Melbourne.

Mr. Leigh Stitt has been appointed Commonwealth Advertising Manager of Nicholas Pty. Ltd.

Mr. I. B. Hutcheson, controller of advertising for the Treasury, and chairman of the War Loan Committee, has accepted a high executive position with Lever Bros. Ltd., England, which it is expected he will take up towards the end of this year.

Radio 2UE advises that Mr. A. A. (Paddy) Campbell Jones, general manager, and Mr. H. Murray Stevenson, chief engineer, have arrived safely in America where they are on a tour of investigation to study radio from all angles, particularly from the post-war viewpoint.

Allan Tooney is at present on holidays. During his absence the 2UE breakfast program is being conducted by Bill Maloney, and his evening sessions by Tony McFayden. Allan's place on Saturday afternoon A.S.B. sporting sessions is being filled by Bruce Anderson.

Two well known radio personalities chatting over their experiences over a cup of tea recently were that well known dramatic actress Nancye Stewart and Mrs. Ida Coffey, better known to listeners as "Penelope" of 3UZ. Nancye Stewart is looking forward to returning to Sydney in a few months and to her work with the Colgate-Palmolive unit. Mrs. Coffey was very enthusiastic about the baby she had just presented to a young couple to adopt. "Pen" was asked to appeal for someone to adopt the baby, and within a very short while there were 150 applicants. The meeting of these two personalities in radio was quite a coincidence as for years each had listened to the other and admired their work, and after all this time they met accidentally in a radio shop. Among her many other attributes Mrs. Coffey has become a qualified dietitian.

Congratulations to Roly Barlee who was one of the most popular announcers of Melbourne radio. Roly who left 3UZ to join the Army has now gone from Signals to the Army Education Service, where he is the controller of drama.

Sydney and Melbourne had a visit from Tasmanian radio recently when Mr. A. D. Towner of T.C.N. paid a flying visit.

What a party when "Jeff" Jeffreys, Cec Corboy, Stan Fawcett, Bayne Mackay and many other Melbourne's radio personalities got together at one of Melbourne's most exclusive "hide-outs" to give Lin Corr a hoy before he returns North. Which reminds us to ask . . . what's cookin'??? Capt. Lin Corr, who before he donned uniform, was managing director of Broadcast Exchange, Melbourne, was seen stepping from a taxi at the Comedy Theatre with Mr. George Sutherland, who is well known as a director of 3AW, Broadcast Exchange, etc. V.B.N. manager, Rupert Fitts, spent several days in Sydney last week and was

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## Microtoon



"Now, Bing Crosby tells us—'There'll Never be Another. You!'"

sparkling on all cylinders as he dashed around the big city. Though interested only in a more or less academic way, "Rupe" has formed a very very pale opinion of the liquor question in Sydney. Of course, though, he does know his way about Melbourne.

V. M. Brooker, A.W.A. broadcasting manager, has a secret passion. It's fresh fish. Any man who will risk life and limb on the sea washed rocks of our coast hoping to catch "anything so long as it's fresh," must harbour deep stomachic yearnings. Anyway we know of at least one friend of his who has commenced a propaganda campaign to turn V.M.B. into a "beach" instead of "rock" fishermen. The beach fish may be rare, but they at least are big and edible when—and if—caught.

Roger Fair, 4BHAK sales manager, was in Sydney for a few days last week en route back to Brisbane after a trip to Melbourne. Roger is doing a good job in his spare time in connection with Army Educational Services, and has given a number of interesting lectures to men in camps and hospitals.

Mr. Francis Levy, 2UW sales manager, returned last week from a four days' visit to Melbourne—his first for about 12 months. He was impressed with the new "life" infused into advertising circles down south as the result of the recent reappearance in civil life of numbers of advertising men who have been in the Services and now released.

Paton Advertising Agency in Melbourne seems to be "going to town" in a big way now that immediate staff problems which have been such a bugbear to agencies during the past few years, are solved. Both Noel Paton and Ian Paton are back in the business following release from wartime services, as also is Martin Doe. Basil Carden, who was with Goldberg's before the war has joined Paton's.

Ted Jarvis, of J. Walter Thompson agency in Melbourne, is back at that agency, and beginning to get his teeth into some civil work again.

Another agency executive in Melbourne back "on the job" is Ron Ansell of O'Brien Publicity.

Jack O'Hagan, 3AW's sales manager, has been laid up with a nasty bout of dry pleurisy for the last week, but put in a valiant appearance at the end of the week to finalise plans for a couple of new Jack Davey shows which will be aired in the near future.

# CLASSIFIED ADVERTISING

## COMMERCIAL ADVERTISING

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Mr. Randall White, general manager of 5DN-RM was a visitor to Sydney this week, arriving on Tuesday and scheduled for the homeward way about the week-end.

Claude Money, of the advertising agency, which bears his name, has taken up the reins again in control there after having spent several years in a sepical capacity with Ansett Airways.

Domestic problems all too often intrude themselves upon broadcasting executive's affairs these days. Macquarie's Roy Heath last week came up against it when he searched Sydney for a few slices of ham—he only wanted a few slices to flavour up the fatted chicken. "What, no ham! . . ." Roy is determined in future to add a few pigs to his poultry yard.

Jack Davey, Fred Tupper, Jack Vincent and Dave Duff got together recently for a good game of golf, and the first three were literally paralysed into a poor game by Dave's brilliance. If it hadn't been for a very heavy rain storm Dave might have been the recipient of a couple of first-class trophies.

Stella Morgan of the AFCBS is back on the job once more. Stella has been basking in the N.S.W. sunshine, and tells us that she has already acquired a good sun-tan.

Judy Willing, conductor of 3AW's women's programs, has announced that the Women's Association has organised a big big radio ball to be held in the Melbourne Town Hall on August 9 in aid of the association's many charity functions. Members of the association are already active in their plans for the big night and are holding a hostess competition, the winner of which will be presented on the night of the ball.

Hector Harris, 3AW's secretary, has gone on a well earned vacation. He is going to spend his leave mainly at his home and in his garden.

It has been announced that Rod Gainford will commence at 3XY on June 19 as compare-announcer, transferring from 3AW.

## COMMERCIAL BROADCASTING

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