PERSONALS

Mr. Mal Shaffer, managing director of the A. S. B., was on a business trip in the U.S.A. last week and attended a meeting of the New York Press Club. He had a good time and wasreceived a number of invitations for future trips to the States.

Mr. J. H. Jeffries, manager of the Daily News, was in Sydney last week and attended the general meeting of the Australian Press Club. He reported that the Press in Australia was in good shape and that the outlook for the future was bright.

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SPONSORS

SPEAK LOUDER THAN WORDS

ESPECIALLY WITH NEW FEATURES . . .

2AY ALBURY
2GN GOULBURN
2GF GRAFTON
3BO BENIDGO
4GA CAIRNS
4TO TOWNSVILLE
4MK MACKAY
4WK WARWICK

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

All particulars from

AMALGAMATED WIRELESS (A/SIA) LTD.

Your Business After the War

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

Gigantic Switch-over to Peace

Socialisation issues are not going to play any large part in the Curtin Government's post-war schemes, according to all authoritative reading of postscripts. Australia's system of competitive private industry has certainly triumphed through patriotic and effective efforts during the war, to be kicked downstairs in the peace.

The job of reviving the industrial wheels and setting them going in the direction of peace is going to a far heavier task than was that of reviving them for better war production. There will be the urgency to absorb all local workers and to feed starving millions overseas; and the present structure of enterprise in Australia will have to do the job in this hard, under Government direction.

In the post-war Pacific, it is fairly obvious that, with the United States installed as the new bastion of Democracy, Australia's industrial pace will be accelerated by the development of these techniques which have been brought about as a result of the war. We have been given a huge new range of ideas and plans by the U.S.A. We have applied and adapted others from Great Britain and the U.S.R.

Simple, basic essentials will be desired by industry in part of our immediate post-war plan; and part of the old and outmoded which the victorious nations will apply. The accent will be on utility and honesty of workmanship, on what the community needs rather than on what loses will return the easiest, speediest profit.

It requires theoretically only a minor adjustment in concept. When a revolution is industrial philosophy—to sense new dramatic values in post-war trading. Higher principles of commercial morality will be insisted on by a Government which places great central strength through continuance of many emergency decrees.

The workers themselves are likely to assert new rights to check frivolous production. Newspapers will not headlinise the trifling vanity and follies of the individual. Advertising in collaboration with solidarity interest will endeavour to tell the proof story behind the labelled goods.

Criticisms & Healthy Symptoms

All current groans and criticisms boil down to a most healthy symptom. Many of Australia's most successful business men are realistic to admit that the old policy of laissez faire in industry, was long overdue for overhaul. There was overlapping in every direction; monopolies, too much of this and too little of that; goods without honour and honour without profits. All this self-analysis is going to do good, and if feel it necessary, as one who has studied basic trends over many years, to suggest that business Australia today, in the eye of victory, or with the pattern for victory in sight, can plan for a tremendous future bravely and confidently.

I have mentioned before, and it must emphasis again, that the election and natural stepping stones to the goodwill and custom of the public are the brand names of goods kept constantly in the public mind. And it is no use any firm with commodities to sell lifting cynical eyebrows at the fact that advertisers are already on the business warpath. Advertising is an integral function of business and has been so since business had anything at all to sell.

You cannot consider any type of successful business today as something part from sound and capable advertising. It is part of the heart and brain of the nation's commercial body. A big part of our post-war readjustment will depend on the present plans of business to inform the public of mind-frightening wartime achievements of production, the astounding story of the war and its elements, so people may confidently expect when peace is accomplished.

Wine Insurance of Future

The advertising of brand names and trade marks is an insurance that many firms have effected in order to win enormous post-war public confidence for their goods, even when those goods are not available to civilians. The insurance will produce big business. The firms who have lost touch with their consumers through cessation of advertising, are going to face a stiff fight against new re-organisation and active competition.

The future of your business is revealed, therefore, in difficult spectacles. Only by cool thinking and wise and pronounced planning at this stage of the war can you reasonably be sure of future success.

This brings us hard against the sad reality that as yet we have no Government master-plan into which the multiplicity of existing business can be fitted. Private firms have plans
A million and a half service and industrial war workers will be disembodied in Australia when peace comes. The conquerors will have to set about feeding and re-establishing some form of economy to the vanquished nations and attempting to re-establish some form of economy to enable their shattered national life to survive.

Perhaps the Government has the necessary blueprints to meet all emergencies. Perhaps it has not. With skilled men being asked from the Allied Works Council construction jobs for civil industries languishing, and with rationing introduced at a time when the nation has a record number of sheep, one may be excused for suggesting that these wartime pressures are not calculated to inspire public confidence as never and more difficult developments loom.

Co-operation Watch Word of Success

Business leaders have a right to suggest that an overall plan should be indicated by the Government, and that its leading features should seek the fullest co-operation of business. Business chiefs in Australia say, above all, realists. They do not fear the outlook so much as they resent the growing belief—a belief that no one in authority seeks to disparage—that there is no policy for peace, and that therefore some quite ineffective and dangerous plan of trial and error, save himself, when devil-take-the-hindmost would prevail, or the torments of peace difficulties hits us. We must not treat Australians with disrespect.

Commercial Broadcasting, March 9, 1944 5

New Moresby Station Follows Pioneer

With much ado and a hullabaloo the new tropic entertaining broadcasting station, call-sign 4PM, was opened at Port Moresby last month. Daily press reports variously claimed that the new station was the first to be established in Papua. Actually it is the only "first," in that the new station may lay claim to it in that it is the first station in Papua with which the A.B.C. has been associated. The new station is being program-controlled by the Australian Broadcasting Commission, though its programs will also include some of the cream of commercial station features, which have been asked for and have been willingly provided.

Amalgamated Wireless (A. W. A.) Ltd, pioneered broadcasting in Papua when in October, 1935, that company commenced operation of the highly efficient 4PM on 521 metres. Station 4PM was a commercial station and fulfilled a very necessary service to the people of Papua and New Guinea as well as to those in adjacent islands. The commercial facilities of the station were well patronised by Australian national advertisers.

As cold fact, the full story cannot be fully told yet. When the time is ripe, newspaper and magazines will outline the general achievements, but individual firms will have to tell their own stories in order to secure prestige in the estimation of what is certain to be a highly critical receptive public. There is scope here indeed for splendid opinion-makers, brave planning. And a new technique of advertising, of information giving, will be needed, and will be ready, to tell the stories, factual story of how this nation won its war and how it will win the peace and higher standards of living for its people.

No peace will be set by America. We will be working like the proverbial beavers making things to eat and to wear, for ourselves and for our overseas. And because the future of our free enterprise system (with countless leading American business men, from the President down, have united their faith) will have to be conditioned largely by the methods of our gallant Pacific ally, there is, behind the shadow of doubt, a mighty new era at hand for private enterprise as we know it.

It would be difficult to conceive any radical change in Australian industry while the United States requires a friendly look-up with a similar economy to its own for future Pacific strategies.

One important aspect of development in business in our capital cities, which no firm can afford to ignore, is the certainty that there will be spectacular developments in all country centres.

Economic is being rapidly affected by the use of collectivised machinery and employment of Government-controlled land armies. Migrants will swell our population. In the early days of the war secondary, industrial plants were created in leading country towns. These plants will carry on with big peace plans calculated to attract and hold workers in those centres.

What do these brave, expanding policies mean to your business? Simply this: an incredible opportunity.

The full story cannot be fully told yet. When the time is ripe, newspapers and magazines will outline the general achievements, but individual firms will have to tell their own stories in order to secure prestige in the estimation of what is certain to be a highly critical receptive public. There is scope here indeed for splendid opinion-makers, brave planners. And a new technique of advertising, of information giving, will be needed, and will be ready, to tell the stories, factual story of how this nation won its war and how it will win the peace and higher standards of living for its people.

The former A.W.A. station at Port Moresby, where 4PM was formed before being named down, was the first to be established in Papua. It dominates the Southern Alps in the South Island.

Just as the gleaming peak of Mount Cook, clothed with perpetual snow, towers above the neighbouring landscape, so does the Commercial Broadcasting Service of New Zealand stand unique and alone—supreme as a publicity and selling force.

It is the only commercial service in the Dominion and has five modern stations, strategically situated to reach its listener-audience comprising 80 per cent. of the population. Take advantage of this giant force to reach the people of New Zealand.

Full information and rates will reach you promptly on application to the Director, Commercial Division, Commercial Broadcasting Service, G.P.O. Box 3015, Wellington, New Zealand, or any authorised Advertising Agent.
21 Years of Radio

Sydney Gathering Celebrates Anniversary of Public Broadcast Demonstrations by Oswald Anderson and Ray Allsop

Australian broadcasting took time off to review its progress over the past 21 years when a distinguished gathering of radio broadcasting pioneers and prominent men and women in the industry to day attended the Radio Birthday Party at Pulling’s Concert Hall, Sydney. Last Sunday evening to mark Oswald Anderson’s first 21 years in broadcasting.

Twenty-one years ago Oswald Anderson with Mr. Ray Allsop, providing technical equipment inaugurated the first "public" demonstration of broadcasting on a regular scale in Australia. Those broadcasts as such were strictly illegal, only to the popular entertainment field and morale boosting, and not contravening wireless regulations. Those experimental stations were the foundations of a medium which had a future of 21 years in broadcasting.

By the early discovery of electric mechanism up to 1905 when the first telephone demonstration was held in New York, then over to Australia, with Charles Macartney, W. T. S. Crawford, Jack Pike, Ray Allsop and others carrying out Morse experiments; back to America in November, 1910, for the opening of the Westinghouse Company of the first broadcasting station; then to London November, 1922, for the opening of broadcast station 2LO; to February, 1923, in Sydney, for the first regular public demonstra-tions of broadcasting, and so on up to an analysis of Australia’s prominent place in the world of broadcasting to-day.

In Australia there was an interesting narration from Miss Betty Ranshaw of "Radio in Retrospect" from 1923 to 1944. In this the audience was taken through the early discovery of electric mechanism up to 1905 when the first telephone demonstration was held in New York (then over to Australia with Charles Macartney, W. T. S. Crawford, Jack Pike, Ray Allsop and others carrying out Morse experiments; back to America in November, 1910, for the opening of the Westinghouse Company of the first broadcasting station; then to London November, 1922, for the opening of broadcast station 2LO; to February, 1923, in Sydney, for the first regular public demonstrations of broadcasting, and so on up to an analysis of Australia’s prominent place in the world of broadcasting to-day.

"In March, 1927, the third anniversary of the birth of broadcasting, the radio station 2UE, the first really successful station in Australia, was opened by the Prince of Wales, and a series of entertainment programmes was inaugurated, eventually to become the greatest single force in Australia. The success of the 2UE early morning programme is due to a wide variety of recordings, sessions, prompt time signals and a friendly, happy tie-up between the studio and the home.

These are the factors which have concentrated the largest breakfast audience in New South Wales.

THE RESULT! A CERTAIN SELLING JOB

Commercial Broadcasting, March 9, 1944
Radio Birthday Party (cont'd. from p.6)

Pry Ltd., Advertising Agency, and Ron Beck, representing Colgate-Palmolive as radio sponsors, each gave some expression on radio to-day from their respective points of view.

Mr. Paddison took his hearings into a short extrapolation of the future from "the threshold of a new electronic era on which we stand." Broadcaster of to-day were fully conscious of their great responsibility in these forthcoming developments. They also owed a deep debt of gratitude to the pioneers of 21 years ago.

Responding to the many tributes which had been paid to him, Mr. Oswald Anderson said that even 21 years ago not many could achieve anything in broadcasting on his own, and equal tribute should be given to all the other pioneers who around about that time were discovering the mysteries of radio broadcasting and learning "ways of putting them into useful practice. Everyone was in it and those days was contributing something.

Mr. Anderson went to briefly sketch his picturesque adventures in Australia and England in the early days of broadcasting. Of his early associations with Peter Dawson, with Carol in London, and later on with Stella Wilson, with Leo White and Ray Smith in that very hall.

"Andy," told of his early struggles as a song writer; of his first and only song which Peter Dawson sang for a record company, and of how the management told him afterwards that they didn't think the records would sell very well because they had to put "an unknown singer on the other side." The unknown singer was Charles Hinson.

It was Leo White who brought the microphone close-up to Australia when a wedding in 1923 the took hold of the microphone and broaching into it, said huskily "Hello folks." Before that "O.A."

Of the people who were in the original broadcasts from boxing's Concert Hall, the following, in addition to "O.A.", of course:


Others noticed in the gathering were:

-Mayre Lyon, Stella Wilson, Pauline Gareck, Dorothy Heinisch, Frank Kils­ sen (Musicians' Union), Willie Hoka, Norman Lyons (manager of 2LU), Roy George Crow, Goolie Race, Bill Faith (2WU), Upton Brown, James Donnelly (A.R.C.), Tom Byron (A.R.C.), William Ryder (Palling and Co.), Eliza Price, C. C. Paulkner (Press), Lettie Keynes, Arth­ ron Strang, Terry Howard, Alex Boyd, Brian Purdon, Jack Burgess, George Edward, Nell Stirling, Tal Orrell (V.E.), Humphrey Bishop (GCB), Wil­ fred Thomas (A.R.C.), Lionel Shave (11111e Patterson Fry, Ltd.), Ley Foster (J. W. Thompson), Ken Hall (Crem­ brere), Peter Dawson, Ron Beck (Col­ gate-Palmolive), Harold Williams, Mont­ gomery Bremner, Betty burner, Alan­ cox, W. T. S. Crawford (Chief Radio Inspector), Sylvia Try, Jack Stiller (Asso­ ciated Newspapers), John Key, Harry Phipps, J. V. Morse (managing director, Colgate-Palmolive), Bud Pagan (Asso­ ciated Record Co.), Esther redo, Terry Farnham, Vincent Andrews, Mel Lawton (Prace Edward), Norman Gilmore (B.E.C.), Ken Lee (Telephone Dept., Three Shades in Blue, Lloyd Lambert, John to Anderson, Norman Blackler, A. C. Publi­ son (vice-president, Broadcasting Fed­ eration), H. L. Lashwood, Peggy Brooke, Earnest Lashwood (Chapple and Co.), Harold Bowden (J. C. Williams), Kevin Freeman (SGB), Roy Heath (SGB), Paul Gordon ("Pete").

Telegrams and messages were read from Clem Williams (Canada), Anna W. Wine (Otago), J. R. Clarke (New Zealand), James McEwan (Director Postmaster-General, Brisbane), A. Macdonald (A.W.A.), and numbers of radio people unable to attend for various reasons—Andrew McLean (Cinema Reviews), Roy Agnew, Brian Lawrence, Charles McInnes, Dick Fair (J. W. Thompson), Basil Kirke (A.R.C.), Arthur Carr (UE), Reg Lann (Marcot), H. B. Horner (Marcot), Ben Coombs (SGB), and O. P. Mingay.

"Historic "candid camera" shot in the R.B.C. studio about 20 years ago. Hardy Williams (now A.B.C.) is behind the micro­ phone. And in the group are several others who have since become familiar in broadcasting.

Amateur Night for Melbourne

Duplicate of Successful Sydney Show

The very successful amateur night ses­ sion which is broadcast in Sydney by 2SM, and which is compared by John Dunne, is to be duplicated in a Mel­ bourne broadcast from 2AW in the near future.

The twist to the show is a series of appeals made throughout the session for un­ usual and yet necessary articles of all types, shapes and descriptions which have been asked for by the troops in New Guinea.

John Dunne in the Sydney broadcast has already asked for such articles as a six months old newspaper, some prunes, a microscope, and a "Seven O'Clock Raser," amongst many other things, and the generous public have responded in an amazing fashion. One or occasion a blind and deaf returned man was urgently seeking a home in which to live, and which he of course wanted to rent. A number of the listeners clubbed together and the soldier had a home bought for him.

The exact starting date for the 2AW broadcasts has not been finally de­ termined, but should be on the air in a matter of weeks.

Just over 12 months ago 2SM built a Saturday Afternoon program for Parsons Bros.—and the sponsors know just how good has been the good will and selling punch behind their feature. It was not surprising therefore that Mr. Charles Chauvel should visit 2SM studios during one of the presenta­ tions of "The Stars of To-morrow" in search of a star for his film, "Rats of Tobruk," and not surprising that he should find one in MARY GAY.

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"Are You an Artist?" Sponsor, Opens New Factory

Radio advertising has played a very large part in the growth of the White Manufacturing Co., manufacturers of "Ad-lynx" frocks and coats.

Since the buying of their radio programme "Are You an Artist?" at 3UE it has been interesting to watch the rapid strides made by this company. "Are You an Artist?", a production by Lemon's Pathology Section and under the direction of Jack Clennenger, commenced on 3UE on September 14, 1941, and has been programmed every Sunday night since. Since then it has extended interstate to 3UE and 4BC-BB.

Surveys have already shown that this feature has a very large listening audience indeed. Hence the extension of their business which we know is due to a very great extent to radio advertising through an excellent medium.

"Ad-lynx" recently passed another milestone when a new modern factory was opened at Westbaghla.

To mark this event a luncheon was given by the Mayor of Wonthaggi, C. Bead. Those present included the Hon. Senator D. Cameron (Minister for Aircraft Production), Mr. Don Cameron (Deputy Director of Mapping in Victoria), Ros. Lidst-Cool, George Hopken, M. D. Morgan, G. A. Davis (Director of Clothing and Textiles), Mr. W. Kelton (representing the producers of "Ade"), Hon. W. G. McKenzie, M.L.A., Mr. Rahilly, Cr. Fincker, Mr. McLeod, and Mr. J. Williams (president of the Miners' Union).

Senator Cameron said that the factory at Westbaghla, which was converted from a theatre at the cost of $11,000, is the most modern in the Commonwealth. It employs 100 workers, who will make about 300 frocks a day.

Senator Cameron also pointed out that the manufacturing method was unique at Wonthaggi. For the first time in Australia the mass production principle was used. Mr. Kelton referred to "Ad-lynx" as a long-favoured frock made famous in America by Henry Ford with his cars, and introduced it into dreamsitting. At the present time the factory is producing over 1,000 frocks per week, but Mr. G. A. Davis, Director of Clothing and Textiles, pointed out that Wonthaggi must fill its quota of 2,500 frocks per week.

Mr. Kelton, representing the executive, said the company would increase its turnover, and there is a strong indication that the new factory will enable the company to take an important position in the market.

"A Leysdon Product"

"The "P. and A. Parade" of 1944, which commences from 3KZ at 9.30 p.m. on Sunday, March 19, will be notable for several colour changes and interesting and outstanding innovations. The first of these is the appointment of an orchestra to accompany all artists. This will be in the experienced hands of Mr. Mervyn Raymond, conductor of the State Theatre Orchestra, with Margaret Sheridan as guest pianist.

Mr. Raymond's career has been remarkable. Born in New Zealand, his family returned to their native England while he was still very young. Although his parents intended him for other fields, the end of the Great War found him leading his own jazz orchestra while still only 15. Subsequently he formed and conducted a solo orchestra at the Grand Hotel, Oslo, Norway, and then followed appointments at Antwerp in the South of France, from where it returned to the Ritz Hotel, London. Later he had charge of the orchestra at many famous London restaurants, including Queens' by Romaino's and Frencetto's.

His first taste of commercial broadcasting was with a notable series from Radio Luxembourg, and during this same period, his film work with Gaumont-British and other companies covered a wide field."

Innovations in 1944 "P. & A. Parade"

Not very long ago, Dorothy Duff, well known 20th Century-Artist and producer of the show "The Stars of Tomorrow", regular Saturday afternoon feature in 3KZ's "A Parade", invited Mr. and Mrs. Charles Chaval to witness one of her "Stars of Tomorrow" broadcasts. It was an exciting and entertaining experience. Mr. Chaval's orchestra, which proved to be so successful in Europe, was due to be heard in Australia for the first time.

Mr. Chaval planned several concerts, each to be performed by his orchestra, and eventually to be broadcast over all stations in the country. The first of these, a concert which was converted from "Stars of Tomorrow" broadcasts, was a notable series from 3KZ, 3YB, 3SR, 3HA, 3UZ, 3CV, 2UW, 4BC, 4SB.

The first advance agent to the appointment was Johnny McMahon introducing the Guests and John Dexter introducing the challengers.

It's a bright, well-balanced, fast-moving show — so listen to the stars of the future in ADELYN'S "ARE YOU AN ARTIST?"

Young Radio Amateur gets Important Role in Films

Eddie Balmir at work on the new "P. and A. Parade": "We have a factory at Warragul," Mr. Kelton said, "but the company would increase its product here after the war if it still had the support of the people regarding labor costs.

Another outstanding innovation will be the appointment of advance agents to comb country areas during 1944 for broadcasting talent. These agents, working directly in contact with Eddie Balmir, will visit country areas during the radio auditions on the spot, with the result that a very good selection of the stars of tomorrow will be picked up at the Ballarat and surrounding area.

Minnie Honeyson has won the award for the most popular female lead role in this film, being the part of the Australian nurse, Miss Mary Ellis. For her film work she was the same Miss Mary Gallant. The selection is very gratified to know of Terry's success, and not a little of this gratification is shared by the sponsor of the show, "Blaze of Tomorrow". Terry proved to be 15-year-old Terry Honeyson.

The provincial of the "P. and A. Parade" orchestra will include several outstanding Melbourne musicians. The finest in Jim Cameron, new a prominent member of the State Theatre Orchestra, and himself an outstanding member of the juvenile section of the 1943 "P. and A. Parade.""
Broadcasting Committee Recommends Restoration of Licence Fee Cut to A.B.C.

The Parliamentary Committee on Broadcasting in a report to Parliament has recommended that the remaining shilling of the licence fee should not be restored, making its allocations for the Post Office's broadcasting system, which, unlike Government, pays its way. The Committee has also recommended that the licence fee should be restored, to enable it to carry on its work. The Committee feels that the Government should not interfere with its work in any way.

The Government is not satisfied with the Committee's recommendations, and the issue will be referred to the Government for consideration.

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**TIME is the essence of a contract.**

**RESULTS, too, are the essence of a contract when time is taken on.**

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**U.S. Concerned Over World Communications**

Chairman James L. Fly of the Federal Communications Commission congratulated the United States on its recent victory in the heads-up war against foreign monopolies, other in the cable and wireless field to the production of the British Empire. The American carrier against the foreign monopolies, either Government or private, is now responsible for the continuation of broadcasting.

Mr. Fly, who has given President Roosevelt a memorandum, said he seeks world-wide freedom for the flow of news and information, with uniform rates for all persons and nations, and equal access to the world communications facilities.

He believes that the half-dozen American companies competing against one another in the cable and wireless field overseas points should be merged. He said:

"Our American carriers (Cable and Wireless) companies must compete with foreign monopolies, either Government owned or private, without exception for an 8 per cent share by the British Government.

But the major policy-making group for the British Empire is controlled by Cable and Wireless Ltd., privately owned except for an 8 per cent share by the British Government.

The part of the country covered by the British is the Commonwealth's Communication Network, which is composed of Government representatives from the various Dominions.

Because Cable and Wireless Ltd. is owned by Mr. Fly's Government, it is obvious that the British organisation is in a better bargaining position than any competing American companies.

According to the Senate's Interstate and Commerce Committee, now investigating international communications, will determine the question of merging American companies.

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**New Features on the FEATURE STATION**

**Nestlé's "YOUNG STARS OF THE FUTURE"**

(Friday: 8:30–9:00 p.m.)

* MacRobertson's "OFFICER CROSBY" (Mon., Tues., Wed.: 7:00–7:15 p.m.)

* Ford Pils' "HAPPY TUNES" (Tues. and Thurs.: 7:30–7:45 p.m.)

* Amsock's "A DATE WITH JANIE" (Thursday: 8:00–8:15 p.m.)

* Elliott's "SCARLET WIDOW" ( Tues. and Thurs.: 9:20–9:30 p.m.)

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**NEW SHOWS FOR DISCOUR**

The Radio 2BE production department, under the supervision of Mr. Paul Jacklin, is completing arrangements for the showing of a number of new programs for broadcast within the next few months.

In the past few weeks numerous scripts have been read and discussed with a view to finding the best possible entertainment for both listeners and sponsors.

Several outstanding shows have resulted from this investigation, they include dramatic productions with both a peace and wartime background.

Consideration has also been given to various programs embracing news and entertainment of the type in which it has been urged.

Already this year the 2BE production department has given broadcasting three splendid programs. They are "A Date with Janie," a 30-minute Sunday sponsorship by Peter's Ice Cream and starring Grenada Wilde, "Officer Crosby," by MacRobertson's and broadcast Monday and Wednesday at 7:15 p.m., and "The Persecutions of Nostalgia," heard every Sunday at 6 p.m. under the sponsorship of Tim Fisher Fresh Frozen Foods.

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**SMOKES FOR SICK SOLDIERS**

Through the relay from 4BH Brisbane to 2BH Sydney on Sunday, February 20, Queensland's great soldier benefit program made its debut to Sydney listeners.

The programme will continue to be heard every Sunday throughout the 7:30 to 8:00 p.m. program.

Actually, "Smokes for Sick Soldiers" is a two-hour concert in Brisbane. Its location is the City of Brisbane, but with people for the occasion at every performance.

The program is broadcast "live."

The function of the program (which consists of community singing and very creditable items rendered by amateurs) is to keep up every sick soldier in Queensland hospitals supplied with cigarettes and tobacco. In the past two years more than 2,500,000 cigarettes have been cheerfully sent in by individuals and business establishments, and the monthly quota is actually growing despite "the fact that "smokes" are not as easy to obtain hereafter as before. Many thousands of people in 2BE will be directly interested in the 2BE show, not necessarily because their husbands, brothers, sons or sweetheart are in Queensland hospitals, but simply because their jovial ones are "up north," and they will feel closer to them than before.

All told, 19 Queensland hospitals come under the distribution scheme, the whole cost of which is borne by 4BH, and regularly each week a 4BH representative (known as the "head man" from 4BH) hands out three packets of cigarettes to each soldier. It takes five days to do the rounds, the cigarettage and tobacco being handed out personally, from bed to bed.

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**"ORGAN TREASURES" HAGONS**

In keeping with the 50-year-old Hagons' Tidings tradition of offering good service, their radio presentation of "Organ Treasures" on Sunday, March 11, 9:30 a.m., Sunday, carries some of the loveliest melodies ever composed. Their richness and beauty and lightness enhanced through their being played on famous organs in various parts of the world.

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**PUBLIC FINDS A STAR**

New Zealand radio listeners were recently asked to solve a radio production puzzle through the novel approach made to the public the N.C.R.R.S. scored for the production and great public support. The audience were the selectors in a radio play that was about to go into production. The interpretation made by the commentator and selectees of the National Broadcasting Service of their selection for the "New Zealand Star" position was overwhelming. Not only from the metropolitan district did the readers come, but also from the country places covered by 2BH Wellington.

On a Saturday morning the boys gathered at the station and were given scripts to read. The choice was narrowed down to about 20 boys, who recorded their readings of the part. These recordings then were played over 2BH, and the listeners voted in Tony. The novelty and compared, was rather quickly published and advertised, and the interest taken by all listeners, as expressed in the written response, were such indications of the unfolding of the idea.

The part of Tony in "We Are Four!" was sung to young Frank Johnson, of Wellington. The radio presentation of "The Pop Parade," which was his part, was given by David Gwenda, said that when he first heard the idea he was the whole, but he soon found that if he didn't say anything, but guessed at her al­ ready competitive title of "double or nothing," it would be a good thing, and all in association with this venture, it was that the people connected with the casting of "We Are Four!" were in full agreement with the voices' choice.

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**POP PARADE FOR PEPFORDENT**

A series of public surveys has proved that "Hit" (two sessions held an enormous amount of public approval of the radio show). The Pepsodent Pop Parade has been promised that of the Pepsodent program to convert their Saturday evening program at 7:30 to a hit parade.

The title of the new series will be "The Pepsodent Pop Parade," and scheduled for its first broadcast on Saturday, March 11.

The programs are to be selected by public request, together with figures supplied by the leading music ware­house companies. The programs, and the Pepsodent Pop Parade, are to be selected by public request, together with figures supplied by the leading music ware­house companies. The programs, and the Pepsodent Pop Parade, are to be selected by public request, together with figures supplied by the leading music ware­house companies.

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**MAKE AN ADVANCE SUBSCRIPTION TO THE VICTORY LOAN**

**SOUTHEASTERN STATES**

2BE BEGA
J. A. KERR
Commerical Broadcasting, March 9, 1944 15

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**REGIONAL UNIT: S.AU CENTRAL S.A.**

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**IN ONE WEEK!**

"THE TREND TODAY IS TO SCAK"
FOR A BETTER CAUSE

Radio does say. This is the proof of it.

At the conclusion of 2UE's broadcast last week of "Sailors to溶液 to Suicide," the station broadcast an appeal for voluntary workers to help to assist the League Club. Arrangements made to bring to the microphone a 14-year-old boy who has been cared for as a Ward of the League since his father died from the effects of war injuries 13 years ago. He told how League had done for his family, as part of a general presentation of the work of the League. Listeners were invited to make contact with the Service Bureau of Behar

Rd. have renewed their count is handled by Leyshon Publicity and Edwards production.

The "longest work great care has been taken time every Monday, Tuesday, Wednesday, Thursday, Friday," "Bleak House," "A View of the Green," and "Cranford," have been renewed for a further six months.

When Mr. Angell reached 68 in his present-day mark. The transcribed quarter-hours are...
£2,600 IN ONE DAY

The largest crowd of people over six months has gathered since February 17 last, when a mammoth Bobbin-a-Thon was held in aid of the Memorial Baths Fund, which will be of direct benefit to the Boys who lost their lives in the recent devastating fire of 29th February. The last incident in a month of Bobbin-a-Thons was held in aid of the Boys' Clubs and is the second of its kind, organised by the Publicity Committee of the fund.

Seven Mobile Food Trolleys For the Army From 26B Happiness Club

On Wednesday, February 25, from the 26B Happiness Club, 401-411 High Street, Sydney, Mrs. W. J. Steiner's 26B Happiness Club, presented several mobile food trolleys to the Australian army. The military authorities for use in military hospitals and convalescent camps. The trolleys are the first of their kind to be presented to the Army from the Army, and the cost £150.000 was donated to the military authorities. Two mobile food trolleys were valued at £60 each into a Whirl mobile cooler valued at £60.

MARCH OF TIME IN 9th YEAR OF RELAY

"The March of Time," one of the most firmly established programs on its air in Sydney and Melbourne is one time, without interruption, through its ninth consecutive year on ZWE.

Throughout the whole of the time it has remained in the same time channel 7:50 p.m. and when the cooking contract expired last week, a further 12 months renewal was arranged immediately by the Adelaide Agency, Melbourne, Victoria, and Western Australia. This contract is to last for another 12 months. The contract has been signed by the British Empire.

RADIOS FOR SERVICE HOSPITALS

In Australian military hospitals, both for the overseas, sick and wounded troops only to a large extent on Red Cross to supply them with entertainments and things to do during their illness and convalescence. Concerts are arranged through Red Cross, entertainments are organised in recreation halls, organists and musicians, and all the requisites and materials are provided to occupy their time.

Strong enough patients appreciate music more than any other form of entertainment, with music, a film of gaiety enters the ward, and time passes quickly for men lying in bed. That is why the Australian Red Cross Hospital includes radio sets in its list of supplementary services for hospital wards. The effect of music and bright programs is to increase the morale of patients and to help provide an impulse to aid their recovery. Every well-equipped hospital has a radio in centre in every hospital includes at least one wireless set, if not more.

In some hospitals, Red Cross has fitted patients' beds with earphones so that the men may lie back and enjoy entertainment with scilp interest. Probably that was started the popularity of "goat music" in hospital. They have become one of the most popular forms of entertainment among patients in service establishments, and even some hospital staffs use such sets as a recreation.

Red Cross also supplies hospitals with specially made medical supplies, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specially made, specifically
Major Ted Cox seems to be able to put into Sydney for about a day out of every two weeks, valuable leave during the war. Hail, haw! He has recently been out "hunting the red line" down which he has passed back the aboriginal, giving the place name of his unit to the rank of Air Gunner. He was introduced to the 3AW studio and has been promoted by Ron Morse, the announcer, who has been given sole rights to handle the 3AW's profile. This has been nominated by Mr. and Mrs. Andrew Anderson's twenty-one-year-old son, Peter, who recently celebrated his birthday at Ettalong.

Logan, former A.R.A. manager, is spending three weeks well-earned in the theatregoers session and afterwards is going to the 3AW's studio for a vacation at Palm Beach. He is spending three weeks well-earned in the theatregoers session and afterwards is going to the 3AW's studio for a vacation at Palm Beach.

Mr. and Mrs. A. W. Lightfoot, Mr. and Mrs. Leigh Stiff, Mr. and Mrs. Layshon, and Mr. and Mrs. Layshon, have spent a month at Ettalong. They were introduced to the studio of the A.R.A. and have been given sole rights to handle the 3AW's profile. This has been nominated by Mr. and Mrs. Andrew Anderson's twenty-one-year-old son, Peter, who recently celebrated his birthday at Ettalong.

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