Saturday, February 14, was something of a gala night at the Theatre Royal. Misses J. E. Kendall, F. J. M. Kendall, and Mrs. T. D. Kendall were in attendance, along with many other prominent citizens.

The program included a performance by the local chapter of the Western Australian Historical Society, which received a standing ovation from the audience. The evening concluded with a performance of the popular musical comedy, "The Unsinkable Molly Brown," directed by Mr. E. W. Brown.

At the conclusion of the evening, a reception was held in the lobby, where guests were entertained with music and refreshments. The evening concluded with a fireworks display, which was enjoyed by all in attendance.
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The New Horizon

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(See pages 8 and 9)
Brilliant Gathering Attends Official Opening of Stage Door Canteen in Sydney

Melbourne Next Step in Radio and Stage Move for Services

Entertainment Centre

A brilliant gathering attended the official opening by Lady Wakehurst of the Stage Door Canteen centre in Sydney on Wednesday evening last week. After months of planning and organisation, Australia's first Stage Door Canteen, modelled in miniature upon the famous American entertainment centre of the same name, has come into being—under the presidency of Mr. Harold Bowen. It'll 'a dream come true.'

Premises of the Stage Door Canteen are situated in the basement at No. 5 Sydney Street, Sandgate. The centre, modelled in miniature upon the American entertainment centre of the same name, has come into being—under the presidency of Mr. Harold Bowen. It'll 'a dream come true.'

The opening night's audience included LA. C. J. Mess, President; Mrs. Skene, and attended by Mrs. Gibson (£2 2s.), Major Bunny Campbell Grey (£1 1s.), Col. Everyngham (£5 5s.), Mrs. Mitchel, £2 5s., Mrs. Mackintosh, £5 5s., Mr. and Mrs. W. S. Smith, £2 10s., and Mr. and Mrs. W. S. Smith, £5 5s.

Lady Wakehurst paid a tribute to the untiring efforts of the stage and radio personalities who will succeed after many difficulties had overcome in eventually getting the Canteen open. The activity of the centre will be starred by Lady Wakehurst when she officially opened the Canteen. 

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An impromptu appeal for funds, proposed by the famous cartoonist, Jimmie Wakenshaw, resulted in a total of over £200 being raised in all of the Canteen. The success of the undertaking rests upon the continual and energy of the committee, of which Miss Gladys Crossley is chairman, Maurice Crossley, Mr. Norman, Mr. and Mrs. Harry Withers, Honorary Secretary, and Miss Marie Burke honorary treasurer. The committee includes Misses Therese Desmond, Olga Desale, Maia Drummond, Lynn Foster, Enid Lorimer, Bebe Scott, Thelma Scott, and Norma Stilling.

A telegram was received from Miss Gwendoline Bannister, chairman of the Melbourne Stage Door Canteen, regretting her inability to attend and wishing the Canteen every success.

Lady Wakehurst, who was accompanied by Mrs. Skene, and attended by the Hon. J. W. C. Cochrane, stayed until late in the proceedings and obviously enjoyed the selection given by several famous stage and radio personalities.

Proposing a vote of thanks to Lady Wakehurst for her gracious attendance, officially open the centre, LA. C. J. Mess, President of the Stage Door Canteen, had 'official ceremony' of the establishment of the Stage Door Canteen in Sydney. 

"Official ceremony" of the establishment of the Stage Door Canteen in Sydney. 

"I hope we have seen the initial success of the venture. I think we can all see the value of having the Canteen," Mr. Bowen said, "and I hope we can support the radio personalities who will eventually get the Canteen open." 

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Jimmie Bancks, intended to be the house of women. Ms Wakehurst could go for that if they liked, but not James Gerald Cottrell, first Post Street High. Not me, no sir! It's a damn funny thing though what growing up does to you. I get to hand it to Mum. She knew. First it was my new wristlet. A little beauty. I'd had my eye on it for months. Somebody or other I managed to get the idea across to the family, and they caught on. My seventeenth birthday saw me wearing it! Then came that crummy tennis racket. Smart wasn't the word for it—over two months of hard saving to make it mine, by heck! And that's how it began—just like it does with everybody I suppose.

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

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

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

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

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

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

(Just quickly, I can't wait for the day when I can thumb the newspapers and talk the way that's being done about the better things and better ways of living. Take it from me, this search for something better runs through all our lives. And—Mr. Adam—this is going to be up to you. So, be on your toes. Remember, there's a new day in view, and we're going to need your help. It'll be your job to show us these better things—these better ways. Yes, sir.)
Commercial Radio Must Come to England

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

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

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

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

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

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

"But supposing the Government should not exactly 'order' against commercial radio at home, but continue to ban the export of sets?"

"That, of course, would be just too bad for the British trade. Mr. Brenda Brenchley has already told us (see page 205) how, as the result of a false rumour, queues of would-be Americans advertisers who wanted to buy "time" on the B.B.C. wave turned away from the Corporation's New York offices."

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

"They will cherish the hope that when they are able, and eager, to deliver the goods!"

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

"Presumably the banning of sponsored radio at home, we may have to conclude, the anonymous posting of foreign manufacturers constantly begging their way to British listeners, while British manufacturers are deprived of a weapon, their presence through lack of capacity, or the ban on spending sterling abroad.

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

(a) Continue to refuse licences for the importation of foreign commodities.

(b) Conclude a convention with the Allied nations under which overseas trade would be eased.

"In view of the necessity of creating a quick turnover to a peacetime economy in order to absorb wartime labour and find jobs for men and women now in the Services, rather of these alternatives seems practicable. Service restrictions on imports would result in the adoption of similar measures against us by other countries, and such trade restrictions would take many months—perhaps years, to arrange.

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

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

"The trend of events would seem to drive us towards sponsored radio, willing or not.

COMPOSER OF "FUZZY WUZZY ANGELS"

One of the features of "Star of the Services" talent contest on 3XY, is the presentation of a 'kill spot.' In last week's broadcast Jack Reed, who compères the show, introduced Supper Berse, composer of the poem, "Fuzzy Wuzzy Angels.

In introducing him, Jack Reed told the story of the incident which led to his writing the poem which was inspired when a soldier remarked as some wounded and carried by natives passed them "There'll be a lot of black angels in heaven" after this. Supper Berse, who heard the remark, wrote the poem. A Digger of two wars, with a son who is a prisoner of war, Supper Berse subsequently wrote and composed the song entirely.

"Stars of the Services" is sponsored by Goodman's. The account is handled by Goldberg's.
Advertising Stands at the Threshold of a New Era in Public Relations

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

Of all the fields of endeavor, the advertising industry is probably the least understood. It is held in the public eye to be something akin to the Swiss Army knife—a fantastic little gadget that can do anything, but no one knows which of its many functions is actually being used.

But there are those among us who have been given the opportunity to see advertising in operation and it is to such people that I wish to address myself today. I have been sent to you as a representative of the General Foods Corporation, in "Advertising and Propaganda," and I am the best trained advertising man I know.

I can give you a great believer in form papers. We ought to run an advertising campaign in this country if we think we ought to hire people to go around the country, back and forth, and try to get people's money out of them.

Gray: Let's engage an advertising agency right off. Radio would be fine. The world would be running to buy some second-drawer dollar-a-year man to lend them his help.

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

All these comments, mind you, come before the problem is studied. Nothing has been said about how many Fifth Columnists there may be, who the leaders are, where they live, how they operate, or how they operate on you, because we are not sure about it.

But as our authority grows we should consider that all three methods for strong action have their good points, but in order to choose from among them we must take all the factors into consideration. There is no one general strategy to tie in with the facts, only the most suitable machine.

We have seen enough. So far the following strategy has been successful in the various public-spirited groups with which the author has been working in recent months.

A meeting is called having to do with the problem of coping with Fifth Columnists:

(Continued from opposite page)

Advertising New Era—The New Frontier—Human Relations

Is national health a natural characteristic of human nature? Without it, we might not thrive or even survive. The fact that we can do this suggests something about the quality of our health.

So we are faced with the task of measuring our health, of finding out what it is made of, and how we can improve it. There are two courses open for advertisement to take: the one is to be directed toward manufacturers of output freely and the other toward the consumer. This will depend very much on what the public is doing with its money. In time, it will be necessary to change the emphasis from doing to being. This will not be easy, but it must be done.

There is no reason why our advertising should not be as effective in the new era of human relations as it was in the past era of industrial production.

(Continued on next page)
It is hard to shake and present facts about the need there by ease Mr. B’s problem somewhat.

But that is one of the greatest public relations jobs, and ability to do it, without knowing what it likes and doesn’t like and where it is misjudged.

With this knowledge, Jones’ publicity sullenly won public opinion. In fact, the very thought of a Jones program means an effective prove a big Jones’ program.

Then one day he woke up to the fact that just slating away was not good enough. There are many things in public opinion which could and should be corrected and guided if they were always which would help both the public and the enterprise which runs the institution.

By merely following public whim, one sees the need for development programs for local public thought toward that way it ought to go. To put such prob-

TALKS BY JOURNALIST

Current Book Distributors have recently extended their time on 2DK to cover a Wednesday night broadcast by Mr. Rupert Lockwood, who will speak on ‘Current Book Distributors.” Mr. Lockwood is well known in the music and radio business. It was another fine program for an upper executive in the Strauss Institut. In the audience were parts of his weekly radio show which were taken within an hour or so before the opening of the open talk.

In accepting the cheques, Her Excellency, Lady Winneshea, presented Red Cross’s efforts on behalf of the Red Cross.

Lady Winneshea said that as far as the appeal was concerned, all the money was sent to the Red Cross.

The Red Cross Society is going forward with its work. Some of the most recent developments are in the field of advertising and public relations. A special day was set aside for these purposes.

The wide range of interests which the Red Cross represents, from the very high-level work of the American Red Cross to the very popular and the East London and the West Condor.

The Red Cross has made an appeal for voluntary work, particularly in the medical field, and the public is asked to help in the work of the society.

‘We wish to do the same thing for the Red Cross that we have done for the United Nations,’ said Mr. Blythe. ‘We wish to give you that comfort, which is the difference between life and death. We want to encourage the public to have the feeling that they are doing something for the Red Cross, and to encourage them to support the society in its work.’

For the benefit of all, the Red Cross has established a number of branches throughout the country, including a branch in London, which is open to the public.

The Red Cross National Blood Transfusion Service has been in existence for over 50 years and has helped to save the lives of many people. It has helped to save the lives of many more people, and has helped to establish a network of blood banks throughout the country.

The Red Cross has also been active in the field of education, and has helped to establish a number of schools for the training of nurses.

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

The Story of Sound


CHANGEs IN 3AW

"CHATBICR BOXER"

Owing to the retirement of Nancy Lee who with Cliff Nichols (better known to the listeners as 'Nikky'), has been running 'Chatboxer Corner' for many years, one of Australia's most popular kiddies' shows, a new set-up has been planned. Nikky will continue in the same vein, and he is to be rejoined by 'Tuppy,' who was associated with the show some years ago. Rod Grainsford is to take a part which was well known in the early days of "Chatboxer Corner" when he was originally at EAW. Nancy Lee's place is to be taken by Miss Thelma Sieman, who has conducted other children's shows in Victoria.

At the outset, the management is offering a £2 prize to the kiddies who select the best radio name for their new lady impersonator. Many new features are to be introduced into the session, such as dramatized versions of sets by youngsters, who have been recognized by the Royal Humane Society, a puppy dog show, and a sketch featuring Aunt Agatha (portrayed by Tuppy). Such features will appear periodically.

In the first "Australia Show," broadcast on Monday, April 11, at 8.30 p.m., an opening number of "The Viking Song," composed by Miss Hill, wife of the well known composer, Alfred Hill, who conducted the company for the presentation of his wife's Negro spiritual, "The Cradle Song," is featured. Entitled "Jeanette," with Rosella Byrley, where her work was commented by Noel Jarvis, and the "Bella of St. Mary's," composed by Melbourne-born Barnum Adams.

The programme will have a new series to Sydney listeners, and the listeners will be asked to send in title suggestions in the form of "Radio Drama," "Drama of Sound," "Rocca's Music," and "Rocca's Record." No. 7 in the Series

Many and varied are the processes through which a Recorded Master Disc passes at the factory after it has been cut. The factory, after the pressing of the disc, may be in various sections, including the Factory Foreman, Edward Trum, is 'shuffling' a metal matrix from the Master Record and carrying it to the Record Cutting Ingenuity, and long training to produce good records is essential, and skill and artistry is required for producing good quality Recorded Sound.

AUSTRALIAN RECORD COMPANY PTY. LTD., SYDNEY

COMMERCIAL BROADCASTING, MARCH 23, 1944 13
P. & A. PARADE JUDGES APPOINTED

Two adjudicators will officiate this year at the P. & A. Parade and will award the grand final. The parade will be held on Sunday, March 21st.

Mr. Franc Tracy, already well versed in the art of judging, will be joined by Vincent Clarke, also an experienced judge. Clarke is the son of Mr. Vincent Clarke, one of the pioneers of the New South Wales Parade Industry.

Mr. N. D. Tyrrell, the well-known conductor of the orchestra at the Regent Theatre, Melbourne, has been chosen to conduct the orchestra at the parade. The orchestra, which is composed of some of the best musicians in the city, will play a range of popular music.

Over $10,000 RAISED FOR MORNING "STAR BOYS' HOME"

Members of the committee of the Morning "Star Boys' Home" have been working hard to raise funds for the home. The committee has decided to hold a major fundraiser on Saturday, March 20th, at the Regent Theatre. The event will feature a variety of performers, including a children's choir, a popular orchestra, and a special guest appearance by a well-known actor.

Aluminium Control Returns of Stock to be Made

Broadcasting stations, recording organisations, and possibly some advertisers, will be required to return to the Department of the Minister for Information, by 30th November, a list of all aluminium, including British Aluminium, held in their possession. The list must be signed by all those responsible for the return.

Aluminium Control

The list must include all aluminium held in any form, including scrap, billets, bars, rods, and any other form of aluminium.

Enquiries:

3AW 382 Latrobe St, Melb, Phone F1981

- but we will make every effort to broadcast your programmes.
The spirit of ban boming always seems to bring a theatrical personality gathering around. It was certainly true of the opening in Sydney last week of the Variety Club's Royal Theatre. The dynamic personality of Mr. H. G. Horner, the manager, while Peter Dawson sang and Harold Beadle (of the Variety Club) was appreciated by everyone.

But this time it read as usual the news story of the opening in Door Canteen. The delightful formality of American Liberator bombers in the no foolin' this and amongst the first few mentioned in that took place of 2KA was manager of broadcasting at hospitals, where she W.A.A.A.F. now convalescing after a night's work has been taken by weakly "Asp ro" her broadcasts and theatre appearance as a theatre atmosphere around him after afternoon work than his holiday than the production staff, has a real theatrical studio on cutting days look like session No. 13 went off at a sick bed for a few days. However, to a sick bed for a few days. However, a story we should like to print if space is needed for joining up. It was recently revealed that a number of musical changes at "The Len Giraud" has returned to Melbourne. Maurice, 2UE evening Fishermen's Comedy Melbourne.

Although an Australian she has relinquished her department last week was in Sydney Gibson will be back in Australia before joining up. "We braved the weather" is well known in radio artists and radio artists and the capital's personnel gather at the special low life, "Mr. Basil Carden has joined the staff of Radio Australia, as he thinks the climate is fit and well known.

Mr. H. G. Horner on Deck Again

Mr. H. G. Horner, manager of the Variety Club's Royal Theatre, is on board ship in London. The manager, who is due to arrive in Sydney about the end of the week, will be in charge of the Variety Club's Theatre in Sydney.

A surprise welcome was extended to Mr. H. G. Horner by the Variety Club of Sydney, which Australia defeated New Zealand in the round of office after an absence of over two terms, due to a breakdown by Mr. Lane, on behalf of the staff, expressed pleasure at Mr. Horner's recovery and return to office.

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

Neville Merchant, ZJU productions and presentation, is making three weekly personal appearances in the Variety Club's Royal Theatre, with another one of his "First Night" serials. He has been at work on the serial for some time, and is due to start work on the next serial in the near future.

There is no room here to tell you the whole story, but if you are interested in reading the story of the Variety Club's Royal Theatre, you can read it in the Afternoons, too...