PERSONALS ...

Mr. O. J. Nissen, president of the ABC, and Mr. Roy Guiler left for South America on holiday last week. They will be absent official visitors in the coming week.

Mr. A. P. Fast every day was the last popular manager, who entertained the United States delegates to the World Loan Association Conference held last week in London. He was due to carry his broadcast away for a fortnight.

Mr. J. M. McDermott, long time ZWCL manager, entertained the delegates to the World Loan Conference in London last week, and his broadcast was due to carry his broadcast away for a fortnight.

Kelly of the Clun manly Fish & Chip fame, and his friends and business acquaintances. Alex McNish has taken over the management of his Los Angeles area. He was later promoted to the position of General Manager in the Los Angeles area. He was later promoted to the position of General Manager in the Los Angeles area.

Mr. B. Stapleton, general manager of the ABC, has shaken off the last vestiges of his flu and headed north last week for a enforced sojourn in bed.

Mr. Norman Johnson of Melbourne, who has been successful in his singing and touring the other stations as a singer.

Mr. O. J. Nissen, who appeared with the broadcast team of the ABC's Los Angeles area, is now making a tour of the United States.

Mr. A. M. Funk, manager of the ABC, has returned from his tour of the United States.

The death in action is recorded of Lieut. Fred Tupper, who was killed in a battle in New Guinea.

The broadcast team of the ABC's Los Angeles area, is due to arrive in Australia next week.

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BACK FROM THE BATTLE

Fred Tupper, who has recently returned from the Los Angeles area, has been released from the Army in the Los Angeles area, and is due to arrive in Australia next week.

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THE FUTURE IS ASSURED

FOR TO-DAY'S SPONSORS ON

2AY 2GN 2GF

ALBURY GOULBURN GRAFTON

The outstanding programmes of the Nation's principal sponsors broadcast to ever-increasing audiences—to local enthusiastic listeners who always prefer their local station.

NEW BUSINESS and RENEWALS

2AY Albury
Bayer Pharma
Griffiths, Hughes Ltd.
Shelton Drug Co.
Bushell's Pty. Ltd.
Best & Gee Ltd.
Tillott & Co.
Dodgeon and Arnell
Cox Bros. Ltd.
Gibb and Beeman Ltd.
McWilliam's Wines
Maple's
J. Kitchen and Sons
Conserv Yeast
Beckers Pty. Ltd.
Godfrey Phillips
Colgate Palmolive
Lever Bros.

2GN Goulburn
Bayer Pharma
Griffiths, Hughes Ltd.
British Med. Laboratories
O.T. Ltd.
Mc-William's Wines
Shelton Drug Co.
Best and Gee Ltd.
W. C. Douglass Ltd.

2GF Grafton
Bayer Pharma
British Med. Laboratories
Lafe Stores Ltd.
Bushell's Pty. Ltd.
Beckman's
Shelton Drug Co.
Laings Ltd.
Mc-William's Wines
Best and Gee Ltd.
W. C. Douglass Ltd.
Rural Bank of N.S.W.

For further particulars contact
AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

Press Ban - Concern to Broadcasting

Australian commercial broadcasting stations received the shock of the week when it was announced in Sydney, Melbourne and Adelaide early this week with a calm determination to step into the breach if needed to carry on the essential dissemination of all important news. Executive conferences were held at most stations for the purpose of formulating plans to provide more extensive news broadcasts within the limits of their news agreements with the newspapers or suppliers.

However the quick action of the Full Court of the High Court sitting in Sydney alleviated the tense situation and all Sydney newspapers were selling again on the streets on Tuesday.

There was no "Sunday Telegraph" distributed on Sunday last. There were only a few copies of Monday morning's "Telegraph" and "Sydney Morning Herald" reached the hands of the public, and later in the morning only a limited number of Sydney "Sun" and of the "Daily Mirror" reached the streets.

Censorship claims that the security of Australia may have been endangered by material which the newspapers proposed to publish in completed editions of their papers.

The newspapers concerned claimed that the action taken was "political" and was not related to the question of security of the nation, and arose out of attack and counter attack between the Minister for Information (Mr. Calwell) and the president of the Australian Newspaper Proprietors' Association (Mr. Henderson).

Beating Broadcasters to the Draw

Apparently in defiance of the rules laid down under Mr. Curtin's austerity racing edict under which action was taken in an endeavour to minimise S.P. betting, the Sydney "Sun" and Sydney "Daily Mirror" every Saturday are beating the broadcasting stations to the draw with the publication of betting details.

The matter is causing some broadcasting stations a little concern. Broadcasters can be beaten to broadcast betting details of local or interstate race meetings until after the conclusion of the last race of the respective race meeting.

On the other hand the Saturday afternoon papers are obviously circumventing that rule. In some suburbs in the past few weeks papers containing full betting details of the first four or five races have been distributed and have been in the hands of the public quite some time before the running of the last race. Indeed it is not uncommon now for the same information to be printed in the papers and available to racecourse patrons themselves immediately they leave the gates of the course after the last race.

For further particulars contact
AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED

All Station War Loan Rally

New South Wales Stations Plan Afternoon and Evening of Brilliant Entertainment

Commercial broadcasting stations throughout Australia will play a mammoth part on the One-fifty-million Victory Loan on Tuesday next, April 25, when every one which is on the air between 2 p.m. and close down time late at night will devote all air time to specially devised programs in support of the Loan.

Nothing like it has ever been attempted before in Australian broadcasting.

As this printing detail of plans for all States were not to hand and the New South Wales set-up was not complete. Some salient features, however, have been arranged. Each State Committee of the Australian Federation of Commercial Broadcasting Stations is responsible for plans and arrangements for the individual States.

Landline facilities linking all commercial stations in State to a central race room at the G.P.O. have been provided for the purpose of compiling progressive tallies of the total amount subscribed as a direct result of the afternoon and evening broadcasts. Country stations also will be granted landline facilities for taking city produced and broadcast features.

In Sydney itself there will be a blanket broadcast by all commercial stations.

Captain Jim Davidson and his famous band, together with the whole entertainment roll of which he has had charge in forward battles area, will be lined up in the schedule, as will Bob Dyre, George Edwards will contribute a special recording, and Armand Nixon a sketch written for the occasion. Other famous articles to be listed are Jack Davey, Kitty Emett, Jack Lumardine, Pauline Star, The Big Four, Kerry Lorimer, May Webster, Mandie Stewart, Big Quarterly and Cecil Scott, Cyril Junes, Gwen Parsons, Lula Paxing.

John Dunn will be featured as auctioneer in a novel scheme which will hold a number of spots throughout the afternoon and evening. Dunn will "cartain" goods which will not normally go to the highest subscriber bidder, but to the one whose subscription coincides with the pre-determined "price" of the article.

Commercial Broadcasting, April 20, 1944
Commercial Broadcasting Rate Book

In response to numerous requests from all sections of the advertising and broadcasting industries we are happy to announce that a new issue of the "Commercial Broadcasting Rate Book" will be possible this year.

Owing to wartime conditions there has been no issue of the Rate Book since January, 1942. We are fully appreciative of the hardship which this imposed upon the industry generally, but have been powerless up to the present to offer again that service which we know is of so much value to all sections of industry interested in broadcasting advertising, as well as to all advertising service agencies and broadcast stations.

Every endeavour will be made to produce the 1944 "Commercial Broadcasting Rate Book" by not later than the end of July. Much will depend upon the cooperation we receive from broadcasting stations. It is URGENT THAT STATION MANagements IMMEDIATELY ADVISE US WHETHER RATES AS PUBLISHED IN THE JANUARY 1942 RATE BOOK STAND, OR IF NEW RATES ARE APPLICABLE, THEY SUPPLY PRINTED SCHEDULES OF SAME.

Commercial Announcer's Club

Melbourne announcers have banded together to form a social club for the betterment of goodwill between them. Admission is open to all announcers or people employed at regular periods on the air.

Officers are: President, Mr. Norman Banks, 3KE; vice-president, Eric Welch 3II; vice-president, Arthur Kerts 3XY, and Fred Tupker 3AW; treasurer, Gil Charlsworth, 3II; joint secretaries, Eric Furse 3ES and Lewis Bennett 3KE; committee, Monty Blundell 3II, Ted Robertshaw 3AW, John McMahon 3US and Roy Chapman 3XY.

There have been several meetings, and the first full meeting of the club which has already a large membership representative of all stations, was held at the Hotel Australia on Tuesday, April 18, at 12.30 p.m. The guest speaker was the Hon. R.C. Missney.

Wire Recorder Makes Debut in Battle Descriptions

When the Marines hit Emperor August Bay Beach, Bougainville, radio history was made, according to a delayed Associated Press release written by Technical Sergeant Harold Azima, formerly of WLS, Chicago, and WHAL, Baltimore, who now is Marine Corps correspondent, says "S.A.R. Reports" (U.S.A.).

In this engagement, according to Azima, a man and microphone for the first time to bear a long operation against the Japanese.

The man was Marine Sergeant, Roy A. May, former producer at CBB, New York, whose equipment consisted of a sound-on-wire recorder.

Vocally identifying the ship sounds, gun salvos and bomb explosions, while trying to keep his feet against the concussions, while landing parties started down the rope nets, Roy rushed his microphone to the rail of the ship to get several 10-second shots on the move interviews.

As they followed a bomb and continued recording the engagement, although the source of electrical power furnished an obstacle. Attempt made to his recording was that enemy bombs landed too yards from the equipment and saved in the side of the amplifier cover plate, but the wire and its precious story were unaffected.

The release to the public will come in a series of films from Marine Corps Photographic Unit, Washington, D.C.

The wire recorder was demonstrated at the NAB War Conference last year, and upon other occasions by Ed. El. Kirby and Major Frank Pehling, formerly with NAB.

Sound recording on wire was first applied in broadcasting in Australia about 1931, in which year the Eric Welch description of the Melbourne Cup was recorded in Sydney by this method, and details of which were recently referred to in "C.B.," 27/1/44.

Max Oldaker's Works Featured in "Australia Show"

Among the composers whose works have been selected for the "Australia Show," 2UE "Radio Almanac," which fosters Australian talent, is Mr. Max Oldaker, who is in a position, appearing with considerable success, at the Sydney Theatre Royal.

A recent press notice referring to his work as a composer stated: "Max Oldaker is putting the way in to fame with his musical compositions, 'Bird Market in Pekin,' which has been recorded A.W.A. for 'The Australia Show.' The composer and his works were most exciting listening to Glen Marks and 2CH, 19-place orchestra playing the pieces.

The press notice goes on to state that the new series is casting a great deal of excitement among young Australian poets, song writers and composers whose works are being done. Among the poems whose verse will be recorded, it states are Douglas Stewart, Rex Ingamells and Grain Poll-Ayres.

"The Theatre of the Air is doing right by local talent in a substantial way,” concludes the article.

Max Oldaker is now composing other programmes and will be featured in "The Australian Show." The works of many other poets, song writers and composers, some of them well known, and others not so well known, are presented week by week.

"The Australia Show," with a cast of nearly 50 artists, is presented from 2UE every Monday from 6 to 8.30 p.m. It is produced by Humphrey Bishop.

Not only TOP programmes but COVERAGE also — through RADIO 2UE

The first essential of a radio broadcasting station is a series of programmes which will attract listeners; the second is the power to reach the greatest number of listeners. RADIO 2UE OFFERS YOU BOTH.

The above map shows graphically the results of the field intensity survey conducted for Radio 2UE Sydney by Amalgamated Wireless (A/sia) Ltd. The survey showed that 2UE has the power to reach effectively a larger prospective market than any other prospective market in Australia, covering city, suburban and rural areas, which support a total population of 1,476,020.

2UE has the second highest national radio audience of any commercial broadcasting station in Sydney.
Surprise Luncheon to H. G. Horner

About a week after Mr. Horner returned to his work, after being laid up with a severe cold, he received an invitation to attend a luncheon at Fisher’s Hotel, with the understanding that a call later in the evening would even more

TAMWORTH

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

Build castles in the air and then put foundations under them.” - Thoreau

TAMWORTH

Tamworth Radio Development

PELL STREET, CO. LTD. TAMWORTH

by sydney office, 30 carrington street. phone: bw 7275.

Air Coverage

must be adequate

When Lady Godiva paraded Coventry, all the people stayed indoors. “No one must look”, said the lady. “I couldn’t bare it!” They all stayed close by their radio

sets, and that made the air coverage completely effective. Peeping Tom, as we know, didn’t have a radio.

If you want full coverage in Newnes district, of course you’ll use 2KO... for 2KO fills the air with entertainment, day and night.

the premier station >> 2KO <<

N EWCAST LE STATION 4680 1" 9270

Commercial Broadcasting, April 20, 1946
Pre-Emphasis Comes to Australia

(By ALAN BOYLE)

A few weeks ago our company completed all tests and installations of what is in Australia a new system of sound recording.

Within the last few years, broadcast stations and recording companies have been aware of the general trend in American recording practice known here and via the United States as the pre-emphasis system, and it has been felt for some time that the obvious field of recording in Australia should be ready to accept the standards of development which will be apparent in the introduction of the Australian counterpart of pre-emphasis to be known as "Panacoustic." As would be anticipated in a project of this nature, initial laboratory tests were not taken for nothing, and with the cooperation of a large national sponsor, one of this country's largest shows of music and variety was recorded under the Panacoustic system and broadcast over a leading city station.

The extraordinary response from listeners made it well evident that Panacoustic sound was here to stay.

A brief history of the introduction of pre-emphasis sounds to America, shows quite clearly that technical advances, when uncontrolled, could bring the broadcasting and record industry into a position of chaos. When uncontrolled, could bring the recording world into a position of chaos.

In 1938 the Radio Association of Broadcasters found that Panacoustic sound was here to stay. It was immediately decided that what American advance had been made in the field of disc recording brought us into contact with their construction.

As far as one can see into the years ahead, it is reasonable to assume that Frequency Modulation will make its appearance in the commercial world, and it is natural to assume that, with a method of transmission which does not suffer from the disadvantages of regular broadcast, all recorded programs receive an average 13,660 VOTES IN 10 DAYS in Sinatra versus Crosby Contest.

Mail Means Listeners

John Masters and his Daytime "Choice of the People" programmes receives an average mail of 60 LETTERS PER WEEK.

Peter Ellis and his Midday Half-hour of "Noon Tunes" received a total of 13,660 VOTES IN 10 DAYS in Sinatra versus Crosby Contest.
**War Has Advanced Radio Art**

War-time electronic research in R.C.A. Laboratories has greatly sharpened the television tubes, stated Ralph E. Beil, assistant to the vice-president in charge of R.C.A. Laboratories, told the San Francisco Engineering Council in February, reports U.S. "Broadcasting.

Mr. Beil told the council that F.M. offers great promise in bringing new realism and total quality into sound broadcasting. Standards established for the transmission of sound by F.M. stations make possible the transmission of all sounds within the frequency range of the human ear.

East will be linked with West through the medium of the television camera, which will be sensitive to the point of recording the sight of a bee, he said. Post-war improvements in home television, he added, and the conversation of the nation's theatres into television outlets, are "one of the brightest prospects of the art." Automatic, unattended radio relay stations, spaced at intervals will enable the people across the country to witness presidential inaugurals, national political conventions, sports contests, and the like, he stated. Fundamentally, he informed them it was within reason to estimate that several hundred television stations can be placed in operation within the first ten years following the war, and that television receivers will be within the range of the average pocketbook, due to ingenuity in design and production.

**Another Twist for Music Feature**

"Eminent in Music," the 2UE Saturday night half-hour (it goes on the air at 9 o'clock), sponsored by Holmén Bofkens, is to continue for a further term—arrangements for the renewal having been completed last week through the A. N. White Agency.

"Eminent in Music," for many months past, presented in each program one of the brightest prospects of the world-wide artistic in his or her outstanding recordings; but a recent change in the presentation provides for the featuring of the works of great composers in one unit, and particularly high standards of musical entertainment has been maintained throughout the series.

The Hub Ltd., Sydney, has renewed its extensive daytime contract with 2UE. All announcements are delivered by broadcasting from Monday to Thursday inclusive.

**VOICE OF FREEDOM AGAIN ON AIR**

The "Voice of Freedom" series, which won so much discussion that year on the air again, and will be heard in Sydney from Radio 2UE every Thursday at 8.30 p.m.

Sponsored by the Bureau of National Affairs the "Voice of Freedom" will feature features and challenging ten minutes talks on topics of public interest, "Making the World Safe for Democracy," and "Control and Charity" and the title of two talks to be delivered within the next two weeks.

In addition to 2UE the sessions will also be broadcast over a network of country stations.

**CASTING COMMITTEE**

Problem of 50 Quarter Hours a Week

With Macquarie Broadcasting Company Pty. Ltd., producing upward of the equivalent of 50 x quarter-hour programs each week, the management has found that care must be exercised in the constant selection of artists employed.

Fifty quarter-hour sessions each week, with an average of six artists per program, means that the selection of some 300 parts to portray characters and that constant vigilance is necessary to guard against the casting of individual players either too frequent or not frequently enough.

The number of different shows being "cut" for release through Macquarie Network sponsorship, is steadily

**SUNDAY MUSIC FOR FOSTARS**

Newest addition to the Sunday programs from 2BU in the session "The Music You Love." It will be a great boost for both the merchandising of Foster Shoes Pty. Ltd., and the musical selections of Singer in one wide scope.

"I FLY ON ONE WING"

With the date pushed forward a fortnight, XYZ's new program "I Fly On One Wing," produced by Arthur Collins will now take the air on May 14 under the sponsorship of Richmond Brewery.

Telling the stories of heroes associated with the navigators of the R.A.A.F., the show will in many instances introduce listeners to listeners the actual strain whose adventures are being discussed.

The title comes from the single-wing instinct of the navigator and observer.

"I give the war will be over in six months!"

"DON'T GUESS— it's dangerous!"

Mears, Cocksure, Complacent and Cantloose are a menace to the war effort. They confuse optimism with ostrichism. The road to victory is long and hard. The only way to shorten it is to stop guessing and start doing SPEED the Victory by investing every pound of your savings in Australia's First Victory Loan.

**SWEET BUY and BUY**

"Sugar Not Rationed" is the "Sugar" you get when you make the SWEET BUY and BUY 2KY

**There's no time like the present to establish your name for the future. To do this use—**
Dick Bentley - Harry Dearth in A.N.A. Victory Loan Shows

Although they are two of the best known names in Australian radio, comedians Dick Bentley and Harry Dearth, will appear on the three broadcast stations for the first time any competing in a national wide network of commercial stations.

Bentley, who was born in the city of Melbourne, is well known on the Tivoli Circuit, and is considered one of the outstanding comedians in the country.

Dearth, before joining the R.A.A.F., was a chief pilot with Flying Officer, in which he holds the rank of Flying Officer, in which he is best known as the producer-composer of the Lux Theatre and the first actor in his radio show to become a national sensation.

These two programs are both examples of the type of popular entertainment which is being heard all over Australia.

Private auditions of the two shows suggest that they will rank very high on the list of radio hits of 1944.

Both programs are broadcast every week on Wednesday at 8 p.m., on April 21 and May 5.

These two programs are Radio 2UE productions, and will be transmitted from 2UE stations throughout Australia.

Simple Idea Backone of popular Features

Aden"y's "Are You an Artist?"

Aden"y's "Are You an Artist?" which originated from Melbourne, is broadcast on the ABC network each week. The program is divided into four sections, each containing a different type of question, and the answers are based on the knowledge gained at first hand by Hilda Morse, the quizmaster.

Commercial Broadcasting, April 20, 1944

Quizz for Phone Subscribers

New Show Creates Keen Interest in Sydney

Section of the competitors at the first audition at 3CH for "Junior Amateur of the Year," sponsored by the Major Network, by the manufacturer of Victory Vapples. Each of the prospective competitors has an opportunity to be heard live for weeks ahead.

Davie Gelatine Features Plans for Presentation Overseas

"Our Little Folk," a program for "grown-ups" in the form of the little folk, is now being presented on 3XY by the manufacturers of Davie Gelatine every Monday at 4:30 p.m.

This is a program written and presented by Hilda Morse, and is designed to give mothers sound advice regarding the rearing of their children, the information being supplied by reliable authorities on the subject, with the knowledge gained at first hand by Hilda Morse and others.

The program is broadcast from a studio in North Melbourne, and is transmitted to a large number of stations throughout the country.

Street Singer

Melbourne listeners are still buzzing about the new programs in the"Little Folk" series, the most recent being a series of programs for the men of the Merchant Navy.

STREET SINGER

Melbourne listeners are still buzzing about the new programs in the "Little Folk" series, the most recent being a series of programs for the men of the Merchant Navy.

The contestants are asked to send in votes as to which of the contestants will be the best for the next week.

Commercial Broadcasting, April 20, 1944
Potent Part ing. 

humanity is not individual or national, but global. True, when Peace breaks out, there will be seven million people in Australia really to lay up every good thing to eat, wear, use and enjoy. But it would be better not neglect our present need for seven million people to all down to a huge banquet regardless of the things we make and grow. This has to be a new idea, the implications of which are as yet not far beyond the first or second course.

It seems as obvious, therefore, as anything can be that we do not need a long time, perhaps, permanent, will have to be devoted to it, but to a plan of progress applied by all the nations of the world. The practical implications of this is, therefore, that there will have to be a measure of planning and co-operation between all of the things we make and grow. This has its difficulties, and will require at least a readiness of bureaucrats to carry over to the next generation. But my theory is that the experience being gained under the approved methods of this war is developing a high type of public servant, and that under peace conditions anyway, those who run our Governmental controls will simply be men of the very best calibre.

In any event, the controls are not likely to be too extensive or as numerous as they should be. The key word to post-war prosperity is not control, but cooperation. The fundamental requirement will be a readiness to regulate but comparatively lightly, they particularly in the field of primary production and raw materials, and brown stuffs, for the retail administration and price guarantees—the co-operation of the producers. This in turn will have to impact the secondary industries, in the distribution of food, clothing, and other materials. But the fears, often expressed, just a degree of interference by Government over our lives and work seems to not entirely be exaggerated. We can, and will, live and prosper within the framework of our prison, which is to say, individual freedom and dignity. There will be a considerable change in the initial plodding pace of the enterprisers in our post-war Australia.

Another idea the war has given the public is that the foundations of Australia is in the hands of vague and unenlightened people, we can put ourselves "in the lime" for the sake of humanity. Forget it. Our friends and allies in this war will all have problems within their own borders sufficient to absorb their full time and energy. The people who will have the life in fashioning the new Australia will be Australians with the reservation that the nation's problems as well as the national field, we must be prepared to act always in a spirit of co-operation if the peace and progress of the world are to be served.

A NEW DEAL FOR WORKERS

A word about employer-worker relations—perse, perhaps as significant a change as any that is coming out of this war. There is no illusion here that the control of labour is in the hands of the proprietors in all but those of the militant and powerful unions. The end of unbridled profit making has come. The emphasis is now on safety, health and sanitation. The safer, and healthier factory, with resigned, education and unions, is the aim of the workers and their families. Generally speaking, the workers have won a revolutionary advancement on the model conditions and they are not going back to the old regimen. To the dyed-in-the-wool conservative. Conclusions that have led the way in enlightened re-education of their employees have an estranging fear as they contemplate what the world-wide world has in store for them. They have the confidence of good leadership to start with, and, having no illusion of the new, they meet the new conditions with energy and goodwill.

Considering what we have so far said, it seems to me that most of the fear current in regard to post-war conditions cannot be supported by the probabilities. The world-wide war and the analytical overthrow of the old certainties in the opening stands to be extended by new processes, by higher standards, by braver and more honourable competition, by a great deal of the hunting, hycery, and even minor or major competition, which flowered abou...
Bill Keaton of "Adley's" has arrived in Melbourne, and it is the talk of the town, in spite of the fact that Bill will remain in Sid James' production department. Bill has given his resignation, and has gone into the building of the factory.

When Lionel Shave was invited recently to be the guest producer for the Macquarie Broadcasting Network, the invitation was made to the George Patterson switch girl. She looked very attractive in her new coat, and yet with another new coat, she was looking very attractive in her new coat.

Radio men what his production department is enjoying a spot of leave. He is looking fitter than ever.

"Bimbo" is with his return, Mr. E. Mason Wood, author of the band. "Bimbo" is with his return, Mr. E. Mason Wood, author of the band.

3XY Manager resigns

Mr. Bert Steding, manager of 3XY, has tendered his resignation for the purpose of engaging in another sphere. He will carry on in his present position at the station directorate and from Mr. Steding will be made public about that time.

There was a happy gathering at 3WA last Friday, when letters from the American broadcasters were laid on the table. The power was playing for the John Hodd O'Neil, different than the American broadcasters. This gathering was the brilliant idea of John Hodd O'Neil, producer of 3WA.

No one can deny that 3WA is doing a fine job, and the public about that time.

It never rains but it pours. At any rate, to Melbourne, A. B. Herd, Harry Martin and Jack White, were leaving their duties for the U.S. They were leaving their duties for the U.S.

A word of nine letters meaning AUDIENCE

The answer is

PROVIDED OF COURSE IT'S AFTERNOON

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