PERSONALS...

Fisherman Norman Lyon, station manager of 2UE, arrived in Sydney this week. It appears that he had his "eye opened" during a fishing holiday at the weekend. Before leaving, he had his fish cleaned, and on his return, there will be a big fish for him to admire. Norman reported that practically all the fish caught were inside the law, but three fish were taken too big for him. He thought they would be a big fish for him.

Mr. N. Lyon, who is in the Jules amateur status! In his own words, he is "filling in the same district," and he says his "hooks are nutting Latine," operating a radio station, is reported to be making a splendid recovery.

The 2UE staff has been occupied with the promotion of the station for the following.

General Manager

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

- Commercial Manager
- Business Manager
-编程员
- Sales Manager

Applications should be addressed to the Manager, Commercial Broadcasting Station, 2YU, 16 Queen Street, Melbourne.

STUDIO MANAGER

Applications should be thoroughly qualified applicants. Applicants should have a good record in the general management of a radio station, with a background of experience in studio production, commercial relations, and advertising. Experience in the management of a radio station is essential.

Applications can be sent to the Manager, Commercial Broadcasting Station, 2YU, 16 Queen Street, Melbourne.

COMMERICAL BROADCASTING

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

SYDNEY: 16 Queen Street (M 6066)
MELBOURNE: 18 Queen Street (M 2847)
Perth: B.P. (5050)
Melbourne: B.P. (5050)
Sydney: B.P. (5050)
Canberra: B.P. (5050)
National advertisers

natioonal advertisers

sponsored-entertainment

now 32
44

44

sponsored-entertainment

10/ -

MONDAY: 16 Queen Street, Melbourne.
TUESDAY: 6 Market Street, Sydney.
WEDNESDAY: Foveaux Street, Surry Hills.
THURSDAY: Commercial Broadcasting Station, 2YU, 16 Queen Street, Melbourne.
FRIDAY: Commercial Broadcasting Station, 2YU, 16 Queen Street, Melbourne.
Invasion by Radio

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

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

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

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

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

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

In a broader sphere radio has been called upon to do another job which only it could achieve—the speedy dissemination of news and the widespread planting of propaganda.

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

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

SSSSH-ENSHIP

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

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

Savings Money Increases

The latest report from the Commonwealth Statistician reveals that the amount of savings bank deposits in Australia at April 30, 1944, was over £250 million as compared to £182 million at April 1939. Most of this increase has taken place since March, 1942, when the reserve was £150 million. For the 12 months ending April, 1943, the increase was £72 million, and for the 12 months ending April, 1944, it was £114 million. From March, 1940, to April, 1946, the net amount subscribed to purchase War Savings Certificates was £42,556,000, to the public 14/4/47, each. The trade was asked by Excess to distribute the available batteries to the most urgent cases. It is hoped that in future the position will be made quite clear to all concerned. Parts dealers are to have 25 per cent sales tax on the 8/106, and these 772's are not for sale or current drain of to 15 milliamperes.
Talking Horse-Sense About Free Speech


Dismissing the subject of freedom of speech as a broadcast over an American radio network as an empty phrase, South Dakota, in the immediate American

A.T.C., all make the cadet a more useful

These new rates will be included in the

R .A.A.F.-to which his passport is the

This man efficient in his civil calling . The

A.T.C. Playing Vital

These attributes which go to make

As it is won.

We Americans have a way of

to·day

Our

"So, let's talk about fairness in

"There is not enough actual time on

Copyright 1944

The broadcasters themselves first

"I say definitely that the

We must recognize that radio is dif-

And therein lies the
doubt, but if we know it, in the good old

"Therefore, the complete answer is

Freedom of speech is fundamental—

Training of cadets is naturally direct-
Broadcast Brought D-Day News To Millions of Australians

Even as the first hours of Allied invaders scaled the cliffs of France for the battle that was to liberate Europe, the B.B.C. was broadcasting across the globe with the dramatic news.

Radio stations throughout the world had been keyed up for weeks awaiting the first note of news broadcasting from the invasion area. When early reports covering all fronts from invasion areas poured in, it was keenly felt that the new broadcast from B.B.C. London was the best thing heard on the air.

Service announcement being made in Australian public broadcast terminus was, of course, the news of a great victory by our forces in Europe. This was the news that was eagerly awaited by the millions of Australians in all parts of the world. The news was brought from the London studios of the B.B.C. and the announcement was made in English.

The news of the invasion was broadcast throughout the world. It was broadcast by radio and television stations in all parts of the world. The news was broadcast by all the major newspapers in the world. It was broadcast by all the major radio and television networks in the world.

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Raymond Gram Swing
Gives Invasion Talks

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

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

In 1915, he was war correspondent for several American dailies, with an assignment to "cover the Turks." From 1921 to 1934, he was London representative of the Philadelphia Ledger. While in London, he was so deeply impressed with the possibilities of radio as a social form, that he decided to return to America, to initiate a series of sponsored news commentaries. These opened in 1936 when his salary for two 15 minutes' broadcasts a week, was only 40 dollars. By 1939 it had risen to 1,000 dollars a week for the same broadcast time.

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

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

Married in 1929 to Betty Gram—hence, the name Gram Swing—he has three children. His permanent home is in Westport, Conn., but while in Washington he has a suite at the Hotel Roosevelt.

Audience Measurement

Recognising the need for standards of audience measurement, the National Association of Broadcasters in America has set up a Committee of Broadcasters to recommend standards to be followed by all research organisations in making this type of survey.

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

Talk For Women

Post-war Problems

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

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

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

£1,000 GOAL SET

A consistent advertiser with 3XY over a number of years, The Hub Ltd., is now displaying a barometer showing the voting in the Smilla Theatre Club’s Popular Girl Competition organised by 3XY’s Miss Myra Dempsey.

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

Miss Dempsey hopes that the ball will see the culmination of the club’s efforts to raise £1,000, to be spent on its various projects, including the extension of its activities at the 3XY A.O.B.

I FLY ON ONE WING

produced for

3XY

by

ARTHUR COLLINS


Presented in Victoria for the

RICHMOND N.S. BREWING CO. PTY. LTD.

every FRIDAY at 8.30 p.m.

DISCS AVAILABLE SHORTLY FOR INTERSTATE STATIONS

Princess Theatre Building, Spring Street, Melbourne, C.I.

Presenting

Mr. JOHN BARNES

Room 36, 2nd Floor, 41 Bridge Street, SYDNEY

The Dramatized Stories Behind the Awards for Gallant Services by Australia’s Air Observers, navigators and Gunners... the fliers who wear the "One-Wing" Badge.
Striking Empire Day Broadcast

One of the most impressive Empire Day line-ups on any Victorian station was that presented by 3KE on May 21 last.

Whichever the time was given the announce.man, "Empire Day," its long duration of 2 hours 30 minutes and all English bands were replaced by English music to maintain a British flavour.

At 7.30 a.m. there was a talk by the Lord Mayor of Melbourne, the Right Hon. T. R. Neatby, who was the first time a Lord Mayor has broadcast in connection with the Empire Day amongst, then shot at 8.00 a.m. on the famous dramatic presentations 3KE has ever produced—"Our Glorious Heritage." This program was made entirely for Empire Day 1942, and was written by the composer, Mr. Norman Banks. It is probable that Empire Day in future years, as the result of this unique 3KE presentation, will be anointed by all commercial broadcasting stations in Victoria at least. "Our Glorious Heritage" is a serial of outstanding Empire events from AD 43, which stressed the outstanding characteristics of the British race.

It included the founding of the Church in accordance with the legend associated with the Weald of Christchurch. After that A.D. of 43, the era of Arminian was the first missionary to propagate Christianity in England. The story of Magnus Charles and its domestic significance in the history of the empire, the project of the Spanish Armada and the strange manner in which the elements assisted the British fleet of Draken as they entered into the great battle for the British Exile fleet.

Further brilliant dialogue illustrated the spirit of the poet General Wolfe, the first sighted campaign at Trafalgar, the flight of the British.
**Ham For a Ham From the Hams!**

Davis Bros. Community Carnival

**DAVEY AND IN BREAKFAST SESSION**

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

Many features, which both had operated in the past in their respective cities in Sydney and Melbourne, have been re-introduced in the 2GB early morning program. Included are the "Tummy Call," "Skyline for Blavat," and surprise news signals being a few of the features.

A highly concentrated time service is guaranteed by the dainty duo and getting-out-of-bedders are literally bombard- ed with the time every 15 and 30 seconds or so, a service which seems to be well appreciated by Melbourne listeners.

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

**PUBLICITY SERVICE**

The Publicity Service has this series of broadcasts in hand.

---

**SOUTHEASTERN NEW SOUTH WALES**

2BE BEGA 200 WATTS

J. A. KERR

COOMA BROADCASTERS Pty. Ltd.

**SOUTHAMPTON**

**Among the Spokes**

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

Mr. Trevor Whielock brings a galaxy of stars and notable people to the microphone in highly interesting and entertaining fashion, through music — which strikes a new high in radio interviews.

Amongst those already invited to this series by genial Jack Burgess are Dame Nellie Melba, Dr. Herbert Skelton (R.P.A. Hospital), May Bruce, Lindsay Evans, Carrie Moore, Jack Lumond, Kimberly Bliss, Lawrence H. Ould, Bebe Scott, Bob Skinders, Mrs. Max Allen (Director of Reconstruction), Maurice Francis, Marjorie Goodison (Custos) and Jack O'Heen.

The interviews are featured every Sunday night at 6.15 on 2GB and stations throughout the Macquarie Network in all States, as well as a number of cooperating stations.

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**Davis Bros. Community Carnival**

For A.G.F.

"House Pull" signs were displayed outside the Melbourne Town Hall when Davis Bros. made their initial broadcast of the midweek community singing session through 2KB. The singing began at noon, and long before that time there wasn't a seat to be had in any part of the hall.

At 12.30 the show was broadcast, and the following up line radio artists presented a program of interest and variety. Also Eddy, the "2GB King," C. W. Williamson, sang "Blue Bird of Happiness," the Campbell Boys in kilgore songs, Mac Budy (comedian), Joyce Burns (comedian), Lindsay Smith (5-year-old impersonator), and Alice Tren's group of eleven child dancers. All proceeds from this weekly community singing session will go to the Australian Comfort Fund, and on the opening day Mr. Rev. Krone, Victorian Commissioner of the A.C.F., spoke to the audience in appreciation of their splendid attendance.

Bill Simpson conducted the singing, and this community carnival continues weekly in the Lower Melbourne day nights through 30 stations throughout the Macquarie Network.

---

**Ham For a Ham From the Hams!**

SOUTH-EASTERN NEW SOUTH WALES

2BE BEGA 200 WATTS

J. A. KERR

COOMA BROADCASTERS Pty. Ltd.

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**FRANK TRACEY JOINS RADIO DIRECTORATE**

FILLS CONTROLLER'S CHAIR

Mr. Frank Tracey, the well known Victorian Manager of B.M.V. (Oranmore Wireless Station, W.U.S. C.), who has been joined by his company to the Dept. of W.O. and T. since April 1942, joins the Radio and Signals Directorate of the Ministry of Munitions as from June 20, on loan from H.M.V.

Frank Tracey is really a very popular fellow in the radio and music trade, and also in his governmental sphere. His many years of business experience in that field plus his W.O.I. experience, and the fact that he is a native Melbourne man, has placed him as a desirable appointment.

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

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

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**Radio Programmes**

Oswald P. Sellers

Australian Agent for

GEORGE EDWARDS—COLUMBIA

radio productions

---

**Among the Spokes**

Lever Bros. Pty. Ltd. (agents Linett & Ed.) have taken on 2GB time minutes for their macphie program of broadcast announcements.

---

Dr. D. A. Poling, president of the World Christian Endeavour Movement, and President Poling's "Spiritual Ambassador of Goodwill to Australia," was booked by station 2GB for a series of six Sunday afternoon interviews which commenced at 11.30 a.m. on Sunday, June 11. These addresses are given from the Scots Church, Melbourne, where Dr. Poling is in the Threshold Trust Provence for the duration of his stay in Australia. He is the second American to accept that Trust. Dr. Poling is pastor of the Philadelphia Baptist Temple. He is travelling as an accredited War Correspondent, representing the Federal Council of Churches of Christ Alliance for International Friendship, the American and Christian Federation Union, and the Christian Peace Union. He visited Australia in 1936, in order to attend the Christian Endeavour Union convention.

Dr. Poling has an international reputation as a clergymen, author, and broadcaster, and his visit to Australia is backed by a special letter of accreditation from President Roosevelt, who has named "The Australians" to attend important international meetings, as well as a "Spiritual Ambassador of Goodwill."

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**Radio Engineers' Examination**

The Institution of Radio Engineers Australia, will be holding its half-yearly examination for the Associate members of the Institution of Radio Engineers Association. The examination is open to all members of the Institution who have attended a minimum of 80 hours of instruction in Commercial Radio Theory.

The examination will be held at the Institution of Radio Engineers, 800 George Street, Sydney, on Saturday, August 14, 1942.
OFFICIAL BROADCAST LISTENERS’ LICENSES

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

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences in Platoon</th>
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**NEW SOUTH WALES**

Metropolitan............. 2,416,042.................. 12.67
Country................. 2,056,685.................. 14.26
State.................... 4,472,727.................. 16.93

25 & 50 Miles........... 1,676,009.................. 15.47

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Country................. 2,056,685.................. 14.26
State.................... 4,472,727.................. 16.93

25 & 50 Miles........... 1,676,009.................. 15.47

25 & 50 Miles........... 1,676,009.................. 15.47

**WESTERN AUSTRALIA**

Metropolitan............. 61,162.................. 14.88
Country................. 174,857.................. 24.61
State.................... 236,019.................. 33.48

25 & 50 Miles........... 65,312.................. 15.61

25 & 50 Miles........... 65,312.................. 15.61

**QUEENSLAND**

Metropolitan............. 3,563,622.................. 14.57
Country................. 9,652,859.................. 17.21
State.................... 13,216,481.................. 21.78

25 & 50 Miles........... 2,485,004.................. 15.37

25 & 50 Miles........... 2,485,004.................. 15.37

**TASMANIA**

Metropolitan............. 67,631.................. 20.05
Country................. 9,652,859.................. 17.21
State.................... 108,277.................. 18.26

25 & 50 Miles........... 70,000.................. 20.05

25 & 50 Miles........... 70,000.................. 20.05

**COMMERCIAL BROADCASTING**

**BROADCASTING NEXT?**

With the settlement of the recent dispute between striking members of Actors’ Equity and J. C. Williamson Ltd., comes the realization that similar dissensions could be avoidable in our great broadcasting industry if the union is given the opportunity of having its fangs in that direction, also.

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

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

With so many regular broadcasting employees serving in the armed forces a golden opportunity was given to “freelancers” to put themselves a big slice of lusty cake.

Whether there will be any cake left when these men return still serving in the armed forces return for their former jobs is another matter.

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

The problem is not one of the individual; however, the situation is much deeper than might be apparent to some people may be aware of.

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

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

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

Editorial

The advertisers’ handbook

From 1944—??

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Commercial broadcasting rate book

Will be published in JULY

Contains full rates and other data relating to every commercial broadcasting station in Australia and New Zealand.

* * *

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PERSONALS

Mr. H. G. Horner and Mr. Ray Lamy of Manly-Murwillumbah, now resident in Ashbury, have been appointed Commonwealth Advertising Manager of National Broadcasting Ltd., Sydney, as from January 1st, 1944.

Mr. J. R. T. Hulme, controller of advertising for the Treasury and chairman of the War Loan Committee, has accepted a high executive position with largest firm of advertising agencies, and is expected to take up his new duties towards the end of this year.

Radio 3UM adman, Mr. A. A. (Patrey) Campbell Jones, general manager, and Mr. W. Murry Stevenson, chiefchemist, have arrived safely in America where they are on a tour of investigation to study radio from all angles, particularly from the post-war viewpoint.

Allen Teasby is at present on holidays. During his absence the S.B. Reel No. 4, the last of his series of 15 productions, and his morning advisory by Tony McFadyen, will be heard on Saturday afternoon. S.B. sporting sessions is being filled by Allan Anderson.

Two well-known radio personalities chatting during their experience over a cup of tea recently were Capt. Lin Corr who before he donned the uniform was a director of 3A Broadcasting, and Mr. Ramsay who before he entered the Navy was a director of V.C.B. Pty. Ltd.

A very good-sized audience was present at the opening of Mr. Allan's place on Saturday afternoon. A.S.B. evening sessions is being filled by Brian Anderson.

Two very well-known advertising executives, Mr. Leigh and Mr. Lapp, have arrived from the States and are on a tour of investigation to study advertising agencies down in America. They are interested in the new methods of advertising and are looking forward to returning to Melbourne in a few months and to her work with the Commercial Broadcasting Company of America.

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