



IF ALADDIN COULD "CLOCK-IN" AT AARDS

If only the wonderful lamp could be placed at the disposal of Mingay Publishing Company Pty. Ltd., they could satisfy the demands of their clients who are eagerly awaiting delivery of the Broadcasting Edition and Periodical & Miscellaneous Media Edition of the AUSTRALIAN ADVERTISING RATE & DATA SERVICE (AARDS). But even the wonders of modern production efficiency have their limits, especially with present-day shortages, controls, lack of material supplies and rehabilitation problems. None the less, every effort is being made to expedite the date of publication of these two editions of the AARDS Service.

Broadcasting AARDS should be ready next month

Subscribers to the AARDS Service have found the Newspaper Edition a definite means of increasing efficiency in the planning of space advertising campaigns. Likewise in their respective fields the Broadcasting Edition and the Periodical & Miscellaneous Media Edition will provide the same efficiency as afforded subscribers by Newspaper AARDS.

Place your Subscription now for each edition of the
AUSTRALIAN ADVERTISING RATE AND DATA SERVICE

Subscription to each edition of AARDS is:—

Australia, £2/2/0; British Empire, £2/10/0; America, \$10; Foreign, £3/3/0

PUBLISHED BY

MINGAY PUBLISHING COMPANY

BOX 3765 G.P.O. SYDNEY, N.S.W. Phone FA 7054

AND AT

MELBOURNE (Central 2642) — BRISBANE (B 5320) — ADELAIDE (Central 7944) — PERTH (B 5320)

COMMERCIAL BROADCASTING

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

Vol. XV, No. 8 (437th issue), Thursday, October 31, 1946

*Hi Fellers!
It's out of the Bag!*



HERE it is—the story I promised you last time . . . the greatest 8 p.m. line-up in the history of the business.

It's a reshuffle of 2UW's night programme to make 8 p.m. on 2UW a "must listen" date. Look at the shows:—

Mondays: "The Persil Show" with Monte Richardson
* Tuesdays: "Opera for the People"
Wednesdays: "All-Australian Hit Parade"
Thursdays: "Australia's Amateur Hour"
Fridays: "The Telegraph" Sports Parade
Saturdays: "The Atlantic Show" with Bob Dyer
Sundays: "The Lux Radio Theatre."

* "Opera for the People" is just about the finest musical half-hour you've ever heard. It's really big! (Commencing November 19.)

Check that list again—and you'll see why, now, more than ever before,

most people listen to **2UW**



8 MARKETS IT PAYS TO CONSIDER WITH 8 STATIONS

COVERING A COMBINED POTENTIAL MARKET OF 500,000

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

Use these stations and your job of reaching customers is easy because you have a ready and able-to-buy audience.

When you make your next appropriation, keep in mind these eight stations and these outstanding points

- THEY ARE A PROFITABLE BUY
- THEY REACH SALES—RICH MARKETS
- THEY GIVE SALES RESULTS AT LOW COST
- THEY REACH THRIVING MARKETS ECONOMICALLY

Most of the listeners are tuned-in to their own station most of the time. Each station is dominant in its own area.

All particulars from:

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.
SYDNEY — BRISBANE — MELBOURNE

COMMERCIAL BROADCASTING

The Broadcasting Business paper of Australia, devoted to the promotion of commercial broadcasting, advertising and business community. Established 1934.

THURSDAY, OCTOBER 31, 1946
Vol. XV, No. 8 (437th issue)

Contents: Page

4A's Federal Executive Meeting	5
A.P.R.A. to licence "Music While You Work"	5
Victorian Agencies' Meeting	5
Publication of 21 Club Lectures	6
Freedom of Speech and Advertising	8
Outstanding Children's Feature	10
Public Service Broadcasts on U.S. Test	12
Another View on Merchandising (W. O. Richards)	16
Why Business Must Advertise	16
New Colgate Program	18
F.M. or Perish, says Ray Allsop	20
Progressive Farmer Returns	24
Broadcasting Business	26
Around the World in Radio	28
Agriculture Expert is Radio Identity	29
German Tape Recorder	30
A.R.C. Chief Returns	30
Interstate News	34
Creative Work in Advertising Agencies	36
Advertising Agencies	37
Purely Personal	38

Advertisers This Issue

Argus Network	4
Allan, Stanford	35
A.W.A.	2
A.P.R.A.	25
A.A.R.D.S.	40
Kinelab Pty. Ltd.	23
Radionic Products	31
Recording Centre	30
Riddell, Norma	38
Security Loan	27
Sellers, O. P.	30
V.B.N.	39
White and Gillespie	30
Whitford Network	27
2AD	33
2HD	11
2KY	11
2KO	17
2TM	15
2UE	7/19
2UW	Front Cover
3AW	9
3CV	29
3KZ	13
3XY	35
4BU	35
4LG	35

MANAGING EDITOR, Oswald Mingay; EDITORIAL STAFF, Lex Lippmann, Jack Angus, Ray Edwards; ASSISTANTS, Gordon Breakspear, Colin Mingay, R. Meadows; ADVERTISING, Basil Murray; ACCOUNTS, Miss Evelyn Davis.
MELBOURNE REPRESENTATIVE, Beatrice Touzeau, Assistant, Eva Godfrey, Room 6, 1st Floor, 96 Collins Street, Box 1774, G.P.O., Phone Cent. 2642. Telegraphic: OSMINGAY, MELBOURNE; ADELAIDE REP.: Joy Cochrane, Room 401, Commerce House, Featherstone Place, Box 985, G.P.O. Phone Cent. 7944. BRISBANE REP., Phyllis le Brocq, Room 4, 2nd Floor, 115 Queen Street, Box 782, G.P.O., Phone B 5320; PERTH REP., Elizabeth Farrington, Room 6, 1st Floor, T. & C. Building, St. George's Terrace, Box J656, G.P.O., Phone B5320. U.S.A. REP., Kay Timmins, 2628 38th St., N.W., Washington, D.C.
COMMERCIAL BROADCASTING, published second Thursday by Mingay Publishing Company, Ltd., 146 Foveaux Street, Sydney, N.S.W. per copy. Back copies (if available, 2/- each). Subscription Rates, 10/- per annum (for two years) post free in Australia; 15/6 other parts British Empire; 17/6 all other countries. Registered at the G.P.O., Sydney, for transmission by post as a newspaper. Contents copyright. Printed by Radio Printing Press Pty. Ltd., 146 Foveaux Street, Sydney. Phone 3765 G.P.O., Sydney. Phone FA 7054. Telegrams and cables: OSMINGAY, Sydney.

EDITORIAL

FM—and Allsop's Warning

Whether or not one agrees with the enthusiastic acceptance of Frequency Modulation by electronic engineer, Mr. Ray Allsop does not alter the fact that he produced some very sound reasons why commercial broadcasters in Australia should lose no time in interesting themselves in its development and application to the Australian broadcasting set-up.

Ray Allsop's illustrated lecture under the auspices of the BREIF Club in Sydney last week (see page 20 this issue) provided food for thought as well, perhaps, as a few bones of more or less obvious contention.

His warning in relation to the limitation of wavelengths on the medium wave band and "the danger that may concern commercial broadcasting in the event of logical progress NOT being made," smacks of a thorough understanding of the frequency position as well as an intimate knowledge of the attitude of the Government of the day. His point that careful examination of the already crowded Australian AM frequency band should be made is well taken in view of the projected expansion to another 17 stations for the national broadcasting service. To accommodate those 17 new stations our frequency band has only five at present free channels, and again in the words of Mr. Allsop "even without additional commercial transmitters there is not suitable channel facilities to accommodate the projected (A.B.C.) expansion to provide reliable service to all parts of the continent for which listeners pay their licence fees". He went on to explain that FM offers the only solution to that problem.

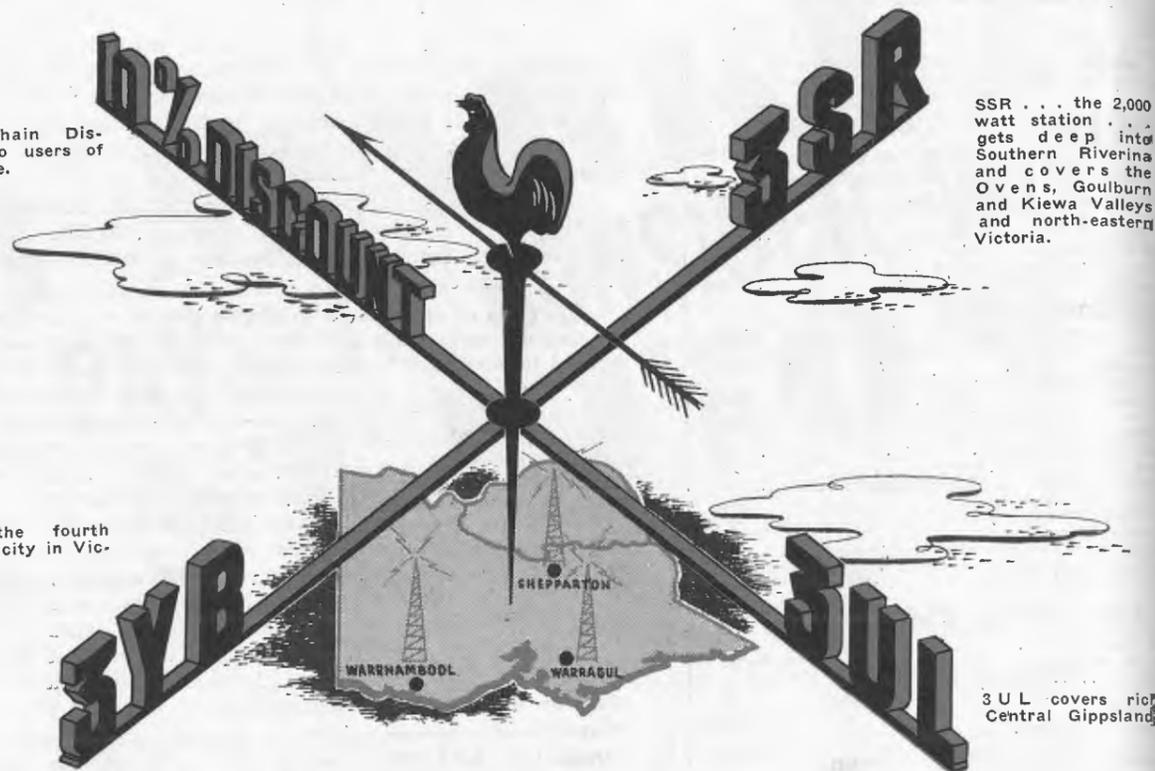
FM itself presents its own problems so far as concerns its introduction in Australia but those apparently are not insurmountable. Quite obviously the present Government at Canberra views FM with a most favourable eye—and it must also be remembered that Mr. Allsop has been for some time in close contact with the Government and its views. His recent visit overseas to study FM and Television development was partly prompted by the Government's desire to secure his opinion on these subjects as an independent electronic engineer without broadcasting or radio manufacturing affiliation. So also does Mr. Allsop view FM with a most favourable eye. He is employed by "Truth" and "Daily Mirror" newspapers as technical adviser on broadcasting matters. That newspaper organisation is an applicant for broadcasting licences and it is well known that FM introduction would solve their particular disability—always providing of course that they were granted a licence or licences—as it would enable the Government to fulfil the company's insistent request.

But Mr. Allsop made another important point so far as the artistic side of broadcasting is concerned when he declared that "It (FM) will provide the very necessary stimulus the industry needs, not only in our local field of electronics, broadcasting and recording technique, but it will create in the program producers the desire to use the realism that will lift radio out of the superficial sphere into which it has drifted".

And finally Mr. Allsop's "warning" must be read in conjunction with the now reasonable certainty of commercial stations being shortly granted increases in operating power. After all the years of struggling against a brick wall in their endeavours to secure permission for operating power at least comparable with the national stations powers it seems significant that the powers-that-be should, at the threshold of FM, suddenly become magnanimous and give the commercial stations power increases—on AM!

10% Chain Discount to users of all three.

3YB the fourth largest city in Victoria.



3SR... the 2,000 watt station... gets deep into Southern Riverina and covers the Ovens, Goulburn and Kiewa Valleys and north-eastern Victoria.

3UL covers rich Central Gippsland.

The "TRADE WINDS" of Victoria

THE ARGUS NETWORK

If your sales graph is pointing to head winds in Victoria, set your "sales" to benefit by the Victorian Trade Winds. Get out of the doldrums in Victoria—use the Argus Network with its 3 point cover and 10% discount for users of all three.



THE ARGUS VICTORIAN COUNTRY NETWORK

Head Office: 365 Elizabeth St., Melbourne. Phone F0411, Sydney Rep.: V. M. Dinneny, Herald Bldgs., 66 Pitt St. Phone BW8497
London Office: 23-28 Fleet Street, London, E.C.4.

FOUR A's FEDERAL EXEC. MEETING IN SYDNEY

The Federal Executive of the Association of Australian Advertising Agencies (Federal) met in Sydney last week at the federal secretariat office, Wingello House.

Present were Messrs. Hugh Berry (President); J. E. Vincent and C. Mooney (Victoria); M. McClelland (S. Aust.); G. H. Brown (representing West. Aust.); R. S. Maynard (Queensland); C. H. Willmott and L. V. Bartlett (N.S.W.); and secretary, J. R. Humphrey. A comprehensive agenda covering mostly domestic matters was analysed in a two-day's sitting.

Afterwards, it was announced that the Association had accepted the invitation of the ANPA for representation of the Four A's to attend at the ANPA conference in Sydney mid-November. The Four A's will again present the case for 15%.

The Federal Radio Committee was analysed and now comprises: N.S.W.—Messrs. L. W. Farnsworth and one other as co-opted; Victoria: J. E. Vincent, W. McFerran; Queensland: W. H. Noble; Sth. Aust.—Clem Taylor; West. Aust.—G. H. Brown.

The Four A's has also appointed four nominees to the general council of the Advertising Association of Australia:—Messrs. Lionel Davis (Linton) and G. H. Brown (Gordon and Gotch) representing N.S.W.; and Messrs. R. D. Orr (Claude Mooney) and E. Jarvis (J. Walter Thompson) representing Victoria. The last two named are nominees for the Education Board of the AAAA.

THE SHEPPARTON PLAN

The Shepparton Borough Council has issued an attractive booklet with colorful illustrations, diagrams, and a complete picture of the much discussed "Shepparton Plan" which envisages the development of the city's local area over the next 30 years.

This central Victorian city is an important broadcasting centre as well as being the hub of a very wealthy Goulburn Valley district. In addition to the local commercial 2000-watt station 3SR (which is a unit of the Argus Broadcasting Network) "Radio Australia" (two 100,000 watts and one 50,000 watts shortwave) is also situated at Shepparton, broadcasting continuously in the overseas service of the Commonwealth Government. As well as outlining the master

VICTORIAN AGENCIES' OCTOBER MEETING

At the Executive Meeting of the Victorian Division of the Four A's, held recently, preliminary plans were made for the Federal Convention of all Australian advertising agencies to be held in Melbourne, March, 1947.

A special sub-committee was formed to make preliminary investigations, submit proposals, and the Executive is then charged with the responsibility of carrying through the Convention and appointing sub-committees for specific work, this all being subject to the business program laid down by the Federal Executive of the Association.

Negotiations with Radio Stations

Negotiations were carried a step further at the recent meeting of the Victorian Executive of the Australian Advertising Agencies, and appointments made with special Committees to discuss with members of the Federation of Broadcasting Stations various matters with the purpose of ironing out any difficulties and problems that present themselves. These Committees will submit a report to the Federal Executive.

Christmas Holidays Victorian Agencies

The Executive have recommended to its members that in view of the closing down of various concerns with whom the Agencies are associated, namely, Printers, Engravers, Stereotypers, only a skeleton staff be maintained during the Christmas fortnight so that as many holidays as possible may be fitted in during this period. This will overcome the dislocation of business when holidays are arranged during the year.

plan for the next 30 years' development of Shepparton, the booklet contains much valuable information about the area's present productivity and other data. Population within the present borough limits (3½ sq. miles) 8,000; within 6 miles, 15,000; and within 40 miles, 35,600; Goulburn irrigation system of over 1¼ million acres services over 800,000 acres within 40 miles of Shepparton. Principal industrial activity is found in the processing of the region's vast agricultural products, including fruit and vegetable processing plants, butter factories, cheese factories, abattoirs, freezing works, wheat silos and stock saleyards, etc.

APRA TO LICENCE "MUSIC WHILE YOU WORK"

Music in factories has been held to constitute a public performance of the composers and authors' works and is therefore subject to copyright fees in respect of any such performance.

The Australasian Performing Right Association, which claims to represent about two million copyrights in music, will call for payment of fees for musical performances in Australian factories as from January 1, 1947. This will apply to broadcast music re-distributed by radio receiver and also to recordings played through public address systems in the factories. There are several thousand factories throughout Australia now providing music for employees, and APRA has been in contact with the various State Chambers of Manufactures seeking discussion of the subject.

A Privy Council judgment in March, 1943, in the case of Ernest Turner Electrical Instruments Ltd. v. The Performing Right Society Ltd. of London and P.R.S. v. Gillette Industries Ltd., held that music in factories was in fact a public performance.

APRA manager, Mr. T. E. Woodbridge, told "C.B." last week that the Association contemplated the licensing of factories for music several years ago, but refrained from making any move in that direction due to the war and in consideration of the fact that in war materials production music was playing so important a part in sustaining morale. The position now, however, was that music was being used as an aid to production for profit in the ordinary commercial sense.

MELBOURNE CUP BROADCASTS

Sporting commentators will gather in Melbourne to give commentaries and descriptions of the running of the Melbourne Cup.

Inglis Ltd. (Golden Tea) are sponsoring Ken Howard's description of the race for A.S.B. McWilliam's Wines are sponsoring on 2UW, Eric Welch's description relayed from 3DB. Two re-broadcasts will also be given from 2UW at 5.50 p.m. and 8.30 p.m. Macquarie Network have arranged for four sporting commentators, Cyril Angles, Fred Tupper, Matt Hynes and Jim Anderson, to feature in a program of one hour over a relay of 40 stations.

Publishing of 21 CLUB Lectures

Recommended

"The 21 Club of Australia is now a well-established entity in the advertising world and its status is something of which we may well be proud," said Mr. Leo Finn in his presidential address at the first annual general meeting of the club at Usher's Hotel Premier Room, Sydney, on September 30.

After reviewing the Club's general activities during the past year, Mr. Finn said that in the early months of the Club's existence the executive gave considerable thought to the matter of arranging a series of addresses on various aspects of broadcasting which would be helpful to young people contemplating a career either in the broadcasting industry or in advertising.

"Eventually our plans were completed and the first series of lectures started on July 8" Mr. Finn continued.

"The venue was in the Studio of 2GZ which was kindly put at our disposal by our worthy vice-president, Mr. J. E. Ridley. The first lecture — "The History of Commercial Radio" — was delivered by the one man best qualified to do the job, that is, Mr. Ridley, and his paper was a masterpiece of historical interest. I think this is the first time that anyone has put down in permanent form the story of the early beginnings and the amazingly rapid development of Commercial Broadcasting in Australia. Mr. Ridley has now done the job and his paper will be available for the archives of any Station which wants a handy reference on this intriguing subject. Although you have been told before, there is no harm in my repeating that the studio of 2GZ could not accommodate the people who sought admission to our first lecture."

Subsequent addresses were delivered by the following:—

"The Mechanics of Radio as Applied to Advertising"—(Mr. A. Fairhall, Manager of 2KO.)

"Production of Commercial Radio Programs"—(Mr. M. D. Chapman, Manager of 2CH.)

"The Value of Radio as an Advertising Medium"—(Mr. F. E. Levy, Sales Manager of 2UW.)

"The Function and Operations of the Advertising Agency"—(Mr. R. A. Walters, Director, Willmotts Advtg. Agency).

"The Buying of Radio Time"—(Mr. R. R. Carruthers, Director, J. Walter Thompson Ltd.)

"The last lecture was delivered on September 16, 1946, and since then we have received a number of letters from people who attended the series, congratulating us on our enterprise and asking for a further series," Mr. Finn added. "This activity of the 21 Club has not only rendered a service to the people who heard the lectures, but it has also brought our Club into great prominence with advertisers and their agencies. To the gentlemen who went to such pains in preparing material for their magnificent addresses, I take this opportunity of placing on record my own, the Executives' and your very sincere appreciation. They, I know, will feel that they have been amply rewarded if the knowledge which they imparted has been helpful to anyone wishing to enter our industry or that of the advertising profession, especially if that person happens to be a Returned Service man or woman.

"It is the intention of your Executive to recommend to the incoming Executive that these addresses be printed or duplicated, so that they may serve as a textbook for those who wish to know something about Commercial Broadcasting."

Death of Mr. E. A. Price



His many friends in the advertising world were grieved to learn of the death, on Monday, October 14, of Mr. E. A. ("Bunny") Price, Advertising Director of the Melbourne "Herald." Mr. Price was 58 years of age. Born in Belfast (Ireland) in 1888, the late Mr. Price was the son of Dr. W. G. Price, who was City Organist of Belfast and later City Organist of Melbourne. He came to Australia in 1907, and began newspaper work as an illustrator in Brisbane. In 1909 he founded his own advertising agency which later became the well-known firm of Samson-Clarke, Price, Berry. He was appointed director of advertising of the "Herald" in 1931.

TELEVISION ROLLING ALONG NOW

With six television stations now in operation and many more in various stages of construction, America's Television Broadcasters' Association held its second annual convention in New York mid-October under very different circumstances than existed in 1945. In the words of TBA chairman "At that time the best we could do was to talk about television. This time we are demonstrating it as well as talking about it."

Commenting on the conference "Broadcasting" (U.S.A.) said: "The years of hesitation in television are almost over. The general public has never quite gotten there. A survey of receiver manufacturers, ascertained that the market anticipated having another 20,000 tele receivers in retailers' hands by Christmas.

Said Joseph M. Allen, advertising v-p of Bristol-Myers Co.: "To-day in my opinion, television is potential in much the same position as radio was in 1924, so far as its importance to advertisers is concerned. We at Bristol-Myers have confidence in television. We agree that what there is now on the air to see leaves much to be desired . . . we are backing up our confidence in television in becoming one of its first sponsors."

REVENUE FROM LISTENERS' LICENSES

Total amount of revenue from broadcast listeners' licenses for the 12-months period 1944-45 was £1,434,372, derived from the issue of 1,415,229 licenses for one receiver and 64,573 licenses for more than one receiver. Of the total revenue, 45% £664,224 was apportioned to the Postmaster General's Department and the remaining 55%, representing £790,148 to the Australian Broadcasting Commission.

The apportionment of total revenue in previous years to the P.M.G.'s Department and the A.B.C. was the same (45% and 55%) in 1943-44 and 1942-43. In 1941-42 each received 50% and in 1940-41 48% went to P.M.G. and 52% to A.B.C.

Total revenue has climbed steadily since 1940-41 in the following amounts:—1940-41 £1,302,355; 1941-42 £1,314,918; 1942-43, £1,385,000; 1943-44, £1,412,957.

Just out! The Broadcasting Edition of the Australian Advertising Rates and Data Service. Send your subscription now to Mingay Publishing Co., Box 3765, G.P.O., Sydney.

A "commercial" is only as good as its presentation

Willmott's, re Vick's Vapo Rub, say

"An extract from a letter from the President of Morse International Inc., the American advertising agency for Vick Products Inc.

"We want to pass on to you the enthusiastic approval which we have just received from our client, Vick Products Inc. They have just audited the record and have asked us to pass on to you their deep appreciation for the care and effort which you have put into producing this fine job. The Vick President and several of the directors had quite a discussion as to whether you actually dubbed the American record or produced the spots locally. Because of our great pride in our production, we think this is the highest possible compliment that could be paid."

Hawkins', re "Spellbound" and "Overlanders," say

"The outstanding success of our recorded radio campaigns handled by the 2UE Production Department has convinced us that its facilities in terms of creative work, interpretation, technical skill and service are invaluable to the advertising agent. Two recent campaigns recorded by 2UE Production Department in conjunction with ourselves were for the films "Spellbound" (United Artists) and "The Overlanders" (Ealing Studios). Made for Australian and New Zealand promotion, these recordings are held by our clients and ourselves to have contributed to the box office records each film established. For product advertising, too, we find facilities of 2UE Production Department lend maximum dramatization to the sales message and make radio advertising 100% effective."

Rodney Evans, re "Dyomee," says

"It gives us great pleasure in recording herewith our appreciation of the many kindnesses and excellent service you have rendered us in connection with our mutual clients.

"2UE's Production Department, in producing 'Dyomee' recordings on our behalf, on all occasions, have displayed the most intelligent approach in casting and production . . . genuine enthusiasm and interest . . . and the resultant highest technical skill we have yet experienced."

MAY WE SUGGEST YOU CONTACT 2UE AT BW 3121 FOR FURTHER DETAILS.

No matter how expertly worded your "commercial" may be, no matter how carefully planned its merchandising strategy, there is only one sure way of giving the message its full opportunity of doing its sales job thoroughly—*have it recorded where the absolute best in facilities prevail and the most effective voices and supports are available.*

Radio 2UE offers you this service readily, efficiently and at reasonable cost. These recordings, of course, need not necessarily be for 2UE, but could be sent anywhere for commercial broadcast.

With a 2UE recording, any "commercial," irrespective of length, is treated as a *PRODUCTION* by Mr. Paul Jacklin, 2UE's Producer-in-Chief, and by his highly qualified staff headed by Actor-Producer Howard Craven, Musical Director Desmond Tanner, Writer-Producer Geoff. Jackson and Production-Executive Sam See.

Paul Jacklin

recently spent a considerable time in U.S.A. studying the marked modern advancement in recorded "commercials"—both musical and straight. The added knowledge thus gained of "commercial" technique, covering the human touches, the sales psychology and the most modern technical developments in radio advertising is a further guarantee that

2UE'S PRODUCTION UNIT WILL MAKE YOUR COMMERCIALS "100% +"



FREEDOM OF SPEECH AND ADVERTISING

In the course of a fighting speech for the preservation of radio freedom, executive vice-president of the American National Association of Broadcasters, Mr. A. D. Willard, at Birmingham, Alabama, recently dealt with the relationship of freedom of speech with advertising. His remarks are equally apt in the Australian scene where advertising—radio advertising particularly—is anybody's Aunt Sally.

"Radio," said Mr. Willard, "Like newspapers and magazines, is supported and its freedom and independence maintained by advertising revenues and these revenues are dependent solely on public acceptance and public goodwill. Either this support must be maintained or funds from other sources—from government—from pressure groups—must be substituted for it. Dependence upon such handouts or largess would inevitable result in a servile radio system. The radio to which you listen today is free because it is financially independent. It can be kept free only if that position is maintained."

"Not long ago in a forum debate, Sydney Kaye, an attorney, who represents many radio interests, put it in another way. 'The problem of freedom', said Mr. Kaye, 'cannot be divided into water-tight compartments with separate rules for freedom of speech, freedom of the press and freedom of the radio. Maintenance of free speech in all fields is dependent upon the same factors. Our way of preserving freedom is the democratic system which is based upon an absolute prohibition against the control by government of the instruments of communication.'

Value of Advertising

"Now I want you to examine with me the historical relationship between freedom of speech and advertising. In its genesis, America's first mass medium—the newspaper—did not exist as we know it to-day. The very first American newspaper, called 'Publick Occurrences', published in 1690, was suppressed after its very first issue—ostensibly because it wasn't 'licensed.' Prior to 1750, you know, all newspapers (like radio to-day) had to be published 'by authority.' They had to be licensed—which simply meant actual censorship by the Colonial governors or their henchmen before publication. These first newspapers were about the size of a letterhead printed on both sides—indeed, the Boston Newsletter—the first continuously printed American newspaper—

was just that size. While any number of early Colonial newspapers were suppressed, the Boston Newsletter kept its license, which meant that it kept in line politically and, therefore, it stayed in business. In addition to censorship, there was another limiting factor in early American newspaper publishing. All of these papers were published for the well-to-do or wealthy people. Indeed, the cost of the average edition was approximately a full day's wages for a working man or artisan of that period. Circulations averaged about 600 and 2,000 circulation was considered an enormous figure. These newspapers were financed by the government or by parties and, of course, they published only one side of the news, depending entirely on who financed them. There was nothing in these early editions that would coincide with what we now call freedom of the press. Actually, not until the industrial and social revolutions which began in the first half of the 19th century and brought with them cheaper methods of paper making and printing and injecting the independent revenue from advertising did we have in this country the cheap, widely circulated, free and independent newspaper. It is a basic, historic fact and true to-day—that a newspaper which is unstable financially has less independence, less stamina, less ability to resist political pressures and court-house gangs. The American people do, in fact, owe a great debt to the profession of advertising—for advertising is the backbone, the prop, of their freedom of the press and freedom of expression by radio."

Philips Transmitter for 4LG

This weekend the recently burnt out Longreach commercial station 4LG will have a new temporary 200 watt transmitter built and installed by Philips Electrical Industries. Mr. Frank Dickson, Philips transmitting engineer left by A.N.A. plane last Monday to do the installation. The ultimate transmitter will be 1,000 watts also by Philips.

IT'S READY!

The broadcasting rates and station data of the 106 commercial broadcasting stations in Australia and New Zealand are now available in the Broadcasting Edition of the Australian Advertising Rate and Data Service. Subscribe now for this valuable "time-buyers" guide, from Mingo Publishing Co., Box 3765 G.P.O. Sydney.

RADAR EXPERT TO VISIT AUSTRALIA

Professor M. L. Oliphant, F.R.S. of the Physics Department, the University Edgbaston, Birmingham, England, who is to visit Australia shortly, has been elected a fellow of the Institution of Radio Engineers, Australia, in recognition of his outstanding contributions to scientific research and development in radio and associated arts.

Professor Oliphant is Australian born and has earned world recognition as a nuclear physicist. He played an important part in the research and development of centimetric radar which made possible amazing accuracy in gunfire and other applications during wartime.

In 1942, in association with other well-known Australian physicists and in co-operation with the C.S.I.R. and other Government departments and services, Professor Oliphant investigated local raw and manufacturing resources with the result that the most advanced type of radar devices were produced in this country.

FULL PROGRAM FOR SYDNEY I.R.E.

Several interesting sessions are scheduled by the Sydney Division of the I.R.E. (Aust.) for the next few months and members are advised to make a careful note of the following events.

For November, a meeting at Science House is scheduled for Tuesday, November 19, when Messrs. E. R. Fank and R. Ratcliffe will deal with "Testing Procedures for F.M. Receivers." No date has yet been advised for the December meeting, but the lecturer will be Mr. H. J. Brown, and he has chosen as his subject "Overseas Developments in Airline Radio and Radio Communications and Navigational Facilities."

Also scheduled for December is a function to commemorate Radio Foundation Day on December 12, but details of this have not yet been finalised.

Forecasting Better Broadcasting

3AW with 3CV



and the Macquarie Family of Friendly Stations are moving towards new developments in Network broadcasting.



At home with all the family
3AW-3CV of course!

First in Variety.

Tommy Trinder, top English comedian, will broadcast a series of Tuesday shows from 3AW by courtesy of David N. Martin of the Tivoli Circuit. A new Macquarie Light Entertainment Unit is being formed by Mr. Eric Bush.

First in Plays.

Sunday night's popular play is a big 3AW-CV. attraction and half-hour Macquarie dramatisations of world-famous works never lose interest.

First in Topicalities

Audience participation shows are a 3AW feature—and a new Greater Radio Season will bring back George Foster and other favourites in fun!

First in Youth

In addition to the Quiz Kids and Youth Speaks, Sally's Junior 3AW presents Youth's most ambitious programmes including orchestras, scouts, conservatorium plays, etc.

First in THINGS TO COME!

3AW's Radio Season from November 4th will inaugurate many remarkable developments in show business, a new series of Network planned shows with a freshness that will win the enthusiastic audience every sponsor desires!

Oak Children's Feature Parade

How Sponsor, Educationalists and Station Harmonise Program Content and Listener Appeal

Following continued comment from educationalists referring to children's programs presented from commercial stations and their effect on school children an interesting story comes from 2KO Newcastle.

Although for many years, the Station did not feature organised children's sessions, juvenile interest was kept alive by the presentation in the early evening hours of programs with juvenile appeal. No Clubs were formed, nor was correspondence from juvenile listeners handled.

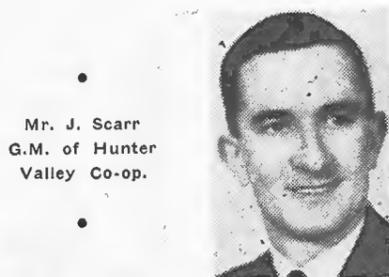
Early this year, the need for some review of the situation was felt and the 5.00 to 6.00 p.m. channel, five nights per week, was re-drafted to provide special juvenile listener interest. Although the session did not aim to educate, it nevertheless relied on entertainment with educational background, and from the inception it was mandatory that every care should be given to spoken English and presentation generally.

The Station was extremely fortunate in interesting the directors of the Hunter Valley Co-operative Dairy Co., manufacturers of Oak Butter and Oak Brand Powdered Milk. The sponsor's constructive outlook and helpful co-operation have been largely instrumental in the success of this presentation.

The proposal was submitted to the Education Department, and through the district-inspectors, contact was made with the headmasters and teachers of all Newcastle schools who were invited to a preliminary discussion and audition of some of the proposed material. The necessity for commercial exploitation of the program was explained and the explanation accepted. With some minor modifications, the program went on the air in May, last, and has since enjoyed the continuing approval of the teachers, to say nothing of an increasing amount of support from juvenile listeners and appreciative parents.

In a letter addressed to Mr. J. Scarr, Manager of the Hunter Valley Co-operative Dairy Co. Ltd., Mr. J. W. Mann, Inspector of Schools, said:—

"At a meeting of head masters and mistresses of the schools of the Newcastle district, a resolution was unanimously carried, expressing appre-



Mr. J. Scarr
G.M. of Hunter
Valley Co-op.

ciation of your action in making possible the very fine radio talks for children over 2KO Broadcasting Station. I was requested by the meeting to convey its thanks to you.

"It will be gratifying to you to learn that all present at the audition were highly delighted with the character of the various talks and impressed with their suitability and their appeal to the youthful listeners-in. It was felt that your firm in collaboration with the 2KO broadcasters was doing a very worthwhile job in arranging for such helpful and appropriate entertainment for boys and girls of school age. The hope was expressed that the good work would be continued.

Steps are being taken which I hope will result in a close liaison between the teachers and those responsible for the production and presentation of these excellent talks."

Although the program was built from readily available recorded program material, its value undoubtedly lies in the careful selection of that material and the equally careful presentation.

Adventure, entertainment and education come from the three-times-a-week presentation of dramatised stories of great explorers and histori-



General view of Hunter Valley Co-operative Dairy Co. Ltd.'s factory

cal figures, covering people and incidents such as Sir Francis Drake, Ferdinand Magellan, William Dampier, Marco Polo and "The Mutiny on the Bounty."

English history comes to life in "This Sceptred Isle," a half-hour dramatisation centred on such places as Westminster Abbey, the Tower of London, Oxford University, No. 10 Downing Street, and so on. The historical references cannot but foster closer ties with our mother country and greater appreciation of English history.

Juvenile appreciation of good music is not overlooked and "The Magic Key," a musical fantasy set in Music Land, is featured.

Children are taught to be observant and appreciative of natural history through the "Junior Naturalists' Club," a nature study program presented by Mr. Crosbie Morrison, editor of "Wild Life" magazine.

Tiny tots are catered for in dramatised fairy tales with music once per week, whilst on Thursday nights, the musical talent of adolescents is encouraged in a program called "Concert Hall of Youth." This session takes the form of a miniature Amateur Hour, compered by a 13-year-old lad, Ron Hurst, and is complete with voting for favourite artists and so on. Some evidence of its popularity can be gained by the fact that the final session of the first round brought in over 27,000 votes.

It is also worthwhile to note that contributions to the musical, vocal or elocutionary sections of the program are carefully checked for suitability; six and seven year old singers doing current hit numbers is not regarded as suitable.

In view of the nature of the sponsor's business and further to extend the listener interest, arrangements are being made to feature programs of added appeal to rural boys and girls, whilst suitable features continue to come forward to take the place of those already running.

The program is under the personal supervision of the station's program and production manager, Mr. Harold Pichover.



WHERE THERE IS SMOKE
THERE'S AN INDUSTRIAL MARKET

2KY
•
2HD

Have direct contact with 500,000
Industrial Workers in
NEWCASTLE and SYDNEY

Sydney: M 6291

Melbourne: Cent. 4705

**ROAD SAFETY COUNCILLOR
ADDRESSES YOUTH CLUB**



Phyl Thorpe, of 2CH, discussing road safety with Mr. A. Sinfield, representative of the N.S.W. Road Safety Council, during a broadcast of the 2CH Young Australia Club Session.

Taking advantage of the large juvenile audience which attends the Saturday morning broadcasts of the 2CH Young Australia Club, the Road Safety Council of N.S.W., which is using the station in an advertising campaign, sent a representative to address listeners and those in the studio on the need for road safety last week.

The Council's representative, Mr. A. Sinfield, displayed a series of excellent posters for the benefit of those in the studio, but his advice was directed to listeners as well, so that all benefited from his visit. Mr. Sinfield was introduced to his audience by Don Baker, and in the course of his broadcast he discussed the question of road safety with Miss Phyl Thorpe, organiser associated with the 2CH Young Australia Club.

Tabernacle Choir from 2GN

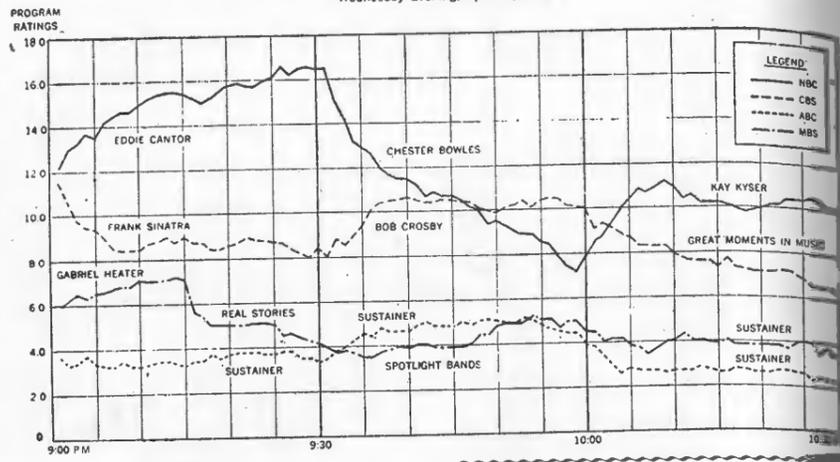
A series of transcribed sacred programs by the Tabernacle Choir of Salt Lake City, U.S.A., has been sponsored on 2GN by R. Sidney Craig, Goulburn funeral director. This half-hour program by choir and organist commenced Sunday, October 27, at 9.30 p.m.

**BROADCASTING AARDS
is Now Ready!**

Order your copy from
MINGAY PUBLISHING CO.,
Box 3765, G.P.O., SYDNEY

**EFFECT OF PUBLIC SERVICE BROADCASTS ON
U.S. LISTENING**

Minute-by-minute Average Nielsen Ratings for Chester Bowles Program and Others
Wednesday Evening, April 17, 1946



What happens to the U.S. radio audience when broadcasters cancel regular programs for special timely addresses by Government officials? The answer, in one case at least, seems to be that the audience disappears.

A case history of what does happen has been gathered by NBC Research Dept. based on Nielsen audimeter readings. NBC last April 17 put on Chester Bowles speaking in defence of the OPA at a time when that subject was the top news story of the day. Mr. Bowles was put on in place of the popular show *Mr. District Attorney*. He had all the elements in his favour. He followed a top flight evening program, he had the best half hour, between 9.30 and 10 p.m. He was speaking on a timely subject and was an experienced highly publicised speaker.

The result of Mr. Bowles' speech, it was readily seen from the Chart, was to hold the large initial audience delivered by the preceding Eddie Cantor show. The audience fell steadily from a first minute rating of 16.5 to a final minute rating of 7.8.

The effect the public service program had on the *Kay Kyser Show*, which follows *Mr. District Attorney*, was also quite marked. Under normal conditions Kay Kyser has part of his audience passed along to him from the show preceding. As a consequence of the Bowles speech the Kay Kyser program inherited an initial audience 47% below normal rating size. A partial early recovery was made by the Kyser show, but the program was never able to regain its normal average rating of 13.6, recovering only to 10.2.

**SUCCESSFUL RADIO DRIVE
FOR RED CROSS**

Praise for the support and active co-operation given by Station 2CH and the 2CH Women's League, and the A.W.A. Country Stations, 2AY, 2GN and 2GF, was given by Judge Holt, president of the handcraft section of the Australia Red Cross, and Mrs. John Moore O.B.E., well known Red Cross executive, when they broadcast from 2CH on Friday night, October 25, the results achieved from the drive for funds to assist totally disabled ex-servicemen. The three country stations also broadcast the results and other appropriate items that same evening.

The drive, which had as its immediate objective the raising of £500, resulted in nearly £1,500 being raised with considerably more money in sight at the time of the broadcast on Friday, and both Judge Holt and Mrs. Moore expressed their extreme gratification at the response to the appeal due in a very large measure to the support of the women's organisation associated with 2CH Sydney, 2AY Albury, 2GF Grafton and 2GN Goulburn.

The drive took the form of a State-wide bridge and games party scheme in which women held bridge and other parties in their own homes or in halls with a minimum charge of 1/- per head. Each woman attending was issued with a numbered ticket and on Friday last a "draw" was held at Red Cross House, and the winning numbers for donated gifts announced.

Well known stage, screen, and radio actress Muriel Steinbeck performed the drawing.

The Swing is to 3KZ



We welcome to 3KZ our new sponsors, Colgate-Palmolive Pty. Ltd. The switchover has added five super shows* to an already rich feast of entertainment provided by 3KZ....making the 3KZ programme set-up one of the strongest and best balanced on the Australian air!

* "LEAVE PASS" "CALLING THE STARS" "CASHMERE BOUQUET SHOW"
"COLGATE CAVALCADE"...."LASTING LOVELINESS"

Pictured above is glamorous Patricia Alphin, Universal-International Star.

MACQUARIE SIGNS TRINDER

Colgate Switch Causes Talent, Program Stir-up on Many Stations

Commercial broadcasting stations' program news has been hitting the headlines over the past couple of weeks as big talent and executive names are brandished in publicity from various stations in new programming lines set for first week in November. That coincides with the Colgate-Palmolive shift to its new bed of 34 outlets which have already been announced.

Topping last week's news interest was the signing by Macquarie of famous English film, stage and radio comedian, Tommy Trinder for a series of broadcasts by arrangement with Tivoli Circuit Aust. Pty. Ltd. First broadcast in this series is slated for November 5, when Trinder will star in a 30 minutes show. Contract figure, though not disclosed officially, is understood to be between £8000 and £10,000.

Mr. H. G. Horner, general manager of Macquarie Network said last week that the Trinder deal was another instance of the network policy in bringing to Australian commercial radio the best talent available.

"We hope to be able to make an announcement at a future date of the signing of several top-ranking American radio personalities for coming shows" he added.

Trinder's first live appearance in a commercial station program since his arrival in Australia seems to have been on October 20 when he went over 3UZ Melbourne in Maples' "50 and Over" feature and was introduced by Mr. Sol Green to support his "Food for Britain" Appeal.

A departure from the usual "50 and Over" program from 3UZ on Sunday, Oct. 20, was the broadcast by Tommy Trinder. The visiting English artist gave his services as a gesture to the Lord Mayor of Melbourne and Sol Green in the "Food for Britain" Appeal. Seldom in radio history has there been a better effort, when for 50 minutes Tommy kept his seen and unseen audience entranced with an unscripted mixture of anecdote, information and foolery.

He spoke, too, of food conditions in Britain and expressed his appreciation of Australia's efforts to help the people of England. Upon the suggestion of the Lord Mayor, a special fund was launched, bearing the title

of "The Tommy Trinder Food For Britain Appeal."

Maples, who sponsor the "50 and Over" session and John Clemenger Advertising are to be congratulated on the organisation of this very successful broadcast.

With the Macquarie time channels becoming available through the shift of all Colgate shows from the Network, plans made for some 1947 features have been speeded up by Macquarie, resulting in their "Greater Radio

Season," which was to have coincided with 2GB's 21st birthday next year being launched on Monday, November 4. The new shows include "Kiss and Make-Up" which has the same format as the popular American court of petty matrimonial grievances, network feature; "Beat That Story," which is apparently a re-make of "Can You Top This"; and "Going My Way," featuring Terry Howard. "Star Pupils," which will feature star pupils of leading music and singing teachers will kick off a little later.

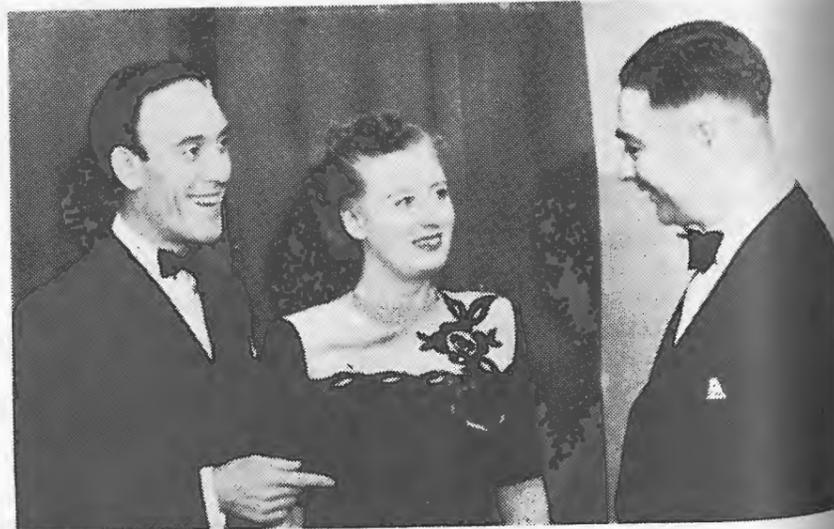
Mr. Horner has announced the acquisition of the services of Mr. Eric Bush, formerly of Colgate-Palmolive Radio Productions Unit; George Foster radio comedian; and Terry Howard, the South Australian crooner who had been tipped as returning to the Colgate-Palmolive unit.

(Continued page 15)



Above (L. to R.): Tommy Trinder and his personal manager, Mr. Draper, seem to be sharing a cup of tea while 3AW Manager Randal White and Terry Dear attend to the sugaring.

Below: Tommy Trinder, Mrs. Trinder and John Dexter at the 3UZ "50 and Over" broadcast.



EACH DOMINANT IN ITS SPHERE



WOMEN'S RADIO CLUB CONFERENCE

On the 1st November, delegates from Gunnedah, Manilla, Quirindi, Tamworth, Uralla, Walcha and Werris Quarterly Conference at Barraba, on Creek delivered reports, during the advances already made in the establishment of Child Welfare centres in districts where branches of the 2TM Women's Radio Club function.

Two areas of park land have been allotted to the Tamworth Branch to establish Child Welfare Centres in that town. This movement is supported by the Tamworth City Council. The launching of a Grand Art Union, with prizes amounting to £650—first prize being a Ford Sedan, valued at £480, aroused much interest. Proceeds from this Art Union will assist the building fund of the All Services Club, to be situated in Tamworth.

It takes years to ascend to a position of dominance—it takes power to stay there. With its towering 2,000 watt transmission Station 2TM has dominated the lucrative north of New South Wales to the entire satisfaction of National advertisers. Power . . . plus programmes . . . plus intense activity in local affairs—they're the pylons which hold 2TM and its advertisers in a pre-eminent position.



Sydney Office:
Lisgar House, 30 Carrington Street. BW 7375
Melbourne Office:
Hugh Anderson, 130 Exhibition Stdeet. Cent. 4366

"Lack of Merchandising"

Mr. W. O. Richards, Managing Director,
The Weston Company Pty. Ltd., replies
to Mr. N. Leggatt:—

Assuming Mr. Noel Leggatt has been accurately reported in the October 17 issue of "Commercial Broadcasting", I feel it necessary to counter his criticism regarding clients and advertising agents being unaware of the importance of merchandising. Even assuming some of them are, I fail to see where the radio broadcasting management should be responsible for providing merchandising service, no more than any of the newspapers have. Merchandising service is obviously the responsibility of the advertising agent to his clients, and the agency which does not, or is not fulfilling one of its essential functions cannot offer that service.

So I come to the point of Mr. Leggatt's reflection on established agencies. Though Mr. Leggatt's experience—extending over many years—may have led him to form the opinions expressed, he is obviously unaware that the present status of Australia's largest advertising agencies is due to the close co-operation of such agencies with the Sales Managers of their clients in evolving ideas, plans, angles, packaging, displays and other essential merchandising details. In fact, many of the largest successful manufacturers in the Commonwealth will readily admit that having taken their advertising agency executives into their confidence in discussing their individual policies and projects, they gained the advantage of Agency merchandising counsel of incalculable benefit in wider distribution and greater demand for their products. Proof of merchandising service by such agencies is everywhere demonstrated by the decided improvement in wholesaler and retailer co-operation with advertising agencies as well as the clients. In many instances, Agency contact direct with retailers has resulted in better packaging, and display methods to the mutual benefit of manufacturer, retailer, and consumer.

Space does not permit of citing many instances where an experienced Agency's merchandising services have

—through the years—consolidated closer and closer confidence with clients but also gained the respect of radio and newspaper executives likewise.

In conclusion I may say that Mr. Leggatt should remember that the Accredited Advertising Agencies Association here had taken steps before the war to insure that its members were qualified to give their clients full and experienced service in every phase of selling goods.

Unfortunately the war necessitated abandoning the educational system which the A.A.A.A. planned for young men entering the advertising and merchandising profession, but already the plans have been resuscitated and should reach fruition before many months elapse.

May I close with the confidence that Mr. Leggatt will agree my response is justified and accept it in the friendly, constructive spirit intended.

APRA SERVICE ON AUSTRALIAN MUSIC QUOTA

There are over 600 living Australian composers who are members of APRA, Mr. T. E. Woodbridge, APRA manager, disclosed last week. That figure will probably come as a surprise to even many of those people who are closely associated with music in this country. It does not mean, of course, that all or necessarily any of the works of all of the 600 odd have been published or recorded.

Mr. Woodbridge recently visited many country broadcasting stations in N.S.W. and southern Queensland and at Brisbane and explained to program managers the facilities available through APRA for checking musical usage by each station. This service is particularly appreciated by many stations in making up their returns on their quota of 2½% minimum of Australian music and in fact as a continuing guide to enable the stations to see how they are going during the year in respect of the quota.

WHY BUSINESS MUST ADVERTISE

Because: 1. Most consumers prefer to buy advertised brands, and to patronize those stores which make the best impression with their advertising. That is why the most successful and best-managed companies are among the most consistent advertisers.

Because: 2. Interests of consumers and business men are really the same in the end. Consumers want better goods, lower prices, and more efficient distribution. Business wants the benefits of greater sales volume, which it can get only by providing better goods at lower prices through more efficient distribution.

Because: 3. The result of advertising is greater production, more employment, higher wages and a higher standard of living for all.

Because: 4. Companies that advertise consistently do so because this gives them a quicker and more economical method of distributing goods, thereby saving time and money. Advertising is a low-cost form of selling, an important point for consumers as well as businessmen.

Because: 5. Advertising is the most effective and almost the only economical way to introduce a new product, improvements in old products, and new uses for existing articles.

Because: 6. Advertising is especially helpful in establishing trademarks, which enable customers to know whose brand of merchandise they are buying and consequently what quality to expect.

Because: 7. Advertising promotes competition—the kind of competition that builds business, makes business strive harder to anticipate customers' wants, and to give the more for their money.

Because: 8. Business must advertise to maintain volume, pay dividends, profits; to protect its market for the future; to safeguard its routes of distribution; to build and hold goodwill.

—[From "N.A.B. Manual of Radio Advertising."

When WNEW New York moves into its new quarters at 565 Fifth Ave staff will have choice of clocks, the regular variety, and seven new ones which work backwards. With clock face calibrated counter-clockwise the clocks are geared to tell how much time is left in a quarter-hour period. Clocks were developed by Chief Engineer Max Weiner at suggestion of Ted Cott, WNEW program director.

Men that make YOUR Market

FOUR MARKETS IN ONE. Secondary, PLUS Primary, PLUS Commercial, PLUS Industrial. 252,000 souls engaged in almost every type of important Industry.

This unique combination of heavy and light industries, a prosperous rural area and a large commercial field, makes the Newcastle and Hunter Valley Markets, vitally important to the radio advertiser . . . and makes 2KO, giving blanket coverage of these rich areas, an essential link in YOUR national radio advertising campaign.

TEST YOUR CAMPAIGN ON 2KO FIRST!

through
2KO
NEWCASTLE

Program, Talent Reshuffle Creates New Interest

(Continued from page 14)

A particularly interesting program audience situation has arisen in Sydney where at least three stations are preparing for a possible major reshuffle of listening audiences. Radio 2UE, which will be the Sydney outlet for Colgate shows commencing Monday next, naturally anticipate a big swing of Colgate listeners to come across with the shows. Station 2GB is making strenuous endeavours to hold the Colgate audience with strong counter attractions, while 2UW is stacking up a set of new shows and re-arranged schedules calculated to hold its big audience against the program attractions offered at identical times by 2UE and 2GB and to share with 2KY, 2SM and 2CH additional listeners wandering across the dial and possibly not overinterested in what happened to the big-time radio features. (Such characters do exist!)

New 2UW Features

Station 2UW announces that an outstanding entertainment feature in the key time of 8.0 p.m. every night is the aim of a program re-arrangement which now includes 3 x 1-hours and 4 ½-hours in the 8.0 p.m. lineup.

New Colgate-Palmolive Musical

A new Colgate-Palmolive musical production "Music, Soft as Silk" is in rehearsal and takes the air for the first time over 2UE, and other stations in the new Colgate-Palmolive network switch, on Friday, November 8, at 7.45 p.m. immediately prior to "Colgate Cavalcade". This is an audience participation show featuring Jack Carpenter and orchestra with Olive Lester and Rhythm Quintette.

As reported in "C.B." issue of October 3, the Colgate-Palmolive shows have changed their outlets and it is anticipated that additional country stations will be taking the Colgate-Palmolive shows when arrangements are completed.

The programs presented over the stations named will be as follows:— Mondays 8 p.m. The Protex Programme "Leave Pass", Tuesdays 8 p.m. The Palmolive Hour "Calling the Stars", Wednesdays 8 p.m. "Cashmere Bouquet Show", Fridays 7.45 p.m. "Music, Soft

The Monday feature is "The Persil Show", featuring Monte Richardson; Tuesday's will be "Opera for the People"; the "All-Australian Hit Parade" sponsored by Lux, is now Wednesday; "Australia's Amateur Hour" remains on Thursday; the "Telegraph Sports Parade" stays on Friday; Saturday's is "The Atlantic Show" with Bob Dyer, while Sundays 8.0 p.m. is, as always, the "Lux Radio Theatre." "Opera for the People", the new Vacuum Oil Company program, is scheduled to commence on November 19. The "All-Australian Hit Parade" has been transferred from 7.15 p.m. Friday to fill the 8 o'clock time channel on Wednesday nights.

The inclusion of "Opera for the People" on Tuesday nights has necessitated a switch of "The Shadow" which also is sponsored by Vacuum, and which has been broadcast at 9.0 p.m. Tuesdays. As from November 18, "The Shadow" will go to 8.30 p.m. Monday and the Matthews Thompson program "Among the Immortals" (previously heard at 8.30 p.m. Mondays) will go to 8.30 p.m. Tuesdays. "Starnight" (the Kia-Ora Company) previously heard at 8.00 Tuesdays goes to 7.15 p.m. Fridays.

as Silk", Fridays 8 p.m. "Colgate Cavalcade".

The entire Colgate-Palmolive Radio Production Division is under the direction of Ronald R. Beck.

IT'S READY!

Broadcasting AARDS, containing the commercial station time rates and data of the 106 commercial stations in Australia and New Zealand, is now ready. Order your copy to-day from Mingay Publishing Co., Box 3765, G.P.O., Sydney.

GOLDEN HOURS PROGRAM

Almost two years ago, 4BU Bundaberg launched its Golden Hours program, occupying the noon to 3 p.m. channel, Monday through Friday. From the beginning, feature attractions included in this three-hour program have been popular, and at present, Golden Hours includes a string of afternoon entertainments such as "The In-Laws"; "How Green Was My Valley"; "Consider Your Verdict"; "Strange Adventures"; "The Happy Gillmans"; "Swap Shop"; "Peat Performance"; "Jungle Doctor"; "Piano Silhouettes"; "Take Your Pick"; "Boys from the Hills"; "Competition Club"; "Music as We Like It"; and "Waltzes of the World". Proof of the Golden Hour's appreciative audience, is shown in the large number of entries received for the "Competition Club"; inquiries for goods described for sale in the "Swap Shop" session; and the pleasing response to the many appeals made during three of 4BU's busiest day-time hours.

Youth Club Members Show Strong Musical Interest

The recently-established 2CA Youth Club provides another indication that the youth of to-day is not lacking in initiative or a desire to advance its cultural development. This is particularly noticeable in the musical field, where the 2CA Youth Club has been most active.

Since its inception on June 8 this year, almost 1,000 members have been enrolled between the ages of 6 and 16. From the outset it was apparent that of all the features incorporated in the session including Sport, Drama, Debating, Hobbies, Community Singing Concerts, Guest Artist and Music Maker's Club, the most popular were those associated with music.

Len Mauger, who conducts the Youth Club together with Miss Jean Smith of the Canberra High School Staff, can be seen in the 2CA Theatre almost every afternoon with children of various sizes and ages in preparation for the broadcasts.

Another venture of the Club is its endeavour to establish a National Junior Symphony Orchestra and already 60 children have been enrolled.

A further note of interest is that recently a request was received by Miss Smith for orchestrated version of "Waltzing Matilda" from the Paris Orchestra "La Musique des Jardins de la Paiz". As the music was not readily available, a recording was made by 2CA of the Canberra High School Choir, and this disc is now on its way to Paris.

We are pleased
to announce that
Colgate Palmolive Feature
Programmes
change to
2UE
at 8 o'clock

MONDAY	TUESDAY	WEDNESDAY	FRIDAY
'LEAVE PASS'	'CALLING THE STARS'	'CASHMERE BOUQUET SHOW'	'COLGATE CAVALCADE'

F.M.—OR ELSE!

Ray Allsop warns Australian Broadcasters to get right into Frequency Modulation Broadcasting

Foresees Debacle in Maze of Shared Frequency Channels

A warning that unless frequency modulation broadcasting was introduced into Australia commercial broadcasters would possibly find themselves squeezed into a narrow band of channel-sharers to enable the Government to implement additional national stations, was given by Mr. Ray Allsop in the course of a lecture on "The Problem of FM and Television in Australia" before the BREIF Club at Science House, Sydney, on October 24.

Mr. Allsop illustrated his lecture with films depicting development of both FM and television in America. After referring to the June, 1946, report of the Parliamentary Standing Committee on Broadcasting dealing with these two subjects, Mr. Allsop explained that at the Committee's request the directors of Sydney "Daily Mirror" and "Truth" newspapers agreed to make submissions, and to do that commissioned him as an electronic engineer unattached to any section of the radio industry to go abroad for investigation of the electronic arts in question.

Mr. Allsop detailed the contacts he had made overseas with the leading scientists and engineers of the biggest organisations in the electronic fields and also with Major Armstrong, inventor of FM. He then went on to say:

"After reading the highlights of the diverse evidence tendered to the Parliamentary Standing Committee on Broadcasting by various interests of the radio industry, I feel that confusion and lack of understanding of the problems based upon true facts must exist.

"Furthermore, it would appear in some quarters that the immediate self-interest in the broadcasting and the radio industries was considered more than the ultimate soundness of its national economic structure.

"On the other hand, some evidence of a clearly considered nature was

presented by commercial interests, together with that of the Post Office, with regard to frequency modulation, which augers well for Australian radio.

"As would naturally occur in America, where the broadcasting and radio industries are operated by commercial enterprise, violent controversy has existed with the arrival of new methods of sound broadcasting, and colour versus monochrome television. Company policies, with technicalities thrown in, created such a scum of confusion over true facts, it was difficult for visitors, without adequate technical training or with business interest bias, to elucidate the situation. I believe this true in view of the opinions expressed by many recently returned from their visit to the United States.

"Sound broadcasting and television services in Great Britain are nationally planned and controlled; therefore the same confusion could not exist. The television services have steadily progressed since their inception in 1936, with the exception of the break during the war, while frequency modulation is undergoing a trial period.

"The purpose of the invitation to meet me here this evening is to enable me to clarify, if possible, by word and film, and to give you a better understanding of the problems.

"Once in a while an invention is made that overcomes so many of the problems with which an industry has been contending, that the method is quickly recognised as the right one to follow by those who understand its technical phases. Sometimes the new invention fits nicely into the established financial structure of an in-

dustry; sometimes it does not. In the first case the inventor is met with open arms, in the other he probably is assured that he really has a very fine invention, and that if the art were starting out afresh, no doubt it would be adopted, but to replace the existing plant, even though obviously it is now obsolete, would be too staggering a thing to consider.

"History teaches that the best method inevitably forces its way into use, and ultimately becomes standard. Sixty-five years ago the electric light and power industry started off on the wrong road in its method of distribution. It undertook to distribute electric power using the best; in fact it used the only practical method at the time, viz., the low voltage direct current system.

"Some years later the soundness of this procedure was challenged by the high voltage alternating current system which, surmounting all obstacles placed in its path, went forward against powerful opposition and eventually superseded the direct current system, in over 90% of its application.

"Looking back one can see the absolute inevitability of this result, yet the literature of this time on power transmission reveals a period of most violent controversy.

"A large part of the radio industry, particularly sound broadcasting, is now facing a similar transitional period, for a new principle is now available which furnishes a solution to the problem of static. This term includes all those disturbances which have their origin in natural causes such as lightning storms, and all those man-made noises which have their origin in the various kinds of

electrical machinery and appliances. "The new method solves, not only the noise problem, but many others which are inherent in the existing broadcasting system.

"Due to a number of reasons, present day broadcasting can transmit and reproduce only a part of the musical range, i.e., instead of transmitting the range of 30 to 15,000 cycles per second which is required for natural reproduction, the range of 30 to 5,000 cycles per second is about the limit in present practice.

"In addition, this restricted part of the range which is actually utilised is reproduced none too faithfully by the existing system, on account of various distortions which occur in different parts of the transmitting and receiving equipment. Because of these limitations, "radio sounds like a radio."

"Frequency modulation is capable of transmitting the full range with a minimum of distortion and with practically the full dynamic range that is required, so that it is possible to obtain a naturalness of reproduction never before achieved. In short, a reproduction that "does not sound like a radio."

"The solution of these problems alone would warrant the application of the new technical method, even though nothing more was accomplished than the paralleling of the existing services by the new system, and the gradual transfer of the listening audience from the old to the new type of broadcasting.

"But there is another kind of contribution which this system can make which has very great social and political significance.

A WARNING NOTE

"For years there has been a shortage of wave lengths or channel space, and the attempt to allocate equitably the inadequate facilities available has been a great problem for those charged with the administration. With present methods no permanent solution is possible unless the expansion of broadcasting is limited. Should the latter prove true, then the end of commercial broadcasting in Australia can be very easily envisaged. On this point I will have something more to say later.

"It is not my intention during this talk to burden you with the technical process by which these results are accomplished; I will leave that to a sound film you will see shortly. However, I feel it is desirable to briefly relate some of the historic evolution of this method of transmission as told to me by Armstrong and, without entering into a detailed explanation of the phenomena involved, it would probably be helpful to explain some of the terms which

the layman encounters in press and magazine articles, and to venture a sort of curbstone explanation of how the reduction in noise is achieved.

TRANSMISSION EXPLAINED

"Radio transmission is accomplished by connecting an electrical pump (the transmitter) to a conductor, known as an aerial, usually elevated above the earth, which pumps electricity into the conductor and sucks it out again hundreds of thousands or millions of times a second.

"Because of certain laws of nature with which we need not concern ourselves for an understanding of the subject of this talk, these processes cause an exactly similar flow of electricity in conductors, known as receiving aeriels, suitably placed within the range of a transmission, and this electric current flows up and down the receiving aerial the same number of times per second that the transmitting current flows in its aerial.

"The receiving current is weaker, of course, than the current in the transmitting aerial, being in fact a most minute replica of the current produced at the transmitting point. This weak current, however, is applied to a receiver which amplifies it up to a strength where it may be detected and observed. This constitutes the establishment of the carrier wave between the transmitter and the receiver, but not communication of intelligence.

Mr. Allsop then described in some detail the relative technical differences between AM and FM systems of broadcasting and quoted some of the earliest experiments with FM which encouraged Major Armstrong to forge ahead with its development in the laboratory stages. He continued:

"The many years of research required to test out the principle of FM were carried out at the Columbia University, New York," he continued. "Since both ends of the system of necessity had to be under simultaneous observation, the transmitting and receiving equipments were located in adjoining rooms, the distance over which sound frequencies were transmitted being only about 50 feet.

"During the winter of 1933 and 1934, the system was demonstrated in the laboratory to the executives and engineers of the Radio Corporation of America for several months. The laboratory experiments in the static elimination field being subject to justifiable suspicion, the transmitting equipment was removed from the Columbia University in the spring of 1934, and installed at the National Broadcasting Company's station located at the top of the Empire State Building in New York. This station had a 2 k.w., 44 m/c. transmitter



Mr. Ray Allsop

which was originally intended for television, but was not in use at the time. It was modified so as to transmit wide band frequency modulation.

"The receiving system was located at West Hampton Beach, Long Island, about 70 miles from New York. The excellence of the results obtained in the initial tests surpassed all expectations, perfectly quiet reception being secured through the heaviest thunder-storms, when all the standard broadcasting stations had been rendered utterly useless. This is also notable for the fact that while the frequency modulation transmission was only 2 k.w., the standard broadcasting services were upwards of 50 k.w.

"The receiver was removed in July to a new location, a distance of about 85 miles from New York, where successful operation likewise was obtained.

"In all these tests much greater improvement in signal to noise ratio was obtained than the thousandfold gain previously referred to. A pleasing surprise was the establishment of the fact that very high frequency transmission, contrary to the expected belief, did not stop abruptly at the horizon (about 45 miles for the Empire State Tower), but could be successfully received up to at least three horizons.

"The complete absence of all the effects of selective sideband fading, from which the standard broadcast band suffers, was proved, and all the fears of limited coverage were set at rest.

"Armstrong then made application to the Federal Communications Commission for permission to construct a high-powered frequency modulation transmitter, the success of which would remove from the realms of academic discussion all questions of the efficacy of the system.

"The necessary authority was obtained at the end of 1936, and construction was started in the spring of 1937. At the same time the management of one of the American broad-

(Continued page 22)

ALLSOP LECTURES ON F.M.

(Continued from page 21)

casting networks entered the field with the erection of a station in Connecticut, and shortly thereafter the General Electric Company, as a result of the demonstrations, became interested and carried out and published results of a long series of tests, confirming the conclusions arrived at during the Empire State field tests.

"The transmitter, erected by Armstrong at Alpine, New Jersey, was used for preliminary testing during the summer of 1938. All expectations were more than fulfilled, and in the summer of 1939 the station was placed on a regular operating schedule, and the broadcasting industry became convinced that a change was imminent.

"A dozen more stations were constructed, and applications for licences for over 150 more were on file with the Federal Communications Commission by the winter of 1939.

PUBLIC'S REACTION

"With the establishment of the regular operation of over one dozen frequency modulation stations in America just prior to the war, and the distribution of a substantial number of receivers, it was possible to gauge the public reaction to the new method of broadcasting.

"The enthusiasm over the quietness of the system was as expected, but the most gratifying result has been the response to the improved quality of transmission.

"The point had been made, and in some quarters was strongly urged, as it is in Australia, that the public would not appreciate so-called high fidelity reception, in fact that it did not want it.

"This contention was supported by reference to the public's reaction which attended the introduction of standard broadcast receivers, which had a wider frequency range than the usual 5,000 cycles per second.

"One or two attempts had been made to create a market in America for receivers with a frequency range extending up to 7 or 8,000 cycles per second, but it was found that these receivers did not sell well, and when they were sold the listener made rather drastic use of the tone control, which prevented the higher frequencies from being reproduced.

"Hence it was concluded the public, from some impediment of those senses of perception, did not want the higher frequency range.

"However, quite the reverse was the case. What the average listener objected to was not the increased range of frequencies reproduced, but the presence of certain harmonic distortions which are particularly offensive in the upper frequency ranges. These tones, together with the increased noise which always attends extending of the frequency range in standard broadcasting, were the things which were really being rejected.

"When the harmonic distortions and the noise were removed from the reproduced sound, by means of the frequency modulation system, full frequency range was instantly appreciated. The reproduction then become natural.

"In this regard it is interesting to read a commentary by two of the world's famous musicians, following their experience in the reproduction of frequency-modulation, viz. Dr. Serge Koussevitzky, conductor of the Boston Symphony Orchestra, and Dr. Leopold Stokowski, the latter being unique amongst the world's famous conductors in that he has gone outside his own field to study the electrical phenomena of broadcast transmission in order to determine the limitations that are imposed on the musicians art.

"They agree musically that frequency-modulation is a boon in many ways. Timbres of instruments are transmitted so well that you can easily imagine yourself seated in a concert hall. The oboe and clarinet sound like themselves. A cello is a cello, and a double bass is not a tympani. 'All sounds seem to lean on a cushion of comforting silence.'

"It is difficult now for one to credit that the contention is actually made that an unnatural type of reproduction is to be preferred to a natural one.

NATURAL REPRODUCTION

"It has always been my opinion that natural radio reproduction would be preferred to unnatural reproduction. My experience in administration of sound motion picture apparatus design for cinema and the resultant public preference has confirmed this.

"After meeting and discussing the problem with great scientists engaged in the administration of fundamental development of sound reproducing apparatus, including Dr. Harry Olsen, Chief of the Department of Acoustic Research in the R.C.A. Laboratories, who shares with Dr. Harvey Fletcher of the Bell Telephone Laboratories, acknowledgment as being the world's

leading authorities in acoustics, it was extremely gratifying to learn my opinion agreed with theirs. They entirely disagree with the many statements made and magazine articles published on the subject, which have been obviously designed to fulfil a commercial purpose.

"In the controversy that arose in America when it was realised that frequency-modulation would be introduced, the antagonists brought out the familiar story of the listening public not favouring high fidelity, but this was soon quashed by the F.C.C. creating, as one of the standards, a 200 kilocycle swing which permits an audio frequency range up to 15,000 cycles per second, i.e. the standard as originally laid down by Armstrong

"It was said in America, and is said in Australia, that frequency-modulation receivers would be too expensive and the smallest receiver would have no advantage over an amplitude-modulation receiver of a comparable size, owing to the small speaker baffle area. In this regard I will read to you paragraphs three and four of the conclusions in my evidence to the Standing Committee on Broadcasting of July, 1945, presented prior to my visit overseas.—

"3. To view the development of the production of the amplitude-modulation receiving equipment in retrospect, it is envisaged that the frequency-modulation receiver will pass through similar phases of production development with the resultant economy in production. Therefore, the fear that the receiving equipment is complicated, that it will not be available in small models of a size and price comparable with amplitude-modulation receiving equipment is ill founded.

4. The receiving equipment comparable with the type and price range available for amplitude-modulation reception, even to the least expensive table models with small inefficiently mounted loud-speakers will produce infinitely superior quality as they will all have the noise reduction feature of frequency-modulation and with extension of the frequency range."

"Now let us examine the situation in America, at the present time. Where as previously in this talk I informed you that frequency-modulation receiving equipment was fundamentally based upon normal superheterodyne practice with two additional units, one valve has now been developed to function as discriminator, second detector and first audio—so abolishing one of the extra units.

"Of the many manufactures, probably the Zenith Corporation offers the best example of production development, for they have placed on the

(Continued page 22)

An

Introduction

The shadows cast by F.M. and Television, possibly from afar off, but nevertheless significant, are a reminder of the gradual drawing together of Radio and the Theatre. Kinelab has for fifteen years serviced the special technical requirements of all the major film distributors and producers in this country. The radio trade we have met only through Australian Radio Transcriptions Pty. Ltd., a subsidiary handling our radio recording activities.

It is our policy to . . .

Refrain from producing shows of our own which we might be tempted to sell in competition with those of our customers.

Retain an absolutely independent entity with the sole objective of equally efficient service to all.

Render a technical service, vintage 1946, to any producer of radio and screen entertainment, 24 hours a day from their studios or ours.

May we instal a permanent line to your studio?

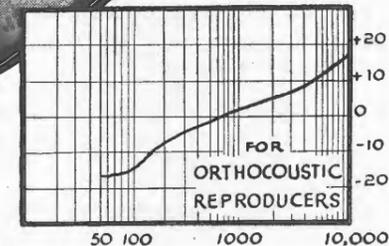
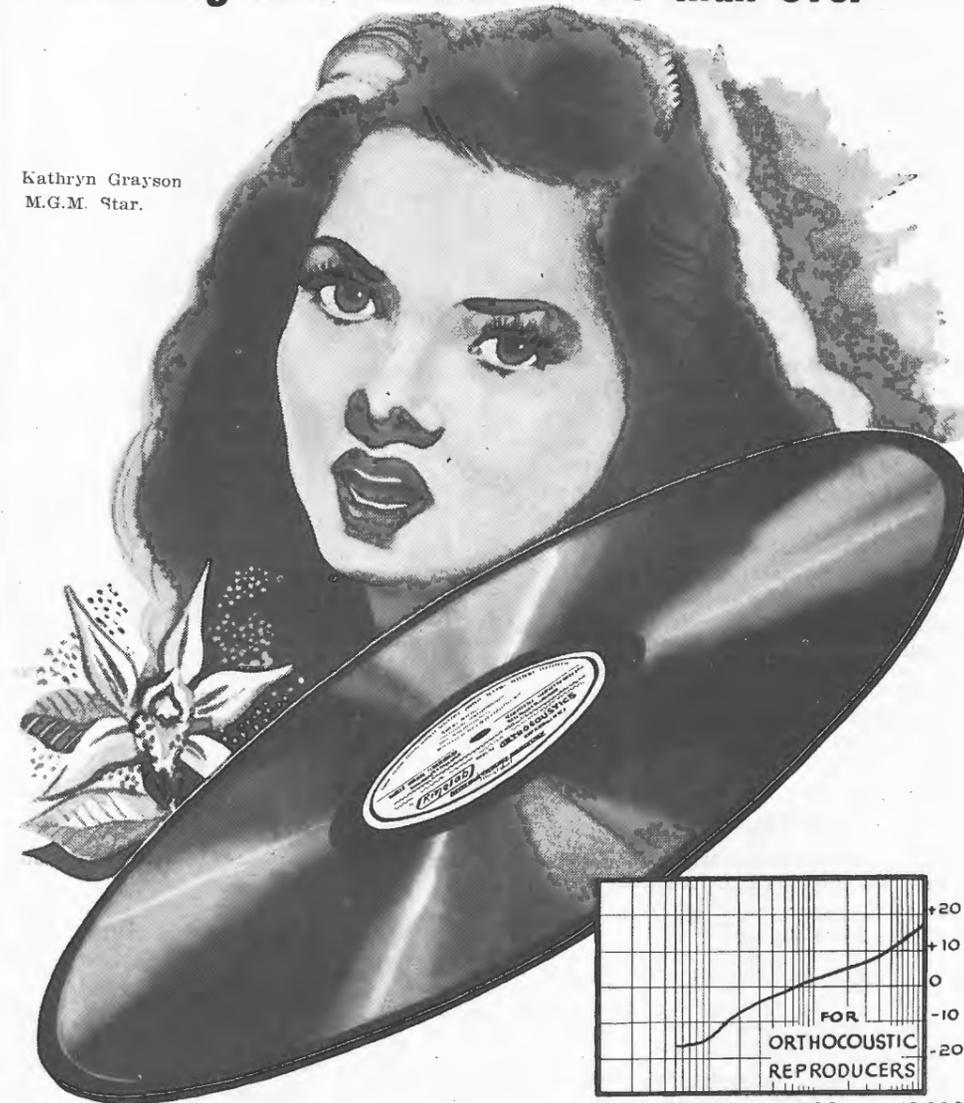
Become your recording department?

★ ★ ★

IN 1946

"knowing how" matters more than ever

Kathryn Grayson
M.G.M. Star.



A breath-taking sequence, be it in Song or Dialogue—the chirp of crickets or the crack of a pistol has not only to sound right, it's got to feel right. To feel right a recording has to bring your most expensive artist right into the listener's home the way you hear Kathryn Grayson in your favourite theatre. That kind of recording is our business. Have your show recorded by

Kinelab

MOTION PICTURE PROCESSES SOUND REPT.

Recording Technicians to Film & Radio Industry
KINELAB PTY. LTD. Telephone M 2635.
484 George Street SYDNEY

Progressive Farmer Returns from Successful U.S.A. Trip

High praise for co-operation by American Radio Stations

Mr. A. K. Gardiner, winner of the "Progressive Farmer" competition sponsored by the Rural Bank and Country Broadcasting Services (2GZ) earlier this year has returned from his trip to the U.S.A., where he spent some four months studying farming methods in the United States.

"The success of my trip," Mr. Gardiner told "C.B." in an interview, "was due greatly to the assistance and co-operation of the broadcasting people of the U.S. who did everything they could in arranging an itinerary (wherever possible) to allow me to see and study the farming methods of a large number of farms throughout America. From these farms I gained quite a knowledge of the various methods used for the different sections of rural production in combatting disease and pests and feel sure that I will be able to help Australian farmers overcome many of the problems they encounter in our land."

During his stay in America, Mr. Gardiner delivered numerous broadcasts giving listeners an impression of the country and farmsteads he had seen and also making a comparison with Australian rural areas.

Mr. Gardiner mentioned that whenever he broadcast in America strong requests were made to him to talk about the kangaroo.

In touching on the programs provided by the American stations for their rural listeners, Mr. Gardiner stated that these programs were of high quality and were well-received. In his travels he found that the average American farming family were homely and that they appreciated good music. Films were not a true indication of the average American's way of life!

Mr. Gardiner visited the State Fair held at Des Moines in company with Mr. A. S. Hard (Australia's Assistant Trade Commissioner) and he there made a televised program which was shown at the Fair.

The U.S. Dept. of Agriculture, working in conjunction with the Radio Farm people, provided programs that were of great value to the rural lis-



Mr. A. K. Gardiner

teners and they are doing a grand job, especially for the youth, said Mr. Gardiner.

In summing up his trip, Mr. Gardiner said that he appreciated immensely the generous action of Station 2GZ and the Rural Bank of N.S.W. in sponsoring such a contest as the "Progressive Farmer Competition". This competition had provided him as the winner with a marvellous opportunity to be able to study the farming methods of a progressive country like U.S.A.

"I have also been afforded the opportunity of a glimpse of the vast industrial life of that go-ahead country" he added. "I am looking forward to the series of broadcasts which I will be giving from 2GZ and am sure that most of the information I have gathered from my trip to the U.S. will be both beneficial and interesting to the farmers of Australia."

Mr. Gardiner's first broadcast was given on Monday, October 28, and his subsequent broadcasts will be heard on the following outlets: 2MW, 2LM, 2GF, 2KM, 2HR, 2BE, 2NZ, 2AD, 2GZ, 2BS, 2GN, 2CA, 2XL, 2TM, 2MO, 2DU, 2PK, 2WG, 2LF, 2RG, 2QN, 2KA, 2AY, 2MG.

Valuable Prizes for Successful Contestant in Atlantic Quiz Show

"The Atlantic Show" sponsored by the Atlantic Union Oil Co., and emanating from 2UW on relay to the Major Network strikes a new note in sponsored radio quiz programs and possibly a new "high" in listener interest. The time channel is 8 p.m. Saturdays.

As a highlight of the show, Bob Dyer presents a special quiz in which one member of the audience is given three general knowledge questions. A successful answer to the first question wins £1; the next wins £5, while a third wins a rich assortment of popular merchandise, including: electric refrigerator, electric vacuum cleaner, a console radio set, six new car tyres, a week's free holiday in Melbourne with air passage and all expenses paid, a set of golf clubs and 2 doz. new balls and a bicycle.

That was the list when "C.B." went to press. The total value then was listed at £315. The list is to be expanded week by week if the prize remains intact. Some fabulous prize lists have been amassed in similar quiz sessions in America, with a proportionate increase in public interest in the session, week by week.

RADIO SHOW FOR FOOD FUND

Melbourne radio stations are combining to organise "Radio Riot", a variety program to be staged in the Melbourne Town Hall on November 1, in aid of the Lord Mayor's Food for Britain Appeal. This will be the third year "Radio Riot" has been held. Leading artists in Melbourne radio will be featured, plus Tom Davids' band. Eddie Balmer, of 3KZ is looking after the production side of the show, and the publicity is being handled by Norman Currey of 3XY. Don Elliott of Clemenger Productions is also a member of the Committee. Mr. Saker—who has been associated with "Radio Riot" from its original performance—is President of the Committee and Miss Judy Allen, well known in radio circles, is Hon. Secretary.

This should be a most enjoyable show, and tickets are obtainable at the Appeal Office in the Town Hall, and at the door on the night of the performance. Preferential booking is now open at Glen's.

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION

Broadcasters First
Peace Year Convention

Greetings to all
Australian Broadcasters

APRA EXTENDS CORDIAL WISHES FOR A SUCCESSFUL CONVENTION

Music is undoubtedly the greatest ally the Australian broadcaster has. Through its wise use dreams are built, romance is brought into the home of the Australian listener, great memories are revived, and through the medium of music the Australian public is attracted to the fine programmes now being built by the broadcaster.

Appropriate music is the main ingredient of showmanship, upon which the broadcaster can always rely. It is timeless and universal.

The Australian broadcaster has the finest reservoir of all the world's music at his disposal through the agency of APRA. It is easily and immediately available.

Each year APRA's repertoire is increasing so that to-day it represents the very best in all music fields.

APRA and the broadcasters have attained a business understanding which is of great benefit to both important organisations. Because of this excellent business relationship the Australian public to-day receives musical programmes so delightfully constituted and so well balanced that no where else in the world have the listening public a better or wider field of entertainment from which to choose.

APRA extends to broadcasters greetings for 1947, and good wishes for success in their November Convention.

66 PITT STREET, SYDNEY

BRIEFLY.....

• The International Confederation of Authors and Composers' Societies, of which APRA in Australasia, PRS in England, and ASCAP in America are among the member organisations, last week (Oct. 21-26) held their first post-war convention at Washington, D.C., in Congress library. The convention was under the chairmanship of Mr. Les Boosey, chairman of PRS, who is the first Englishman to be president of the international confederation. The occasion also represented the first time the convention had been held outside of Europe. Mr. Boosey's presidency also is another first in that he is the first publisher-member ever to be president of the confederation—the post always before being held by an author or a composer of music.

• Dick Fair, compere-producer of Australia's Amateur Hour, arrived back in Sydney last week from Adelaide and Melbourne, but will soon be "on the wallaby" again, this time headed north, for the Brisbane season of AAH at the end of November. Clifford Arnold, talent scout for "the Hour," will start auditions at 4BK this week.

• Bob Danvers-Walker, who will be remembered as announcer on 3DB and Melbourne ABC stations, is another Australian who is doing some good for himself in London. Since 1940, Bob has been the "Voice" of Pathe Newsreel. During the war years he was in various forms of troop entertainment and did broadcasts to Europe for the BBC. He still does talks for the BBC, but as the Voice of Pathe he has a world-wide audience.

• David Magoffin, who recently resumed at 2CH after annual leave spent in Northern Queensland, returned home the other night to find his flat had been burgled. The thieves got away with Magoffin's entire wardrobe and a large quantity of his mother's jewellery. When last seen, he was going round his abode to prevent thieves making a second entry, and muttering, "Bolting the door," etc., etc.

• Frank Zeppel, script and copywriter in the A.W.A. Broadcasting Department, finds that radio is taking him further and further from his home town, Adelaide. His latest move is to Warwick (Qld.), where he takes

BROADCASTING BUSINESS

DeWitt & Co. Ltd., 15 minutes, evening session, "Beloved Rogue," for 52 weeks. (W. H. Emmett Ltd. [O'ceas]). Renewal.

Spencer Jackson, 15 minutes, evening session, "World of Song," for 52 weeks. (John Clemenger Ltd.). Renewal.

Vic. Housewives, 15 minutes, morning session, "Housewives' Session," for 52 weeks. Renewal.

Macks Pty. Ltd., 15 minutes and 5 minutes, evening session, "Musical Titbit" and "A Man and His Band," for 52 weeks. Renewal.

Fred Stearne & Co., 15 minutes, evening session, "Drama of Medicine," for 52 weeks. (Hansen Rubensohn Ltd.). Renewal.

Catanachs Ltd., 100 words Penelope's Session, for 52 weeks. (Paton Advertising Service). Renewal.

Nestle and Anglo Swiss commenced eight-week campaign of 100-word spots for V-Lactogen; 35 stations in N.S.W. and Victoria have been selected. (Goldberg Advertising).

U.L.V.A., six one-quarter hours on nine N.S.W. stations, in addition to their already current widespread campaign via radio and press. (Goldberg Advertising).

The Ice Manufacturers' Association of N.S.W., 50-word and one-minute announcements over all city stations, for 35 weeks. (Goldberg Advertising).

F. W. Adams (Carbonated Beverages) contracted with 2BH (Broken Hill) for six months' 25-word recorded and 50-word dramatised recorded spot announcements. (Goldberg Agency).

Chapman's Fruit Juices and Cordials, 25-word racing spots on A.S.B. programs, 50-word breakfast session, 2UE; 50-word in breakfast session, 2GB. Contracts 52 weeks. (Goldberg Agency).

Tallerman & Co. Pty. Ltd., "Rodax" scatters, 2UE. (The Weston Co. Pty. Ltd.).

Lambert Pharmacal Co. (A.) Pty. Ltd., released new "Listerine" campaign in five States. (The Weston Co. Pty. Ltd.).

Inglis (Pty.) Ltd., renewed sponsorship of Caulfield and Melbourne Cup for "Granuma" Porridge Meal and "Goldenia" Tea with 2UE and A.S.B. stations. (The Weston Co. Pty. Ltd.).

Tillock & Co. Pty. Ltd., extended "Aunt Mary's Baking Powder" announcement schedule to include Northern Victoria and Queensland. (The Weston Co. Pty. Ltd.).

McWilliams Wines Pty. Ltd., renewal of Melbourne Cup sponsorship, 2UW. (The Weston Co. Pty. Ltd.).

over the post of chief announcer for 4WK.

• Latest news about 2UE's feature announcer, William Matthew Moloney, is that he's purchased a motion picture studio, with theatre attached. He handles educational and instructional films, but later hopes to produce a feature film. One of Bill's films was the "Case of the Disappearing School" for the "Safety First" Council, which was seen in Sydney theatres some time ago. As well as his motion picture interests, Bill writes the scripts for 2UE productions "Justice Rides the Range" and "Officer Crosby."

Stephen King Pty. Ltd. (Jubilee White and Lanoma Gin)—100 word announcements before and after the Sun Sporting Session from 3DB, Saturdays. (Agency, Claude Mooney.)

Wilkinson Rent-A-Radio—5 minute sessions, Monday to Friday, 3KZ. (Agency, George Patterson Pty. Ltd.).

Littleton-Harvey-Simmins announced special recorded scatter campaign on 4BH on behalf of Rapidheat Electrics Pty. Ltd.

R. M. Gow & Co. Pty. Ltd. are extending their scatter announcements to Station 4VI (Charleville)—25 words daily after the evening news—for twelve months.

Sennitt's Ice Cream—"Junior Amateur Time" from 3DB on Saturdays, from 10.30 a.m. to 11.30 a.m. (Agency, N. V. Nixon).

A. B. Gibson and Sons (K04 and Killcote)—100 word announcements, 5DN, 5RM Women's Daytime Session, 6-months' campaign. (Agency, Paton's.)

Peters Arctic Delicacy (N.Q.) Ltd. are sponsoring "The Three Musketeers" on 4TO and 4CA, broadcast three times weekly, Wednesday, Thursday and Friday, 6.15 p.m. on 4CA and Thursday, Friday and Saturday at 6.00 p.m. on 4TO. (Noble-B. Advertising.)

Beckers Pty. Ltd., released "Author Playhouse" through 6IX-WB-MD, 7.30 p.m. Fridays. (Weston Co. Pty. Ltd.).

Bodega Wine Co., sponsorship of N.S.W. Victoria-Queensland and N.S.W. Tennis Championship on 2UW. (The Weston Co. Pty. Ltd.).

Pick-Me-Up Condiment Co. Ltd., Melbourne Cup sponsorship, 2LT. (The Weston Co. Pty. Ltd.).

Associated Newspapers, campaign of spot announcements on all metropolitan stations and 2GN for Daily Sun. (W. T. McClelland & Co.).

Elvy & Co. (Piano and Radio Warehouse) spot announcements on 2UE. (W. T. McClelland & Co.).

Knox Drug Co., new 1-minute recorded releases for Cystex, Mendaco and Nixodol on all metropolitan stations. (W. T. McClelland & Co.).

Brevilles Sponsoring Radio Revels in two States

Rather interesting circumstances are associated with the recent contract signed by Brevilles (Sydney) for 6-months' sponsorship of "Radio Revels" over 2UE.

This program is relayed from 3XY Melbourne, and on the same day that Brevilles of Sydney took over "Radio Revels," another firm with the same name in Melbourne signed for sponsorship of the program from 3XY.

Added interest is provided by the fact that the 3XY compere, Alwyn Kurtz, is the son of Donald Day, who presents the programme and does the commercials from 2UE.

Brevilles' (Sydney) advertising handled by the Hepworth Agency.

6PM-AM

THE WHITFORD BROADCASTING NETWORK
PM-AM-KG-GE

WESTERN AUSTRALIA

Commencing Nov. 4th Present:-

MONDAY, 8.00 P.M.—"LEAVE PASS"

TUESDAY, 8.00 P.M.—"CALLING THE STARS"

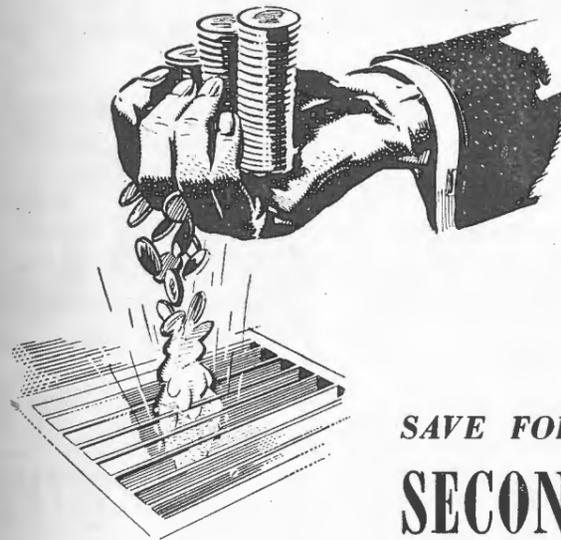
WEDNESDAY, 8.00 P.M.—"CASHMERE BOUQUET SHOW"

FRIDAY, 7.45 P.M.—"COLGATE CAVALCADE"

MELBOURNE REP.
HUGH ANDERSON
POSTER HOUSE
EXHIBITION ST.
PHONE CET. 4366-4367

SYDNEY REP.:
DON SCOTT
O'BRIEN HOUSE
56 YOUNG ST.
B5586

DON'T LET YOUR MONEY SLIP AWAY



To save now is to have later . . . to spend now is to soon have nothing. The wise man is saving for the future. He has his money invested in Security Bonds—he's getting better than bank interest . . . and when goods are plentiful and prices reasonable he will have something to enjoy. Be wise — put your money in the Second Security Loan.

SAVE FOR SECURITY — INVEST IN THE
SECOND SECURITY LOAN

AROUND THE WORLD IN RADIO

There are now at least 1005 AM broadcasting stations operating in America. The FCC, in announcing the 1000th licence late September, in a press release said that expansion of the broadcasting field in the past decade was remarkable. Ten years ago there were only 632 stations and all AM in operation. Now, in addition to the 1005 AM stations, there were 65 FM outlets operating; another 48 holding regular licences, and 531 FM applicants with conditional grants or construction permits.

As at the beginning of October, 1946, America had six television stations operating with a total of 72 more in various stages of progress through building or pending permits from the FCC. The Columbia Broadcasting System, who are plugging strongly for color television and bypassing black-and-white, late September petitioned the FCC to adopt standards for and authorise commercial television operation in the ultra-high frequencies—480-920 mc band now used for experimental video. This move is regarded as very important and one which could (if FCC agrees) step up the general rate of tele development. It is known that FCC has a leaning towards the UHF to enable more elbow room for the granting of licences to stations.

Canada and America have entered into a "good-neighbour" policy over the use of FM near their respective country's borders. An agreement provides that neither country will make final assignment of an FM channel within 250 miles of the border until it is assented to by the other. Several applications made to the FCC have already been referred to Canada.

Speaking to the Imperial Press Conference in London recently, Sir William Haley, director-general of the BBC, said that television will develop into a large-scale medium regardless of opposition from other entertainment interests. Ultimately it will increase interest in sports, movies and theatre. The BBC, said Sir William, intends to press on as fast as physical resources allow with the task of making television available to as many homes and over as widespread an area as possible. At the same time the speaker hinted that the BBC will control video as strictly as radio. "It is an integral part of broadcasting and not an art separate from it," he said.

While the FCC reported in September that there was then a potential of nearly 1,000 FM stations, including those authorised and those applied for, an announcement from the Radio Manufacturers' Association about the same time rather took the fruit out of the pie. RMA revealed that August hit an all-time high in radio set production at 1½ million receivers of all types and brands, of which a mere 13,000 (or less than 1%) were FM-equipped. The previous month's production figures showed 20,000 FM units. Ray C. Cosgrove, RMA president, denied rumors that manufacturers were deliberately withholding FM from the public—blamed delays and difficulties in tooling-up assembly lines and FCC's action in shifting FM to higher frequencies. America has put over nine million receivers on the market so far this year and only about 40,000 of them are AM-FM combinations.

Queensland Talent Quest



Photograph shows Mr. Len Cleary, winner of 4BH's "Stairway to Stardom", receiving his cheque for £150 from Mr. E. J. Simpson, representing the sponsor.

The grand final of "Stairway to Stardom," Queensland Talent quest, which has been conducted over the past 26 weeks under the sponsorship of Simpson Brothers Pty. Ltd., was held in the 4BH Auditorium at 9 p.m., Monday, Oct. 14. Because of its entirely local flavour, and the size of the prize money, this contest has enjoyed tremendous interest.

First prize (£150) went to Mr. Len Cleary, tenor, the singing policeman of South Brisbane; Second (£50) to the Mallowee Male Quartette, headed by Mr. O'Malley; and third, (£25) to baritone Mr. Chris. McGuinn, of Zillmere.

Cheques were presented by Mr. E. J. Simpson, director and sales man-

The Andrew Co., of Chicago, claim to have perfected a new antenna capable of receiving on all commercial television and FM channels. The unit is called Di-Fan from its fan-like design. It has two sets of five elements extended in two different directions. Ordinary dipole antenna or dipole reflector arrays normally work well on only one or two of the commercial television channels.

Electronic combination of color and sound on a single carrier channel is a three-year research project announced recently by Harry Lubcke, Don Lee Broadcasting System's director of television. In research, Mr. Lubcke said he would use color film slides and live subjects with sound being sandwiched between side bands.

Seeking to develop devices for using radio transmission in automobile as an adjunct to the horn, a licence has been issued in America for experiments. The Declco-Remy division of General Motors is financing the experiments, says an N.A.B. report.

Wrapped up in Peters



At the Peter's Pals' Party on Saturday, Oct. 12, held in the Cathedral Hall, Melbourne, and conducted by "Uncle Tom" of 3KY, one little lass wore a fancy dress composed entirely of wrappers and cartons of Peter's Ice Cream. This had won her a handsome prize at a recent Children's Costume Parade. Peter's Pals' Party is sponsored by Peter's Ice Cream (Vic.) and account is handled by the Rickards Advertising Service, Melbourne.

ager of Simpson Bros., who was introduced to the audience by 4BH manager, Mr. C. R. Carson.

Agriculture Expert is Long-Standing Radio Identity

Bill Honeyfield, agricultural expert of 2UE, has, during his 15 years' association with that broadcasting station, built up a number of authoritative radio reporting sessions for the man on the land. His sessions also attract a large metropolitan audience.

In his talks on agricultural, dairying, poultry, gardens and dogs, Bill Honeyfield is assisted greatly towards helping his listeners by the practical experience he gains from his experimental farm in the Windsor (N.S.W.) district, where he is consistently seeking ways and means of building up disease-resistance in plants and animals.

During the war, he was called to the Defence Department to assist Army Education Services. For 18 months, he made two broadcasts a week at 7 a.m. addressed to military camps on the subjects of gardening, pigs and poultry. Visiting camps personally in all districts, he supervised the servicemen's enterprises. One of his valuable suggestions was the use

of pigs at all camps to dispose of waste food.

His interests lately have been adopting a cosmopolitan flavour. Many well-known people in the East, including the Sultan of Johore, have approached him regarding the possibility of his securing suitable stock for despatch to the Federated Malay States. The Japanese occupation practically denuded the F.M.S. of all livestock and attempts are now being made to make these losses good. Mr. Honeyfield has sent pigs, poultry, sheep, goats, dogs and birds to Malaya, sometimes by air, often by steamer.

In gathering much of his information for broadcast, Mr. Honeyfield has the background of his association



Mr. Bill Honeyfield

with a number of societies connected with rural activities.

He is No. 1 life hon. member of the Sheep Dog Trial Workers' Association of Australia; life member, Gun Dog Society of Australia; executive officer, Tail Waggers' Club; associate member of all dog clubs; member, R.S.P.C.A. and hon. inspector; hon. member, Royal Agricultural Society of N.S.W.; associate member of all Cattle Breeds Societies, Sheepbreeders' Association and Pig Breeders' Association; member, Saanen Goat Society of N.S.W.; Councillor, Horse Association of N.S.W., and member of Trotting League of N.S.W.; associate member of all established Horticultural Societies, and vice-president, Rangers' League of N.S.W.

One amusing anecdote Bill tells against himself is a conversation overheard in the train. Two women were talking about gardening, and mentioned the help that Bill Honeyfield from Radio 2UE had been to them. One said: "Have you seen Mr. Honeyfield's own garden?" Bill leaned back to savour more comfortably the praise he was sure would follow—her friend denying that she had had the pleasure, swiftly came the retort, "My dear, it's a wilderness!"



and the majority of listeners at

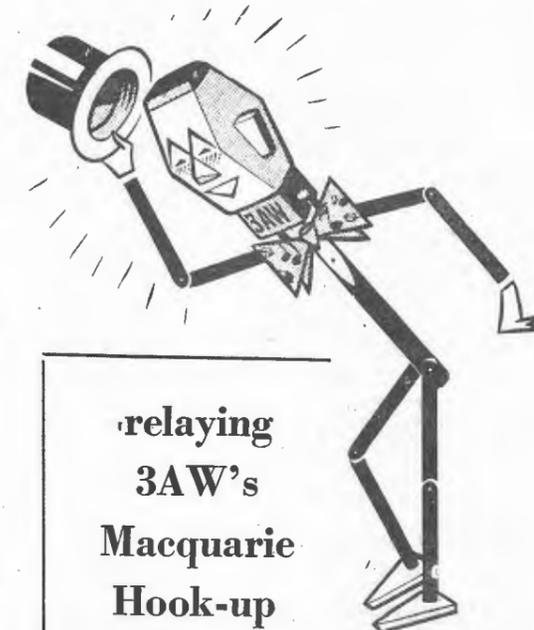
● Avoca	● Daylesford	● Bendigo
● Castlemaine	● Clunes	● Creswick
● Maldon	● Talbot	● Maryborough
● Beaufort	● Dunolly	● Inglewood
● Ballarat	● St. Arnaud	● Newstead

and Central Victoria

welcome the

NEW MACQUARIE SHOWS WITH TOMMY TRINDER

3CV Studios, Bendigo : Represented by Macquarie Network.



relaying
3AW's
Macquarie
Hook-up
Nightly
6.30 to 10.30



German Tape Recorder Seen as Ideal for F.M.

Termed by a U.S. Government report as "probably the finest commercial recording system in existence," the German "Magnetophon" K7 magnetic tape recorder has been further improved since it was taken to the States. According to "F.M. Business" (U.S.A.), engineers have subjected it to exhaustive tests and state, without qualification, that it's the best. If it can be made available commercially, it may provide an answer to F.M.'s high-fidelity recording needs.

Extensively used in German broadcasting stations, the equipment handles a frequency range of 25 to 15,000 cycles and a dynamic volume range of up to 80 db. Distortion is less than 2%. Excellence of performance is due to use of a plastic tape, an improved system of recording and erasing with supersonics and a remarkable mechanical construction which insures absolute constancy of tape speed.

How the Device Works

The plastic tape is about 0.04 mm. thick and 6 mm. wide, and is either coated or impregnated with minute magnetic particles. A light 10-inch roll will run about 22 minutes. It can be cut and spliced with extreme ease. The tape is said to be useful for up to 10,000 reproductions without loss of quality. The ingenious use of a supersonic signal to "agitate" the tape during recording contributes considerably to the unusually good signal-to-noise ratio and dynamic range; the process is comparable to the familiar method of demonstrating magnetic lines of force by tapping a paper, covered with iron filings, held over a magnet.

Earlier German magnetic recorders, using a DC erasing system without the supersonic device, created an unfavourable impression in U.S.A., but engineers feel the "K7" leaves little to be desired. They were fully con-

vinced after Major John T. Muller gave a demonstration before the San Francisco section of the I.R.E.

The Germans also developed a number of tape recorders for wartime use—to record conversations, radio traffic, telegraphic signals. Among these are small portable units, battery and clockwork driven. Photostats describing the recorders can be obtained at nominal cost from the Office of Technical Services, Department of Commerce, Washington, D.C. Publication numbers are: PB-12659, PB-1027, PB-1346 and PB-5386.

ARC CHIEF BACK FROM WORLD TOUR

Mr. D. M. Fegan, general manager of Australian Record Company, arrived back in Sydney last week by the "Monterey" after several months' visit to America, Canada, Scotland and England.

It is hoped to present some detailed impressions gained by Mr. Fegan in next issue but meantime he made the following points in a short interview between clearing luggage through customs shortly after arrival.

- In America a tendency, except in big radio shows, to produce pot-boilers lacking the finer touches of production; they have more facilities than Australia but local shows are more than comparable.
- Industrial troubles holding up a lot of development.
- Boom in phonograph records with many new companies flooding the market with their labels; many will go to the wall when the big companies get back to peacetime production.
- Commercial television not yet practicable; present high cost of technical facility makes for cheap program material.
- FM all boxed up, particularly retarded by Petrillo.

"The Shadow" for Andorra

Grace Gibson advises that the sale of her production "The Shadow" has been finalised for broadcast in the principality of Andorra, which is located between France and Spain. This sale was effected by the producer of "The Shadow" in America, where the show is on "live".

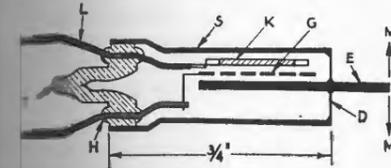
Mr. H. Marshall, managing director of The Recording Centre, has announced that Jack Arnold, son of Cliff Arnold, of J. W. Arnold & Co., has joined The Recording Centre as outside contact man. Jack Arnold's former service with the Army was associated with Columbia, Soudercraft, Lux and V.O.A.

ELECTRONIC GRAMOPHONE PICK-UP

From the U.S.A. comes news of a new device that may be the answer to the basic problem of gramophone pick-up design obtaining high output and fidelity from an assembly light enough to avoid excessive record wear. This device is a tiny triode vacuum tube weighing only 1/15 oz., capable of directly converting mechanical movement into variable electron flow.

Ever since the introduction of electrical gramophone recordings, designers of reproducing equipment have sought the ideal "transducer," which would be capable of translating the mechanical engraving on the record into exactly corresponding electrical impulses, and still be light and efficient in operation.

In the search for this ideal, many systems have been tried—magnetic, inductive, capacitive and piezo-electric—and while some of these have proved sufficiently satisfactory to achieve widespread adoption, this new



Schematic of the "Vibrotron". The tube consists of a cathode (K), grid (G) and movable anode (E) assembled in a metal shell (S), with leads (L) brought out through a glass header (H) with exhaust insulation (T). At the opposite end of the assembly is a thin metal diaphragm (D), through which the anode (E) is extended, in such a manner that movement in the direction MM results in variation of the internal electrode spacing.

device seems more nearly to approach the ideal than any of the earlier arrangements.

Known as the "Vibrotron," the new tube has been developed by R.C.A. and so far, has been distributed only to manufacturers for experimental purposes. A sectionalised sketch of the tube is given in the illustration and it will be seen that it is basically a triode with a movable anode. Coupling of the external source of mechanical movement to the anode extension brings about corresponding changes of the internal electrode spacing, thus varying the electron flow and setting up potential swings in an associated load resistor. A relatively high output may thus be obtained, depending on the constants of the circuit in which the tube is operated.

To permit mounting directly at the source of movement (e.g., in a pick-up head or microphone) the tube has

been made very small, and its overall dimensions are barely 1 in. long by 1/4 in. diameter, while its weight, as mentioned previously, is only 1/15 oz. The envelope is of metal and the flexible diaphragm which permits movement of the anode, is also of metal.

It is claimed that exhaustive tests on this device have demonstrated not only its efficiency and fidelity, but also its stability and reliability under severe conditions of use. No information regarding local availability of the "Vibrotron" has yet been received, but it is safe to assume that its advent will be awaited with great interest.

NEW RECORDING DEVICE

Invention of a new electronic system which improves quality of phonograph record reproduction by reducing scratch and rumble noises is announced by H. H. Scott, president of Technology Instrument Corp. Tests indicate stations using suppressor can extend transmitted audio-frequency range when using commercial shellac and vinylite discs, and realise lower scratch level than with lowpass filters. The T.I.C. will make first commercial broadcast appearance with invention shortly.

Mr. Chief Engineer,

MONEY IS INVESTED NOT SPENT WHEN YOU PURCHASE "RADIONIC" EQUIPMENT

Whether it be spares or complete equipment contact

RADIONIC RPA PRODUCTS

MEADOWBANK (SYDNEY) N.S.W. 'PHONE RYDE 243

STATION MANAGERS

Successful Melbourne "Broadcast Advertising" Representative Seeks Melbourne Representation Interstate and Country Stations

Highest Credentials — Proved Integrity

For particulars, write first instance

"REPRESENTATIVE"

"Commercial Broadcasting," Box 3765 G.P.O., Sydney

PRODUCERS!

Overcome Your Sound Effects Problems

CONTACT

THE RECORDING CENTRE

who can supply your individual requirements with on-the-spot recordings made by their G.E. 51 Portable Wire Recorder.

THE RECORDING CENTRE, 251 Pitt St., Sydney. MA 1140.

W & G

RECORD PROCESSING CO. PTY. LTD.

MODERN METHODS ENSURE HIGHER FIDELITY · FASTER SERVICE

185-187 BECKETT STREET, MELBOURNE, C.I. VICTORIA

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne

BENEFITS OF F.M. EXPLAINED BY RAY ALLSOP

(Continued from page 22)

market a combination A.M.-F.M. set with two frequency-modulation bands. The frequency ranges covered are (A.M.) 1,600 to 535 kilocycles, (F.M.) 42 to 50 megacycles, and 88 to 108 megacycles. The set is contained in a plastic case and retails for \$59.50, (approximately £A18/11/0). So evolution of the frequency-modulation receiver proceeds.

"The users of very small frequency-modulation receivers have the following advantages in reception:—

1. Extension of the frequency range because of
2. Less harmonic distortion, and
3. No background noise and static.
4. Greater dynamic range
5. No fading
6. Same quality of reception day-time and night-time.

It is not the same old sound from the same old box. On the basis of established standards it is revitalised radio. The overall fidelity is only limited by the program matter.

"At the present time only one obstacle stands in the way of the full realisation of the benefits of frequency-modulation throughout this country, and that is the limitation of network operation imposed by the deficiencies of the wire-line connections. These connections as at present set up are limited to a frequency range cut off below the capabilities of the 200 k/c. swing frequency-modulation, with the residual noise level greater than that required for the full dynamic range of orchestral production. This limitation does not, of course, affect the static and noise eliminating qualities of the system, but would reduce the quality of the transmission to that imposed by the characteristics of the wire-lines.

"In the United States this deficiency is overcome, where the transmitter is remote from the studio, by employing a micro-wave beam in place of the conventional wire-line connection. The Telephone Companies have planned wide frequency range circuits over radio links and co-axial cables for networking frequency-modulation broadcasting and television transmissions together with facsimile telegraph.

"Ordinary recordings with suitable filtering at the transmitter sound improved, as they are received without noise and harmonic distortion other than that existing in the original recording. The improved recordings are a new experience. From "live" pick-up program producers may avail themselves of the natural volume and frequency range of human ability for the utmost realisation in dramatic effect.

Demonstrations set up for me during my association with Edwin H. Armstrong and the General Electric engineers in the United States confirm the frequency-modulation system's superiority. I heard perfectly clear reception on a production type receiver, while amplitude-modulation service reception was marred by natural static and man-made static. At a distance of 180 miles reception remained constant day and night. There was no special arrangement of aerials or other equipment to make the reception possible. It was as would be used in a home.

"For a demonstration of fidelity I heard the full dynamic and frequency range of a symphony orchestra and choral rendition reproduced without amplitude distortion. There was no apparatus to cause compression of the dynamic range in the transmitter.

"Then many noises encountered in daily life were transmitted, including sawing of wood and hammering of nails into hardwood. The latter being heard without any audible trace of over modulation distortion. It will be realised that such impact sounds are most difficult to reproduce in realism.

"While the American electronic industries were completely engaged in production of essential equipment during the war, which laid away the application development of frequency-modulation and television for the time being, the Federal Communications Commission maintained a watching brief to care for future events.

"During September, 1944 a series of hearings were held with the object of re-assigning wave bands for frequency-modulation and television to cope with the demand for the extension of these services in the immediate post-war period.

"By the end of 1945 over 750 new applications for frequency-modulation station licences had been made. Commissioner Jett informed me it was expected many thousands of stations would be in operation within 5 years. It was anticipated the bulk of the amplitude-modulation stations now channel-sharing would move over completely to frequency-modulation. Only strategically placed amplitude-modulation cleared channel stations would be maintained in the standard broadcasting band to provide a service for the sparsely populated areas.

"Manufacturers scheduled the first batch of post-war amplitude-modulation receivers to be on the market by December 1, 1945; frequency-modulation receivers in March, 1946. Frequency-modulation transmitter manufacturers were taking orders for de-

livery in April, 1946. However, material and industrial troubles retarded the timing very severely.

"Nevertheless, frequency-modulation application is now well on the way. Armstrong advised me by radio on June 30 that production of frequency-modulation receivers was well over 1,000 per day, while transmitters were being turned out at the rate of one per day. Since then the rate has increased.

"Early in 1946 H. L. Kirke, head of the Research Department of the B.B.C. visited America to investigate frequency-modulation broadcasting. On his return to England transmitters were manufactured and trials commenced in the 45 and 90 m/cs. wave band.

"Mr. Kirke describes the trials in the current 'B.B.C. Quarterly,' and his conservative conclusions should be read with particular interest by Australian radio executives and engineers. He states—"The general conclusion is very much in favour of frequency-modulation transmission as a means of distributing high quality, noise-free broadcasting.

PROGRESS OR PERISH

"And now I wish to headline this paper, without any desire to appear sensational, of the danger that may concern the future of commercial broadcasting in the event of logical progress not being made.

"I invite you to carefully examine the Australian Broadcasting Service frequency channel plan, together with paragraphs 20/22 inclusive of the evidence tendered by the Post Office to the Parliamentary Standing Committee on Broadcasting and the Gibson report.

"From the examination it will be clearly understood the impossibility of accommodating channel requirements of the national network expansion in the standard broadcast band without accepting serious impairment to the type of service.

"Even without additional commercial transmitters there is not sufficient channel facilities to accommodate the projected expansion to provide reliable services to all parts of the continent for which listeners pay their licence fees.

Since the national network cannot provide a service without impairment, what then is the solution—

- (a) Shall the national network adopt synchronised channel sharing,
- (b) Shall the commercial broadcasters be crowded into standard channels, with the resultant drastic reduction of service

as in the American system, or (c) Commercial broadcasters eventually be requested to relinquish their licences in order that cleared channels may be made available to the national network.

"While (a) is technically possible, it would be rejected on account of its restriction of program flexibility, and difficulty in providing individual programs from stations in the event of emergency.

"It is unlikely the administration will permit the broadcasting system to develop into a position similar to that existing in the United States where the demand for channels has modulated the system facilities to a degree where the mass of stations, channel sharing, have a daytime service area of between 12 and 13 miles, while at night-time the service area is reduced from 4 to 5 miles.

"After personal experience, I believe the Australian broadcasting plan of competitive national and commercial broadcasting stations, is the finest in the world and should be maintained. Frequency-modulation offers the only solution to the problem, since by the nature of its function higher frequency spectrums will be opened which will make available the required channels for expansion when considered advisable.

"A SECOND CHANCE!"

"Frequency-modulation will give Australian commercial broadcasting its second chance: a second chance to deliver a service to the listeners in a manner that was not possible before.

"It will provide the very necessary stimulus the industry needs, not only in our local field of electronics, broadcasting and recording technique, but it will create in the program producers the desire to use the realism that will lift radio out of the superficial sphere into which it has drifted.

"For the manufacturer of transmitters and, more particularly, for the manufacturer of receivers, there lies a new market in an industry which is reaching a saturation point.

"Step by step we have moved forward from the crystal detector to the multi-valve receiver from head phones to the magnetic horn loudspeaker; and finally the dynamic cone speaker. From low frequencies (long waves) to high frequencies (short waves). Each step an improvement to the end result.

"It has been proved over and over again that the safest guides to forecasting progress in this industry are to be found in a study of its past history. Paradoxical as it may seem, to look forward most clearly we should look backward."

(Next issue:—Allsop Discusses Television)

2AD ARMIDALE

★ Was selected and invited by the Glen Innes Eisteddfod Society to broadcast the final night of its big festival on October 12. The festival attracted entries from all parts of the North, North-West and Northern Tableland. The broadcast took place from the Glen Innes Town Hall, which was packed to capacity.

2AD, The Voice of New England

★ Has over the past decade built up a listening audience second to none in importance to advertisers, Local and National, on provincial Stations. New England business houses which "took to the air" when Station 2AD opened in February, 1936, have consistently renewed their contracts.

2AD, the Popular Station

★ Located at Armidale, the only University city in the provincial districts of the Commonwealth, and the chief administrative centre for Federal and State Government departments in the North, is as steady as the proverbial rock. Embraced in 2AD's primary cover is the richest and most prolific food producing area in Australia.

2AD, the Listeners' Station

★ Is the only Station on the Tableland and the only Station (Commercial or National) that can guarantee static-free reception in Summer as well as in Winter. Tests will prove this claim!

2AD Will Carry Your Message

★ Station 2AD holds the goodwill and esteem of listeners over a wide area, and it is ready to carry your message to residents throughout the New England Tableland. For the past eleven months over 5,000 PAID Birthday calls have been broadcast from 2AD.

For Full Information and Particulars Regarding Sessions and Times Available

Contact

New England Broadcasters

ARMIDALE, N.S.W.

INTERSTATE NEWS

South Australia

Arrangements are being made to broadcast John Martin's Annual Christmas Pageant, Saturday, Nov. 12, through the Major Network to all states in the Commonwealth. Since it is the only pageant of its kind in this country, and is said to be the biggest in the Southern Hemisphere, the relay will be made to give interstates an idea of this annual effort. The length of the pageant will be 1262 yards, there will be 11 bands, 10 floats, 23 wheeled sets and 952 people. The pageant starts at 10 a.m. Adelaide time, and returns to the store at 11 a.m. to meet Father Christmas who arrives "from the North Pole by plane" at that time. A feature of John Martin's annual pageant is the daily description, which commences a fortnight beforehand, of Father Christmas getting ready to bring the toys to John Martin's and starting off in a reindeer team, then via plane, from the North Pole to Adelaide. These descriptions are broadcast each evening by 5 AD in the Kangaroo Club sessions. At 10.40 a.m. on the same day the Lord Mayor will entertain crippled and invalid children at a party in the Town Hall. 5AD's broadcast of the party will be compered by Dick Moore.

Sponsored by G. F. Cleland and Sons Ltd., the Trotting meeting at Gawler on October 22 was broadcast by 5AD. This was the first time that Trotting had been broadcast by a commercial broadcasting station in South Australia. The commentary was given by Ted Madigan.

Matt Hynes, 5DN's sporting commentator, is visiting Melbourne to assist in the Macquarie Network tie-up for the description of the Melbourne Cup race meeting.

5DN's "Kay" will go to Melbourne to broadcast for Adelaide listeners descriptions of the fashions at the Cup, particularly those of Adelaide visitors. This broadcast will immediately precede the relay by 5DN of the description of the race.

Queensland

The last of the 1946 season of the Midday Community Concerts at the Brisbane City Hall, conducted by 4BK took place at the end of October with most of the artists who had appeared during the season, taking part. Sponsors were R. M. Gow & Co. Pty. Ltd., who intend to resume after the hot summer weather in March of next year.

Mr. A. L. Dixon who has been Chief Engineer of 4BK since its inception in 1931, has resigned his position to enable him to enter private enterprise on his own account in the field general consultative work in radio engineering, with emphasis on the design of aerial systems.

A new addition to the announcing staff of 4BK is Miss Hazel Perry—formerly of 4IP Ipswich. Miss Perry has been a school teacher in the Ipswich district, and attracted much attention on the radio after the 1945 visit to Queensland of the Australian Amateur Hour, when she presented a very successful children's choir—she is a talented musician.

J. H. Williams, manager, 4MK, has been to Sydney on an annual visit, and on the way through, spent several days in Brisbane—as usual, he looks his hale and hearty self.

Mr. Johnston, 4IP Ipswich manager, is still having trouble with his shoulder, which means that his bowls are suffering these days. He anticipates going to Melbourne at Xmas for the Australian Bowling Carnival, and if fit, will participate, otherwise he is going to be an onlooker and have a nice holiday.

New manager, J. N. Duncan, 4LG, advises that the station will soon be busy installing the new 1,000-watt transmitter which is under construction. The increase in power from 300 to 1,000 watts will give the station greater coverage. Plans are being made for new and brighter programs covering the extended broadcasting hours. An added attraction to 4LG programs is the one-hour play from Macquarie Radio Theatre—this feature is heard each Sunday at 8 o'clock under local sponsorship.

Reorganisation of AWA

Did not want to part with Beam Service, says Chairman

The Government's acquisition of the AWA Beam Wireless service was strongly opposed by the Board of Amalgamated Wireless (A/sia) Ltd., the chairman (Mr. T. J. Parker) told shareholders at the annual meeting of the company on October 21.

In the course of his address, Mr. Parker said that during the year the company's resources and attention had been largely devoted to a conversion from war to peacetime activities.

"Whilst this is not yet complete, good progress has been made, and it seems that the figures which have been placed before you can be regarded as evidence of the manner in which the company's staff has met the many difficulties and problems involved in the change," he continued in moving the adoption of the accounts and directors' report. "Progress has been retarded by the shortage of materials and certain classes of labor. The task has been particularly strenuous, as for nearly four years our manufacturing resources were completely engaged on the production of war equipment, most of which has no peacetime application.

"Since the last general meeting, your directors were informed of the Government's intention to compulsorily acquire the company's overseas telecommunications services. The action of the Government was the outcome of decisions reached at a Communications Conference held in London by the various Empire Governments, and the future should determine the wisdom or otherwise of the change. The terms of the acquisition, and the procedure for payment of the compensation to the private shareholders are described in the circular already in your hands, and I think you will agree that in the circumstances a satisfactory settlement was obtained. The company retains all its activities other than the overseas telegraph, telephone, coastal and island radio services, and whilst the re-arrangement will require careful

Western Australia

The October meeting of the West Australian Division of the Institute of Advertising provided members with a good opportunity to become more acquainted with the pros and cons of "Coupon Trading". Mr. F. Hodlen of G. Wood, Son & Co., spoke on this subject which proved most topical in view of the re-introduction of gift schemes and the related coupon system. The November meeting promises to be most outstanding as Arthur Viveash, founder of Illustrations Ltd., is giving an evening of films, etc., taken during a special tour of the North-West and Northern Territory. The Annual Meeting of the Institute will take place early in December when the office bearers will be elected.

handling, your directors are confident of the continued success of the company. The Board was opposed to the acquisition, and regrets the loss of that part of the undertaking the company pioneered and developed to most satisfactory state of technical and business efficiency. Many letters of appreciation of the standard of service have been received, and hand over our telecommunications to a well-established and progressive business.

"During the 20 years the company has operated the services to England and Canada, the number of messages sent and received has grown from year to year, requiring the telegraph staff to be increased from 100 to 60 persons. Contrary to the general trend of rising costs, there have been many reductions in rates, resulting in a substantial saving to the Australian public. . . .

"An examination of the year's accounts discloses that cash and bank balances decreased by approximately £300,000. This is reflected in a decrease in sundry creditors of £101,000 and an increase in the item for stock and work in progress of £178,000, representing a resumption of peacetime production.

"Other movements in the asset side of the balance-sheet are: An increase of £33,000 in plant and equipment for wireless services, being principally additions to apparatus for beam, overseas telephone and coastal services, an increase of £6,500 for shares in subsidiary and other companies, including an original subscription upon the formation of a new company established in conjunction with the Telegraph Construction and Maintenance Company Ltd. of London for the manufacture of plastic-coated wires, plastic tubing and insulating materials in Australia.

"On the liabilities side there is an increase of £45,000 in shareholders' funds, covering a movement of the General Reserves and the Profit and Loss Appropriation Account.

"The Profit and Loss Account shows a revenue decrease of approximately £2,000, and an expenses decrease of a slightly greater amount, leaving a net profit increase for the year of £120,000.

"Having regard to all the circumstances, your directors decided that it was appropriate to declare a dividend of 8%. It is expected that within the course of the next few months the private shareholders will receive compensation arising from the loss of telecommunications and goodwill.

KNOX DRUG'S VALUABLE AUSTRALIAN EXPORTS

Knox Drug Co's exports from Australia are providing quite a valuable contribution to Australia's overseas trade, Mr. Glenn Smith, special overseas representative of the parent American company, told "C.B." last week. Exports of the company's products such as Cystex, Mendaco, Nixoderm and many more are flowing to the Far East, Egypt and in fact all countries of the sterling bloc.

Mr. Smith, as announced in last issue, arrived in Sydney by the "Monterey" and after a week or so will proceed to Melbourne where he will be home-down for 12 months or more. He is accompanied by his wife and two young children. His most recent overseas assignment before coming to Australia was in England and the Low countries of the continent where he spent 10 months organising his company's post-war merchandising plans.

The Knox Company, he explained, is currently manufacturing and distributing in 15 countries, three of which—U.S.A., England and Australia—export Knox products as well as supply local demands.

STANFORD ALLAN
PTY. LTD.
Advertising Media
Representatives

Opens the
door to rich
Interstate &
Provincial
Markets

NEWSPAPER HOUSE
247 Collins St., Melb., C.I.
Central 4705. Telegrams: "Stanallan," Melb.

MR. TIME BUYER!

Let's Assess the Facts!

Let's get together one day, and thoroughly discuss the case for 3XY. It's a good solid story we have to tell. Your phone is handy . . . reach for it NOW!

3XY

163 Spring Street, Melbourne.
Central 6612

Sydney Rep.: Mr. Rick Barnes
42 Pitt. St. Phone: B6315

A PROVED SALES MEDIUM

FROM THE HEART OF
QUEENSLAND
TO A WEALTHY DISTRICT
AND A
POPULATION OF 30,000 PEOPLE

The nearest broadcasting station is 300 miles away, thus affording sponsors maximum listener response to their sales message when it is entrusted to 4LG.

4LG LONGREACH

Sydney Representative:
FRED THOMPSON — B 2085

4BU BUNDABERG

offers Sponsors a complete and effective coverage of the Central Coastal Queensland Market.

Cattle, Dairying and Sugar, plus a host of secondary industries, makes this area serviced by 4BU an enticing market for Sponsors.

The Market-wise Sponsor uses

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network.

Representatives:

SYDNEY—Macquarie Network

MELBOURNE—Macquarie Network

WRITING SOUND SELLING COPY

Creative work in advertising agencies can become overspecialised, says Ralph E. de Castro in "Printers Ink"

Lay that pistol down, my good friends in the radio and copy departments, for I am about to preach heresy.

It is my contention that the system current in most advertising agencies where a rigid barrier is erected between the creative work of the copy and radio departments is not conducive either to quality of production or to economy of operation.

This rigid separation of functions and duties springs mostly, I believe, from radio people. I do not doubt their honesty of belief that radio demands specialization, but I think they have oversold this specialization to the front office. On the other hand, copy chiefs are often over-jealous of their functions, and rarely look to the radio writers for any assistance or co-operation in printed word copy.

I think there is nothing so mysterious or difficult about writing for the microphone that any good writer could not do it with the necessary training and practice. The good writer must be versatile. With equal facility he must write to sell soap, automobiles or ideas. He must be able to write for catalogues, brochures and broadsides. He should be a master of the mail-order technique. He must be able to dig into a product, analyze it, find its appeals and selling points, then work all this into words that create desire on the reader or the listener.

I think my radio friends will agree that commercials are generally based on work of the copy department, that the radio writer takes the salient points of a product as decided upon by the copy department, then uses his special technique to compress as much of it as possible or advisable in a format that appeals to the ear instead of the eye. "Ah, but there's the difference!" will be the answer. Quite right—but is it not true that most pieces of good copy are improved by reading? Else why is it generally accepted practice (when the client will permit) to read aloud the first pieces of copy in a new campaign? Yet the copy was written not for the ear but for the eye!

I think the answer is that—unconsciously, perhaps—the good copy man writes for the ear and the eye at the same time. With a few exceptions, the really fine piece of copy is just as good, if not better, when read aloud.

In the same way, the really good radio commercial, unless it depends on a sound effect for its "sell," is generally a fast-moving, action-packed message, that, with a few changes, could easily be switched to "eye" copy.

In theory, advertising men are paid for eight hours of work a day. I know there are few men capable of producing good creative work over an eight-hour stretch—just as there are few writers of novels or articles who could do such sustained work. However, it has been my personal experience that the mere switching over, from printed-word writing to commercial writing, gives the writer a fresh start, for, when tired and fed up with the search for ideas, illustrations, words, phrases and headlines needed in printed-word copy, the very simplicity of commercial writing comes as a new challenge. (The word "simplicity" is not to be construed as "ease"! I think that any copy writer who has had the opportunity to do both will agree with me.

If it be accepted, then, that the good writer can produce for both radio and publications, why not build a creative department on this premise? Why not build a department whose goal is the combining of these two functions? I do not deny that some men will eventually excel in one or the other. If they excel to the point of obvious superiority in one or the other, they may be left to their speciality. But I believe many a potential commercial writer is buried in the copy department, with a "Keep off the (radio) grass" sign in front of him. Likewise I think there are many men in radio departments who, with the opportunity, could turn out good printed-word copy.

The ideal solution, of course, would be a unified creative department, under a creative chief. If the work were of sufficient volume to warrant, there would be both a radio-commercial chief and a copy chief under the general chief.

I believe that such a system would make for a more economical operation, and that as the men developed in stature in both kinds of writing, a smaller staff could turn out the same volume of work. And, just as important, I do not believe the men would feel any greater work-load, for the change from one type of writing to the other is relaxing and inspiring.

PROGRAM BUSINESS

Following the success of "Women of History" and "Great Lovers" sponsored on 2UW Sydney, Matthews Thompson and Company Ltd. have taken a third documentary program in their half-hour session on 2UW at 8.30 p.m. Mondays. The new feature, "Among the Immortals," presents dramatized half-hour highlights from the life stories of famous men. The program, produced by the George Edwards company, is based on original scripts by Reginald Kirby and the first eight programs cover the lives of the Duke of Marlborough, Samuel Butler, Warren Hastings, Robert Burns, General James Wolfe, Edgar Allan Poe, William Pitt, and Ben Jonson. Many of Sydney's outstanding radio players, in addition to members of the G.E. company, are being cast for these programs, which commenced on 2UW on Monday, October 28.

"The Adventure on the Island of Flowers" (a new "Danger Unlimited" series) sponsored by Beckers Pty. Ltd. on 3UZ Mondays, Tuesdays and Wednesdays, commenced on Oct. 14. Advertising agent is The Weston Co. Pty. Ltd.

McGill's Agency, bookseller, are now sponsoring "Famous Tenors" broadcast from 3KZ on Sunday at 8-8.30 p.m., for 26 weeks. Their sponsorship of this popular feature commenced on October 6, and their account is in the hands of Carder Advertising Service.

Arrangements have been finalized with A. G. Spalding & Bros. (Australia) Pty. Ltd., sporting goods manufacturer, to sponsor the broadcast of the Davis Cup in December, through the Australian Major Network, plus other stations yet to be decided upon. Eric Welch will be commentator, assisted by Vivian Magrath, and the woman angle of this three-day broadcast will be covered by Mrs. Bolton (Nancy Wynn). J. Walter Thompson services the account.

As Honorary Publicity Officers for the Shaftesbury Homes Appeal in Queensland, Littleton-Harvey-Simmins Agency, the use of four half-hours evening 4BK/AK for special appeal broadcasts will feature a musical program volunteered services of Max Humphreys and his band, and supporting local artists. Broadcast is 8 o'clock Tuesday.

At News Deadline

BATTLE FOR LANDLINES

One of the biggest problems involved in the switch of Colgate shows effective next week) from Macquarie to a new selected chain of 37 stations has been that of availability of landlines.

During the war years the Colgate shows were disced, but a couple of months ago when lines became available 2GB booked them for the Colgate shows. The switch to 2UE Sydney as originating station immediately set up the task of arranging to take over the landlines from the PMG Department. As 2GB and Macquarie arranged for the Tommy Trinder show and other features to fill the vacated time channels on the network they naturally sought to retain the landlines.

As we go to press the matter has finally been clarified, but has been considered by the PMG himself at Canberra. Betting is in favour of the landlines going with the Colgate shows, and others, if available, being granted to Macquarie.

FM Licence Grant Rumored

"Truth" and "Daily Mirror" newspapers, controlled by Mr. Ezra Norton, who have applied for broadcasting licences in various States, were rumored last week to have been granted an FM licence.

A director of the newspapers told "CB" at deadline that he had no official knowledge of such grant and commented that he thought he would have heard about it if it had been a fact.

Three More Stations For Colgates

Agency George Patterson Pty. Ltd. have added three more stations to their chain carrying Colgate features starting next week. These are 6TZ Dardara country link station of 6PR Perth, 2BH Broken Hill, and 3CS Colac.

Broadcasting on 4,000 Megacycles!

Simultaneously with the U.S. reports of successful demonstrations of a program multiplex broadcast transmission on 930 mc/s., comes news that Raytheon Mfg. Co. has achieved a factory multiple broadcasting on a frequency of 4,000 megacycles. The tests were made between Boston and New York and involved the use of six automatic repeater stations.

Normal program material, facsimile and teleprinter messages were transmitted successfully and the tests are claimed to open up a new sphere for radio development.

ADVERTISING AGENCIES

The complement of Goldberg's Radio Division, Sydney, has been temporarily reduced by one—radio manager Milton Chick having flown to Melbourne in order to "tee-up" certain Goldbergian matters.

Metropolitan Diaper Service (radio and press clients of the Goldberg Agency) were well represented at the recent Baby Show at the Sydney Town Hall. Apart from their nappy-festooned stall, Metropolitan Diaper Service awarded a month's supply of diapers to the winning baby, and also to each of the three cherubs who sacrificed their modesty in the nappy changing contest!

Staff of J. Walter Thompson Sydney Office celebrated the return of its ex-Service members with a re-union party, held at Ranciff, Woollahra on Oct. 11.

Jeff Wylie of George Patterson Pty. Ltd., Melbourne, arrived in Brisbane last week with Alf Docking of Gordon & Gotch, Melbourne, and they both left to enjoy the sunshine at Surfers' Paradise—they intend staying in Brisbane for about three weeks.

Doug. Elliott, assistant producer of John Clemenger Productions, Melbourne, is away in Tasmania enjoying a fortnight's holiday in the Apple Isle.

Geoff. Wylie, assistant radio manager for Geo. Patterson's Pty. Ltd., Melbourne, left for a three weeks' sojourn in Brisbane last week. This is Geoff's first holiday for many years, and it was on medical advice that he went north.

Mr. Hocking, late sub-editor of the "Newcastle Herald" and ex-Flight Lieutenant in the R.A.A.F., has taken over the Radio Department of the J. W. Johnston Advertising Agency.

Mr. D. Taylor—Director of Public Relations for J. Walter Thompson (Aust.) Pty. Ltd.—was in Melbourne on a business trip about the middle of the month.

Mr. Loyd Ring Coleman, managing director of J. Walter Thompson (Aust.) Pty. Ltd., left England on Oct. 11 to return to Australia on the "Astaurius" after a visit to the United States and Europe.

VICTORIAN INSTITUTE OF ADVERTISING LUNCHEON

The guest speaker at the Victorian Institute of Advertising Luncheon—held in the Victoria Banquet Hall on Friday, October 18, was Major John Venmore-Roland, who is Deputy Assistant Director of Public Relations, United Kingdom Army and R.A.F. Liaison Staff in Australia. Major Venmore-Roland's speech dealt mainly with his experiences in Public Relations work, and he gave a delightfully humorous description of his difficulties in coping with a group of press correspondents in Japan—when each journalist tried to collect the scoops for his own paper, and it was the Major's job to see fair play. During the war, Major Venmore-Roland had served with the Commandos.

VICTORIAN AGENTS AND LORD MAYOR'S HOSPITAL APPEAL

Agents have been selected to conduct the Lord Mayor's Hospital Appeal, 1946. Press—O'Brien Publicity Pty. Ltd., Radio—United Service Publicity Pty. Ltd. Mr. N. V. Nixon of N. V. Nixon Pty. Ltd., is acting as Liaison Officer in connection with this campaign, and the agents concerned with the production work have now called for the support and co-operation of all other agencies in Victoria.

The Australian Commercial and Industrial Artists' Association (c/- Miss Ruth Seale, 374 Little Collins St., Melbourne) will hold their second annual exhibition of commercial and industrial art at the Athenaeum Gallery, February 3-15, 1947.

Cossey Advertising Service, of Brisbane, was admitted to membership of the Four A's at the Federal Executive meeting in Sydney last week. Mr. Peter Cossey heads this Brisbane agency.

The Four A's membership certificate has been printed and will shortly be distributed to all member agencies. In silver grey tonings and very attractively mounted and framed and glazed, the certificate will add a dignified touch to agency reception rooms.



Mr. R. D. Chaddock chats over coffee at the Australia Hotel, Sydney, with Mr. R. G. Walker, Art Director of J. Walter Thompson's head office in Australia. Mr. Chaddock arrived by the "Montrey" recently to join the Art Department of J. Walter Thompson's Sydney Office.

2CH SPORTS REVIEW

Introduced during October, the "2CH Sports Review" gives a full cover of Sydney's amateur sporting activities to sporting listeners, and includes the decisions of fixtures staged in various parts of Sydney on Saturday afternoons. This service is conducted by Charles Tingwell and Charles Stanley, of 2CH, who act in collaboration with Mr. Forbes Carlisle, B.Sc., of Sydney University, who is identified with many outstanding sporting activities and who will give commentaries of many events decided each Saturday. Besides Forbes Carlisle's commentaries, Charles Tingwell and Charles Stanley will "cover" many important sporting events with a wire recorder.

Just Out!

The
BROADCASTING EDITION
of the
**AUSTRALIAN ADVERTISING
RATE & DATA SERVICE**

Place Your Subscriptions now

Australia: £2-2-0

Other British Countries: £2-10-0

America: 10 Dollars

Other Foreign Countries: £3-3-0

Broadcasting AARDS

PUBLISHED BY

MINGAY PUBLISHING COMPANY

BOX 3765 G.P.O. SYDNEY, N.S.W. Phone FA 7054

AND AT

MELBOURNE (Central 2642) — BRISBANE (B 5320) — ADELAIDE (Central 7944) — PERTH (B 5320)

★ PUBLISHED EVERY SECOND THURSDAY ★
**COMMERCIAL
BROADCASTING**

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

Vol. XV, No. 9 (438th issue), Thursday November 14, 1946

Hi Fellers!
This is a fitting yarn for an ad.!



The little feller was desperate—he'd walked all day looking for a suit small enough to fit him; and this was the last shop in town, and the last suit on the rack.

"It's a bit big," his pal said, as he climbed into it. "I know," the little feller said, "but it'll be all right if he cuts holes for my eyes."

I GAVE that one to a couple of the 2UW boys the other day—told them to paste it in their hats. They don't know anything about fitting suits—but, boy, they do know how to fit an advertiser into the right spot on the schedule to give him the right audience at the right time . . . (provided, of course, that the right time is available!)

It's a 2UW "know how" and from the audience point of view, it's another reason, too, why



most people listen to

2UW

