PERSONALS

Mr. G. F. Minckley who has been stationed in Washington since the early part of this year, has returned to Australia. His duties being done, he is expected to return to Australia shortly, and it is hoped to have him in New York with Mr. Sam Dobbins, of J. Walter Thompson Agency, who was in charge of the agency in Australia several years ago. Mr. Dobbs called that his 'big voyage,' and it is hoped that Mr. Minckley will have a similarly good voyage. 

A recent letter from Mr. Minckley refers to having called on Mr. Dobbs, and that they had lunch in New York in connection with the agency in Australia for Australian friends through this column of the newspapers.

Frank March (2UW general manager), and Captain on the Artillery Headquarters of the Australian Military Forces, was back in Sydney last week, having been away for some time. 

Frank March and brother Ralph, while Frank Whitford in Western Australia is publishing the news.”

Mr. Dave Woolford, 2UW manager, was responsible for one of the best wisecracks of the Convention in Melbourne last week, when he said: "I am now looking forward to taking a bit of a spell for a week or two."

Mr. Worrall declared. "For less than 50 minutes talk isn't bad value - but that was the amount spent from the pockets of passers-by through the eloquence of 2AW."

The new votes at 2AW belong to a young man who for the past 12 months has been at 2UL, Werribee. He is Peter Clarke, now based on the afternoon and evening sessions at 2AW. 

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Dorothy Denison has returned the 2AUW sales staff after an absence of 10 months. She has been working with the 2AW staff while away from the station, and needless to say received a very hearty welcome from all her old pals.

Noticed at the Caulfield races at Convention was Max Meggat, fairly new to the Artillery through the eloquence of 2AW."

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Something about MORALE

We talk about Freedom

We of Australia today do not make our free institutions. We get them from men of the past and we hold them in trust for the future. Should we put care and watchfulness above them, that trust will fail and we shall lose all, not a portion or a degree of liberty, but all that has been built for us and all that we hope to make. Real peace will not be won with one Victory... it can only be won by long determination, firm resolve and a wish to share and work with others.

Radio is Freedom

Thousands of people every week elect to visit 2SM studios to witness the making of great broadcast features... that's Freedom... and that stimulates morale.

Tens of thousands more people regularly select 2SM for entertainment and to be uplifted. They choose of their own free will... again that's Freedom... and again, that contributes to the morale of our community.

Take just these three shows steadfast to their steadfast audience through years of war and trouble.

"FIFTY AND OVER"... every Monday night at 9 o'clock, sponsored by Gartrell White Ltd. now in its fourth year!

"ONE MAN'S FAMILY"... every Wednesday night at 8 o'clock, sponsored by Tucker and Co. ...brought back by popular demand!

"GROcer AND MADAM"... every night, Monday to Friday at 8.30... sponsored by Moran and Cato... now in its 11th year!

And that's the kind of thing we're talking about

Sells More

Commercial Broadcasting

Incorporating

BROADCASTING BUSINESS

Subscription

Vol. 12, No. 11

Thursday, November 18, 1943.

Price, 6d. per copy.

U.S. Businessman

Fears for Future Liberties

Fears that America's system of free radio was endangered by overregulation and that the American broadcasters along with the American press would have to face up to a fight for the retention of their liberties of free expression, were voiced by Mr. James W. Irwin, assistant to the president of the Monsanto Chemical Co. of St. Louis, U.S.A., during an address on Public Relations in the Radio Industry given before several groups of the National Association of Broadcasters in June last.

Mr. Irwin quoted copies of the speech to all groups in a special information bullet. So much of Mr. Irwin's comment might so apply to Australian broadcasting conditions that extracts of his speech given here by courtesy of N.A.B. will prove of interest to readers.

"We Americans pay for radio broadcasting by hearing how little tabloids secreted under our arm pits may frustrate an otherwise promising combination for winning friends and influencing people, or by listening to advice about our kidneys, our hair or our diet. Advertising pays for our broadcast.

"As each advertiser wants his message to reach the largest number of people, his program of entertainments is designed to please. Elaborate systems of sampling of sampling of samples popula- larity. Programs with wide audiences remain on the air—others do not pay and are dropped. Hence public acceptence is the only criterion. Today the American public now gets the kind of broadcasting it wants, good or bad.

"Without advertising revenue, broadcasting stations would fall into the lap of the State. Competition between stations and stations would cease. A bureaucrat would provide the music he thought the people ought to hear and place before the microphones personalities whose voices he thought would be good for the people, which, incidentally, would also serve his own vested interest. The American mind would lose its freedom of determining its own music and entertainment, and of choosing its political, economic and spiritual thought. We would lose one of our great human arts, speech.

"We would also cease to be the best informed nation of the world. The cost of producing our magazines and newspapers is met in part by advertising revenue. With advertising eliminated, much higher prices would have to be charged to maintain present standards. This would force drop in circulation; again prices would have to be increased, which would be followed by another drop in circulation. The descending spiral would finally end in a new balance between a lower standard, a lower circulation and a higher price.

"I don't think, however, that your cause is entirely lost, although I think you've got a pretty tough battle ahead..."

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Radio to the Rescue
Will Create Demand for New Products

(By "Observer")

A neighbour gave me a lift into the city one day last week. On the way we got around to talking about the end of the war and post-war reconstruction. I said: The Government will have to do some mighty big works such as road building, bridges, railways, water conservation works, to keep the people employed.

He said: The problem will not be solved by that alone. We'll have to give the people something to do. We'll have to make goods sell to 'em to keep up their spending power.

I agreed. If people have leisure and no spending power they're in for trouble and a crashed morale.

"We'll have to create new demands for new goods and services," the neighbour said. "That was the trouble after the last war. We produced new goods and sold them in abundance, but we let production outstrip the market."

I said: That was in the days before radio broadcasting.

He said: What's that got to do with it?

"Plenty," I said, and took from my satchel a copy of a speech given by Paul Hollister, vice-president of the Colosseum Broadcasting System, a couple of months ago to the St. Louis Advertising Club. And as we bowed along towards the city I read Neighbour these two extracts from the speech:

"Remember that public-serving radio, serving more of the people of the time, is only about 20 years old. In that short span some 3,000,000 American families have come to depend enormously upon the 900 free radio stations and upon the American "false bargain" method of advertising goods and services. Radio, the great stage of the nation's life, is in the making.

"Radio has already proven its power in creating demand. It can create new demand simply by broadcasting programs which make the pre-war consumption look paltry by comparison. But before there can be consumption (even granted money in the pocket), there must be demand. Radio has already proven its power in creating demand. It can create new demand simply by broadcasting programs which make the pre-war consumption look paltry by comparison. But before there can be consumption (even granted money in the pocket), there must be demand. Radio has already proven its power in creating demand."

"The price level of radio itself to the distributor must not exclude the smaller distributor of goods and services. Radio, from the start, has been challenging to produce programs which would certainly follow, preferably the varying tastes of the public; the challenge is greater to-day, and will be greater tomorrow. After all, nothing in the world causes the average radio-owning family to spend an average of four or five hours a day listening except that the average program is wanted."

"Radio broadcasting as a producing industry itself is deeply interested in turning out a product demanded, because it is "better for less," by best people; because the radio industry is wholly selfish in its production and does without "admission fee" to all who care to listen in our nation. In 20 years' time American free enterprise has built a radio system which cannot be degraded to the position of mouthpiece for any government, any pressure group. During those same 20 years there have been upon the people the greatest of all wars in the history of our experiment, and for the first time there was tied for instant use a means of communication to all the people.

"Less than 24 hours after the Japanese attack on Pearl Harbor, President Roosevelt spoke not only to the assembled Heroes and the press, but to representatives of the foreign nations, but to some 3,000,000 rank-and-file American listeners. He was heard aloud, too. He was heard in Berlin and Kobe and Tokyo. The next evening he spoke again from the White House to some 70 million Americans listened. Thus within a couple of days of actual war, the people of our nation got their marching orders from the heard voice of their commander-in-chief. And from that voice the people of the world knew exactly where the United States of America stood.

Radio Creates Demand

"It is pretty generally agreed that if we are to adopt a national policy of low-priced productive abundance after the war ... and there is no other policy conceivable if this country is to go on a free democracy ..., it will base on full employment, at a wage which will buy the low-priced abundance that can be produced only by full employment. This implies a volume distribution of goods and services which makes the pre-war consumption look paltry by comparison. But before there can be consumption (even granted money in the pocket), there must be demand. Radio has already proven its power in creating demand. It can create new demand simply by broadcasting programs which make the pre-war consumption look paltry by comparison."

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Sir Ernest Fisk
Addresses Radio Industry
Club in London

Sir Ernest Fisk, chairman of the Amalgamated Wireless (Aust.) Ltd., spoke at a luncheon of the Radio Industries Club in London recently, at which he was the guest of honour.

In his address Sir Ernest made the point that Australia is one of the pioneers in radio and was one of the pioneers in long-distance high-speed telegraphy by the beam method.

He traced the development of commercial radio in Australia up to the present day and told the history of beam radio between Australia and Great Britain, and Australia and Canada. He emphasized, however, that the U.S.A. had 56 or 60 high-speed services to all parts of the world, and this was a bonus we ought not to forget. The British Empire, he said, needed communications of all kinds for its existence and development, far more than any one method.

Turning to Australian broadcasting, Sir Ernest said that two systems were in use side by side. One, the National Service, was based on the B.B.C. system, and employed national and regional stations financed by receiving licences, the Commonwealth Service, operated by private enterprise and paid for by advertisement revenue. He claimed that Australia made use of the best features of the British and American systems.

Australia had 140 broadcasting stations, mainly commercial, giving an effective coverage, with comparatively low powers, over the populous plains of the south. There were 35 million licence-holders, each paying 21/- per annum.

Speaking of the Australian radio industry, Sir Ernest said that it was one of the most energetic ones, and that broadcasting had made it effective. With a certain amount of protection—owing to the fact that the industry had grown up, and was concerned not only with broadcast receivers, but with commercial sets and equipment.

The day the Australian radio industry was playing an important part in the Allied cause in the S.W. Pacific—supplying her own forces, besides sending certain Items to the S.B.W., India, and the home country.

A vote of thanks to Sir Ernest was proposed by Sir Noel Ashbridge, President of the B.I.C., who quoted Sir Ernest Fisk's modernity in not using amateur engineering work that he (Sir Ernest) had carried out both as assistant to Marconi and the later years.

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THE TREND TODAY
Commercial Brodcasting, November 18, 1943

Mr. Chifley Comments on Post-War Obligations
Secondary Industries Commission

As part of the post-war reconstruc-
tion plans, the Government proposes to
establish a Secondary Industries Com-
mmission, whose function it will be to
examine in detail the whole question of
industry expansion in Australia and
submit a scheme that will ensure sound
and progressive development.

Mr. J. D. Chifley, Commonwealth
Treasurer and Minister for Post-War
Reconstruction, makes reference to this
in a special article in the "Australasian
Manufacturers' Annual." The publica-
tion features an interesting fore-
word by the Prime Minister (Common-
wealth) regarding the Government's ap-
preciation of the remarkable part played
by Australian Industry in the war
off.

"The ordered development of second-
ary industry in Australia in the post-
war years will be a very exact task," writes
Mr. Chifley. "We are committed to the
Mutual Aid Agreement, which most of
the United Nations have signed with the
United States of America, and the
signature of this agreement may sug-
gest that Australia will not be entirely
left to develop her secondary indus-
tries without regard to the special in-
terests of other countries. But Aus-
tralia has obligations to the rest of the
world, and her first obligation must be
to herself, and the Mutual Aid Agree-
ment certainly does not over-ride or
invalidate the status quo as it existed
before the war. It provides for a coop-
eration by all members committed to
being about a general raising of living
standards throughout the world.

This can only be achieved if all na-
tions order their capacity for produc-
ing both consumption and equipment
goods that they make a material con-
tribution towards improving living stan-
dards, not only within their own bound-
aries, but elsewhere. Australia must
energetically participate in this positive
action. For example, the development
of our secondary industries with an eye
to serving the wartime needs, and only
from products of our steel and engineering
industries may prove of mutual
benefit.

The peace-time readjustment of our
secondary production will be a task of
the greatest difficulty. We shall have a
highly developed production mech-
anism attuned by the special conditions
of the war. To this, we must bring the
taste of relative costs and competitive
markets, as well as fitting into the
world pattern that must be built upon
Article 7 of the Mutual Aid Agreement.
In order to achieve the dual aim of
the peace-time development of Aus-
tralian industry, there will have to be an
orderly and coordinated process which will
require the maximum co-operation and
unity from all those who are directly
concerned to make Australia's manufactur-
ing industry as effective as possible.
Four "Victory Roads"

Marsh Returns to Nacy Work

Following the conclusion of the "Victory Road" broadcasts on behalf of the Posts Liberty Loan, Lieut. Commander Gordon Marsh returned to Naval duty on Tuesday, November 9.

In an interview with "Commercial Broadcasting," Gordon Marsh said that his temporary return to the Macquarie organization for the purpose of directing "The Victory Road," had been one of the most pleasurable periods of his radio career.

He expressed admiration for the way in which Gladys Mooncrieff co-operated with the rest of the cast in making it a "happy ship." He paid glowing tribute to the ability of Mr. Mel. G. Lawton, the producer of "Victory Road," and stated that there was no doubt that Mr. Lawton had shown a refreshing tactfulness in the blending of stage and radio personnel into the production of one of the smoothest shows yet presented.

At an informal farewell function, Mr. H. G. Harnre said that the network had greatly appreciated the strenuous efforts put forward by Mr. Marsh on behalf of the "Victory Road." This program, he said, had been an undoubted success.

In fact, rarely had any such program ever won such universal praise from the radio press and in advertising circles. He was sure that "Victory Road" would hold its purpose by playing an invaluable role in assuring to the success of the Fourth Liberty Loan.

It was to be hoped, he added, that occa- 

"One Man's Family" starts December 8 in Melbourne

Gouge Pty. Ltd., Original Sponsors, Again Bockers

Scheduled to start on Wednesday, December 8, "One Man's Family," will be broadcast weekly from 3XY, for the sponsorship of Gouge Pty. Ltd., the original sponsors who presented the feature for 31 years from that station when the scripts were formerly aired.

Recorded and processed in Melbourne, 3XY, for release throughout Australia, except Sydney, "One Man's Family," produced by Maxine Lyons, has the following talented cast—

Henry Barbour (the father of the family) - William Tinck, very well known on Australian radio; Nancy Barbour, his wife - Baby Mary, headset-Margaret Beattie,..."The Road," "Commercial Total, 3XY, Melbourne..." has been one of the original sponsors who presented the feature for 23 years, except Sydney, which broadcast only two episodes of "Commercial Road," produced by Mayne Lynton, has..."The Road..." produced by Mayne Lynton, has the following talented cast—

For the benefit of new listeners, and to refresh the minds of crusty fellows, an introduction has been written to preface the opening chapter of the new volume, by the author, Conrad R. Moraes.

"PACIFIC PARADE" WILL TEACH PACIFIC HISTORY

Pacific Chelchile-craft Co. through the Shubonamca Agency, have taken the 3.50-10 p.m. Saturday night slot on 2CH for the presentation of "Pacfic Parade."

The program, designed and produced by 2CH, is spread over a course of the history of the Pacific and this is blended little known lights on the people who make up the Pacific nations. There is in it, a strong thread of war interest, and the first broadcast (November 13) featured Samson and Delilah, the story of the Cwahan peoples and their hunt for the treasure of the lost city of Atlantis.

Comprising 11 episodes, the new series will appear every Saturday night from November 13. The voices include Cyril Blake, Robert Forsyth, Eric Clarke, and the late Jack Lowry. "PACIFIC PARADE" will appear 11 times on the schedule before the feature is dropped.

"PACIFIC PARADE" has been produced by the Shubonamca Agency, and will be broadcast over 3XY, 2CH, 2UW, and 2CA from 11 Blanket-Cover 11 dial stations.

Operating On 2,000 Watts—

From the Centre of the Dial—

A "Blanket-Cover" in an Unlimited Market!

DOMINATES THE SOUTH-EAST CORNER OF N.S.W. — 172,500 PEOPLE WITHIN AN IMMEDIATE 100-MILE RADIUS OF THE TRANSMITTER . . . AND ITS SIGNAL TENDS FAR BEYOND!

These leading National Advertisers have continuously used 2CA as an integral part of their Advertising Campaigns—

Colgate-Palmolive
Nicholas Aspro
Brislem's
Cadbury's
Mackay's
McWilliam's
Johnson & Johnson

"PACIFIC PARADE" OVER-RIDES ANY OTHER SIGNAL FROM EDEN TO TARALGA . . . FROM BOMBALA TO GRENFELL . . . FROM BATEMAN'S BAY TO COOTAMUNDRA. ITS PROGRAMMES ARE A LISTENING HABIT!

CANBERRA BROADCASTERS LTD.
P.O. BOX 163, CANBERRA. "PHONES: CANBERRA 678 and 679"

MACQUARIE BROADCASTING SERVICES PTY. LTD.
Sydney: 136 Phillip Street, "Phone: B 7837.
Melbourne: 239 Collins Street. "Phone, Cent. 6563.

and many others.
Competition shaped to produce local talent comparable with popular film stars generally yield excellent results, and the out-of-the-ordinary figures were nominated from the surrounding districts, and the contest, broadcast in Maryborough Queensland, were the stars generally yield extraordinary results.

Voices Come out of the Past
Half Century Old Recordings of Famous People
A discovery of invaluable value and thrilling as it happens, was recently made by Thomas A. Edison, the well-known laboratory at Menlo Park, the actual living voices of such famous names as Mark Twain, Albert Einstein, Winston Churchill, and Charles Darwin, to name a few. The voice of Edison himself—some recorded as early as 1860—has been found, and recorded.

These voices have been placed in modern flat discs for broadcasting purposes, and New Zealand radio listeners are hearing them with life-like clarity in the new ZB network program "Voice of Yesterday." Such program is built around certain incidents and anecdotes of these famous persons now deceased, and the. eels of each program is the actual voice of the particular celebrity. The original recordings were the work of R. V. Vincent, now 75 years of age, who as a boy learned to record by doing odd jobs around the Edison works, and the most thrilling record is that of Kenneth Landstrum, a quack who was making a big noise around 1899, appearing to be sending a message from beyond the grave again in 1919, the terrorizing the world. The most moving record is the recording of words of Florence Nightingale, who is said to have been 79, with the voice of mobile, "When I am no longer a people, the voice of my voice brings to history the greatest work of my life."

This unusual program is creating tremendous interest, and has a large following. The three old recordings recreate moments calculated to win the memories of the old and to give the younger voices from beyond the grave.

It was in 1878 that Edison on receiving the first patent for his phonograph, said: "It will heal heartache to be possible to preserve pictures, the voice as well as the words of our Washington Lincoln and our Gladstone; and far be heard by generations yet unborn." This prophecy is most definitely fulfilled in "Voice of Yesterday," which is a necessary addition to commercial radio programs to New Zealand.

Radio Engineers' Examination
The Institute of Radio Engineers Australia Inc. will be holding its annual examination for admission to the Membership and Graduate classes and the Radio Service Technicians' examination for the Service Division of the Institute on Saturday, February 5.

Intending candidates are invited to apply in writing to the secretary, The Institute of Radio Engineers, Australia Box 5120, P.O., Sydney.

When you want a GOOD TIME... get yourself some 2KY time

For the Glamour of the Films
Competition shaped to produce local talent comparable with popular film stars generally yield excellent results, and the out-of-the-ordinary figures were nominated from the surrounding districts, and the contest, broadcast in Maryborough Queensland, were the stars generally yield extraordinary results.
Department Store Takes Another Half-Hour

In addition to Winn’s Big Friendly Stores presenting a 45-minute “Radio Matinee” every Thursday afternoon at 5.30 and their popular series “Soldiers of Fortune” every Tuesday and Wednesday at 1.45 p.m., these radio-minded advertisers have now completed arrangements with 2GB for a half-hour presentation on Tuesday nights at 9 o’clock. Winn’s “Glee Singers” group of 12 years old from Winn stores who volunteered about three years ago to be trained as gleesingers under the guidance of Miss Violet Rogers.

These talented young girls are now enjoying great popularity in “Radio Matinee,” and, in making their debut in Winn’s new Tuesday night show, “Serenade,” will have further opportunity to enlarge their wide circle of listeners. They are truly the voices of Winn’s Big Friendly Stores.

The first Tuesday night “Serenade” was introduced by Miss Grace Battile and broadcast on November 3, with popular Harry Nott as commentator. A strong cast of personalities in “Travelers in Song” (Harry Grundin and Leslie Pearse), Minnie Lord and Adele Kay (comedy routine), and vocalists James Wilson and 16-year-old Joyce Hoodless, assisted the “Glee Singers” to provide listeners with songs which will be repeated, with variations as to artists.

COLOURFUL MUSIC FOR TINTEX

Tintex Ltd. have commenced the sponsorship of a session entitled “Colourful Music” on 2CB, scheduled at 11.30 a.m. every Thursday.

As the title indicates, the session will feature tuneful music which will lend itself to the wholly in which listeners will be offered advice in the use of Tintex goods.

“Colourful Music” is incorporated as a feature of Joan Read’s “Home Harmony” session.

A.A.N.A. Melbourne Luncheon

So that the Victorian members may meet each other and become acquainted with the members of their Melbourne Council, the Australian Association of National Advertisers held a luncheon at Mandal’s Hotel, members of the Association met Mr. Basil Orr, president, and Mr. C. G. Ray, manager, who were in Melbourne from Sydney.

The guests of the Association included Mr. J. J. Haswell, of the West Australian “Sunday Times”; Mr. J. C. Hare, deputy chairman of directors of the Vacuum Oil Co.; Mr. B. Doolan, manager of the Australian Telegraphic Service; Mr. W. Cun- bridge, advertising manager of the “Age”; Mr. P. G. Breckland, advertising manager of the “Argus”, and Mr. A. Otto, representing the advertising manager of the “Sun” and “ herald”; also Mr. J. Cleenamer, of Leyshon Publicity Service, and Mr. P. S. Spencer of the Imperial Chemical Industries.

Mr. R. H. Stent, managing director of Nicholas Pty. Ltd., who is vice-president and Melbourne chairman of the Association, introduced Mr. Orr, Mr. Stanley, and Melbourne Council and Mr. Orr gave an address on the aims, objects and post-war plans of the Association. Mr. Stanley spoke briefly on the work of the Australian Council of the American Association of National Advertisers.


Standard N.W. Spares Pty. Ltd. have arranged for a 7 a.m. minute session on 2GB starting December 7th, commencing every Monday at 7 o’clock. The schedule will be of news from Standard N.W. Spares Pty. Ltd., and a popular feature will be a “Thoughts for the Day” by John Ford, managing director, all of which will be broadcast until a late hour.

Win’s Glee Singers

Win’s twelve popular “Glee Singers” were introduced by Mr. Vincent Sadowitz, who is manager of “Win’s Matinee” and “Serenade,” broadcast from 2GB.

Among the Sponsors

Union Theatres Pty. Ltd. are offering to each of their sessions a five-minute announcement through the day.

Win’s Pty. Ltd. have reserved for 7½ weeks in 2GB breakfast sessions to announce their store opening. They will have the privilege of making their hands announcements for the store opening and other matters.

2000 Radio Ltd. have reserved 3 weeks for broadcasts in 2GB breakfast sessions.

J. R. Love and Co. Pty. Ltd. (Mother’s Choice) Products have arranged an intensive campaign of direct announcements through 2GB women’s sessions, on November 5th, for their “Mother’s Choice Choc. Drops.” Announcement was made during homes—California and expands to 12 weeks.

These announcements, which will be relayed to WAG and 7UE, are to be broadcast “in concert” with Mrs. William Wood, R.A., at 7.45 p.m. and Mr. Ellis on Tuesday nights at 7.45. Contract covers 12 months.

Among the radio advertisers who are now giving up their portion of their sponsored time for the benefit of their listeners are Los Angeles Telephone Co., United Biscuit Co., Lintas, Trinity Telephone Co., and the Publicity Bureau of the Australian Telephone Co., Ltd.

The Commercial Broadcasting Co. are available to broadcast in “radio-minded communities” and are offering a special rate of thirty minutes at $4.

These rates are available for the benefit of communities in which there is a scarcity of radio stations.

Signing Contracts is a Serious Business

The barons at Sunnyside were very effective salesmen. They only had to touch their words and King John saw the point of their arguments. His pen made a bee-line for the dotted line.... and Magna Carta was signed.

2000 has a good proposition, too. But they rely on the power of their broadcasts, not broadsheets. And such is their popularity in the Newcastle district that no advertiser can reach the vast majority of the listeners in this territory without using 2000. Ask the local representative to bring you the facts.... and a dotted line.

The premier station

2000 NEWCASTLE

Commercial Broadcasting, November 18, 1943
International Aspects of Post-War Broadcasting

Significant Prophecy by F.C.C. Chairman

With discussions on Australia's part (or possible lack of a part) in post-war radio, this week's edition of Australian Broadcaster in Melbourne, still ring ing our ears, is more than the mere repetition of a theme that has been heard here and there in some observations made by the F.C.C. Chairman, Mr. Fly over the past months, in his various appearances on radio networks in U.S.A. in this July year. Mr. Fly was talking in the series "For This We Fight," and our excerpts are taken from "The Report of the F.C.C. Chairman," presented to the U.S.A. House.

Mr. Fly said:

"It is a peculiarly interesting case where radio now states it has made clear its potentialities as a weapon of offense. And it is most significant in the post-war era—it has for the first time, what is infinitely more important, made it clear that the entrance into the post-war world must be clear for the all nations to become thoroughly acquainted with the music, literature, languages, history, manners and customs of all the peoples of the Western Hemisphere, particularly, have already come to a closer understanding through the medium of radio. Radio, which rechristens and rechristens as it rechristens. Broadcasts from Central and South America have given many of us our first sustained draught from the depths of tropical Latin culture. Its songs, its dance orchestras, are becoming known to us. All in the same manner, people of the United Nations have an opportunity to know more of each other's life and way of life.

"Radio can broaden the horizons of international understanding in the post-war world. Radio waves know no national boundaries. Encircle the globe as they do in a fraction of a second, and what are the intangible mental sender and listener in the most distant parts of the earth? Furthermore, radio, like the movie "talkie," is a peculiarly democratic medium that speaks to anyone and everyone. Technical innovation after the war may modify it somewhat, but the basic principle remains valid. A few years of peace, for example, will forward the development of special areas of frequency modulation broadcast transmission, and so on, until later. All progress in this field will be cumulative with the experience of the past. More importantly, the air will be laid bare to the eye in the post-war period. Wide exploitation of television—at first in black and white and eventually in full color—will make us eye-witnesses as well as auditors of events throughout the world. Targeted programs will be filmed, say, in Hollywood, shipped abroad, and broadcast locally in Buenos Aires, Warsaw and Chungking."

"The potentialities of television for fostering international understanding are tremendous. What the eye can see, the mind can absorb. Television, compatible with the popular media of mass communication, can do much toward growing understanding between peoples, which ignorance, prejudice, and suspicion based on half-knowledge have traditionally engendered among the nations of the world. Television, television radio broadcasting together can do much toward developing understanding between neighbours that will keep the bombs on the ground."

"The power of radio is tremendous. The forces unleashed by the Industrial Revolution can be as productive as они are powerful. Without intelligent direction, it can be a serious, even dangerous, influence. It is. Here we have in our possession the intelligence to provide this responsible guidance. The nations of the world must help us plan for a sound educational, and ethical, and cultural, and economic, and social world. Without the one development, the other will go straight towards realization. After the war, the world, based upon common understanding and mutual respect."

A discussion group participated in the broadcast, with Mr. Ben Grauer. The discussion was precipitated by Mr. Grauer's statement that the transmission of freedom to listeners around the world was a major responsibility of radio stations.
September Licence Figures

New South Wales

<table>
<thead>
<tr>
<th></th>
<th>1943</th>
<th>1942</th>
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<tbody>
<tr>
<td>New licences</td>
<td>6,404</td>
<td>5,765</td>
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<tr>
<td>Renewals</td>
<td>7,479</td>
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<tr>
<td>Cancellations</td>
<td>5,147</td>
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<tr>
<td>Monthly total</td>
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<tr>
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Victoria

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<tr>
<td>Renewals</td>
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<tr>
<td>Cancellations</td>
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<tr>
<td>Monthly total</td>
<td>176,537</td>
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<tr>
<td>Nett increase</td>
<td>7,020</td>
<td>5,033</td>
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<td>Population ratio</td>
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Queensland

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<td>Monthly total</td>
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<tr>
<td>Nett increase</td>
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<td>Population ratio</td>
<td>16.04</td>
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South Australia

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<td>Cancellations</td>
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Tasmania

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Commonwealth

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<td>Renewals</td>
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<td>Cancellations</td>
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<td>Monthly total</td>
<td>199,657</td>
<td>186,667</td>
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<tr>
<td>Nett increase</td>
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<td>3,037</td>
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<tr>
<td>Population ratio</td>
<td>17.06</td>
<td>16.29</td>
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Adelyn is back in the "big smoke" now, so he won't find it difficult to get down to the War Loan in Collins Street recently. He is our usual good style everything there is Amos the radio manager, and Frank Goldberg, Messrs. Oswald Sellers, John Snelling, and Jack O'Hagan for the Loan to play the 3KZ's day at Homebush Saturday. The loan is 3KZ's day at Homebush and the audience in the Cathedral. It's a good story. You heard about it, didn't you? Congratulations to Les Ross of the Melbourne Representative. He is back in the News, and Frank Goldberg, Messrs. Oswald Sellers, John Snelling, and Jack O'Hagan for the Loan to play the 3KZ's day at Homebush Saturday. The loan is 3KZ's day at Homebush and the audience in the Cathedral. It's a good story. You heard about it, didn't you? Congratulations to Les Ross of the Melbourne Representative. He is back in the News, and Frank Goldberg, Messrs. Oswald Sellers, John Snelling, and Jack O'Hagan for the Loan to play the 3KZ's day at Homebush Saturday. The loan is 3KZ's day at Homebush and the audience in the Cathedral. It's a good story. You heard about it, didn't you?