IS YOUR JOB TIME BUYING?

Does Your Sales Message Reach the Desired Markets?
If your answer to the second question is in the negative, then you cannot afford to underestimate the power of broadcast advertising.

SUBSCRIBE NOW
to the

BROADCASTING EDITION

of the

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

and have an efficient basis of market and other data to plan the coverage and costs of an advertising campaign for radio.

By using Broadcasting AARDS, time buyers can assure themselves of quick, timely reference to specific facts on any matter connected with the purchase of time on any commercial broadcasting station in Australia or New Zealand.

And note:—

There are two other editions of AARDS, both of which in their respective fields are designed to assist advertising men in the selection of advertising media.

NEWSPAPER AARDS:— available now and gives the insertion rates and publishing data of 665 newspapers throughout Australia.

PERIODICAL & MISCELLANEOUS MEDIA AARDS:— available at a later date and will give the rates and data of Periodicals, Trade Press, Theatre Slides, Transport Advertising and other advertising media.

Monthly supplements containing current amendments to the respective editions are posted to subscribers so as to keep their copies up-to-date.

Subscription to each edition of AARDS is:—
Australia, £2/2/0; British Empire, £2/10/0; America, $10; Foreign, £3/3/0

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No gags this time, fellers ... there's something really big cooking at 2UW—and that's not joking.

I thought I'd be able to tell you all about it this time, but it's not quite ready yet. The boys at 2UW are just teeing-up the last of it, and they'll be ready to shoot any day now ... and boy, is it something!

See you next time—with knobs on!

I'll really show you why

most people listen to 2UW
With the return of the Chifley Government to power, broadcasters' interest will centre on the new Parliamentary Standing Committee to be appointed. There is speculation on whether the same old team will get the posts or whether some new blood is to be introduced.

One thing is certain—the granting of FM broadcasting licences will rest with the new Committee, for within the term of this Government frequency modulation will be introduced in Australia for the purpose of its widespread development as a broadcasting medium.

In the hands of the Parliamentary Committee will rest the fate of all applications lodged with the PMG for FM operators' licences. That doesn't seem to make sense in a scientifically-advanced community but that's the way of it. This trade newspaper has long advocated the establishment in Australia of a competent body modelled along the lines of the American Federal Communications Commission for the purpose of deciding such and other important matters relating to broadcasting. Naturally there would be more public confidence in the deliberations and decisions of trained and expert personnel dealing with such a complex and scientific activity as broadcasting, than in those matters being left to the mercy of sometimes biased, sometimes inept, and, almost invariably, inexpert politicians.

In the issuance of new broadcasting licences it will be diffi-
cult for the Parliamentary Standing Committee to avoid bias. The Committee is composed of representatives of the Government and the Opposition. It is natural to suppose that the Government members of the Committee will lean towards applicants who are supporters of the Government while the Opposition members of the Committee will undoubtedly see great merit in the applications of those prospective newcomers who are not particularly supporters of the administration. Both sides are fully conscious of the power of broadcasting. One thing they are not, apparently, conscious of is that the public is awakening to the fact that broadcasting is too important an instrumentality to be kicked around by politicians. The divergence of views of the representatives of the respective political parties on the Committee has already been made painfully evident in several of the Reports to Parliament made by previous Parliamentary Standing Committees on Broadcasting.

It seems certain that the clannishness from some groups for more broadcasting channels to enable them to get their fingers into the pie will be met and opposed by the present Government. Whether sound judgement or political expediency will be the ruling factor in the FM allocations to be made is a question of con-

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THE OBJECTIVE . . . production perfection

THE ACHIEVEMENT . . . production far better than the usual best

With to-day . . . and to-morrow . . . this leadership becomes even more marked . . . which is the more readily understood when the personalities behind the achievement are known.

Here you are to four key personalities of Australia’s most outstanding radio production unit.

Paul Jacklin

From Cambridge University, Paul Jacklin toured England and America with Repertory Theatre Companies in the capacity of producer and actor. He then joined the South African Broadcasting Corporation where for 3 years he was in charge of production. He came to Australia, joining the A.B.C. as producer, and subsequently, upon being discharged from the Army, he linked up with Radio 2UE as Production Manager.

The influence of his vast experience in England, America, South Africa and Australia is reflected eloquently in the strong and efficient production unit which Radio 2UE has today. In 1946, to increase his already great experience in all spheres of broadcasting, he made a personal and on-the-spot keen study of the latest radio production and presentation methods in America. In this, he took part in many of the leading American programmes in a production capacity, in addition, studying the mechanical side of studio and programme presentation, and the latest developments in script writing and general programming.

The policy underlying his research is always directed to this end . . . that Radio 2UE provides Australian audiences with the best possible vehicles for their products’ sales message.

Howard Craven

Howard Craven’s many years of experience as an actor-producer on the stage, screen and radio, have earned him the position of Australian Producer to Paul Jacklin.

With an instinctive faculty for getting “under the skin” of every production he handles, whether musical or dramatic, Howard Craven has proved a brilliant director of his medium — on the air and off. His stabilizing influence on his fellow-artists, combined with an ability to get the most out of a script, ensures that perfect balance in character, comedy and music of the 2UE production.

Des. Tanner

Tanner’s musical career commenced with 13 years with Dunlop, Compton’s Press and radio news agencies. Appointed Assistant Director of both the Wollongong and Hammond Electric Organists, he then became A.R.C. Chief Electrician before going overseas in the officer class of the R.A.F. Upon discharge from the Army, he joined Trist Theatre in charge of stage presentation and production. Tanner has more recently been manager of the Wireless and Feature Film Bureau, and is now in charge of the Commercial Radio Bureau.

If, for the smooth operation of any company’s production, music is a prejudicial executive with a touch awareness of plastic industry, the ability to assess and deal with operational problems. And such is Des. Tanner. As he proudly stated on the business side of A.C.I.’s Dunlop Woods and Hammond Organists to the Wirelesstheatres, and the wide experience gained in the field of commercial radio. In addition to his face, combined with the ability to direct a show, ensures that perfect blending of the programme’s music and script. Des. Tanner’s musical experience has been a valuable asset to his position as Production Manager of Radio 2UE.

See . . .

IF IT’S A RADIO 2UE PRODUCTION, IT’S A BETTER PRODUCTION

Mr. H. C. Trenam, who is shortly returning to England after 14 years as managing director of B.B.C. radio, has announced a cheque for over £5,000 which he will present to Legacy Club on this week’s result, from the recent R.B.F.R. Club Ball. Also that on the evening of October 24, Mr. Ray Allsop will deliver a film lecture on television and FM at Science House.

There were several visitors at the luncheon including Cr. O. J. Nolan, the Federal Minister of Education, and Michael C. Moore, the Federal Commissioner of Music.

Radio Manufacterer Urges Industry Co-Operation

Outstanding condemnation of American broadcasting stations’ “wishy washy” policy in avoiding editorial leadership was voiced by A. D. Willard Jr., executive vice-president of the National Association of Broadcasters in September. Addressing the Ohio Association of Broadcasters news clinic, Mr. Willard disclosed an industry swing towards adoption of station editorial policies which is an attitude long shunned by broadcasters in America, and in Australia, too. Ed. (“C.B.”)

The association’s aggressive stand developed when Robert T. Mason, owner of WBNR Marion, Ohio, asked Mr. Willard “what could be done to enable radio to attain the prestige which is accorded newspapers through editorialising.”

“NAB will do everything to hasten the day when every radio station will build the same position newspapers have built in their editorial columns and standing up for what they believe is right,” Mr. Willard said. He recalled that under the decision in the Mayflower case stations voluntarily gave up editorial policies, the FCC considering in the case that no station should have an opinion of its own on controversial matters.

“We have paid the penalty of avoiding by this rule,” Mr. Willard said. “Why is it that in most communities the daily newspaper is a more important factor than a radio station? We, don’t represent anything in many respects as a result of accepting the Mayflower decision. “If a paper sees a condition in its

Radio Stations Should Have Editorial Policy—Says NAB Executive

The Victorian Broadcasting Network has withdrawn from membership of the Macquarie Network to operate as an independent group.

This news was confirmed by Mr. Rupert Pats, general manager of the VBN, who came over to Sydney at the end of last week.

The VBN is a powerful country network of three stations strategically placed at Hamilton (3HA), Sale (3TT) and Swan Hill (3SH). The network has provided country coverage for Macquarie in Victoria for several years.

As we go to press this week, Mr. Pats announced Stanley C. Clarke, formerly of Macquarie who has started in business on his own account as a broadcasting station and newspaper representative, will represent the VBN in Sydney as from Monday next, and can be temporarily contacted at the Age office, 117 Pitt St., Phone B3881.

The community that should be remedied is getting worse. We’re wishy-washy. The only thing we’re doing is sin— and it has to be obvious we are almost sure there is no contender on the other side of the question. The newspaper stands for what it knows to be proper and right in its community and has gained prestige in standing for those things during the years.

The time has come when radio will accept the same responsibility. It’s your right and duty to determine what your program structure will be. If you want to fight for something you think is right, it’s your right to get up and fight for it.

No one has ever disputed the Mayflower decision, though the Commission has admitted that the ruling will not stand in court. Some stations and networks have already begun to have editorial policies and have so labelled them.

VBN Withdraws From Macquarie Network

“To Operate Independently”
LACK OF MERCHANDISING
IS WEAK POINT IN COMMERCIAL RADIO

NOEL LEGGATT (OF NYAL) POINTS TO BETTER BROADCAST SELLING

In a luncheon address to The 21 Club of Australia last week in Sydney, Mr. Noel Leggatt, general manager of Frederick Stearns and Co., said that radio advertising is losing out badly when attention was not given to merchandising.

"Our own experience," Mr. Leggatt continued, "is that it is not so necessary to tie directly with the broadcast program but we find the important thing is to display the lines that are being advertised at the time they are being advertised. We assume—with ample justification—that thousands of people do hear our sales messages over the radio. A percentage of those people will go along to the store and buy the advertised product. A percentage of them are only half sold but would almost automatically buy the advertised product if there was a point of sale display to encourage it."

Mr. Leggatt referred to counter displays and show cards, window cards and the like as an excellent point of sale tie-in material.

"We work through our sales force," Mr. Leggatt went on describing sales and distribution policy for Nyal products, "and encourage chemists to use special displays. It is part of our service to the retailers to keep them in touch with what is being currently advertised and to help them make sales by tie-in displays."

Mr. Leggatt advised that broadcasters themselves should insist that merchandising tie-ups be carried out in relation to any broadcast advertising campaign. They should suggest that advertisers set aside portion of their appropriation for that purpose. The whole future of commercial broadcasting depends upon what amount of merchandise the radio programs will sell.

"It would be quite refreshing if some radio station came along to an advertiser and instead of just selling him from time or a program brought out some merchandising ideas along with the program. You could use merchandising ideas to pep up existing programs. It is much easier to sell an advertiser some time and leave it at that. You should follow through right to the retail outlet. Don't just leave that side of it to your client or his agency—neither of them may be aware of the importance of merchandising. Some agencies lack any knowledge whatever of merchandising."

Moving a vote of thanks to the speaker, the 21 Club vice-president, Mr. J. R. Ridley, said that Mr. Leggatt's ideas on merchandising were worthy of the utmost attention by broadcasters. He was a very successful publicity on the subject of merchandising and his comments were timely. A lot of the difficulties which had been encountered in broadcast- ing may have been more easily overcome if there had been a better understanding of the manufacturers' points of view.

Mr. Ridley said he agreed with what was apparently in Mr. Leggatt's mind that surveys did not tell the whole story and would have a limited value until they could show whether the advertising was actually selling the goods. His own experience of survey interviews was that they asked a lot of questions about programs but never mentioned about the merchandisers or sponsors of the programs.

A lot more could be done to improve commercial announcements, Mr. Ridley added. Some agencies and some advertisers seemed to think that everything was all right so long as they had a good program—but the benefit of a good program was often destroyed by inferior or incongruous commercials tagged on to it.

Mr. Fred Thompson, supporting the vote, commented how closely Mr. Leggatt's ideas coincided with the aims of The 21 Club's recent series of lectures which aimed to train personnel in advertising and returned Service personnel in advertising agencies how to use broadcast advertising to full advantage of its power. He suggested that Mr. Leggatt be invited to deliver a lecture on merchandising in the Club's next series of lectures.
The American advertising industry eagerly awaiting the publication of the first field work of Measurement Bureau, which would be ready in a few weeks from now.

The Australian industry also would be interested from the point of view of learning what real service in actual advertising might be in the adoption of similar methods and instruments.

Explaining some Audience Index results of BMB Reports, the BMB executive secretary, Mr. Philip Frank, early said ad men and agency executives in U.S.A that BMB was accepted jointly by the AAAA, the ANA and the MAB for the purpose of making a uniform measurement of radio station audience and network audiences.

The material will be published in the following forms:

1. Station Audience Reports—Each report will be for a single subscribing station. It will include day and night and audience maps showing all subscribers and measured cities in which one or more of the radio families come to the station one day or more a week, together with detailed information regarding the size of its day and night BMB audiences in each of the four major network areas.

2. U.S. Area Reports—Here one may find any county or measured city within the U.S. and find all the stations giving day or night audiences in the station one day or more a week, together with BMB audience figures for subscribing stations.

3. Network Reports—This report will be for each of the four major network areas in each county and measured city.

How to Use

These are the BMB materials with which advertisers and radio stations will work. How they will be used will be shown in the next issue. It is hoped that standards will be reached.

The first decision the advertiser regarding radio is whether to use the past more acceptable and here is some reason.

The past more acceptable and here is some reason.

The Station's Audiences

It should not be inferred, however, that "BMB audience" is comparable with "ABC circulation". No yardstick can measure both space and radio media since they are not measurable in the same terms. Nevertheless advertisers and agencies are continually called upon to compare these media. And they are doing this with what they term the present unacceptable material. BMB will help because it is the most fundamental measurement in radio just as ABC is the most fundamental measurement in space media. And both measurements are uniform for the media they serve, ABC for all publications, BMB for all radio stations and networks.

Evaluating Stations, Networks

Having decided to use radio advertising, advertisers and agencies can turn to BMB for an overall evaluation of stations and networks. This can be done on the basis of total BMB audience day or night or by a comparison of the audience-cost ratios of various stations—an efficiency factor that might be expressed as cost per thousand BMB.

Such a factor might serve as a guide for evaluating radio in much the manner in which milline rates serve as a guide to newspaper values and cost per page per thousand and circulation measures magazines. Both milline rates and magazine costs per page per thousand vary widely. A Vogue or New Yorker can command a higher rate per page per thousand than a more widely read medium using virtue of the selectivity of its readers. The same might apply to radio stations.

Just as small town, low circulation newspapers have higher milline rates than big-city, large circulation newspapers, so small city, low power stations may have a higher cost per thousand BMB than big city, high power outlets; and a cost per thousand BMB comparison between stations of these different types may be as unjustified as a comparison between the milline rates of metropolitan and small town newspapers if used as the only yardstick.

Perhaps a more useful comparison can be made between stations of the same power or between stations in the same size cities. But here again wide yet justifiable differences may be found in the cost per thousand BMB of a high power station serving a densely populated metropolitan area and a station of like power serving a predominantly rural area. And in comparing stations in the same city, wide yet justifiable differences may exist as between a high and a low power station in the same community.

Other Comparisons

Still another comparison, stemming from the possible differences of the methods just discussed, is between stations with the same BMB audience, regardless of their size or the size of their home cities. Thus, it might be possible to draw valid cost per thousand BMB comparisons between all stations with approximately the same BMB. This is not to suggest that rates should be standardized on a cost per thousand BMB basis. Other factors, such as the nature of the market, competitive media and the like, may warrant the use of stations with above average cost per thousand BMB.

The geographical extent of a station's local audience can be compared with the geographical boundaries of its potential audience by comparing a station's BMB audience map with its geographical boundary. Assuming a half millivolt contour representing a station's potential influence area, a comparison of this contour with the station's BMB audience area will indicate how many of the counties in its local audience area are in its audience area. This is a geographical measurement. As between two stations with virtually the same contours, one may have more BMB audience counties, yet the other may have a larger total audience because it has far more listeners in those fewer counties in which it is listened.

How to Reach a Market

An advertiser interested in several markets may question whether the station he is using for one market will also succeed for another or whether he needs a local station in the second market.

Reference to the Area Report will disclose the size and location of the distant station's audience in the local market as well as that of the local station.

If the distant station required perhaps for a large metropolitan area,
BROADCASTER TURNS FARMER

Frank Marden tells of his Plans at Federation's Au Revou Dinner

If the "Progressive Farmer" movement is developed and carried on in the years to come, Frank Marden's name might some day lead all the rest.

The recently-retired 2UE general manager made it clear to his former colleagues in broadcasting at the Federation dinner in his honour, that from giving up work, his intention was to fail perhaps harder than ever on the land by which he hoped to make some national contribution to scientific farming.

The Commercial Stations Federation dinner to Frank Marden was held at theiet's Hotel, Sydney on Oct. 1. Mr. A. C. Broad, president, presided over the function which was attended by some of Mr. Marden's former directors and friends from the motion picture industry as well as by Sydney and Melbourne broadcasting station managers.

There were a number of speeches which were all recorded by A. B. and a complete set of the processed discs were subsequently sent to Mr. Marden at Gundagai as a memento of the evening.

Mr. Paddison said that the dinner was to afford an opportunity to say au revoir to Frank Marden and to congratulate him on attaining his great nights of his life.

In reminiscence mood Mr. Marden went back over the years to finally explain how he came to get into broadcasting.

"The experience I got in the motion picture industry made broadcasting at first seem very complex to me, but I found it was simplified by keeping to the same principle as in the show business."

Mr. Marden recalled that after the two years he spent organizing the foundations of the present national service he went back to the motion picture industry for a couple of years, but that broadcasting "had got into his blood". When he first got into 2UE the station was losing 0.5%, a year and "we set to work to see what we could do. The station had a small but select audience so they decided to jam it up a bit and increased the advertising rates."

Mr. Marden paid a tribute to the company's excellent board of directors which contributed in no small manner to the success of the station.

"We haven't done anything really outstanding," he went on. "We just tried to run the organization on ordinary business lines and being shown, we knew a little about mass selling."

"We have ahead of us in broadcasting a lot of problems," Mr. Marden continued. "There's FM and television, and the Parliamentary Committee on Broadcasting. I am not running away from these, but I feel somewhere right inside me an urge to go on the land and to see what I can do for intense cultivation and irrigation, and to show the people in the district what can be done, and if I succeed in doing that, I will be doing a national job. And I want to do it while I still have the will to do it, and the energy to do it. I am not retiring from work, but will have to work harder than ever before."

Mr. Marden said that he would be able to get up in the mornings and face people at the telephone. He would not have an appointment list. He would be free to do and to think as he liked--he hoped! And he hoped, too, that there would be time to enjoy good music and to read.

Mr. Marden said that he hoped the broadcasting industry would go on to greater heights and prosperity, and closed with this prophecy:

"Provided you aim your programs a little bit above the reach of their present standards all the time, you have nothing to fear from governmental interference or nationalization."

"Staff Say Farewell"

The staff of 2UE tendered their former general manager a farewell cocktail party and buffet supper at Cahill's Restaurant in Sydney on Oct. 2 and presented him with a stock saddle and bridle, a stock whip and saddle bag, silver mounted and suitably inscribed.

Mr. Marden was also presented with a disc for his phonograph on which was recorded a hilarious farce titled "Frank Marden's Nightmare", depicting all the things that SHOULD NOT happen on a broadcasting station.

PROGRAM PROMOTION AND STATION MARKETING

Emphasis is lent to recent remarks by J.W.T. media manager Tom Carruthers in a recent 21 Club lecture amen the need for stations to do more program promotion ("C.B.S.", Oct. 3), by the announcement in America that Columbia Broadcasting System, viewing this angle with the utmost seriousness, has launched a heavy drive to build up in public estimation, 135 of the web's features.

Commenting, August 3, Varey says every CBS show, sustaining as well as commercial, is set for a high-powered ride. For every show stations will receive from headquarters a kit of newspaper, ad mats, and illustrated booklets for distribution by individual stations.

Another facet of this subject of program promotion is station merchandising which seems actually to go hand in glove with it. An example by Sam Levitan ("C.B.S.", Oct. 3) "radio station merchandising should be taken earlier."

- always at Home with ALL the family for your benefit

Mr. John Taylor who succeeds Mr. Marden as 2UE general manager.

Well-planned Developments ahead...and most of the Macquarie Shows combine both!
News Announcing is only Half the Story

No matter how excellent a news-reader may be... and with announcers such as John Sherwood and Dom. Hornett, 2SM listeners are well served... the presentation of news is still only one side of a news service.

For news must always be right up-to-the-minute... accurate... and reliable. These responsibilities fall upon the shoulders of the organisations gathering the news.

Although 2SM news is obtained from the most highly-efficient news organisations in Australia, we have recently augmented these services with an increased local coverage of our own.

Our own staff of first-class journalists are now operating local areas and bringing straight to the microphone on-the-spot, factual news of the day before it hits the headlines.

Yes! There's more to a radio news service than the vocal presentation. And the News on 2SM is excellent in each department. It's another of many listener-services.

ImprovEd
Independent
NEWS SERVICE

T0 SELL MORE

Melbourne Representatives:
OATEN-WARD (Ernest J. Oaten - Dudley H. Ward), 379 COLLINS STREET, MELBOURNE. Phone M1 4753.

WHAT KIND OF ENGINEER ARE YOU?

In U.S.A. men of other occupations are refused to be admitted by the American or Associated Engineers. Consequently, all engineers have the use of this title by such up-and-comers as "real" cockroach and bedbug eradicators, whose organisation is known respectfully as the American Society for Housing Engineers.

Other "engineers" now include: electric engineer (bedding manufacturer), landscape engineer (idea-man), custodian engineer (one who furnishes creative industrial service), ethereal-engineer (in art), pediatric engineer (a corn engineer), radiation-engineer (a scientific engine-engineer (perfume manufacturer), and social-engineer (one who reproduces that one important invention of education is the release of the potential energies in human science). Abstract from "The American Language; Supplement 1", H. L. Mencken, reproduced in "Electrical News & Engineering" (Canada).

ADVERTISING ARTS BALL

The Advertising Arts Ball, organised by the Melbourne Advertising Arts Charitable Trust, was held in the St. Kilda Town Hall, Oct. 17. On the Committee of the Ball: Mr. and Mrs. B. Bell (elected chairman and secretary), Mr. W. H. Cheston, Mr. W. G. Daiss, Mr. W. B. Frew, Miss L. J. King, Mr. A. L. King, Mr. W. H. Macrae, Mr. W. T. Mackintosh, Mr. W. T. Musgrove, Mr. W. J. Percival, Mr. W. M. Smith, Mr. W. F. Stevens, Mr. W. T. Stevens, Mr. W. J. White, Mr. W. F. White.

2WM Honeymooners

Since publication of the story "Ballarat-Talkie Golf Coverage," p. 30, "C.B.W.", 17th of 2U.W. mobile broadcast cover of the sham- pionship-tournament at Rose Bay, Sydney, has continued unabated. Since that first "flight" by the news-readers, the equipment has come to hand. Above is shown the central transmitter-receiver, with special microphone, and patching gear. Another set is in use as a sound system, in charge of technical assistants. Stewardson and Pearson, while seated at left is the principal of Keith Shulder, 2U.W's field engineer. Mr. White, who is filling up at the competitors, with the end of a 5th, crystalline-covered 760 50/4. transmitter-receiver. 2U.W. readers will find this feature among their basic equipment employed.

RANALD WHITE IN HARNESS IN MELBOURNE

Mr. Randal M. White, new general manager of 3AW, has officially assumed responsibilities. He said that Melbourne has such a reservoir of talent in its million people that the station expects to give a fresh impetus to local production.

"Already we are planning a new series of night shows of network quality," said Mr. White. "These are going to break new ground and I think listeners will welcome the change."

The greatest peace-time project in front of broadcasting is the making of citizenship, and the development of the social significance of radio. We will not neglect these in our search for fun and sport.

"We all see the rapt attention the juniors give to listening, and I think they should be given something worth while too."

Technical improvements, too, are scheduled. Mr. White has already approved some of engineering developments for the station and some interesting announcements are expected from the station soon. Mr. White is also Melbourne manager for Macquarie.

E31 A MINUTE FROM RADIO APPEAL

First-class evidence, if any is needed, of the powerful of radio comes to hand from Casterton, Victoria, where funds were needed to help finance the building of a new hospital.

3HA in Hamilton, 40 miles away, was brought into the picture and put over a special appeal. Result—over £153.4 was raised during a total period of 70 minutes, at an average rate of something better than £3.1 a minute.
Radio Station Merchandising Defined . . .

... as the things a radio station can do to increase the effectiveness of the advertising it carries.

B.B.C. Program Director's Clear Analysis

Some say television is a new art, a new medium of mass impact, some say it is another form of broadcasting, some say it is entirely different from either. In a different light, radio is a process of broadcasting. BBC program director Dennis Johnson claims, "...in a recent issue of London Calling, this is how he says it:--"

Television is not a moving picture machine, but a broadcast that you can see; believe it or not, there is a very big difference between the two. Some people try to explain it away by saying that it is just a matter of the size of the screen. But after grappling over this phenomenon for many years, I have come to the conclusion that it is something far more basic than that, and that the operator's word is broadcasting.

"We are apt to forget in our excitement over this new toy—vision—that television as an art has its roots in radio and music, and that all the problems that it presents, when you come to analyse them, are problems not of stage or screen but of broadcasting. Broadcasting is now probably the most universal and popular of art forms. It functions for the entertainment of an audience numbered not in thousands but in millions. But and here is the point—they are millions of individuals, and not masses of people sitting in rows of seats as they do in the theatre or in the cinema, sitting together.

"People are receptive in quite a different way when they are alone, or nearly alone—from when they are in a crowd, and the accomplished performer will always recognise this. However, many millions there may be listening to him, he speaks to them intimately, as individuals, and not as to a public meeting."

"When I described broadcasting as an art, I really meant that it is an art to bring things home to the individual, to make them privy to the operator's marvels. The listener is in a position to be taken into the heart and mind of an individual."

"The biggest difference between the two is the lack of the audience. But broadcasting is an art of the individual, not of masses."

The preparation and production of a successful 'Opera for the People' program is an art. It is the efforts of the operator to produce such a program that make it possible and necessary. It is the efforts of the operator to bring the mass attention of the operator's audience. It is the operator's effort to produce such a program that make it possible and necessary.
U.S. RADIO'S RESEARCH TECHNIQUE "BLAMED" FOR DECLINE OF PRESS AS NATIONAL MEDIUM

Further details are to hand of the radio newspaper "Australian Youth" which, with other cultural moves by "Sally" of Junior 3AW, created such a good impression on the delegates at the recent State Schools' Conference held in Melbourne (see p. 20, "C.B." October 3).

"Australian Youth" is affiliated with the Essendon High School monthly paper of that name and planned by "Sally" of Junior 3AW. This radio version is contributed to by the Essendon High reporting staff and members of Junior 3AW.

The Essendon High School's "Australian Youth" is edited by Dr. M. Goulbergh, P.G., P.A.W., and is published with the approval of the Education Department. It had a staff of 42 reporters, whose ages range from 13 to 17 years, and "Sally's" idea in linking Junior 3AW with "Australian Youth" is to add further to the opportunities of these 42 young journalists, to gain practical newspaper experience and to provide an outlet for the talents of members of Junior 3AW.

The first air edition of "Australian Youth" was broadcast on Oct. 3 from 8 to 8:38 p.m., twenty minutes of which were taken up in dealing with contributions of news and special items of interest, interspersed with the theme music, "Waltzing Matilda." Ken Night, of Essendon High, secretary of the Junior 3AW Broadcasting Council, permanent editor of the radio edition of "Australian Youth," and Betty Potts, of P.G., permanent air reporter, conducted the session and there were guest speakers from the actual staff of the Essendon High paper.

Radio Newspaper from "Junior 3AW"

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In view of the probable importance of frequency modulation to broadcasting as a means of improving overall coverage, as well as quality of reception, the B.B.C. decided just before the end of the war to carry out field trials in Britain, and the policy has now received official endorsement from the Government.

The first series of tests was placed in two 45 Mc/s and two 1-Kw transmitters were built in the B.B.C. research department laboratories. One was installed at Alexandra Palace in London and one near Oxford. One of the transmitters was later transferred to Moonside, near Huddersfield, for tests in fully rural country, and the other was later decided to provide two additional transmitters to work in the 15 Mc/s band.

The following tests had been carried out or are in progress:—propagation tests; fading measurements at various distances; comparative tests of F.M. and amplitude modulation; speech-to-noise ratio tests; practical listening tests with different types of receivers and in the homes of ordinary listeners.

The head of the research department of the B.B.C.'s engineering division, Mr. L. Kirke, M.I.E.E., revealed much new in the second number of "B.B.C. Quarterly." In an account that is also an illuminating essay on the pros and cons of F.M., he detailed the various tests and analysed the results, incidentally, that between June and October of 1945, and again from November to March of this year, the B.B.C. Home Service was experimentally radiated on F.M. for three and a half hours every evening.

Frequency modulation necessarily embraces the use of very-high-frequency oscillators and one of its main advantages is the opportunity it offers of adhering to the congestion in the medium and long-wave broadcasting bands. It has been at Kirke's insistence, a cure for all the ill of broadcasting, and it is but one of a number of possible methods of modulation.

But the B.B.C. tests, he reports, have yielded valuable results. They have shown, for example, that F.M. has a considerable advantage over A.M. in reduction of ignition, electrical, and atmospheric interference; that "broadcasting on very-high frequencies, and particularly with F.M., does provide the possibility of high-fidelity reception"; that, while the adaptation of the domestic set to receive F.M. transmission would increase the cost, the increase is not likely to be prohibitive; and that "a reasonable number of frequency-modulated very-high-frequency broadcasting transmitters could be arranged to provide a service throughout the United Kingdom."

The tests continue. A number of fading measurements were made during the B.B.C. experiments but as the data were incomplete—continuous field-strength recordings at a variety of distances from the transmitter over a long period of time are necessary—a series of long-term experiments is to be undertaken.

(Taken from "London Calling," July 29.)

FOUR A's ACTIVE

The central executive in Sydney of the AAA (Federation) has been very busy lately and a very healthy batch of applications for membership will be dealt with at the next meeting.

The organisation's first issue of a monthly "Current Affairs Bulletin" was issued to all members at the close of September, and early reaction indicates much appreciation of the service.

The Government Department of Youth Welfare and Labor and Industry in NSW recently took advantage of the good offices of the Association by sending a booklet on advertising for the Association's approval and suggestions before distributing it. Mr. Ralph Maynard, chairman of the Four A's Educational Committee "visited" the work for the Department. The Association followed up with an offer to provide a lecturer on advertising matters in the Department's future courses of lectures to the younger members.

Another matter which is engaging the attention of the executive is the question of establishing a code of minimum standards of service which may be expected by a client from his advertising service agency. This is somewhat involved with the Association's further desires for establishing more rigid rules of accreditation. On the latter subject, suggestions have been forwarded to the ANPA and are being considered by the Accreditation Bureau. The Four A's is anxious to improve accreditation standards to maintain the professional status of advertising men.

Both Western Australia and Queensland have formed their respective State divisions of AAA (Federation). In Queensland, the division is headed by Mr. C. A. McMillan, chairman, with Mr. R. Jones, deputy-chairman; Messrs. Edmonds, hon. treasurer, and A. J. Campbell, secretary. In Western Australia, Mr. N. E. Hughton is chairman and Mr. A. Collett, hon. sec. and treasurer.

A.W.A. SHOWS $143,027 PROFIT

The accounts of Amalgamated Wireless (Aust.) Ltd. for the year ending June 30, 1946 disclose a net profit of $143,027 after charging £84,075 to depreciation. This compares with £142,901 for the previous year, when depreciation took £99,307. A dividend of 8% absorbs £78,842.

Revenue for the year was £1,019,184, approximately £3,000 less than the previous period.

The company proposes to increase its nominal capital to £2,250,000 by the creation of 1,250,000 new £1 shares.
**Sydney Media Manager Stresses Importance of Commercial Announcement**

In his recent address before The 21 Club of Australia, Mr. Tom Carruthers, media manager of J. Walter Thompson Aust. Pty. Ltd., stressed the importance of "spot radio" and then went on to say something upon the proper selection of announcements to fit programs. Below are those comments and conclusion of his address—the first part of which was published last issue ("CMB", Oct. 3).

"Many of us know of advertisers who are under the impression that they can afford to use one-minute announcements, but they forget that programs are made up of six to six times their initial investment in radio. They started using sponsored programs before the advent of heavy taxation and mainly because of the selling done for them by spot announcements.

"There is a great difference in the way National advertisers who spend £5,000 to £9,000 to spend have been unable to spend it effectively on radio because good spot times were not available. Some of this money was diverted to other media."

"This is bad for radio. There must be enough time for the small advertiser. Some of you may agree with the statement that radio, much better or no network management would be nothing, while if they restricted quarter or half-time as fixed channels for national advertisers using spot announcements. They need not be uniform times. The national advertisers selected should preferably be potential users of sponsored programs. They must know this cases plenty of difficulties, but they are not insurmountable."

"Audience ratings need not suffer if this policy is adopted. Instead of the advertisers having to rely on musical numbers, audience building programs depended upon the networks or spots inserted in program breaks. For example, if a 1-hour channel is made available, seven weeks a week, each hour would be used by six advertisers. Three advertisers would get three announcements per week and the remaining advertiser would get 2 announcements per week. In my opinion, this is the minimum of the audience message which could be used.

"If every hour of radio time will benefit itself in the commercial. It is all too obvious that many programs are places, the audience considers them unnecessary evil and treat them accordingly."

"To the time buyer, the commercial program is the entire reason for his client's market. It is certainly the deciding factor on the continuous buying of radio time is not a spare time job for the accountant or some one else who is good at figures, it is not something to be handled by that bright secretary of yours. The buying of radio time requires creative thinking on the part of one who has been trained in selling and merchandising, one who knows other media and is never satisfied until he gets all of the available facts and then acts on them.

"The radio time buyer also has an important public-relations function which is too often overlooked. With a business as closely knit, personalized and confined to a limited area as is advertising, news travels fast and only the best goods or else. Add to this that one of the importants of the public-relations function is to advertise its clients on their public relations problems, and it seems obvious that they should consider of prime importance their own relations with the customers in the eyes of the seller of goods or services, the time buying departments often fall down badly on this job.

"To improve agency relationships with the outside, takes hard work, time and an abundance of patience. Qualifications for the ideal approach to this agency relationship problem are many and varied. However, one can summarize a fundamental pre-requisite for the time buyer who makes the purchases from the station representatives. That's respect."

"He should have the respect of the people in his own organization. Without the weight of his own people behind him, the time buyer is woefully handicapped in his relations with those calling on him daily. And they can see how much weight he carries.

"Secondly, he should have the respect of the radio industry. He earns that respect only by calling his shots as he sees them and as honestly as he knows how. He can't buy every station in sight, but he can give some of the reasons why his answer is "No". And if each case has been fairly considered and each presentation heard, no intelligent salesmen is going to take this to heart and lose business, but the real kicks come when the brush-off is obvious, or the time buyer is afraid to say why when he doesn't buy."

**ACBBS CONVENTION TO HEAR AGENCIES**

Negotiations between the Australian Federation of Commercial Broadcasting Stations and the AAAA (Federal) will result in the Four A's lobbying a delegation in Hobart during the APBCC Convention in November to consult with a sub-committee of Convention on any matters of common interest which may crop up during the Conference.
SPECIAL XMAS FEATURE FOR YOUNG CHILDREN

Artransa have announced the production of a Xmas feature, "Kookaburra Stories" with special appeal to young children. Produced from original stories by MacKinnon, McKean, the feature is 28 fifteen minute self-contained stories. Each story is dramatised with Australian birds and animals as the principal characters.

John Hardy is the Principal character. Production has been put behind the stories giving the correct Australian bushland atmosphere.

John Hardy is in the role of an old Kookaburra who narrates his experiences to the other bushland characters giving aSterling performance. Anthony Horder and Ron will sponsor the program over 2GB commencing in November. Audition discs are available from Artransa Pty. Ltd.

INSTRUMENT CATALOGUE

Transmission Products Pty. Ltd., 136 Miller Street, North Sydney, has produced a new illustrated catalogue depicting a number of precision instruments manufactured by the company. The catalogue is made in loose leaf form to allow for the insertion of additional material as made available. The existing catalogue deals with Type 125 Wireless Bridge, Decoy resistors, audio and power transformers, audio control equipment, and microphone servicing equipment. Copies are available on application.

RECORDING FOR F.M.3

Recent discussions regarding the introduction of frequency-modulation have resulted in a query as to the ability of the records to handle the extended radio-frequency range made possible by such transmissions.

A part answer to this query comes from Sydney Broadcasting. Production has been put behind the stories giving the correct Australian bushland atmosphere. John Hardy is in the role of an old Kookaburra who narrates his experiences to the other bushland characters.

The scripts for these records—written by Agnes Dobson—are now available to any person called upon to broadcast who has not previously had such experience.

The existing catalogue deals with Type 125 Wireless Bridge, Decoy resistors, audio and power transformers, audio control equipment, and microphone servicing equipment. Copies are available on application.

CONSTRUCTION:

The response is required in the form of a "Tongue of Fire" to the United States radio servicing equipment. Copies are available on application.

The Tongue of Fire was brought to the attention of the Board of Xmas in September. The day Corwin arrived in Sydney she left a bungalow, including "Tongue of Fire" at his hotel for him to read. He left a note saying that she didn't stay as she had some research to catch up in the Film Library. Later Corwin revealed he'd given "Tongue of Fire" and was impressed with the first few lines that he read it right away. He then arranged for the "Tongue of Fire" story being at the Library, and had her sleeping throughout the night. With her head buried in a book all the time, the Library, the unsung Miss Woodward didn't see her.

Barbara comes from South Australia, a brother a Rhodes scholar, and herself an Arts graduate with first honours from Sydney University—and has been employed by the ABC for three months as a staff writer.

CHANGE OF SPONSORSHIP

For Melbourne only at present sponsorship has been arranged with "Swallows"—a John Cleese production. "Aedyn" (Whitehall's "Pandora's Box Company") are with "Patoline Products" coming on sponsorship of this session Oct 20.
BRIEFLY......

If you are a buyer of radio advertising programmes or commercials, A.R.C. Service may be just what you need.

BMB SYSTEM EXPLAINED

(continued from page 9)

with a view to getting particularly good BMB penetration in cities or local areas where that is a real need. For example, if the sales are weakest with a view to bolstering them, counting on a minimum audience penetration to help lift sales where they are already strong.

Almost all radio advertisers use other media and can enhance the value of their entire advertising campaign by the coordination of media. Similar breakdowns are made of radio advertising time on the basis of medium and lends itself to purchase of the full available audience in the market, which might not be usable to the advertiser. Audience in the market, excess audience outside the market and station costs must all be considered jointly.

Per thousand BMB audience in the market, a variation of cost per thousand total BMB audience, may still be one of the deciding factors.

It must be understood, of course, that a station's audience is not the only factor to be considered in buying radio and that BMB findings must be weighed in conjunction with other considerations.

Market Distribution, Sales

Radio is both a national and a local medium and lends itself ideally to the basis of a product's actual or potential distribution or sales in various areas. It is important to the case of advertisers with very defined distribution areas. Such advertisers might well prepare distribution maps and select those areas or those stations whose BMB audience pattern most closely coincides with their distribution maps. An advertiser with national distribution but uneven sales may prefer to use an average of several past years' sales as a yardstick rather than a more recent distribution breakdown, since sales sales either on the basis of sales or on the basis of sales per capita sales.

BMB another method is to use total sales of the product rather than of the advertiser's particular brand, on assumption that product sales are a closer approximation to brand sales potential. In any event, the product has a certain potential and the advertiser can prepare a map and use which network's audience estimates may be based on the various maps most closely coincides with the geographic limits of the intended audience.

The advertiser can use the same method in his spot campaign, with the help of the BMB staff and selecting stations whose audiences are centered in urban areas. Should the advertisement reverse be desired, if farm papers or billboards in outlying areas are wanted, stations may be selected with central audiences centered in urban areas.

BMB can also be used to help tie in radio with other forms of advertising. The advertiser using newspapers where those circulations are concentrated in city zones, but who desires to reach the rural sales in outlying areas, may select radio stations whose audiences are chiefly in rural areas. It should be noted that the reverse be desired, if farm papers or billboards in outlying areas are wanted, stations may be selected with central audiences centered in urban areas.

Allocating Radio Costs

BMB will help advertisers and agencies allocate the costs of radio advertising more fairly to each sales district, an important consideration in winning approval and support for the radio campaign from all levels of the advertiser's sales organization.

If a close correlation exists between each sales district's sales and its BMB audience, costs may be allocated accurately on the basis of BMB. For example, let us assume that the percent average audience produced per BMB is used to represent a total BMB audience of 20,000,000 and time and talent costs run to $1,000,000. Taking five cents per BMB family and each sales district would be allocated the same. This illustration is based on allocating half the advertiser's cost on the basis of BMB and half the cost on the basis of sales. The agency might, however, allocate the total cost on the basis of either of these two factors.

But usually sales are a factor in allocating costs. A sales district with a particularly high BMB may have a new dealer whose sales are low. That sales district would be unable to bear the cost if allocation made strictly on the basis of BMB. Where sales and BMB must be taken into consideration, the allocation of radio costs is as follows.

Continuing the example already used, let us assume a 20,000,000 BMB audience, total sales of $10,000,000 and total radio costs of $1,000,000.

As has already been pointed out, cost allocation strictly on a BMB basis comes to five per BMB. Allocating costs strictly on a sales basis might come to ten cents per dollar of sales. But using these values would mean that the total allocation up to a total of $2,000,000 rather than $1,000,000, since each sales district would be assed the full cost of the radio campaign on the basis of BMB audience and again on the basis of sales. So the values are halved and each sales district allocated $25,000 rather than $50,000 per BMB plus 0.50 dollar of sales.

If a sales district has a BMB of 20,000 families it is assessed 20,000 x 0.025 or $500. And if that same sales district accounted for 15,000 in sales it is also assessed 15,000 x 0.025 or $375 for a total assessment of $875.

ABC 6 A.M. TO MIDNIGHT

A big extension of broadcasting hours is planned by the A.B.C. to commence next Wednesday, October 20. As from that date in each capital city, one transmitter will operate from 6 a.m. to 7 a.m. and two transmitters will be in operation from 7 a.m. to midnight. Regional stations will carry a complete program from 6 a.m. to 11 midnight. Total increase is 35 hours a week for metropolitan A.B.C. stations and 15 hours a week on regional transmitters.
Only wax masters give the highest fidelity recording and Columbia has perfected a new method of preparing wax blanks.

The new principle involves the use of highly finished plate-glass discs which, when heated to a suitable temperature, are coated with a thin film of specially prepared recording wax. The even flow of this wax over the glass plate ensures the closest contact and the wax is then accurately cooled in an air-conditioned chamber, and the plate is then gradually cooled until the hardened wax provides a perfect mirror-like surface.

This process is used exclusively by Columbia, and ensures that every recording reflects "absolute fidelity" the original performance. No other method of recording gives the high fidelity of wax masters.

If you want the best recordings for your radio programs write Columbia make them.

You are cordially invited to telephone our Recording Manager and arrange for a personal inspection of the Columbia recording and processing plant.

Columbia Recording Studios

COLUMBIA GRAPHPHONE (AUST.) PTY. LTD., HOMEBUSH, N.S.W. (TEL. SW 687)

AUGUST LICENCE FIGURES

This tabulation of figures for the month of August, 1946, includes the first month's records for the Commonwealth, and includes first month returns for the States of Victoria, New South Wales, Queensland, South Australia, Western Australia, Tasmania, and South Australia. The totals are based on records sent in by the various licensing authorities, and include cancellations and renewals.

New Issues

- NewIssue (NSW) 503
- NewIssue (SA) 2,000
- NewIssue (Qld) 194
- NewIssue (WA) 1,130
- NewIssue (Tas) 293
- NewIssue (Aus) 1,164
- NewIssue (Qld) 20,000
- NewIssue (WA) 1,130
- NewIssue (Tas) 293
- NewIssue (Aus) 1,164
- NewIssue (NSW) 503
- NewIssue (SA) 2,000
- NewIssue (Qld) 194
- NewIssue (WA) 1,130
- NewIssue (Tas) 293
- NewIssue (Aus) 1,164
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- NewIssue (Tas) 293
- NewIssue (Aus) 1,164

Notices to licence holders:

- Notice to licence holders (NSW) 503
- Notice to licence holders (SA) 2,000
- Notice to licence holders (Qld) 194
- Notice to licence holders (WA) 1,130
- Notice to licence holders (Tas) 293
- Notice to licence holders (Aus) 1,164
- Notice to licence holders (NSW) 503
- Notice to licence holders (SA) 2,000
- Notice to licence holders (Qld) 194
- Notice to licence holders (WA) 1,130
- Notice to licence holders (Tas) 293
- Notice to licence holders (Aus) 1,164

The total monthly issue of licences is 67,000.

COLUMBIA RECORDING STUDIOS

THE HIGHEST NAME ON RECORD

AUGUST 1946

COMMERCIAL BROADCASTING, OCTOBER 17, 1946
Adelaide broadcasting rights are still in the melting pot at this writing. It appears certain that Australian radio listeners this season will be provided with the great Test Cricket broadcast (tour) have been finalised, it is considered they were secured at a reasonable price.

In Brisbane the broadcasters will pay £250 a year for broadcasting four-years' contract but the broad-casters regard that as unsatisfactory and have countered with a proposition for the one season only.

Melbourne seems all set for the signing until demands were made for every station to negotiate contracts individually instead of buying under a blanket contract covering ABC and commercial stations. It is anticipated that both this and the Adelaide situation will be satisfactorily resolved this week.

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Self-Regulating Line Transformer

Every station engineer has at some time been confronted with the problem of obtaining a constant potential for the operation of special testing equipment or other apparatus, and at the request of a particular engineer, data have been prepared for the construction of a saturated-core regulating transformer which will deliver a constant-potential output of up to 150 V.A. from line inputs varying between 190 and 300 volts A.C.

The circuit is shown in Fig. 1. Two autotransformers, T1 and T2 are so located in parallel that the entire output may be taken from either. The autotransformers are supplied with a 250-volt source.

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Mr. Chief Engineer,

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

Whether it be spare or complete equipment
contact
RADIONIC PRODUCTS

MEADOWBANK (SYDNEY) N.S.W.
PHONE BYDE 243

For all Equipment and Replacement Parts
Contact
HOME CRAFTS PTY. LTD.
THE RADIO SPECIALISTS

To the Broadcasting and Allied Industries—Homecrafts can supply you with those replacement parts you require with a prompt and efficient Service. There is no delivery delay when you entrust your supplies to HOME CRAFTS PTY. LTD.

Branches in All States
Head Office—MELBOURNE, 390 Latrobe Street, and at 311 Swanston Street, Melbourne, 139 Moonee Ponds Road, Elsternwick, 115 Eastland Street, Richmond; 115 Clarence Street, SYDNEY, 26 Hunter Street, Newcastle; 247 Arthur Street, BRIEVALE, 31 Farnham Street, Ballarat; 113 Clarence Street, TOOWOOMBA, 26 Hunter Street, Newcastle; 247 Arthur Street, BRIEVALE, 31 Farnham Street, Richmond, Q'.'1: 141 Pavia Street, ADELAIDE: Robert, Loxton and Burra, TASMANIA.

I.R.E. ACTIVITIES

At the September meeting of the Council of the Institution of Radio Engineers Australia, it was resolved that membership of the Council be submitted to the membership by general meeting of members embodying alterations to the grades of members, the constitution of the executive and entrance conditions to meet with more modern requirements, while at the same time placing non-commercial grades to provide for those without technical ability, but who wish to be associated with the progress of the Institution.

New Members

The following new members were approved:

FULL MEMBER: Mcintosh, Allan J., Shepparton, Vic.


GRADUATE: Cummins, Edward L., Townsville, Qld.; Mcintosh, William R., Brisbane, Qld.; Waddington, Qld.; Lambert, Norman K., Lane Cove, N.S.W.

Applicants for Elevation approved:

FULL MEMBER: Chappell, Lloyd Arthur, Kingston, Tas.

ASSOCIATE MEMBER: Goossen, Patricia T., Camperdown, N.S.W.

Education Scholarships

The I.R.E. has established the I.R.E. Fisk Scholarship Fund and also the I.R.E. Ogden Scholarship Fund, in connection with the National Institute of Technology, in Melbourne, providing that suitable applicants be accepted, and will pay for their attendance at University or Technical College in Australia (in accordance with I.R.E. rules and regulations) for the purpose of getting a B.Sc. (radio engineering) or the equivalent degree. The Fisk Scholarship Fund is being established from a gift of £100,000 by Mr. A. H. Fisk, and the Ogden Scholarship Fund has been established by the late Mr. F. W. Ogden. The I.R.E. has accepted the invitation of Council to act as Trustees of these Scholarship funds.

The I.R.E. is prepared to send its monthly proceedings to any of its members in outlying places by air-mail if they are prepared to pay the extra cost.

U.H.F. Interference

The I.R.E. Standards Committee will investigate the desirability of proposing a draft of a specification limiting suppression of interference at U.H.F. at present National specific.

Regulations provide any interference, but when these regulations are repealed at the end of the year it is desirable to take care of such interference.

EXTENDED HOURS FOR 3YB

On October 14, 3YB, Warrnambool's Western district link in the Argus Country Network, commenced operating on a revised schedule. 3YB is now giving a continuous service, from 7 a.m. to 10.30 p.m., Mondays to Fridays, and till 11 p.m. on Saturdays. Sunday transmission is from 10.45 a.m. to 10.30 p.m.

Many new features have been introduced, and this station—which has an impressive record with War Loan appeals—will now be devoting over £100,000 (for each appeal)—is certainly a great credit to Warrnambool, the fourth provincial city in the State of Victoria.

BRITISH INDUSTRIES FAIR TO BE HELD IN 1947

The first British Industries Fair since 1939 is to be held from May 5 to 16 next year at the Royal Horticultural Hall, London, and at Castle Bromwich, Birmingham. As in pre-war years, exhibitions will be grouped in two main sections. The lighter industries will be in London and the engineering and hardware at Birmingham.

To the London section of the Fair is to be held by the Export Promotions Committee, Board of Trade, 35 Old Queen Street, London, S.W. 1, and the engineering and hardware section by the Birmingham Chamber of Commerce, 95 New Street, Birmingham, 2. Special attention will be devoted to the display of United Kingdom products suitable for export, and it is hoped the Fair will attract many buyers from abroad as well as buyers in Britain.

PROCEDURES FROM GOLDENBERG'S ANNUAL BALL TO T.B. ASSN.

The following is a brief summary of the details of the Goldenberg's Annual Ball, held on October 17, 1946, and the subsequent ballroom activities of the Goldenberg's Annual Ball Committee.

The proceeds from the annual Goldenberg's Annual Ball, held on October 17, 1946, in aid of the Australian Red Cross Society, amounted to £10,000. The Ball was attended by a large number of guests who contributed generously to the cause.

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BROADCASTING BUSINESS

J. and W. Bateman Ltd., Services for Yackandgo, Thursday, November 2, 1945. \(1,467\) miles.\(33\)

**VBV HOLD COLGATE SHOWS**

Geo. Patterson Pty. Ltd., agency, arranged with the Palaiscopes, to come on and show the Colgate Palmscope pictures which switch from the Macquarie Network effective Nov. 4. These brings the film list in the new relay chain up to 34. The other 31 were listed last issue of "CB."\(33\)

**KNX DRUG REPLICA FOR AUSTRALIA**

It is based on the principle of television. At present words are change letter by letter into electrical impulses which are broadcast, and then translated back to letters and to words. The new method is to photograph messages which are then be translated on ultra short waves in the rate of 25 photographs per second. One of the major present difficulties in this scheme is the necessity of having a chain of intermediate stations at relatively close intervals, probably of about 50 miles, to relay such signals and these would involve a considerable sum for installation and upkeep.

**TV TECHNIQUE FOR CABLE TRAFFIC**

It is possible to feed programs to cable rooms from the main transmitter without the necessity of utilizing a separate cable. Such installation would be used for advertising purposes as well as for news and entertainment. The problem of security of the signal as it is relayed from point to point is magnified. The advantage is the time saved in transmission and the cost involved is usually less than the cost of installation of a separate cable.\(33\)

**PROOF of DOCUMENTS**

Signs Co., Ltd., 16th anniversary, 9th Breakfast sessions, 6 days per week, 9 a.m. to 10 a.m. (Agency Claude Money).\(33\)

**TELEVISION TECHNIQUE FOR CABLE TRAFFIC**

Before his death recently, J. Baird, British television pioneer on working on an invention capable of handling cable traffic at the rate of 750,000 words per minute.\(33\)

**PROGRAM BUSINESS**

In order to assist return diggers of both wars in rehabilitation them selves into civilian life, the Commonwealth is offering a unique contest for the general interests of Returned Servicemen, the R.S.L. of Townsville and sub-branches throughout the district have taken the 8 p.m. to 8.30 p.m. time slot on Saturdays for the session "Diggers On Parade."\(33\)

**Selling Power**

is shown by the assurance that Sponsors renew on this Central Coast Queensland Station.\(33\)

They are satisfied with 4BU's efficient and effective coverage of this great Rural Market. 4BU will give you that satisfaction too.\(33\)

**4BU BUNDABERG**

A UNIT OF THE MACQUARIE NETWORK

Commercial Broadcasting, October 17, 1946

32 Commercial Broadcasting, October 17, 1946

33
in a 36-hole event with the best gross of the day, set for Killara. That's good golf in any sport! Fred Thompson's tip is that J.E. will return to playing golf after a special investigation mission for that company. Writing from New York, he said he would be in U.S. until November, then head back to London and back home in Sydney about February. 

Mr. W. P. Brown, manager of Clinkers, works of International Harvester Co. of America Ltd., has been appointed a director of that company.

Mr. N. C. Malley has been appointed to the Board of Directors of Malley's Ltd. of Australia. Mr. Malley is currently the Secretary of the Medical Equipment Control Committee of the Army in charge of equipment and supplies. He has joined Drug House of Australia Ltd., an independent administrator of the company's medical division. 

Mr. and Mrs. John Ridley, well-known throughout the Southern Tablelands, turned up in full force and at the conclusion of the event, plans for a further event, was a supper party for those present. Miss Jones was employed for a supper party at the conclusion of the event. 

Miss Wheatley joined 2GN in August, 1941, and previously, she had been a musical programme producer for Radio Matinee and arranged the station's musical programme.

J. M. Lickie (ex-RAAF), formerly an announcer at 2BO, has taken up duties with 2CH. Mr. K. Nutt, Braybrook, has taken up duties as technician at 2CH. 

The announcement of 4CA, has taken up duties at 2GN. Mr. W. P. B. Braybrook, has taken up duties as technician at 2CH. 

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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,