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BROADCASTING BUSINESS

VOL. XV, No. 10
439th Issue

Thursday,
November 28, 1946

Incorporating "Commercial Broadcasting"

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

Hi Fellers!



THE two old chaps were, as usual, seated comfortably in their easy chairs at the Club, enjoying their after-dinner cigars.

"Do you know, George," one said, "my wife's getting very difficult lately. Every time I come to the Club now she imagines I'm out chasing women."

"... Gad, I wish she were right!"

THERE are plenty of tough problems in advertising today . . . maybe you have one that needs to be set right.

If it's radio (or even if it's not, because if it's not radio, then you're missing something) . . . have a yarn with the "know how" boys at 2UW. They've learned the business the hard way . . . years an' years of down-to-earth experience in getting results—and that's "know how."

It's another reason why advertisers trust 2UW . . . and why



most people listen to

2UW

A COMBINATION of STATIONS COVERING 8 MAJOR MARKETS

NO SINGLE STATION—
regardless of power—has a signal strong
enough to deliver primary coverage to the
eight major markets individually served by

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

On these stations more people can hear about your products in less time than with any other medium—at less cost, too.

If your products need better distribution, or you are opening up new markets, let these stations pave the way—fast.

These stations are quick workers—hard workers, too. Make sure they are working for you. National and local advertisers have found it both wise and profitable to use these stations morning, noon and night.

All particulars from
AMALGAMATED WIRELESS (A/SIA) LIMITED
SYDNEY :: BRISBANE :: MELBOURNE

BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING
The Broadcasting Business paper of Australia,
devoted to the promotion of commercial broad-
cast stations and circulating fortnightly to the
broadcasting, advertising and business community.
Established 1934.

THURSDAY, NOVEMBER 28, 1946
Vol. XV, No. 10 (439th issue)

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EDITORIAL

The Federation's 16th Convention

In Hobart last week over 60 delegates from all over the Commonwealth attended the 16th Annual Convention of the Australian Federation of Commercial Broadcasting Stations. That Federation is unique in that it has 100% membership. It is also unique for its ability to secure such unanimity among such a variety of interests spread over the length and breadth of Australia. It is not claimed or suggested that every Federation recommendation or Convention resolution is acted upon in its entirety by every station, but it is quite obvious that the Federation members have a full appreciation of how effective their organisation really is.

Such Conventions provide a wonderful opportunity for station executives to meet together at least once a year and discuss many matters, quite apart from the agenda items, that are involved in the daily managerial chores. In fact it is the time outside the Convention sitting hours that those executives find most valuable. That does not detract from the discussions in Convention, when any member can have placed on the agenda any subject that he thinks should be brought before the assembled delegates as a national matter. State matters are ironed out by the State committee meetings that assemble frequently. In fact, the set-up of the Federation is a pattern that other industries, including radio, could well follow.

The need for close association with the radio industry is fully realised by the broadcasters, as both interests have a number of problems in common. Without stations, the manufacturers, wholesalers and retailers cannot sell their products, and vice versa. Well-organised conventions such as that of the AFCBS play a mighty important part in any industry.

Back to BROADCASTING BUSINESS

With this issue, this business paper reverts to its original title of BROADCASTING BUSINESS by which it was known from its inception on October 5, 1934, up to July 6, 1939, when it was changed to COMMERCIAL BROADCASTING.

The reason for reverting to the original title is to avoid any confusion with the name of the Federation of Commercial Broadcasting Stations and also to enable easy reference to the industry of commercial broadcasting without confusion with this paper. For many months past this idea of avoiding confusion has been in our mind, because this business paper is not the "official journal" of the Federation—neither do we seek or desire to be the "official journal" of any organisation.

In all respects this business paper will continue to serve all those concerned with the business of commercial broadcasting and to spread the gospel of how effective advertising can really be through the medium of commercial broadcasting stations.

The independence of this BROADCASTING BUSINESS paper is stressed for the benefit of all our readers. It is in no way whatsoever connected with any station or network or person engaged in the field of commercial broadcasting, in fact the Mingay Publishing Co., which also publishes other business papers is owned entirely by the undersigned.

If the Federation wants to use the pages of this paper at any time for official releases, they will always be available free of charge and "B.B." is prepared at all times to publish any constructive material that will promote better broadcasting for the public benefit.



Managing Editor.

Ridley New Federation President

Mr. J. E. Ridley, general manager of Country Broadcasting Services Pty. Ltd., who was country vice-president of the Federation, was elected unopposed to the presidency of the AFCBS at the Hobart Convention last week.

Mr. J. E. Ridley
Federation
President



Below:
Mr. S. Morgan
Snr. Vice Pres.
Below Right:
Mr. R. Yeldon
Country Vice Pres.



Other officebearers elected were:—
Senior v-p.: S. Morgan (3KZ).
Country v-p.: R. Yeldon (2WL).
Queensland v-p.: C. R. Carson (4BH).
South Australia v-p.: K. Macdonald (5AD).
Western Australian v-p.: Frank Whitford (6PM).
Tasmanian v-p.: T. Room (7DY).
Trustees: C. V. Stevenson (2UE) and A. Fairhall (2KO).
Technical Committee: Messrs. Fairhall, Fitts, Brooker, Paddison.
Public Relations Committee: Messrs. Fairhall, Brooker, Levy, Ogilvy, Campbell-Jones.

Tributes to Retiring President

Mr. Ridley, in presenting the customary Presidential Plaque to Mr. A. C. Paddison, moved a vote of thanks to their retiring chairman and paid a glowing tribute to his fine presidential leadership during his term of office.

Messrs. Mitchell, McCann, Kemp, Macdonald and Samuel each supported the vote in terms of deep appreciation of the wealth of time and energy and knowledge which the retiring president had given to the Federation, and of his masterly chairmanship of this Convention.

The Federation secretary, Mr. Ray Dooley, added his expression of esteem for their past president.

Responding, Mr. Paddison said that his tasks had been lightened by the

sterling loyalty of his senior vice-president Randal White and country vice-president Jack Ridley. Mr. Paddison also gave full marks to the Federation's efficient and popular secretary Ray Dooley, whose experience and knowledge of Federation affairs made the lot of the president much easier.

Convention Delegates

Archer Whitford (Whitford Network)
H. G. Horner (Macquarie Network)
A. Campbell-Jones (2UE)
A. Findlay (7HO)
V. Mitchell (4BH)
C. R. Carson (4BH)
G. McCauley (2KA-KM)
H. E. Beaver (2KY)
V. M. Brooker (A.W.A.)
A. C. Paddison (2KA)
R. A. King (2KY)
D. Muir (6AM-PM)
L. Finn (Station Representative)
A. Fairhall (2KO)
H. Anderson (Station Representative)
A. P. Wynne (4MB)
E. J. Rhueben (4RO)
J. Taylor (2UW)
S. Morgan (3KZ)
R. A. Fitts (V.B.N.)
F. Mogg (3XY)
B. Samuel (6IX-WB-MD)
S. J. A. Kemp (Argus Network)
E. Gold (4SR)
L. Prouse-Knox (4BC)
Randal M. White (3AW)
J. R. Ridley (2GZ)
A. Robertson (4BK-AK)
D. Worrall (3DB-LK)

B. Stapleton (2SM)
J. Johnson (4IP)
K. Macdonald (5AD)
L. H. Martin (4BU)
A. E. Evans (7EX)
A. D. Towner (7BU)
V. Sydes (7LA)
A. L. Prince (3UZ)
A. Colin Hay (2BH)
O. J. Story (2HD)
J. S. Larkin (5DN)
D. E. Holmes (2WG)
C. W. Camphin (4AY)
J. H. Davey (3BA)
E. Williams (2BS)
Clive Ogilvy (2CA)
W. Grant (2DU)
F. P. O'Halloran (2QN)
R. A. Yeldon ((2WL)
K. Goyne (7HO)
H. C. Little (7HT)
B. McCann (7HT)
R. E. Lane (2GB)
S. B. Denton (5KA)
R. Heath (Macquarie)
Col. Evans (7EX)
T. Room (7AD)
H. R. Parish (7DY)
S. T. Sims (7HO)
E. McRae (7HO)
M. Jones (N.S.W. Secretary)
R. Dooley (Secretary)



Commercial Broadcasting Convention delegates outside Tasmanian Parliament House.

Intensified Listener Interest for 3AW-CV

1: Because of Macquarie Showmanship

New programs, tailored for the Network's majority audience, are 3AW features—TOMMY TRINDER, KISS AND MAKE UP, MACQUARIE PLAYS, GEORGE FOSTER, NATIONALLY KNOWN SERIALS, STAR PUPIL, MUSICAL COMEDIES, etc.

2: Daytime Requests

John Masters' 1-hourly "CHOICE OF THE PEOPLE". Half-hours of requests are scheduled for three months ahead! It is the favourite music-while-you-work program for housewife and factory alike.

3: Personality Favourites

3AW star attractions include, in addition to famous Macquarie identities, a top-rated station staff with TERRY DEAR as Production Manager, FRED TUPPER as Sports Editor, JUDY WILLING, President of the Women's Association; "SALLY" of Junior 3AW, and many of Victoria's best-known announcers.

4: Sport Leadership

In all spheres of sport 3AW excels—with Bert Oldfield's Test Cricket descriptions, Fred Tupper and Cyril Angles on racing, and an outstanding Davis Cup team of commentators—and now ringside descriptions of the big fights.

TOMMY TRINDER,
GEORGE FOSTER,
and
TERRY HOWARD,
All Ace Attractions!



Be with the best

3AW-CV



Historic Sixteenth Convention of Broadcasters

Conference Held in Tasmania's Legislative Assembly Chamber

The Sixteenth Annual Convention of the Australian Federation of Commercial Broadcasting Stations was held in historic circumstances at Hobart last week, in that the conference room was actually the Legislative Assembly chamber of Tasmania's Parliament House. In this somewhat austere and dignified chamber the broadcasters debated, in the three days' session, their problems and promulgated codes and rules which will undoubtedly redound to the credit of Commercial Broadcasting in Australia.



Conventioneers settled right down to their tasks as soon as the first business session opened on Tuesday morning, November 19. It was announced that delegates would be guests of the Tasmanian Government at buffet lunch in the House the following day when the Premier, the Hon. R. Cosgrove, would officially welcome them. Arrangements were made for a broadcast of the function and speeches through all Tasmanian commercial stations, and also a relay to the mainland to provide it to any other States desirous of programming the event.

Keen appreciation of the courtesy of the Tasmanian Government in making available the Legislative chamber and other facilities at Parliament House was expressed on all sides as well as of the organisation by the Tasmanian committee of the Federation for the comfortable arrangements made for this, their first broadcasting convention ever held off the mainland.

The official dinner of the AFCBS was held at Hadley's Hotel on Tuesday night and was attended by Mr. Chippendall, representing the PMG's Department, as well as by a number of Tasmanian guests representative of the Government, the Hobart City Council, and of the commercial and industrial sphere in the State.

The Tasmanian committee of the Federation entertained delegates on Wednesday evening at a cocktail party at Wrest Point, which is reputed to be Australia's most modern hotel, comparable with the world's best in tourist attraction.

The entertainment side for "out-of-session afternoons" was well catered for—the Tasmanians having arranged motor tours to the countryside, to Mt. Nelson and snow-capped Mt. Wellington, inspections of Cascade Brewery, Cadbury's, Boyer Newsprint Mills, a fishing excursion, bowls and golf.

On Thursday morning, representatives of the Australian Association of Advertising Agencies (Federal) presented the agencies' "Case for 15%," which had been previously distributed to delegates in printed form, and made themselves available for questioning on any matter which delegates wished to have elaborated.

Program Problems

One of the first matters which delegates dealt with at the opening session was the problem of program standards and measures which might be taken to fully enforce the Federation's standards in spirit as well as in the letter. During extensive discussion, it was pointed out that despite the Federation's Code some "smart" advertisers or their agencies had found ways of circumventing the code by "going around" specifically prohibited words and phrases. The resultant broadcasts were responsible for most of the criticism arising from certain quarters against commercial broadcasting. In this category of objectionable "commercials" were the number of laxative and patent medicine ads. broadcast at injudicious times of the day, singing commercials, soap opera announcements, etc., and recorded announcements in which the technique is to use a very bad voice or recording—so bad as to attract

attention by being objectionable and noticeable. It was pointed out that the same problem is to-day facing American broadcasters.

Convention resolved that singing commercials and jingles be eliminated from spot announcements effective from January 31, 1947.

A sub-committee of Convention was appointed to study the further problem of providing machinery to fully implement the Standards in the Federation's Code and to report back to Convention with a resolution for appropriate action.

Accreditation of Producers

One of the decisions reached at the previous Convention was that there should be a system of accreditation of producers to ensure the observance of Standards of Programs adopted by the Federation. At a meeting of the Federal executive subsequently, held in May 1946, delegates were told rules for the Accreditation of Producers were generally adopted, leaving some details still to be worked out by the Committee which was appointed in NSW for this purpose. These rules provide for the engineering standards that are to be followed and for the programs, apart from the engineering principles, to be in conformity with the Standards of the Federation and the stations themselves. An accreditation fee of £15/15/- per annum has been included in the Rules.

The Executive was of the opinion that six months' notice of intent to introduce the engineering standards should be given to producers in order that the equipment could, if necessary, be brought into conformity with the requirements. It was suggested that the rules become operative from July 1, 1947.

Convention endorsed the action of the Executive in this matter.

Overseas Programs

Delegates discussed the continued shortage of recorded music from USA due to the inability to obtain import licences and to the restricted output by local manufacturers. It was decided to appoint a deputation to wait upon the Minister for Customs to ask for a reasonable quantity of import licences on recorded music. Application had been made during the year to the Minister for Customs for a removal of the total prohibition on the "importation of overseas program material" which has operated, except for English programs, almost since the outbreak of war.

It will be recalled that the Parliamentary Standing Committee on Broadcasting in its report regarding control of overseas material recommended that it would not be wise to introduce control of the importation of overseas programs but that their use should be controlled. The Committee suggested that no further restrictions should be imposed until stations have had an opportunity during 1946-47 to demonstrate by self-regulation the extent to which they were able to improve program standards generally, including music and singing, and the effect of the provisions which were introduced for children's programs. They suggested also that in respect of drama, provision should be made for the selection of plays which held up for admiration high types of characters and to avoid plays that excited sympathy for offences against the moral law.

Academy Award

Delegates had before them a comprehensive report by a committee set up at the previous Convention dealing with plans for the introduction of an annual Academy Award for the best dramatic script of the year. It was decided to leave the further development of the scheme in the hands of the original committee which has already done so much spade work.

The recommendations of the Committee as agreed to by the Federal Executive were as follows:—

- (1) That scripts must be original and have been broadcast and entry forms should contain a declaration to this effect;
- (2) That the writers must be Australian citizens;
- (3) That the competition be open to all stations and producing companies, who would be asked to

Many Important Problems Given Weighty Consideration

submit their entries of programs for consideration and it was suggested that, as the greatest proportion of production is done in New South Wales, it might be preferable from the point of view of uniformity in judging for the judging to be undertaken in New South Wales;

- (4) That there should be two sections, one for serials and one for single performances;
- (5) That, in judging the entries, consideration be given to the following:— *Dialogue, Dramatic Sense, General Construction, and Plot.*
- (6) That entries be limited in each case to two in the serial class and three in the single-episode class and that the serial must be three consecutive episodes;
- (7) No adaptation from any publication should be accepted;
- (8) That judges in the sections should be widely experienced in radio production and the judging committee should comprise one actor and one producer with an independent chairman; and
- (9) The scripts to be submitted to the judges without a title or the writer's name so that they would first be registered with the Federation and given numerical designations.

It was agreed that the form of award would be in the nature of a trophy, selection being left to the Committee.

The Academy Award Committee during the year also dealt with the question of awards annually for the most meritorious program broadcast for juvenile audiences during the year and considerable progress in this project was reported.

Public Relations

The Federation Public Relations Committee reported to Convention on the year's activities and revealed that a number of printed articles which had been prepared and circulated to stations had been put to good purpose; a series of recorded talks on

various phases of commercial broadcasting for stations to broadcast as opportunity permits had also been undertaken; while consideration had been given to the advisability of making a film depicting commercial broadcasting in the true light of its importance to the community.

Delegates to the Convention were given an opportunity of seeing how impressive a film could be when arrangements were made for a screening of three "shorts" prepared for the broadcasting authorities in America. This took place in 7HT's theatre on Wednesday morning. The film was especially secured from America.

One of the many interesting proposals on public relations discussed by Convention was the holding of an annual Radio Day in conjunction with some kindred organisation in the radio field. The matter was left in the hands of the incoming Public Relations Committee.

Motion Picture Code

Convention discussed the suggestion made by the Parliamentary Standing Committee on Broadcasting that stations should voluntarily set up a Radio Standards Committee within the industry for the purpose of policing the operation of a code with similar provisions to those adopted in the motion picture industry in USA as far as those provisions are applicable to radio. The Public Relations Committee's recommendation that no action be taken along these lines was adopted. It was considered that the Federation's already-established code amply covered the situation.

Technicians' Log

Two developments have occurred this year in connection with this matter, the first being that a voluntary conference was arranged at the request of the Arbitration Court between representatives of the Federation, who were the Melbourne members of the Industrial Committee, and representatives of the Professional Radio Employees' Institute.

(Continued on page 8)

Convention Discussion on Wide Range of Subjects

(Continued from page 7)

The general clauses of the Log were discussed in detail and it was found that there were very few points on which common agreement could be reached so that the whole matter will still need to be argued in court.

Recently, the P.R.E.I. has sent a request to the Industrial Registrar of the Commonwealth Arbitration Court asking, with a view to having the matter expedited, that evidence be taken on commission which would avoid the presentation of the case and cross-examination in court. The solicitors, Messrs. Moule, Hamilton and Derham, consider that this would not be in the interests of the Federation for this request to be conceded and they have informed the P.R.E.I. that the Federation opposes the application.

Actors Equity

No developments have occurred this year regarding the Log which the Actors' Equity served on the Federation last year on behalf of members, both in respect of actors and actresses in all cities and announcers at Melbourne and Sydney stations. However, Actors' Equity has approached the State Industrial Court in New South Wales with a view to having a consultation committee set up to deal with claims for their employees in that State, but no decision has yet been reached and one or two minor matters affecting the employment of members of Actors' Equity have been the subject of local discussion in New South Wales.

In Victoria, the Wages Board for Entertainers has dealt with one or two minor matters which Actors' Equity have brought before them, but they are of local import only.

In Queensland, the State branch of Actors' Equity recently served a Log of Claims on the Local Committee and this will be the subject of consideration by the Industrial Committee.

Surveys

Convention discussed at some length the question of program surveys at present being conducted by several organisations. The general opinion was that the methods of collecting the data and the methods of presenting the data to purchasers of the surveys were far from satisfactory. Convention resolved that stations refrain from subscribing to surveys as they are at present being conducted.

APRA and Mechanical Copyright

It was resolved that the incoming executive of Federation be empowered to arrange for the retaining of a suitable person knowledgeable in copyright matters to advise the Federation on such subjects.

Historical Library

The Federation decided to establish an historical library of broadcasting to house documentary evidence of outstanding events in the progress of the industry.

International Co-operation

The chairman reported to Convention that during his recent visit to America and Canada he had "opened up an international front." He described how he had attended a divisional meeting of NAB in America and also attended the CAB Convention in Canada. The presidents of both those kindred organisations had agreed with his observation that broadcasting was an international industry and that commercial broadcasters throughout the world having common interests, should therefore have some machinery by way of conferences or communica-

tions for the exchange of views relating to those common interests. He found that both in America and Canada the broadcasters' outstanding problems were frequencies, FM, ASCAP (equivalent of APRA), standard order forms and the like.

Convention heartily endorsed the excellent work carried out by Mr. Paddison and resolved that the incoming executive continue to explore the situation.

Loan Advertising

During discussion on the question of Commonwealth Loan advertising Convention delegates reaffirmed their opposition to "blanket broadcast" but it was fully realised that stations had an obligation in this regard which must be met. Some dissatisfaction was expressed over the method employed in conducting the recent nation-wide National Quiz and in view of the fore-shadowed repetition of this "Government-organised quiz" about April next year, the incoming executive was requested to endeavor to "tighten up" the methods of launching and conducting any similar campaign over the air.

(Continued on page 10)



Convention delegates assembled at business session in the Parliamentary House Assembly, Hobart

THE LINK . . .



OLD AND NEW HAWKESBURY RIVER BRIDGES

Joining MIGHTY SYDNEY with the RICH INDUSTRIAL NORTH

These most populous sections of Australia's most populous State, whose toiling legions represent SPENDING POWER have another link

STATIONS

2KY and 2HD

SYDNEY

NEWCASTLE

Friendly, Personal, Family Stations who are welcome in Every Home.

SYDNEY—STATION 2KY (M 6291).

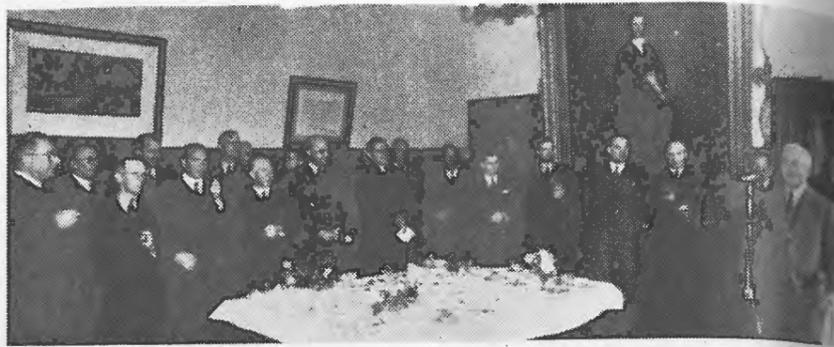
MELBOURNE—STAN. ALLAN (Cent. 4705).

Delegates Guests of Tasmanian Premier

Luncheon Speeches Broadcast All Over Australia

The native courtesy and hospitality of the Tasmanians was epitomised in the luncheon tendered by the Tasmanian Government to Convention delegates at Parliament House on Wednesday when the Premier, the Hon. R. Cosgrove, extended a welcome on behalf of the Tasmanian Government and the people of Hobart.

Mr. Cosgrove said that he and his Government were fully aware that commercial broadcasting was a very important industry in the economy of Australia. As a State, Tasmania was proud of its early association with broadcasting and he went on to trace the growth of the broadcasting system as the commercial stations came into operation all over the land. From the very inception of commercial broadcasting his party (even before it became the Government) had realised



Convention delegates photographed at a luncheon tendered by the Government at Parliament House. The Premier, the Hon. R. Cosgrove can be seen in front of the microphone at extreme right

the importance of broadcasting and since 1934 they had taken regular sessions to keep the people informed on all vital matters.

The Premier said that in the past the press had performed a fine job but now he considered their outlook

was colored by the outlook of the proprietors. On the other hand, radio gave the opportunity of presenting the public with unbiased news.

Responding on behalf of the Federation, Mr. A. C. Paddison thanked Mr. Cosgrove. The happy and close relations and co-operation between Parliament and broadcasting in Tasmania was symbolic in that both were interpreters of public opinion. Parliament interpreted the will of the people on matters affecting their livelihood and wellbeing—broadcasting interpreted the wishes of the people in their requirements of entertainment and cultural values.

But Parliament has this advantage over us," Mr. Paddison added, "it only has to meet the people once every three years whereas we meet the public every hour and every minute of every waking day. You have your value assessed in terms of votes every three years, we have our value assessed in terms of listeners all the time."

Mr. Paddison said that he believed the Tasmanian Government was the first Government in any part of the world to buy a regular broadcast session to report to the people of the State. That was a true expression of democracy.

"We in commercial broadcasting realise our heavy responsibility," he went on. "We are the one barrier between democracy and those people who are opposed to the principle of democracy. So long as a democracy has access to the instrument of commercial broadcasting then democracy cannot die. Countries that desire an authoritative regime must first get rid of that barrier."

CONVENTION SUBJECTS

(Continued from page 8)

Program Standards

The Program Standards Committee appointed by Convention reported back with a resolution that the existing machinery in Sydney and Melbourne for "vetting" of program material, especially announcements and laxative advertising, be strengthened by the appointment of a strong committee composed of the managers of the commercial stations in each of the two cities. This recommendation was adopted.

Hitch-Hike Announcements

Convention adopted the Federal Executive's designation of a "hitch-hike" commercial as "an additional commercial announcement required by a sponsor to complete the time of a program outside the original presentation.

The following resolution was carried:—

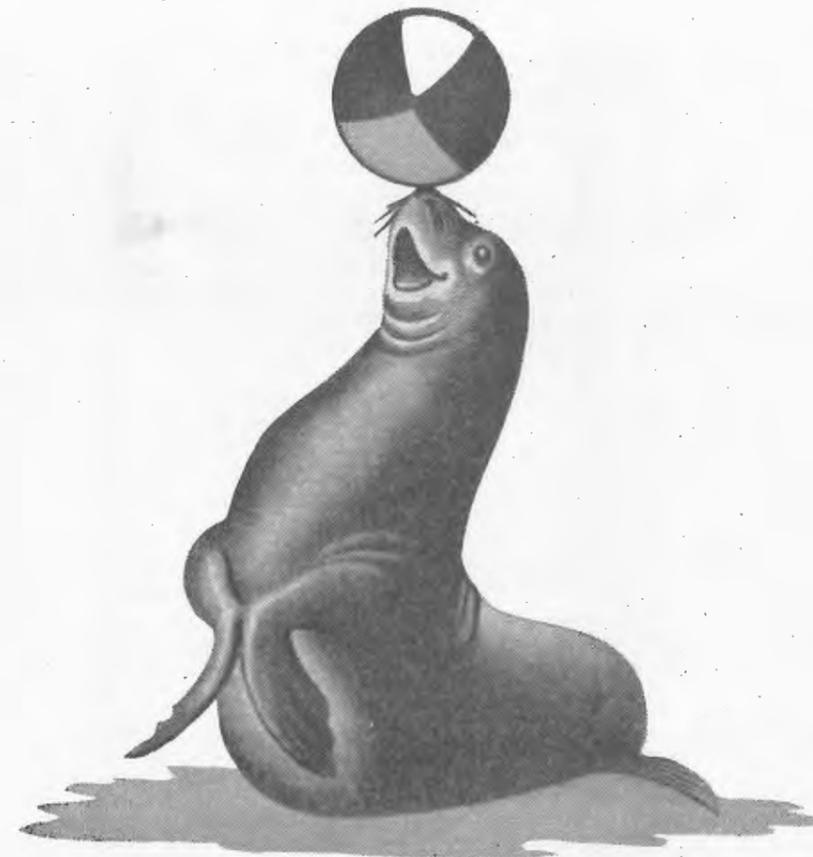
"Supplementary announcements will be permitted provided (1) the amount of wordage of advertising in any sponsored period including the wordage in the supplementary announcement, does not exceed the maximum wordage allowed in accordance with Clause 6 of the Standard Order Form; (2) that the last preceding commercial announcement is broadcast at least four minutes before the end of the

sponsored period so that there will be an interval of three minutes entertainment (equivalent to a gramophone record) between such commercial and the supplementary announcement.

In discussion it was pointed out that apart from the use of an excessive number of words in the advertising message, the greatest objection to hitch-hike announcements lies in the fact that the session has concluded with an ordinary commercial and a signing off announcement and sometimes a brief theme, after which a gong is struck and the additional announcement is broadcast on behalf of the same sponsor for another product. Thus in a period of 2½ minutes there is approximately 2 minutes of commercial advertising. This is then followed by the opening commercial of the next sponsored session.

Standardised Checking Forms

Convention had before it a proposal which had been submitted by the Four A's (Federal) that stations adopt a standard checking form. At present various sizes and shapes of Checking Forms with a client's broadcasts listed are filled out monthly by stations when requested by advertisers or agencies. It was resolved that the idea of a standard form be adopted and that the Federation would have them printed.



He's not the only one!

We're pretty good at it too. No, we don't balance rubber balls on our noses . . . the balancing job we've done is much more important. We've balanced our programme set-up to win and hold many thousands of new listeners to 3KZ. Incidentally, this greatly increased following will undoubtedly be interested in goods YOU advertise!



Sydney Representative: A. L. FINN, 65 YORK ST., SYDNEY. 'PHONE BW 6251.

Convention Hears Agency Representatives

Case for 15% and Suggested Agency Accreditation Improvements Placed Before Delegates

An important part of this year's Convention program was the invitation to the Australian Association of Advertising Agencies (Federal) to present their case at Convention for 15% agency commission and to make themselves available for any immediate discussions which might arise out of it.

The Four A's sent as their representatives Messrs. Ray Walters of Willmott's, Sydney; Noel Nixon, of N. V. Nixon, Melbourne; and Federal Secretary, Mr. John Humphrey.

After introducing the delegates the chairman, Mr. Paddison, said he wished to inform the agencies that Convention had given very serious consideration to matters of common interest affecting the improvement of standards of commercial broadcasting. He informed them of the decision to outlaw "singing commercials" in spot announcements as from January 31 next.

Turning to surveys, Mr. Paddison informed the agency delegates that Convention already had devoted much attention to this matter and that the industry was very concerned over the use which has been made of surveys in the past. Delegates, he said, were fully seized with the importance of having some satisfactory form of listener measurement but were far from satisfied with the present methods used by private trading organisations carrying out this business for their own gain.

Mr. Ray Walters, first spokesman for the agencies, thanked the President and delegates for the opportunity so courteously given to the Four A's to discuss their problems. Previously, agencies individually or as State representatives only, had appeared before Convention but this was the first time that they had come as an Australian-wide Association with the full authority of the AAAA (Federal) membership of 70 agencies. The proposals submitted in brochure form on the case for 15% and the suggested amendments of the Federation's Rules of Accreditation were the considered views of all those agencies.

"We are sincere in our wish and in our efforts to co-operate with you," Mr. Walters declared. "We want to make sure that all our members abide

by your rulings. We can best do that by having your sympathetic consideration of the proposals we have put forward." Mr. Walters said that granting of the 15% agency commission would mean all the difference between a mere existence for agencies and their progressive development along the lines of better servicing so eagerly sought by broadcasters.

"We believe that our member agencies are rendering efficient service," he continued. "There may be instances of agencies not rendering service, but we think they are not members of our Association."

Advertising is a Profession

Mr. Nixon addressed Convention specifically on the subject of improved accreditation rules. Accreditation he defined as "the right to place business and receive commission for doing so." That was the very basis of advertising agency operation. It was obvious that the obligations agencies shouldered were important to the broadcasters and to themselves. Accreditation must be efficiently policed and it was the desire of the Association that the Federation should do that.

"Our intentions are good, our rules are severe, and our standards are high," Mr. Nixon added. "It has to be so. We are a body of men and organisations committed to observe certain standards of professional practice and behavior. We do not assume our responsibilities lightly which is why we formed our Association. "It is a real responsibility to be held accountable for expenditure of many thousands of pounds of other people's money, and we are prepared to face that responsibility. It involves the employment of men of high calibre and integrity and observance of a rigorous code of ethics in dealing with our clients' affairs. We ask our members to subscribe to this code and are prepared to do everything in our power to enforce it. We are in fact bringing the practice of advertising within the professional sphere."

Mr. Nixon asked that Convention give serious consideration to the Four A's proposals. They were not intended to exclude reputable and competent newcomers from the agency field but to provide broadcaster, and agencies,

with a standard against which the broadcasters in their capacity as the accrediting body could measure the worth of each applicant for a new or renewed accreditation.

Mr. Nixon pointed out the accounting difficulties imposed by the present accreditation rule limiting the time for payment of accounts and asked that the 45 days requested be given urgent consideration.

Following the addresses by the agency representatives, Mr. Paddison paid a tribute to the manner in which their problems had been presented. "On behalf of Convention I want to congratulate the Association through its secretary Mr. Humphrey, on the two gentlemen they have sent to expound their case. It is refreshing that this comparatively-new agency organisation has such young men of ability and sincerity to expound their views."

Mr. Paddison added that whatever the outcome of Convention's further deliberations on the matters raised he felt certain all the broadcasters would be happy to again meet the Association on a similar basis.

After the Four A's representative had retired from the conference room, Convention agreed by resolution on the principle of 45 days for payment of account, and referred the Agency accreditation suggestions to a committee which would make recommendations to the executive.

Discussion of the Agencies' case for 15% commission was deferred.

"CAROLS BY CANDLELIGHT" TO BE BROADCAST ON SHORT WAVE

The Christmas Eve Festival, "Carols by Candlelight", broadcast from 3KZ will this year be also broadcast on short wave, by arrangement with the Department of Information. Three separate transmissions will be used—one to the Far East, including Japan, one to North America, including both U.S. and Canada, and a third to Europe, including England.

During the week preceding Christmas, Radio Australia is to broadcast a documentary story of the development of the "Carols by Candlelight" Festival over the years since its inception.

A special feature of this year's "Carols by Candlelight" Festival will be a pageant—"The Cavalcade of Red Cross", depicting the story of humanitarianism from Biblical times to the present day, in which over 200 people will take part.

2GZ-2KA

THE ONLY COMPLETE COVERAGE OF CENTRAL AND WESTERN N.S.W. AND THE BLUE MOUNTAINS

There is no other combination of stations that you can use to give you the complete coverage of 2GZ-2KA. And no other station, or combination of stations, can give you the range, power and clarity of the 2GZ-2KA interference-free channel. It ensures strong, clear reception in every part of this widespread, populous territory.

THE ONLY PERMANENT LAND-LINE SERVICING THIS TERRITORY

350,000 listeners depend upon 2GZ-2KA for up-to-the-minute broadcasts. More than 50 towns and their widespread districts tune-in to this combination for up-to-the-minute news, race broadcasts, sales and market reports, weather data and forecasts. No other combination of stations can give these services. 2GZ-2KA is the only combination covering Central and Western N.S.W. TO SERVE THIS TERRITORY WITH A PERMANENT LAND-LINE DIRECT FROM SYDNEY.

THE CHOICE OF THE LOCAL AND NATIONAL ADVERTISER FOR POWER, RANGE, CLARITY

COUNTRY BROADCASTING SERVICES LIMITED

Sydney Address: Country Broadcasting Services Ltd., Hosking House, Hosking Place, Sydney. Telephone: BW1428. Telegrams: "Twoz".

Melbourne Address: Hugh Anderson, Poster House, 130 Exhibition Street, Melbourne, C.I. Phone: Cent. 4366-4367. Telegrams: "Huanderson".

A. C. Paddison Points to FM "Failure" in America; — Pleads for Greater AM Power

"Under Hitler, broadcasting demonstrated how it can become an instrument for the incitement of war," declared Mr. A. C. Paddison in the course of his presidential address before the Sixteenth Annual Convention of the Australian Federation of Commercial Broadcasting Stations at Hobart last week.

State-directed propaganda can always menace world peace. Freedom of the air can best be maintained by competitive commercial broadcasting. International understanding can best be promoted by nations learning to appreciate each other's music and humor," he added.

Mr. Paddison opened his address with a studied analysis of the proposal to introduce FM broadcasting into Australia and set out to show that it was so far, a dismal failure in America. He stressed the importance of the alternative for improved broadcasting facilities in Australia—fearless increase in wattage power of existing AM broadcasting stations and the addition where necessary of more AM stations.

"Broadcasting in Australia is still confronted with its most baffling administrative problem — whether or not Frequency Modulation offers a practical alternative to the present system," said Mr. Paddison.

"In the interests of both the industry and the public, it is imperative that an early decision should be reached. Most listeners require new receivers, but are hesitant because of confused reports on F.M. The industry is anxious to go ahead with its plans for new capital expenditure. Receiver manufacturers are also confused because they would have to tool up afresh for F.M.

"In reaching the final decision, the interests of the listener should be paramount. Would F.M. provide them with a better quality service with a wider choice of stations? At the same time, would they enjoy the present advantages of simple operation of low-priced receivers?"

"Unless F.M. can satisfy that critical test, it will have an uphill battle.

"Basically, any system must satisfy the requirements of the mass audience. Australia's percentage of regular radio listeners is to-day probably higher than that of any other country. Therefore, it is most important that nothing should be done that might undermine that position.



Mr. A. C. Paddison

"The only country with any practical experience of F.M. as a broadcasting service to the public is the United States. It has been knocking at the door there for the past eight years. It has been boosted with high pressure advertising campaigns. But, judged on results, the response from the public has been disastrous to its prospects.

"The latest production figures for the United States are for the month of August, 1946. In that month 1,500,000 radio receivers were produced. Of these, only 13,892, or less than 1% of the total production, incorporated F.M. Equally significant was the fact that while the number of A.M. sets was 400,000 greater than for July, the number of F.M. sets dropped by a third on the previous month.

"Why is the demand for F.M. diminishing in the country where it has received its alleged greatest development?"

"Firstly, F.M. receivers are more costly than the present type of receiver. The current price range for F.M. starts at \$300. Those advocating F.M. are unanimous that low priced receivers would not incorporate the standard of components essential to high fidelity reception.

"Secondly, F.M. does not provide the same selection of stations as the range is more limited, while the tuning of the set to the aerial raises a problem that has never worried the average set owner. In some cases the F.M. home aerial becomes an engineering problem, and even then reception might only be obtained from one direction.

"Thirdly, the average listener is unable to detect the high fidelity advantages promised in the early publicity. Even the highly trained musician has been found to prefer the lower frequency response of the existing system.

"Fourthly, F.M. has been beset by many difficult technical problems, such as sporadic E. interference. This resulted in the F.C.C. moving the wave band to the present 88-108 megacycle band. Even this is still only in the experimental stage, but the move rendered the F.M. sets already in use obsolete. One F.M. station in New York recently broadcast frenzied calls for listeners to report on its reception. After three weeks it gave up the ghost and decided that its own engineer was its sole listener.

Fifthly, F.M. has bumped into serious trouble with the trade unions, who have banned dual transmission of F.M. with the present system. This action has involved the loss of all major programs. "The nett result of all this has been an almost total loss of public interest in the future of F.M. Unless there are still further developments removing the gremlins from the path, it would appear that F.M. will be dropped in the United States, except for educational broadcasting. The emphasis there is to-day all on the development of television.

"Turning to Australia, it would appear that the considerations influencing the future of F.M. in the United States should have equal validity here.

The wage-earner who regards his radio set as his investment in broadcasting, looks to the Government to protect his investment. The family is not concerned about the technical problems of broadcasting administrators or broadcasting executives. All they are interested in is the program.

"So if we ask the listeners to scrap their present receivers, it will be necessary to provide some very sound arguments.

"If the new receiver is to cost them more than the old, then they will at least expect it to be superior, not only in quality, but also in range and the number of stations to be heard.

"If the new receiver is more difficult to tune than the old, then they will regard it as inferior.

"F.M. is being advocated primarily for metropolitan coverage only. Static and interference cannot be regarded as major problems in such areas. So the elimination of static will not influence many listeners in favor of F.M.

"The only substantial argument in favor of the adoption of F.M. in Australia is that it would enable the number of broadcasting stations to be increased, thereby providing greater coverage, especially for rural areas.

"Many of our country areas are admittedly badly served by signal strength at the present time.

"It is suggested that if F.M. is adopted for the metropolitan areas, the A.M. wave lengths vacated by city stations would be available for additional country stations.

"That is the crux of the entire problem.

"Even the greatest F.M. optimists

admit that if the new system is adopted, it will take at least 10 years before there is a sufficient transfer of audience to contemplate closing down on existing A.M. wave lengths.

"If Australian experience parallels American experience, it would take much longer.

"So there would be no alleviation of the rural problem for at least 10 years. Country listeners would have to wait until city listeners transferred to F.M.

"The entire problem is in the hands of the set-owners. If they failed to invest in new F.M. receivers there

Competitive Commercial Broadcasting Safety Valve in International Relations

could be no change. If only a proportion changed over, there would be room for alternative transmissions, catering for those who have elected to change.

"But that would not free the channels. Any attempt to force the position by closing down A.M. services would only meet with the resentment of those not in possession of the dearer type of receiver. If they can't afford F.M. receivers, are they to be deprived of a broadcasting service? It is most unlikely that any Government would subscribe to that view.

"So the most practical approach to the problem appears to be a further examination to see whether or not the objective of increased coverage can be achieved under the present system.

"I firmly believe that it can.

"Increased coverage can be provided by increasing the number of stations, by increasing the power of existing stations, or by a combination of both.

"We believe that the solution lies in the direction of increasing the number of stations, and even more, by increasing the power allocated to existing stations.

"That method will not be a tax on listeners. There will be no major upset. The entire capital cost will have to be borne by the stations. But it is the only method that gives an assurance of concrete results in a minimum of time.

"New Zealand already has one 60 kilowatt station, and has just ordered another of equal power. The greatest power allowed to any commercial station in Australia is still only 2 kilowatts. With respect to power, Australia lags behind the rest of the world.

"A conference of all parties interested would do much to clarify the position. The Federation would be prepared to make positive contributions to such a conference.

"It would then be possible to remove the impediments at present holding up the industry. Broadcasters, manufacturers and set purchasers could then make their plans with confidence regarding the future.

"If the Government decides that F.M. is to be introduced in accordance with the findings of the Parliamentary Standing Committee, then it is equally urgent that a decision should be made at an early date.

"At the present time many people are holding on to obsolete receivers

with faulty valves, speakers and other components, because they are confused regarding the future of any new receiver they might purchase. That is not in the interest either of the listener or the industry.

Television

"The decision by the Parliamentary Committee to confine television experiments to Government-controlled transmitters is difficult to understand. "It is not sound economics for Australia to embark on its own television experimentation. Many millions of pounds have already been expended in the United States and England on such experiments.

"The stage has now been reached when the only question left open, so far as this country is concerned, should be what established system is to be employed.

"Then the rest is a matter for the entrepreneur—whether it be Government, broadcaster, motion picture interests or some entirely new interest.

"If television is to be reserved for Government development in its early stages as suggested by the Committee, another problem intrudes. Is such development to be a charge against the revenue from listener licence fees?"

"If so, it is very definitely a contribution towards the city as against the rural subscriber.

"Television will have to be restricted to the larger cities in its early stages,

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Presidential Address

(Continued from page 15)

It is a city amenity, whereas broadcasting offers service to both city and country.

Therefore, it would appear that any Government expenditure on television will be at the expense of providing additional broadcasting amenities in rural areas.

"The alternative is to throw television open immediately to private enterprise.

"Broadcasters are the logical people to develop this new medium. Costs of establishment will be reduced with competition. Commercial broadcasting found its equivalent of the theatre box-office in advertising. A similar equivalent will be found for television.

"Those who pioneered commercial broadcasting in Australia will be found equal to the task of pioneering television also.

Self Regulation

"During the year I had the opportunity of examining on the spot the administration of broadcasting in New Zealand, Canada and the United States. My observations confirmed the very definite advantages of the Australian dual system over all other systems. It is a tribute to the far-seeing administrators responsible for its establishment. Both New Zealand and Canada suffer from centralised bureaucratic control. The United States system has other problems brought about through the commercial stations being called upon to carry out functions of a governmental agency, that are not properly the functions of private enterprise. The Australian system recognises the necessity for providing the listeners with the advantages of both systems. In no other country have the listeners' interests been so well conserved. In no other country is the freedom of the air so well protected.

"At the same time this Federation has applied the principle of self-regulation to a degree not yet achieved by either the Canadian or the United States system.

"Both countries are now considering the Federation code. Canada is contemplating introducing our system of passing all commercial announcements through a central control to ensure that they conform to the industry code governing advertising. The Canadian Convention was most impressed with the results we have achieved in Australia.

"At the same time, it is necessary to sound a note of warning. Our responsibility to safeguard the freedom of the air imposes a heavy obligation on this Federation. If we permit interfering busybodies to interfere too much with the program content, we will damage the entertainment value of broadcasting. This interference does not originate in official channels. It usually emanates from a small section of the community, attempting to impose its own narrow views on the majority of listeners. We do not resent criticism. But we must not permit an intolerant minority to dictate our standards. Neither must we permit broadcasting to be reduced to a state where the interests of the adult audience are subordinated to the interests of the child audience. We have our obligations to cater for adults, as well as for children.

"At the present time we find that we are just as liable to bump trouble for a broadcast at 10 o'clock at night as if it went over in the early evening. To that extent the B.B.C. enjoys a far greater measure of freedom than we have here.

"We believe in the principle of self-regulation, and our achievements in that field demonstrate that we are fully seized with our responsibilities as purveyors of public entertainment. We will continue to carry out our obligations to our listeners in accordance with a proper conception of such responsibilities.

International Organisation

"While abroad I discussed with the President of the National Association of Broadcasters of the United States, Mr. Justin Miller, and the President of the Canadian Association of Broadcasters, Mr. Harry Sedgwick, the question of an international conference of commercial broadcasting organisations. The question was also discussed with representatives of Latin-America broadcasting. On examination it was agreed that we had many interests in common. Such questions as performing rights, mechanical copyright, patents, frequency allocation and the technical developments of the industry, provide every reason for an exchange of ideas and information.

"Then there is the much broader question of broadcasting's role in the development of the concept of the United Nations.

"Broadcasting has a heavy respon-

sibility. Under Hitler, broadcast demonstrated how it can become an instrument for the incitement of war. State-directed propaganda can always menace world peace. Freedom of the air can best be maintained by competitive commercial broadcasting. International understanding can best be promoted by nations learning to appreciate each other's music and humor. So the less propaganda and the more entertainment broadcast over short wave stations, the better the outlook for international harmony.

"An international conference of commercial broadcasters, representing in the main interests concerned primarily with entertainment, and not international politics, should do much to further the ideals of goodwill amongst the peoples of the world.

"It is an objective that should be consummated at the earliest possible opportunity."

FILM PUBLICITY FOR H.M.V.

An excellent commercial plug for His Master's Voice occurs in the current picture "Two Sisters from Boston", showing in Sydney and other places in Australia. This shows a scene in the opera where the male star is doing his first recording. He has a pet dog which is the same type of dog as used by H.M.V. When they play back the first recording the star is sitting over in the corner with his dog. The music starts, the master's voice comes over the gramophone and the dog pricks up his ears, runs over to the table and puts his head in the old horn, just as indicated on H.M.V. picture. It is a good picture it has good music in it, good acting and H.M.V. are to be congratulated on this tie-up with good entertainment.

SHEPPARTON STATION'S FINE EFFORT IN "WOOLLIES FOR BRITAIN"

The 3SR Shepparton Friends Club, conducted by Elizabeth Burchill through her women's sessions, this year made 5,000 garments for the "Woollies for Britain" Appeal.

Throughout the year the 33 branches of the club work for local charities and once a year they make a combined effort for some specific cause. This year's big collection of hand-made woollen garments was despatched on the S.S. "Durham" and delivered in London on Nov. 6 to the president of the Women's Voluntary Service there, Mrs. Dunbar.

Sixteenth Annual A.F.C.B.S. Convention Officially Opened by Mr. G. T. Chippendall

Mr. G. T. Chippendall, Assistant Director-General of Posts and Telegraphs, officially opened the AFCBS Convention at Hobart on Tuesday, November 19. He said:—

"In the first place, I wish to pass you a message of regret from the Master-General, Senator Cameron, that his Parliamentary duties have prevented him from joining you at this gathering. The Minister had planned to be present, and was looking forward to doing so, but an important Cabinet meeting is being held to-day, and this disrupted his plans. He sends his best wishes for a successful convention. For somewhat similar reasons, the Director-General of the Post Office, Mr. Fanning, was also prevented from attending this evening, and he, too, asked me to express his regret, and to convey his best wishes.

"I am very pleased indeed to have the privilege of representing the Minister and the Director-General, and indeed feel honoured that it should be my task to say a few words on behalf of the Post Office in opening this Convention, as it gives me the opportunity to renew my association with the Australian Federation of Commercial Broadcasting Stations after five years of absence from the Post Office. I number very many personal friends amongst the commercial stations, and look forward in the years to come to forming additional and lasting friendships.

"The cordiality of your reception to-night is ample proof, if indeed proof be needed, of the friendly relations which exist between our respective organisations. This happy state of affairs may, I think, be attributed to the fact that we are all actuated by the same fundamental motive of serving the public good, and each in his respective sphere is in a position to make a worth-while contribution towards the national welfare.

"The Post Office is entrusted by Parliament with great powers, not the least of which relates to broadcasting. It has been our constant en-

deavour to exercise these powers with due regard to the requirements of listeners, and the welfare of the industry.

"Likewise, the Broadcasting Act, whilst conferring great privileges on licensees of commercial stations, also imposes great responsibilities on them. The fact that commercial stations stand so high in public esteem is, to my mind, a clear indication that these responsibilities are fully appreciated, and that the broadcasters' guiding principle is service to listeners.

"Broadcasters have an unenviable task in catering for the great variety of tastes encountered in the million and a half homes of listeners, and the Act wisely allows them great freedom in the selection of their program material. There is ample evidence of originality and imagination in the programs which are being presented, and I think it can be fairly stated that there has been a progressive improvement as the years have passed. The Minister asked me to stress to you all the need for the maintenance of the highest possible standards in your programs.

"Time has proved that our Australian broadcasting system serves the nation well in war as well as in peace. The war effort of the commercial broadcasting industry compares favourably with that of any other industry. In my service with other departments during the war years, I had the opportunity from a central vantage point of being able to see the respective efforts of all of our Australian industries and services, and I can assure the Federation that it has every reason to be proud of its own effort and the part it played in the difficult times through which we have passed. I know I am speaking for the Government and the Minister in particular in expressing appreciation for the co-operation which has always been forthcoming from the Federa-

tion as a whole, and from individual stations whenever it was necessary to approach them on public issues.

"Although we have passed through a time of great danger, we are now in the post-war period facing tasks of considerable magnitude and great importance to our future. There will undoubtedly be great industrial development, which brings with it a need for better understanding between employer and employee. I think the broadcasting industry has a unique opportunity of fostering that better understanding in many ways. Unless this better understanding is brought about, there must be detrimental effect on our progress.

"Great success has been achieved in the past by the broadcasting industry, and the future may, I am sure, be faced with confidence. Mention of the future immediately gives rise, amongst other things, to the question of frequency modulation. As the Director-General informed the Parliamentary Standing Committee on Broadcasting, this matter is one which the Post Office feels should be approached with caution, and with the counsel of all those who are in a position to furnish reliable information. The Post Office is pushing on with experimental frequency modulation stations as recommended by the Standing Committee, and the Melbourne transmitter at Jolimont will soon be conducting test transmissions. Much investigation must, of course, be made before any decisions can be reached in regard to the incorporation of frequency modulation stations in our broadcasting system. The Minister wishes me to give the Federation an assurance that, before policies are determined in regard to this important matter, there will be full consultation with all of the parties interested.

"The Annual Convention of the Federation provides an excellent opportunity for stocktaking, and this is most necessary in an industry such as broadcasting which, by its very nature, cannot remain static. I trust that your deliberations will prove of great benefit to the industry.

"One of the objects of the Federation is, I understand, to promote the interests of all members individually

(Continued on page 18)

OFFICIAL OPENING
OF CONVENTION

(Continued from page 17)

and collectively. It is gratifying that, notwithstanding the keen competition between individual stations, you can come together at your Annual Convention to thrash out your problems, and to devise means of helping one another. In this latter regard, I am sure you do not overlook the fact that there are certain inevitable inequalities between stations due to technical considerations, location, etc., and there has been plenty of evidence where the stronger organisations have gone out of their way to help the weaker ones. I think it is important that this mutual help should be continued.

"I sincerely hope that the prosperity which has marked the operation of commercial stations during the past few years will continue. It is good for the listening public that you should prosper because, on past performance, you have proved your willingness to devote a generous proportion of your incomes to the development of the service.

"As I have already said, the Post Office has certain duties to perform in regard to the control of commercial broadcasting, but it is happy in the knowledge that it may confidently rely on stations to respond readily to any suggestion which it may be necessary to make in the interests of the public good. Needless to say, any proposals which may be submitted to the Department as the outcome of the Convention will receive careful and sympathetic consideration. I am confident that in your discussions you will, as far as practicable, sink individual interest, and deal with your problems on a broad and national basis. It is by this means that plans may be formulated for the progressive development of the industry and the maintenance of its place in our broadcasting system.

"I have much pleasure in declaring the Convention open, and once again extend to you all from the Postmaster-General, the Director-General and the Post Office generally our best wishes that your deliberations may be fruitful and achieve results that will be of benefit to the industry, and so to the people of Australia."

Federation Accepts A.W.A. F.M. Offer

Announcement by Mr. V. M. Brooker (A.W.A.'s broadcasting manager) at the Sixteenth Annual Convention of the AFCBS at Hobart last week that his managing director, Mr. L. A. Hooke, had authorised him to inform Convention that Amalgamated Wireless was prepared to build and operate two FM broadcasting stations—one in Sydney and the other in Melbourne—and make them available to the Federation free for experimental programming, was greeted with enthusiasm and was unanimously accepted with applause by delegates.

Mr. Brooker was asked to convey to his directors and management the Federation's gratitude for this generous offer.

Convention was discussing technical developments in radio when the offer was made.

It was pointed out to Convention that the Parliamentary Standing Committee on Broadcasting had expressed the thought that the Federation

could, should it so desire, operate experimentally an FM station in each capital city. The PMG's Department had itself undertaken the building of an FM station at Melbourne and it was thought that this would soon be in operation.

Speakers at the Convention stressed the fact that FM was still full of "bugs" not yet even caught and branded, in addition to the already known difficulties. It was contended that the New Zealand Government had "dropped it" when they recently decided to go ahead with the purchase of 10 kilowatt transmitters for all their commercial stations.

The need for increased wattage for Australian commercial stations as the speediest and best means of improving our broadcasting service was stressed.

Convention also resolved to establish a committee as a liaison between the Federation and kindred organisations interested in radio and broadcasting development.

CONVENTION AGENDA

TUESDAY, NOVEMBER 19, 1946.

Roll Call and Proxies, Confirmation of Report of Previous Convention, Introductory Remarks by President, Reports of Vice-Presidents, Appointment of Committees: (a) Publicity, (b) Finance and Administration; Technical Developments in Broadcasting: (a) Frequency Modulation, (b) Power, (c) Wavelengths, etc.

Program Items:

- (a) Program Standards.
- (b) Accreditation of Producers.
- (c) Importation of Overseas Program Material.
- (d) Academy Awards.
- (e) Awards for Children's Programs.
- (f) Sporting Broadcasts.
- (g) Training Artists.
- (h) Encouragement of Talent.
- (i) Sales by Producers to Clients.

Public Relations:

- (a) Report of Committee on Year's Activities.
- (b) Applicability of U.S.A. Motion Picture Code to Advertising.

WEDNESDAY, NOVEMBER 20, 1946.

Industrial Matters:

- (a) Proposed Industry Award.
 - (b) Technicians' Log.
 - (c) Actors' Equity Log.
- Administrative Matters:
- (a) Listener Surveys.
 - (b) Record Agreement.
 - (c) Agreement with A.P.R.A.

- (d) Legal Advice on Copyright Matters.
 - (e) Advertising on Good Friday and Christmas Day.
 - (f) News Broadcasts.
 - (g) Suggestion for Historical Library of Broadcasting.
 - (h) Price Control of Station Rates.
 - (i) International Co-operation.
 - (j) Political Broadcasts.
 - (k) Constitution — Recommendations from Queensland Committee.
 - (l) Establishment of Federal Journal — Recommendation from Queensland Committee.
 - (m) Loan Advertising.
- Reports of Parliamentary Standing Committee on Broadcasting and attendance at meetings of Committee and State Broadcast Advisory Committees.

THURSDAY, NOVEMBER 21, 1946.

Agency Matters:

- (a) Interview with Representatives of Agents' Association.
 - (b) Basis for Renewal of Accreditation.
 - (c) Computation of Rate Cards.
 - (d) Definition of "Hitch-Hiking" Announcements.
 - (e) Broadcast Advisory Reports.
 - (f) Laxative Advertising.
 - (g) Standard Order Forms.
- Reports of Committees appointed at Convention.
- Election of Office-bearers and Standing Committees.

3UZ
MELBOURNE

Sydney Representative:
E. A. WOOD
47 York Street.
BX 2098.

NILSEN'S BROADCASTING
SERVICE
45 Bourke St., Melbourne.
Cent. 1925.

Presents
SPORTS
PERSONALITIES!

CRICKET and FOOTBALL
by Jack Gurry

Sports Editor of 3UZ, Jack Gurry, is well known for his bright and accurate sporting descriptions.



RACING by Tom Moon

Each Saturday afternoon from inside Metropolitan Courses, 3UZ will broadcast a full description of the afternoon's racing.



TENNIS by Mervyn Weston

Well-known interstate player and "Argus" Tennis writer, Mervyn Weston, will give complete descriptions of all Davis Cup Matches from Kooyong.



REVIEWS by Percy Taylor

Percy Taylor, "Argus" Sports Editor, is heard twice weekly from 3UZ—

Friday, 6 p.m. Cricket Resume
Saturday, 6.30 p.m. Sports Review



Sporting Listeners are Buying Listeners

Half Yearly Broadcast Listeners' Licence Figures

Broadcast listeners' licences in force in metropolitan and country areas and within 25 and 50 miles of principal cities and towns as at 30th June, 1946.

Locality	Licences	Popln.	% of Popln.	Locality	Licences	Popln.	% of Popln.	Locality	Licences	Popln.	% of Popln.
NEW SOUTH WALES				VICTORIA				SOUTH AUSTRALIA			
Metropolitan	311,251	1,398,000	22.26	Metropolitan	257,300	1,170,000	22.00	Metro.	100,181	302,500	27.00
Country	238,817	1,529,716	15.61	Country	139,400	850,449	16.39	Country	52,285	274,335	19.40
State	550,068	2,927,716	18.78	State	396,700	2,020,449	19.63	State	152,466	636,835	23.50
25 & 50 Miles				25 & 50 miles	271,148	1,251,418	21.67	25 & 50 miles	108,058	399,174	27.00
Sydney	331,648	1,485,064	22.33	Melbourne	295,207	1,374,124	21.48	Adelaide	116,123	442,938	26.22
Albury	5,712	30,588	18.67	Ballarat	11,808	66,845	17.60	Crystal Brook	5,549	25,349	21.80
Armidale	11,083	68,808	16.10	Bendigo	32,052	161,826	18.26	Mannum	11,767	50,128	23.47
Bathurst	3,940	31,562	12.48	Charlton	9,787	53,605	15.00	Exc. Metro.	3,489	17,000	20.50
Bega	4,691	27,114	17.30	Colac	18,978	126,454	10.49	Mt. Gambier	12,374	75,000	16.40
Broken Hill	16,519	93,390	17.69	Geelong (25)	5,717	45,168	12.66	Murray Bridge (25)	2,499	13,147	19.01
Cootamundra	1,684	10,323	16.31	(50) Inc. Metro.	4,185	21,045	19.85	(50) Inc. Metro.	3,485	25,103	13.80
Cross Keys	3,328	20,321	16.31	Exc. Metro.	16,720	99,699	16.68	Pt. Augusta	4,719	18,696	25.20
Dubbo	5,267	27,532	19.13	Hamilton	13,236	63,596	20.81	Pt. Lincoln	12,374	75,000	16.40
Goulburn	5,267	28,257	15.64	Horsham	297,522	1,306,164	22.76	Renmark	1,514	6,012	25.10
Griffith	3,891	15,738	24.72	Lubeck	40,262	156,164	25.75	Warrnambool	4,089	13,778	29.60
Hay	6,714	33,586	19.99	Maryborough	2,821	16,464	17.13	Woolongong	1,052	4,362	24.10
Orange	8,003	48,460	16.51	Mildura	9,228	55,555	16.52	Woolongong (Exc. Metro.)	1,634	7,196	22.71
Queanbeyan	13,716	99,940	13.72	Shepparton	3,631	16,047	22.42	Woolongong (Exc. Metro.)	3,082	11,159	27.40
Wagga Wagga	47,943	216,905	22.10	Swan Hill	7,662	44,380	17.18		4,123	21,501	19.10
Wollongong	55,227	259,535	21.67	Warragul (25)	4,082	20,857	19.26				
Woolongong (50) Inc. Metro.	846	5,290	15.99	(50) Inc. Metro.	8,821	55,451	15.71				
Woolongong (Exc. Metro.)	3,147	15,828	19.88	Maryborough	3,356	21,112	15.89				
	2,305	18,600	12.39	Mildura	28,440	128,746	22.09				
	9,728	79,340	12.26	Mildura	4,344	22,962	18.91				
	3,884	23,646	16.42	Mildura	4,524	27,560	16.41				
	11,875	81,181	14.63	Mildura	2,689	16,563	16.35				
	2,417	16,690	14.48	Mildura	9,015	49,869	18.00				
	10,015	69,390	14.43	Mildura	5,219	33,435	15.60				
	1,055	10,280	10.26	Mildura	12,750	85,566	14.90				
	11,353	71,758	15.82	Mildura	1,678	13,425	12.49				
	908	6,550	13.79	Mildura	3,964	35,073	11.30				
	2,136	38,225	13.39	Mildura	7,545	41,645	18.12				
	2,702	16,559	16.32	Mildura	42,470	228,810	18.56				
	5,671	31,227	18.16	Mildura	25,748	152,760	16.82				
	1,808	13,070	13.83	Mildura	4,411	27,505	16.03				
	5,257	36,450	14.42	Mildura	9,998	50,119	19.95				
	4,179	23,573	17.73								
	9,556	61,541	15.53								
	3,834	20,335	18.85								
	6,261	42,314	14.80								
	1,681	13,364	12.58								
	4,243	34,831	12.18								
	1,473	10,190	14.46								
	7,074	47,214	14.98								
	2,115	13,383	15.80								
	5,918	38,502	15.37								
	9,278	38,761	23.94								
	189,830	867,687	21.88								
	34,205	168,687	22.23								
	3,258	18,827	17.30								
	5,654	40,180	14.07								
	10,091	59,611	16.93								
	14,175	96,492	14.68								
	7,724	34,967	22.09								
	17,537	100,730	17.41								
	45,524	192,089	23.70								
	54,224	246,782	21.98								
	1,035	7,820	14.14								
	1,534	19,020	14.07								
	3,961	22,917	17.28								
	22,089	114,179	19.30								
	1,781	13,473	13.21								
	4,613	35,694	12.92								
	6,276	38,615	16.25								
	17,208	106,250	16.19								
	46,044	198,069	23.25								
	54,136	246,606	21.92								
	5,125	30,058	17.05								
	11,455	79,855	14.34								
	2,946	17,577	16.76								
	5,479	43,808	12.51								
	6,922	52,955	13.07								
	50,354	242,662	20.75								
	3,917	21,613	18.12								
	8,041	50,312	15.98								
	3,159	19,810	15.95								
	5,268	41,110	12.81								
	5,172	27,672	18.69								
	10,643	73,086	14.56								
	14,117	57,414	24.59								
	345,947	1,545,073	22.46								
	34,696	147,073	23.59								
	2,484	17,039	14.58								
	8,926	56,728	15.73								

Some Rights Are Left . . .

to these two grand transcriptions of outstanding 2SM productions. If you're in the market for a brand new show which will command a large listening audience, consider:

"BLUEY AND CURLEY"

ALEX GURNEY'S famous cartoon characters now in Radio!

PRODUCER REX
SCRIPT WRITER ("WAGKA")
ARTIST DAWE

Topline Australian comedian Rex Dawe, who gave listeners the well-known serial "Yes What!" before the war, has now created a series of riotous quarter-hour adventures of these two hilarious characters. He plays the part of "Bluey," while George Wallace junior plays "Curley."

There's a huge potential audience awaiting the lovable, laughable "BLUEY and CURLEY."

★ FOR FURTHER DETAILS ON THESE EXCEPTIONAL NEW RADIO PRESENTATIONS, CONTACT



Melbourne Representatives: OATEN-WARD (Ernest J. Oaten—Dudley H. Ward), 379 Collins St., Melbourne, C.1., Vic.

"YOUTH STEPS OUT"

A presentation of better-class "Teen-Age" talent.

Compered by JOHN DUNNE

Production:

IRIS MASON and GEORGE SAUNDERS. This half-hour radio offering has captured the essence of first-class listener appeal with its presentation of the finest "Teen-Age" musical talent.

Compered by the most successful artist in Australia in handling juveniles, "Youth Steps Out" embraces the ever-present appeal of youth, excellent melody from brilliant artists, and the human-interest charm of John Dunne.

New Listening Pleasure

It's a way they have in Hollywood—the way the scintillating stars of the screen are brought to life in your local theatre. It's called *presence in recordings*—not a word is missed, no whisper lost.

The film recording technician knows just how to make that kind of glamorous recording of *your* band and *your* stars.



It's also a new listening pleasure when all the warmth and blood-tingling realism of the original performance is retained in a recorded programme—a pleasure you cannot afford to deny your *radio* audience.

That's why three leading Sydney stations and numerous producers entrust the recording of their most difficult feature shows to—



An absolutely independent technical service available 24 hours a day 7 days a week to any producer of radio and screen entertainment. May we install a permanent line to your studio—become your recording department.

Kinelab

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

MOTION PICTURE PROCESSES

SOUND DEPT.

AROUND THE WORLD IN RADIO

A report to hand states that television was used for the first time to complete a business contract when in America on Monday, November 18, the Chevrolet Division of General Motors and Dumont Television initiated an agreement simultaneously before television sets in Washington and New York. The agreement was for a Chevrolet sponsored one-hour television program weekly.

"Magic in the Air" is the title of a picture to be made for release in 1947 giving the story of broadcasting development. Emmett Lavery, president of Screen Writers' Guild, has been assigned to write the screen story. The story will deal with the concept of free radio as well as press and motion pictures.

Decca Records Inc., New York, reported a consolidated net profit of \$987,534 (unaudited) for the six months ended June 30, 1946.

For the first time in Radio Eireann's sponsored programs a full hour was devoted to a Sunday orchestral concert recently, when the London Philharmonic Orchestra broadcast in the Hospitals' Trust sponsored hour.

British film magnate Arthur J. Rank doesn't like the idea of the B.B.C. retaining any monopoly over large-screen television and has declared before the London Radio Industries Club that he will oppose it. He said that when the B.B.C. Charter came before Parliament the British film industry would press for the right of private enterprise to screen television shows in cinemas, without which freedom the B.B.C. will not get the co-operation of the film industry.

Recent announcement of the reflection of a radio signal by the moon calls to mind the still standing record which was reported in I.R.E. Proceedings (U.S.A.) October 1929, page 1750. European radio men received authentic echoes of their signals four minutes and 20 seconds after transmission. This is approximately a one way distance of 22,000,000 miles.

First actual figures on the long-heralded selling potency of television show a 2% per week sales return. Gimbel Bros. Philadelphia department store, tabulated the number of buyers who mentioned seeing a product on the television programs of WPTZ Philadelphia, Philco-owned station.

Since there are known to be 752 television sets in the Philadelphia area, percentage of sales return could be figured with reasonable accuracy. Third and most effective in the series of six commercials was a demonstration of postwar kitchen gadgets. It brought 24 customers for a return of over 3%. Ernest B. Loveman, head of Philco television broadcasts, pointed out that an average of 2% return from six direct-mail pieces would be phenomenal. He expects 100,000 television sets in Philadelphia within two years.

Maybe it was an error in reporting, but advice from London indicates that a revolution in nuclear physics is on the way—nothing less than a means of obtaining atomic power without splitting the atom!

This item of news emerged from an interview with the British Minister for Supply (Mr. Wilmot), on Oct. 9, and he went on to say that experts advised him that the new method depended upon hitherto unsolved problems. It was quite certain that atomic energy could be used to produce new radioactive materials in considerable quantity.

The new discoveries had very great things in store for mankind but it was early to make accurate predictions about how soon this new source of power would be available for application.

Canadian Broadcasting Corporation has revealed post-war expansion plans covering transmitters, studios, new F.M. stations and increases in power and coastal shortwave to cost up to \$2,000,000.

The expansion picture covers: (1), three 50,000 watt clear channel stations in Alberta by September 1947; (2), increase in power from 1,000 up to 10,000 watts, from 100 to 5,000 watts, from 5,000 to 50,000 watts in several cases; (3), construction of a new 5,000 watt station at Windsor, Ont.; (4), new studios and offices at Montreal and Toronto; (5), studios and offices at Winnipeg and Vancouver; and the setting-up of F.M.

stations at Montreal, Toronto, Vancouver and Winnipeg in the near future.

In a recent survey taken by the Listener Research Department of the B.B.C., an interesting point emerging from the survey was the attraction of "Plays and Variety," which won easily in the poll for popularity of types of entertainment, according to a recent edition of the B.B.C. London letter.

Variety was always a prime favorite with British listeners, but plays have recently made a spurt and are now a nose ahead and running strongly. Some of the most striking figures given by the survey were those which showed the numbers listening to various programs. As an example, the report gives the figure of a listening audience of 3,000,000 to the B.B.C. Wednesday evening Symphony Concert, and also gives the note that most staggering of all was the listening audience to the B.B.C. Saturday Night Theatre which would fill twice over every seat in every cinema in Great Britain. Put like that it is a sobering thought, because there are a lot of cinemas in England, Scotland, Wales and Northern Ireland. Another panel shows that the peak listening hours in Great Britain are 9 p.m., followed by 6 p.m. (both the times of news bulletins) and that June is the month when the least listening is done.

A radio time-piece has been developed in the U.S.A.—a firm known as Electronic Time, Inc., of New York, has applied for a permit to establish a special short-wave station for the purpose of broadcasting time signals at brief intervals.

These signals are to be received on a special "personal" radio receiver which, according to "Science Illustrated" U.S.A. is "half the size of a package of cigarettes."

A feature of the Colgate-Palmolive Show "In Town Tonight" broadcast from 2SM Thursdays at 9 p.m., was the interview with Bing Crosby by John Dunne on November 21. During the interview, Crosby said he was interested in Australia and hoped to be able to visit this country next year.

Future of the P.S.C.B.?

From Our Canberra Correspondent.

The Parliamentary Broadcasting Committee has been described by the Leader of the Opposition (Mr. R. G. Menzies) as "a dangerous, worse than useless, committee which interferes in broadcasting administration." He promised to abolish the committee if elected. In the last fortnight the Liberal and Country parties, having heard the opinions of their representatives on the 17th Parliament's committee—Jos Francis, Liberal from Queensland, and Geo. Bowden, Country Party from Victoria—have been trying to find a way of torpedoing the outfit.

Their hopes ran high when several legal members said the committee would collapse if the Opposition withheld nominations because Parliamentary Committees have precedent as all-party groups. But, closer examination of the position reveals that since Labor came to power the legal status of this committee has been steadily increased. It has become the body to which the Postmaster-General (Senator Cameron) turns for general advice before making submissions to Cabinet.

The A.B.C. Chairman (Mr. R. J. F. Boyer) has told Parliament that he objects to the notion that the A.B.C. "should accept the committee's views on broadcasting as mandatory or accommodate itself to them against the A.B.C.'s independent judgment in matters, the responsibility for which has been laid upon it by Parliament. The A.B.C. should steer by its lights because to do otherwise would be to abdicate from its statutory obligations."

In its last report to Parliament the A.B.C. emphasised this by observing that "although the Standing Committee's reports have not been discussed in Parliament they have in some cases been followed by governmental action."

But the Labor Government is determined to press on. Opposition or no Opposition, the Government wants the committee to guide it on frequency modulation possibilities; the proposal to establish a special commercial network under A.B.C. control to swell A.B.C. finances; and the possibility of achieving more co-ordination between A.B.C. and com-

mercial programs. These are subjects on the list for early hearings.

Senator Amour from New South Wales seems certain to be re-elected chairman. His Labor colleagues already nominated from the House of Representatives are David Watkins (N.S.W.), Max Falstein (N.S.W.), and Senator Alex Finlay from South Australia, replacing Senator Nash from W.A. The Opposition parties believe these men are among the most emphatic in seeking complete nationalisation of commercial radio.

GERMANS TO HAVE AMERICAN RADIO STATION

The new American radio station recently opened in Berlin indicates the intention of Military Government authorities to bring their ideas of democracy more directly before the German people. It also shows that they have abandoned hope of getting the Russians to permit Radio Berlin to be run on a quadripartite basis, reports the *Christian Science Monitor*.

Since July, 1945, the one-sided manner in which the one big radio station, Radio Berlin, has been operated for Russian propaganda has been a source of continuous dissatisfaction to the British and American authorities. Repeated attempts, however, to get the Soviet occupying officials to broaden the basis of its control have always been stalled off by reference to committees "for further consideration."

As a result nothing has been left for the American Military Government to do but to build its own station. This they have now done and a medium-wave band station known as the "Rundfunk", in the American sector of Berlin, now operates on 492 metres (610 kilocycles). Its program will be made up of items of music, 64%, news and public affairs, 26%, and the rest of special features.

Germans to Run Station

This new station has no connection with the American forces Network (AFN), which is operated for the troops. It will be entirely for the local German people and will be run by 200 German radio specialists working under the supervision of four American control officers.

The station has an effective range of about 30 miles, and therefore gives some Germans in the Russian zone,

Whether the Opposition insists on refraining from taking part on the committee—which is their temper at the moment of writing this despatch—or whether some small compromise is granted by the Government, two things are certain with the present personnel: Commercial stations will receive no more transmitting power and there will be no more private licences on the present broadcast band—if the committee's views prevail with the Government, as they usually do. This estimate is based on careful talks with most of the members and on a day-to-day association with the challenging upsurge within the Federal Labor Caucus having its overwhelming weight of 76 members holding power at least until 1949.

which surrounds Berlin, a chance to hear an American program.

Values of New Station

One important service of the new American station in Berlin will be that of bringing to the local population the novelty of relatively unbiased news. Through its commentaries and round-table discussions it should enable them to learn more of what American democracy means in practice, especially in the sphere of free expression of opinion.

After listening continuously to the Russian-controlled Radio Berlin for many months, the impression one gets is that there is only one democratic party in Germany, the Russian-sponsored S.E.D. (Socialist United Party). It is constantly reaffirmed, in effect, that there are no viler people in the world than those who dare to affirm that there may be some good in capitalism, free enterprise, and western democracy.

Even more important than the actual propaganda speeches and long dissertations on "fascism," which means anything incompatible with Russian ideas, is the choice of items of foreign news made for the daily news bulletins and the interpretative given them.

GESTURE OF APPRECIATION BY SPONSOR

Mr. M. Keddie, managing director of Glazebrooks (Aust.) Pty. Ltd., gave a dinner at the Riverside Inn, Melbourne, on November 20 to leading members of the cast of "Disraeli" and those associated with the production. This feature, which has been broadcast from 3XY at 9 p.m. on Wednesday, concluded on Nov. 13, and the dinner was in the nature of a celebration.

Men that make YOUR Market



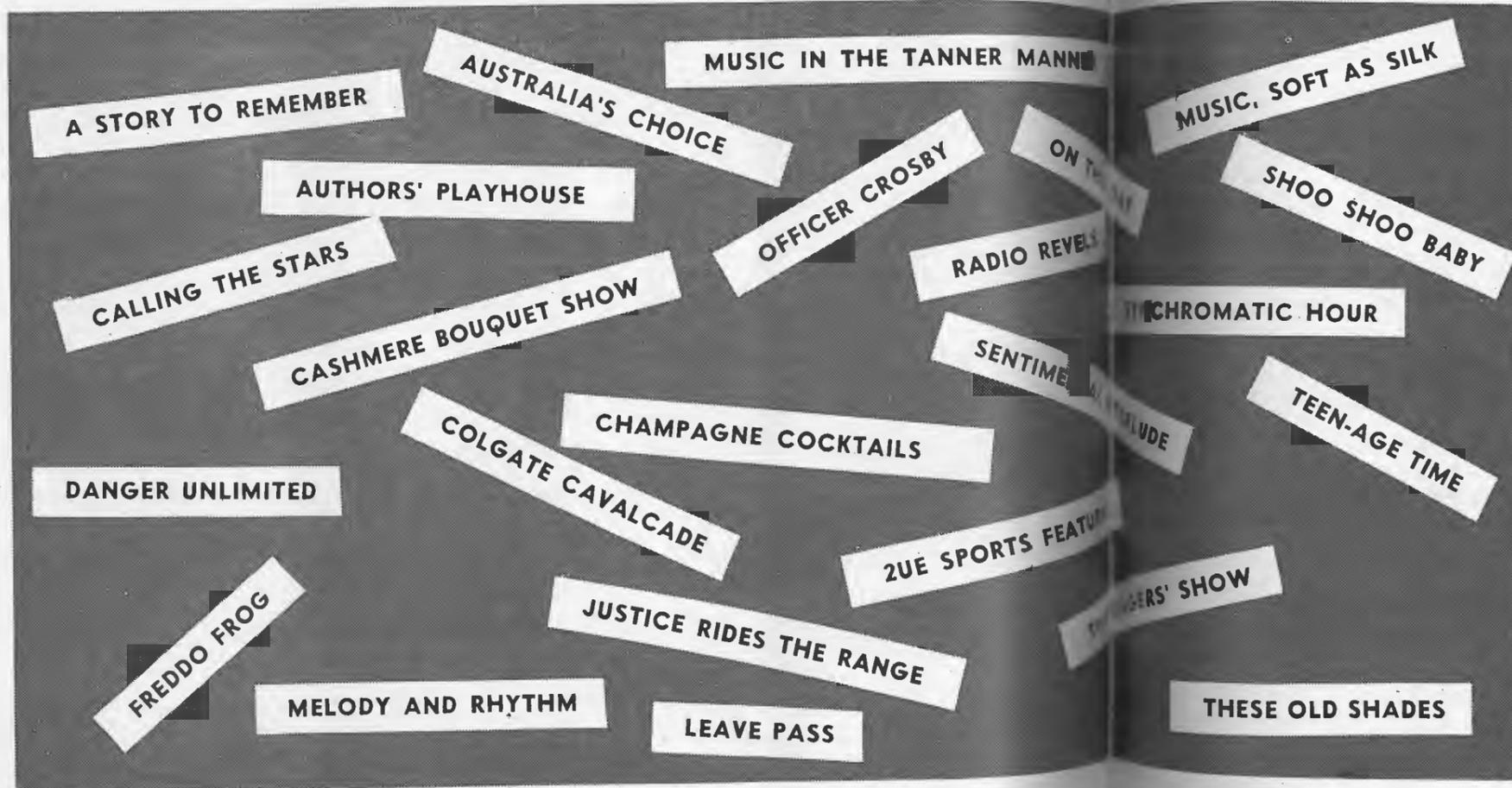
Farmers — Housewives — Businessmen — Businesswomen
— Industrial Workers — 252,000 strong! All working at peak production, with peak pay rolls too, in this, the fifth largest market in the Commonwealth.

Providing blanket coverage of Newcastle and the Hunter Valley, 2KO offers invaluable facilities as a testing ground for new products and new national campaigns.

Test YOUR campaign on 2KO FIRST

through
2KO
NEWCASTLE

Here are 24 reasons why 2UE is Australia's No. 1 Station



The SERVICE
we extend to
Agents' and our
clients and prospects

Production and recording of Feature Programs . . . Production and recording of Commercials (musical and straight) . . .

Preparation of copy and planning of campaigns . . . Availability of wide variety of top-line transcriptions . . . Efficient despatch and routing of transcriptions and programs . . .

COMMERCIALS

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

Paul Jacklin recently spent a considerable time in U.S.A. studying the marked modern advancement in recorded "commercials"—both musical and straight. The added knowledge thus gained of "commercial" technique, covering the human touches, the sales psychology and the most modern technical developments in radio advertising is a further guarantee that 2UE's Production Unit will make your "commercials" 100%.

RECORDING

Radio 2UE uses the standard high frequency pre-emphasis technique with all recordings. By this means, surface noise is reduced to the lowest possible level. This, coupled with precise control at every stage of the recording process, results in final reproduction that cannot be distinguished from the original.

FOR A FAR MORE EFFECTIVE CONTACT OF FAR MORE LISTENERS, **TIE UP WITH 2UE**

Tommy Trinder Knows Advertising

Talked Horse-Sense to Melbourne Ad. Men

Tommy Trinder, famous English comedian, talked more advertising horse-sense to a big gathering of Melbourne advertising men at the monthly luncheon of the Victorian Institute of Advertising on November 14 than members of the Institute had heard from a speaker for some time.

Trinder was guest of honor at the luncheon which was presided over by the Institute chairman, Bruce Bellamy, ad. manager of Vacuum, and he told many amusing anecdotes of his rise to fame, linking each one with a masterly stroke of advertising genius. Such as his giving away over the years of five million photographs of himself, all signed Trinder; his contract for five years for all the best poster sites in and around London which cost him £225 a week; his first broadcast over the B.B.C., in which he managed to mention his own name 17 times in the eight minutes he was on the air; and he told of his clever ruse to get the spelling of his name T-R-I-N-D-E-R over the air by turning it into a gag and saying it was pronounced "Chumley"!

He also thought he was the first individual comedian in the world to buy 96-sheet hoardings. One of these—at Aldgate—was all written in Hebrew except for the name "Tommy Trinder". Questions were even asked in the House of Commons how it was that Trinder could use so much paper for his hoardings when paper was a prohibited item. "I didn't use paper, but the signs were all hand-painted on sheets of metal, which was not prohibited!" Trinder explained, amidst much laughter.

Trinder went on to say that throughout his 100,000 miles of travel in reaching Australia he had formed the opinion that the most internationally-advertised and merchandised product he could discover was an Australian product—Aspro.

"You can have a headache in Arabic or in Hebrew and still cure it with Aspro," he added.

"But so far as your own country is concerned, I must say that you let it down badly as advertising men. The only thing I was ever 'sold' back home in England was SHEEP. The only thing you ever see in Australia House are pictures of wide-open spaces and more sheep. I called to see your Agent-General in London and he proudly showed me a beautiful coat—made of sheepskin! I have

been in Melbourne some weeks and I have only seen two sheep!

"The whole point is that England does not know Australia as the great industrial country that it is—and that is what they should be taught. A foot-square notice board in Piccadilly Circus telling them what was the 'bill' at Tivoli Theatre, Melbourne, Australia would do more to advertise Australia than anything hitherto attempted," he declared. "Londoners would then say, 'Gaw-blimey! They've got theatres out there!' That would be something to advertise to England, for 90% of the people don't know it."

Mr. Trinder said that the only really effective advertising Australia has done in the Homeland rested in the hands of the A.I.F. and the R.A.A.F. "They got our girls away from American cigarettes—enough of them to make quite an impression," he added.

Speaking specifically of broadcast advertising, Mr. Trinder said he had been impressed by the quality and variety of the programs, but he could not refrain from criticising some announcers for their slipshod handling of commercial announcements. He had heard obvious mistakes made in announcements and no attempt was made to rectify such errors.

Finally, Trinder described advertising as "The art of making people think they want something they have never even heard of," and amidst very great applause revealed that after concluding the season of his next Palladium show in London, starting April next, he would return to Australia "without commitments and without ties and you'll have to darn well throw me out to get rid of me!"

That was taken as a pretty fair hint that Tommy Trinder will one day in the near future become an Australian.

LICENCE FEE CONCESSION FOR PENSIONERS

The Postmaster General, Senator Cameron, has announced that any pensioner living alone or with only another pensioner could now obtain a broadcast listener's licence at half price. The concession is available to invalid, old age or widow pensioners.

SPORTS BROADCASTS FOR MELBOURNE STATION

An extensive broadening of 3UZ's sports coverage has taken place, and from November 9 the station has been covering racing fixtures from the various Melbourne metropolitan courses, with Tom Moon broadcasting the descriptions of each meeting. These descriptions are also relayed to 2UE, Sydney.

Ball-by-ball descriptions of international cricket matches will be presented by 3UZ's sports editor, Jack Gurry, from the Melbourne Cricket Ground. The first of these broadcasts was on Oct. 31, with a description of the Victoria vs. England match, when Jack Gurry was assisted by a well-known cricket personality, Ben Barnett. Alan Kippax, Clif Carey and Brian Newman brought the N.S.W. matches to listeners, while there will also be full descriptions from Queensland.

Interstate tennis player, Mervyn Weston, will give full descriptions of Davis Cup matches in broadcast from Kooyong.

Sports previews and commentary are given by the following: Herbert Rothwell gives the "final acceptance and barrier positions" for the following Saturday's races at 2.15 p.m. Wednesdays, and also "News and Views of the Turf" at 10.40 a.m. every Saturday; a "Racing Preview" at 6.30 p.m. and the "Sports Preview" at 9.30 p.m. are broadcast by Tom Moon and Jack Gurry respectively on Friday, from 10 a.m. onwards, news flashes from "Beresford" of the "Argus", concerning track gallops and form, are heard during Saturday morning and sporting results are summed up by the "Argus" Sports Editor, Percy Taylor, in his "Sports Review" at 6.30 p.m. on Saturday evenings.

RELIGIOUS PROGRAM ON 32 STATIONS

The Australian edition of the "Lutheran Hour" is now broadcast over a network of 32 stations throughout the Commonwealth, making a total of 900 stations all over the world featuring this increasingly popular program.

Commencing January, 1947, a new series of presentations will be released featuring Dr. Walter A. Maier who will be assisted by the Lutheran Hour Chorus, consisting of 20 male voices. The Australian administration of the Lutheran Hour is handled by Trans-Radio Advertising, Sydney.



Sentinels

OF BETTER RADIO

Whether you build radios by the thousand, service them by the hundred, or make sets as a hobby, Better Radio is very much your business. As a manufacturer, you are helping yourself to goodwill by fitting Philips valves in your sets. As a service man with an eye on the future, you find that Philips valves are your finest possible introductions to satisfied customers. If you are a "ham," you need Philips valves just as much as the factory executive or the dealer just around the corner.

There is a Philips Valve for every socket of any receiver.



PHILIPS VALVES

PHILIPS ELECTRICAL INDUSTRIES OF AUSTRALIA PTY. LTD.
SYDNEY — MELBOURNE — ADELAIDE — PERTH — BRISBANE

America and Canada Send Greetings and Messages to Convention Delegates

Conference Officially Opened by P.M.G. Officer

Highlights of the Official Dinner held by the Federation at Hadley's Hotel were the official opening speech by Mr. G. T. Chippendall, who represented the Postmaster-General's Department; the Presidential address; and messages received by the President from America and Canada.

Mr. Paddison read a letter from Mr. Justin Miller, president of the National Association of Broadcasters in Washington, D.C., which ran:

"On behalf of the more than 1,000 United States broadcasters represented by the N.A.B., I extend greetings and very best wishes to your Federation and the commercial broadcasting stations in Australia on the occasion of your first post-war convention.

"The commercial broadcasters of Australia and the United States played a glorious part in the common defence of our countries. Now, that defence is happily concluded and our stations are preparing to perform an equally-large and important work in the reconversion, and in the struggle for the peace. I have no doubt that their ingenuity, energy and spirit will make a substantial contribution to these all-important objectives.

"We share with you the firm conviction that only through the absolute maintenance of our peoples' rights to listen to a free and unhampered radio can world understanding and permanent peace be achieved, and we join with you in pledging to our respective peoples our eternal vigilance in their behalf."

The next message was from the Canadian Association of Broadcasters, which read in part:

"It is with a great deal of pleasure that we extend greetings from the directors and members of the C.A.B. to members of the A.F.C.B.S., in convention in Tasmania.

"The problems facing the broadcasting industry in Australia are similar in many respects to those of the Canadian industry, as you no doubt discovered during your recent visit to Canada and to the United States. Annual conventions such as yours and ours go a long way to-

wards solving, or at least easing, these problems. It is our sincere wish that your convention is a successful one and that as a result of the deliberations of your members, the commercial stations will improve the already excellent public service they are performing for the listeners of Australia.

"We in Canada enjoyed the recent visit of yourself and your colleague, Mr. George McCauley, and we do hope that in the not-too-distant future a representative of the Canadian broadcasters will be able to spend some time with you in Australia."

The third message was from the Radio Executives' Club of New York. This read:

"To your Federation, on the occasion of its annual convention we of the Radio Executives' Club of New York extend cordial greetings.

"As they were in war, so in peace, your country and ours are allies—allies now in the cause of a peace that will endure and that will ensure that brotherhood among men of good-will shall not perish on earth.

"To implement such a peace, the peoples of the earth must come to know each other better and to understand each other better. In an age in which the airplane has compressed world geography, it is particularly vital that nations be brought, not merely to wish for peace and hope for it, but also to visualise so clearly the blessings of peace that they will demand it for themselves and for those who will follow them.

"In common, you 'down under' and we up here in the States hold in our hands the instrument—the only instrument—by which that kind of understanding can be brought into being and enabled to express itself affirmatively in international relationships. Only through radio can

the masses of our peoples speak to one another and understand each other's hopes, ambitions and problems.

"In our common cause, we of the Radio Executives' Club congratulate your Federation upon its splendid progress; and we join you in a crusade towards the most inspiring objective that our industry could possibly envision. . . ."

The toast to "Our Guests" was proposed by Mr. Randal White and responded to by Mr. C. E. Davies, managing editor of the "Hobart Mercury," supported by Mr. Monfre Deputy-Director, Posts and Telegraphs, Hobart.

After Mr. John Ridley had moved a vote of thanks to the chairman, an eventful evening closed.

FAVOURABLE IMPRESSION OF B.B.C. TELEVISION

Mr. George Sharwood, who, prior to the war, was radio manager of Sutton's musical warehouse, Melbourne, recently returned from a visit to London and Europe as a member of the Australian Scientific and Technical Mission, which were technical advisers to the Australian Reparations Legation. The principal objective of the mission was to investigate German manufacturing methods with a view to increasing knowledge available to Australian industry.

Whilst in London, Mr. Sharwood met Sir Ernest Fisk, Mr. Bearup of the A.B.C. and Mr. Harry Pringle, an Australian, who is producing television shows for the B.B.C. Mr. Sharwood said that British television reception viewed in a semi-dark room on a screen of 10" x 8" had very good definition.

B.B.C. television programs are broadcast for one hour in the afternoon and one hour in the evening each day. Various producers are given three weeks' notice to prepare programs and submit suggestions, cost of production, etc., before commencing rehearsals.

The televising is done with four cameras continually focused on the subject, and the vision as seen by each camera is visible to the producer in a sound-proof box overlooking the studio. The producer can direct cameramen to bring their cameras into any position and also advise engineers as to which camera is to be used for the actual broadcast.

A Million Listeners in One "Buy"

That's

THE QUEENSLAND NETWORK

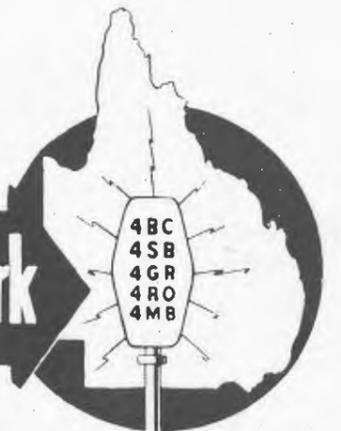
IF THEY COMPILE AN ADVERTISER'S "DEBRETT" OUR SCHEDULES WILL PROVIDE THE COPY.

REPRESENTATIVES

MELBOURNE: P. G. Sullivan, Aikira House, 18 Queen Street
SYDNEY: F. Thompson, Asbestos House, 65 York Street
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street,



THE Queensland Network



F.M. to Treble U.S. Stations ?

According to a Chicago broadcasting authority, F.M. radio is going to increase the number of stations in the U.S.A. from 1,000 to 3,000 and will affect radio in two ways: (1) the economic pie will have to be cut into thinner slices, (2) programming will have to be more imaginative.

That's the analysis of the future situation by one of broadcasting's topmost experts in U.S.A. It is known that members of the F.C.C. have had this man's viewpoint projected before them, and quite a number of broadcast station owners and network executives who attended the N.A.B. convention in Chicago late last month were none too happy about this prophesy.

In effect, the analyst told them: Until now we've been coining big dough with relatively small costs; that's over now. Radio in its maturity cannot operate on a principle of rich returns for poor investments; we'll have to expand our advertising markets, develop local programming and nurture local advertisers. The going will be tougher and some of us will fall by the wayside but radio will gain in the process.

The analyst continued: "Radio, unlike railroads or public utilities, for instance, is not a 'natural monopoly'. Radio, in fact, has capital costs which are nominal in relation to revenues and income. In the case of a 'natural monopoly', duplication by another competing plant or service is economically unsound. In the case of radio that doesn't hold.

"All radio has to sell," the analyst continued, "is time, and that's limited to 24 hours a day. Competition for the broadcasting industry is therefore economically sound as a matter of principle. Per-station revenue would be less when the number of stations is doubled from 1,000 to 2,000 and still less when there are 3,000 in U.S.A. But radio can still make money if it enlarges its economic pie by going after untapped sources of revenue.

"These untapped sources lie in local advertising. Radio has been pampered. Radio has had three-fourths of its income from national advertising, and only one-quarter from local advertising; the exact reverse is true of America's newspapers, which derive three-quarters of their revenue from local advertising.

"In order to tap the local advertiser, radio will have to build local programs of worth and interest, and these won't necessarily be of the 'escapist' type leading the Hooper parade on the networks now. The new stations, and some of the old ones, will have to use local or regional sources of programming to get their local or regional advertisers.

"In the reshuffle, there is no doubt that some will drop out in the face of

McWHIRTERS "YOUNG COMPANIONS CLUB"

McWhirters Ltd. Brisbane Emporiums have started a new children's radio program and entertainment on Saturday mornings, broadcast over 4BK-AK. This program commenced on Nov. 16 and was held in McWhirters' store when approximately 700 children were present. The entertainment was opened by Mr. Duncan McWhirter, who introduced the artists to the audience and explained the idea behind the formation of the "Young Companions Club" and the Saturday morning parties. This will tie up with the sponsored session taken by McWhirters on 4BK at 5.45 to 6.00 nightly.

The Saturday morning parties are from 10 to 11 a.m. and are broadcast for the first half-hour of the show. Entertainment is provided with comedians, community singing, other items of entertainment by children of all ages and a ballet of dancing pupils. The idea behind these Saturday morning parties is to enable



McWhirter's window display tying up with their Young Companions Club campaign

stiffer competition. But that won't hurt radio or the country in the long run. Radio will be a more vigorous and healthier, and more mature industry when there are 3,000 stations instead of 1,000. It will also be more profitable than now—although that profit may be spread thinner among some individual stations."

According to "Variety", who published the above analyst's thesis, none of the handful of radio leaders who are aware of it are as yet ready to argue with the guy. They know he's got something and are for the moment a bit scared.

MUSIC TO SCHOOLS APPRECIATED

The headmaster of the South Goulburn Public School recently expressed his appreciation at a meeting of the South Goulburn Parents and Citizens' Association of the courtesies and co-operation of 2GN Goulburn for providing a period of good music for schools each Monday between 3 p.m. and 3.30 p.m. The South Goulburn Parents and Citizens' Association forwarded a letter to 2GN placing on record their appreciation of the station's interest in the cultural education of the children.

mothers to do some shopping in peace, knowing that they can leave their children at the party where they will be quite safe and looked after even to the extent of having a trained nurse if they should need medical attention. Campbell Advertising Agency are responsible for the advertising of the session and have also designed the certificates and badges for the club.

4AY

THE VOICE OF THE NORTH

AYR

In the Heart of Prosperity

4AY covers one of Australia's richest areas where they spend and think in millions.

North Queensland—the land of boundless wealth and prosperity—is serviced effectively by 4AY, "The Voice of the North"—a rich area that possesses in large measure all the products which make a country rich—wool, sugar, gold, tin, lead, timber, cattle, sheep and dairy produce.

The lower Burdekin district, which is the headquarters of 4AY, is the richest Sugar-producing centre in the world.

"The Voice of the North"—4AY is heard by the people living in the great Sugar Belt from Mackay to Mossman — the vast Pastoral and Mining districts of the Central West, and the Timber and Dairying areas of North Queensland.

4AY is the only station north of Rockhampton carrying the Colgate-Palmolive programs. And with its 500 watts 4AY is heard by a vast listening audience who are all influenced in their buying habits by the sales messages given by 4AY.

There is a wide and prosperous field for the live business executive who wishes to make sales in this rich buyers' market, if 4AY is selected as YOUR SALESMAN.



AYR BROADCASTERS PTY. LTD.

Representatives :

SYDNEY :
Fred Thompson
Asbestos House
65 York Street
B 2085.

MELBOURNE :
Hugh Anderson
Poster House
130 Exhibition Street
Central 4366.

BRISBANE :
Station 4BC
Watergarden Theatre
Queen Street
B 0333.

For *HIGHER FIDELITY* and *FASTER SERVICE*

Send Your Record Processing to

W & G
RECORD PROCESSING
CO. PTY. LTD.

An Independent Trade House

W & G RECORD PROCESSING CO. Pty. Ltd., 185 a'Beckett St., Melbourne, Vic.

W & G SERVICE AND AIR FREIGHT WILL OVERCOME THE DISTANCE BETWEEN US

QUITE APART

From the 200,000 people living within 25 miles both of Newcastle and Cessnock

There is an additional 30,000 over 25 miles from Newcastle, but within 25 miles of Cessnock

To Cover the Coalfields and the Hunter Valley you must include

2CK

in your appropriation.

THE MARKET IS WORTH IT

SYDNEY REP.: JOHN HAMILTON, 24 CLARENCE ST. BOX 599, G.P.O. 'PHONE, BX 1051.

STOP PRESS

Australia's First Broadcast Strike

Station staff who "walked-out" at 5KA Adelaide on Tuesday, November 19, resumed duties on Saturday, November 23, but as this issue goes to press, a conference between management and strikers which had been in progress earlier this week, was adjourned until Tuesday, December 3. Apart from a 50-minute break, the station carried on normal schedule throughout with a skeleton staff.

Trouble brewing for some weeks at 5KA culminated in a "walk-out" of workers on the station on Tuesday morning last week. In spite of pickets the station was able to carry on with normal schedules operated by a skeleton staff including, the manager Mr. Charles Batten.

The thirty members of the staff who went on strike protested against alleged bad working conditions, inadequate wages, and victimisation. They paraded Adelaide streets.

A dispute between certain members of the staff and the management of 5KA arose some time ago and soon afterwards the Victorian divisional secretary of Actors and Announcers Equity visited Adelaide to negotiate in the dispute. Subsequently it was announced that many announcers and artists at 5KA and other Adelaide stations had joined the union. About a fortnight ago 5KA was served with a log of claims for wages and working conditions by the general secretary of the union, Mr. Hal Alexander.

The following statement by Mr. C. W. Batten, general manager of 5KA Broadcasting Company Limited, was made on November 19, 1946:—

"On November 6, I received a letter dated October 31 from the general secretary of Actors and Announcers Equity Association of Australia enclosing a log of claims for wages and conditions of employment of announcers. The letter stated that Actors Equity on behalf of its members required the company to observe the log as from December 31, 1946, and that failure by the company to obey the terms contained in the log would be sufficient for Actors Equity to declare that an industrial dispute exists between the two bodies within the meaning of the Act and that Actors Equity would determine what methods would be used to ensure the company's acquiescence to the demands.

The letter further stated—
"Failing your offer to confer with us in connection with your acceptance of the terms and conditions of the log and your fullest endeavor to obtain a full and satisfactory settlement

acceptable to all as to any alteration of the terms of this log or any suggested alterations to the terms of this log not later than December 31, 1946, we shall have no option other than to inform the Registrar of the Commonwealth Court of Conciliation and Arbitration that a dispute exists between our two bodies."

"The two other commercial stations in Adelaide received a similar letter and log.

"The matter was discussed by the South Australian branch of the Federation of Commercial Broadcasting Stations and it was decided to place the matter in the hands of the Executive Committee of the Federation in Melbourne because logs have been served on commercial broadcasting stations in other States.

"On November 13 I received a telegram reading as follows—

"General Manager,

Radio Station Fiveka Adelaide.

"I request conference between my union and your company in reference to dispute now operative between members of this Association Actors and Announcers Equity Association of Australia and your company stop Proposed conference be held Monday, Nov. 18th but not later than Tuesday, Nov. 19th stop Letter following please reply . . . Hal Alexander General Secretary Actors and Announcers Equity Association 236 Pitt Street, Sydney."

"to which I replied on November 15 as follows—"

"Hal Alexander,
Actors and Announcers Equity Association,
236 Pitt Street,
SYDNEY.

Am not prepared to have conference with you as matter now in hands of Federation of Commercial Broadcasting Stations Melbourne . . . Batten, Fiveka.

"I did not receive from Actors Equity the letter referred to in the general secretary's telegram of November 13 until 2.30 p.m. on November 19.

"On November 18 Mr. Diamond, secretary of the Victorian division of Actors Equity, telephoned and said "I

PERTH STATIONS RESUME

After being off the air for eleven days as a result of the Perth transport strike, all Perth stations resumed normal programs on Friday afternoon, November 22.

U.H.F. RESEARCH LICENCE ISSUED TO ALLSOP

A special restricted research licence has been issued to Mr. Ray Allsop under the call sign VJ2X for the purpose of carrying out investigations into U.H.F., V.H.F. and S.H.F., P.T.M. (Pulse Time Modulation), F.M., aerial development and propagation studies. The licence restricts the bearer from radiating any signals. Similar licences have been issued to A.W.A., Tasma and others for the same purpose.

It is understood that after investigations have been carried out and progress reported, no doubt experimental transmission licences will be issued to the various holders.

ROYAL ASSENT TO BROADCASTING ACT

In the Senate early this month, Senator Amour said that Royal Assent had been given to the Australian Broadcasting Bill, which was passed during the last session of Parliament, but said that he understood that because of some hold-up it will not become operative until the beginning of next year. He asked if the Postmaster General would ascertain the reason for such delay.

Senator Cameron promised to have enquiries made and supply the information requested.

want a conference with you to-morrow morning at 11 o'clock."

"I said 'As we have handed the matter into the hands of the Federation of Commercial Broadcasting Stations in Melbourne I am unable to accede to your request.'

"To which he replied 'But I demand a conference.'

"I informed him again that we would not agree to a conference.

"At 9.10 a.m. on November 19 without warning 27 members of the staff left the station including the engineer on duty and in consequence the station was off the air until 10 a.m.

"Of the employees who ceased work only four were announcers.

"Ever since this station's inception it has paid not only on and above award rates but has provided facilities beyond the claims of awards where awards exist."

WOMAN BROADCASTER BACK FROM WAR-TORN EUROPE

No Immediate Hope For Commercial Radio in England

The arrival of the "Stirling Castle" at Sydney recently marked the conclusion of eight years' British and Continental broadcasting for Miss Marjorie Skill—radio producer and dramatist. Miss Skill, during the long and trying years of war, accumulated an enviable wealth of radio experience.

Apart from her appearances with the A.B.C., B.B.C. and I.B.C., in which she co-operated with many famous stars, Marjorie Skill built recorded programs for E.N.S.A. at the three largest recording studios in London, and has written or rewritten scripts for the bulk of them.

Asked how she became established in British radio, the answer was unhesitating: "Through a combination of ordinary caution and Australian goodwill. The caution, I myself exercised. Soon after I reached London in 1938, I gave a B.B.C. audition before Bruce Belfrage. It embraced news reading, acting several pages of a play script, etc., but it excluded Shakespeare. They prefer it," she said simply, "to be done by experts! When I was informed that my audition had been successful, I was already installed in a commercial radio job, and that I owed to Sydney's Bruce Anderson, who recommended me as Public Relations Officer to the International Broadcasting Company, employing over two hundred people and transmitting programs in English from the coast of Normandy."

Asked her views on the possible re-establishment of such programs from abroad for audiences in the United Kingdom, Miss Skill said that was mainly a matter for the French owners of stations, who in the past, sold blocks of time to English broadcasting companies. Captain Plugge, the owner of I.B.C., did his best by raising questions on commercial radio throughout the war in the House of Commons (he was Conservative member for Chatham until defeated in last year's General Elections) to keep the public interested in its revival. As to commercial radio stations ever being based on the U.K. itself the fact that Mr. Herbert Morrison, Lord President of the Council, had attacked commercial radio and defended the B.B.C. suggested to her the hundreds of radio people who marked time during the war, or those others who developed in the radio units of the three Services would have to content themselves for some time with what work they could get from the B.B.C. Com-

ACTORS AND ANNOUNCERS UNION SEEKS CHARITY GRAB FROM "DONATED" SERVICES

Actors and Announcers Equity Association of Australia has advised broadcasting stations of "a new rule adopted by the membership of this Association on September 25 and 26 last," which provides that a member will not donate his or her services without payment for any purpose whatever.

In a covering letter, the secretary of the Union, Mr. Hal Alexander, says:

"This rule prevents any member donating his or her services gratuitously unless in accordance with the permission of the Council or the applicable divisional committee of the Association. Where such permission is given, it is given only on the basis that the particular charity donates a sum equal to 5 per cent. of the net income from the particular function to a charity nominated by Equity."

"VOYAGE FROM BOMBAY"

Commencing on December 2, the makers of Aeroplane Caramel Sauce are sponsoring a new serial on 2UE at 6.45 p.m. Monday, Tuesday, Wednesday and Thursday, titled "Voyage from Bombay". This serial is a Hepworth production written and produced by Juan Cortez.

A top-line cast of radio artists has been selected for "Voyage from Bombay", including Leal Douglas, Queenie Ashton, Hal Lashwood, Betty Dickson, Kevin Brennan, Walter Pym, Lyndall Barbour, John Nugent-Hayward, Brenda Dunrich, John Alden, Yvonne Banvard and Mayne Lynton. The contract with 2UE is for 12 months, and the account is serviced by the Hepworth Advertising Agency.

mercial radio did not completely die during the war. Miss Skill said that, a certain amount came from stations in Eire, and there was a by-product which emerged through wartime conditions. One astute recording company where we frequently went to supervise the making of programs for ENSA took advantage of the loud speaker system installed in wartime factories through the U.K. for such stimulating programs as "Music while you work" "Break for music" etc. This firm kept certain national advertisers' products before the public by cutting special discs with famous artists, including the name of the sponsor, and having them relayed from gramophones through the loudspeaker system.

FRED THOM ON B.B.C. TELEVISION PROGRAM



This photograph shows Mr. F. W. P. Thom, managing director of Thom & Smith Pty. Ltd. of Sydney, being televised in the B.B.C. London studios during his recent visit to England.

Mr. Thom, who during his visit to London was the guest of Mr. Dorte, who is in charge of B.B.C.'s outside telecasts, found himself politely but firmly taken to the studio for an appearance on the "Picture Page" program where he was interviewed by Winford Thomas.

"Picture Page" is a featured program the B.B.C. televises every afternoon for the general purposes of interviewing celebrities and newcomers to London.

P.M.G. SHOWS £6,674,595 PROFIT

The annual report of the Postmaster General's Department for the year ending June 30, 1945, has been released and shows that the Department made a net profit of £6,674,595 for the period.

The earnings of the Department for the year totalled £28,728,191 compared with £27,512,988 for the previous year.

The Department's proportion of listeners' licence fees received totalled £660,986. The total earnings for the wireless branch were £689,426, but expenditure amounted to £816,700, resulting in a deficit of £127,274 for the operations of the wireless section. This deficit is mainly attributable to the payment to the Australian Broadcasting Commission of an additional amount of £70,760 from broadcast listeners' licence fee revenue for the purpose of meeting increasing costs and to allow of continuity of adequate programs.

8 o'clock, and its CV Time in Central Victoria

3CV is the permanent Macquarie outlet in the most populated 50 square miles of provincial Victoria and in the goldfields territory. It is operated independently and locally all day and becomes hitched to 3AW for the big night shows from 6.30 p.m. to 10.30 p.m.

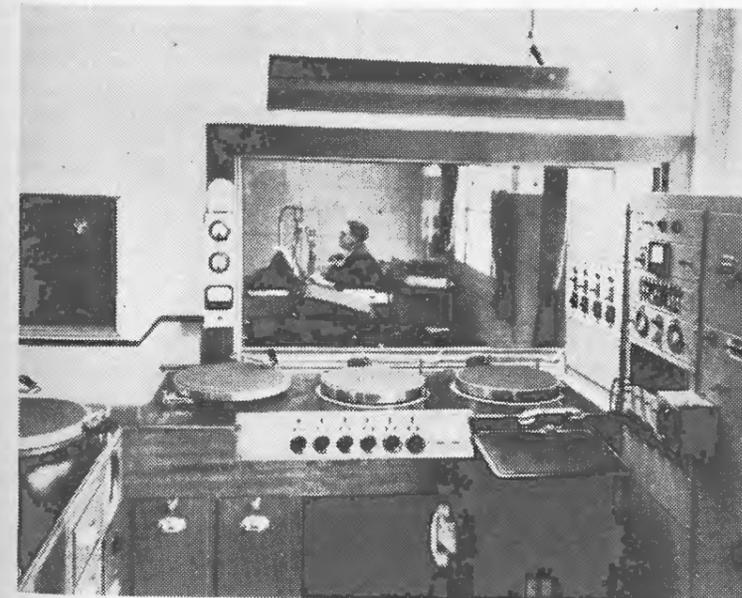
- "KISS AND MAKE UP"
- "TOMMY TRINDER"
- MUSICOMEDY THEATRE
- "BEAT THAT STORY"
- MACQUARIE PLAYS

3CV
CENTRAL VICTORIA

Your Macquarie Representative will tell you the facts of 3CV's Popularity.

ON TOP IN TASMANIA!

7
H
O



through

16 Years of Radio Achievement which has given to 7HO the unequalled popularity it enjoys today

For Variety of Programmes, Services to Farmers, Factory Workers, Hospitals, News — people listen to "HOBART'S ORIGINAL STATION"!

7HO's new transcription control equipment, built to provide the best quality transmission.

A UNIT OF THE MACQUARIE NETWORK

Multiplex Broadcasting

The recent suggestion by Wilfred Porter (see p. 28, "C.B." Sept. 19) that U.S. authorities consider the use of "multiplex" broadcasting as a means of increasing radio broadcast facilities, has drawn attention to an important paper on this subject which was delivered by D. D. Greig before the Communication Group of the American Institute of Electrical Engineers in New York early this year. Mr. Greig is engineer-in-charge of the Television and Communications Division of Federal Telecommunication Laboratories, Inc., New York, an overseas associate of Messrs. Standard Telephones & Cables Pty. Ltd., Australia. It is by courtesy of this latter organization that we present abstracts from Mr. Greig's paper.

In the introduction to his paper, Mr. Greig dealt with the trend toward the use of very-high and ultra-high frequencies, coupled with newer methods of modulation, as a means of improving broadcast service, and pointed out that at the present time the systems proposed all adhered to the original "simplex" (separate station) system of broadcasting, which unnecessarily limited the advantages which could accrue from the use of higher operating frequencies.

Mr. Greig then reviewed the requirements of a "simplex" system of broadcasting and stressed the large amount of duplication of facilities that such a system entailed, particularly where relay networks were required. This last aspect would be intensified where it was desired to cover large areas by means of VHF or UHF transmissions, due to the "line-of-sight" propagation limitations of these waves.

Several problems peculiar to VHF and UHF broadcasting were then dealt with and Mr. Greig drew attention to the paramount importance of antenna height at the transmitter. As a result of this factor, there could only be a limited number of optimum transmitting sites in any one area, with the result that some stations must inevitably be placed at a considerable disadvantage. As a prime example of this, Mr. Greig cited the case of New York, where there was only one site (the Empire State Building) which dominated the entire city and environs, so that the broadcasting company controlling this location enjoyed a relative monopoly which even considerably higher power at other locations could not overcome.

A further problem arose at the receiving end, where "simplex" broadcasting entailed reception from a number of stations at different points

of the compass. As a result of this, it was not possible for a single, simple receiving antenna to be operated at maximum efficiency, as from some directions trouble would be experienced with reflections from nearby structures. This applied particularly to television and facsimile, but was also a factor with aural broadcasting.

The elimination of these reflective effects and the achievement of maximum efficiency at VHF and UHF entailed the use of a directive antenna, but this was impracticable with a multiplicity of stations in different directions unless a rotatable antenna or a complex switching system were used.

The difficulty of designing a receiver to operate with a high degree of frequency stability and be capable of tuning a number of VHF or UHF stations was then dealt with, and it was pointed out that all these factors created a basic need for a planned system of broadcasting which would depart from conventional concepts.

Mr. Greig then went on:—

"Fortunately there exists a rather simple solution to the difficulties exposed. An examination of the underlying causes of the difficulties experienced at the high frequencies narrows down to the peculiar topographical "line-of-sight" require-

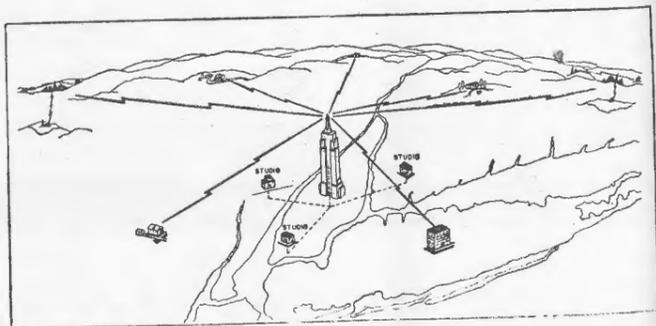


Fig. 1—Multiplex broadcasting applied to New York city and its environs (below).

ments of these frequencies. To overcome this peculiarity, maximum use must be made of the unique transmitting location which provides optimum coverage.

"Because it is not feasible for space reasons alone, as well as the numerous technical and economical objections, to have a multiplicity of transmitters and antennas at a single location, a logical solution is to use a single antenna and a single transmitter. The use of a common operating radio frequency for all programs follows naturally. Hence, we arrive at a system known as multiplex broadcasting.

"With this system a single transmitter operating at one common carrier frequency is used by all stations. This transmitter is situated with respect to optimum height and location in the broadcast service area. The various studios located within the area convey the several programs to the common transmitting point by wire line or other means. Each of these originating programs serves to modulate the common radio-frequency carrier which is radiated by the common antenna system. Fig. 1 exemplifies such a system as applied to New York city.

"It is seen, therefore, that by this method maximum usage may be made of the exceptional transmitting locations. Rather than a single station, many stations enjoy the optimum conditions, resulting in improved and more uniform service.

"Furthermore, greater efficiency and lower-cost operation should result from the elimination of duplicate transmitter and antenna installations as well as the centralization of studio-transmitter links.

"Important advantages to the broadcast listener result from this multiplex method. At the receiving location, no radio-frequency tuning is required because a common fre-

quency is used for all programs. A fixed-tune receiver may thus be used. Furthermore, there is no antenna problem arising from reflections from nearby structures. Thus, a single, efficient, fixed directive antenna can be used for receiving all programs.

"An important advantage of the multiplex broadcast method is the simplicity of relaying. A nationwide broadcast relay system can be built up in which one series of relay stations operating on a common carrier frequency provides for the relay and network requirements of the several broadcast companies. These relays would link the various multiplex broadcast centres and therefore offer many economies by eliminating duplication."

Following on this summary of the advantages which could be gained from the use of multiplex broadcasting, Mr. Greig proceeded to discuss the multiplexing systems which could be used. These were the "frequency division" system, as used in carrier telephone equipment, and the recently-introduced "time division" system which operates by "time" or "pulsation" modulation of pulses.

The operation of these two systems was then discussed and it was pointed out that final modulation of the radio-frequency carrier in both systems could be effected by any of the normal methods, viz., amplitude, frequency or phase, and it was shown that the band-width and channel requirements of both systems were similar—a total channel width of about 5 megacycles being required in each case to provide for simultaneous modulation of ten high-fidelity (up to 15,000 c/s) broadcast channels with a signal-to-noise improvement ratio of 20 db. over conventional amplitude modulation of a single program. With frequency-division multiplex, this would be achieved by use of FM, but with pulse-time modulation double-side-band AM could be used—the improvement in noise ratio being provided by the characteristics of the system. In this last case, the band-width requirements could be reduced to 2.5 megacycles by use of single- or vestigial-side-band operation, at the expense of some additional complexity in receiver design.

Equipment Required

Outlining the equipment requirements for the two systems, preparatory to a comparison of their respective merits, Mr. Greig said:—

"The type of installation required in frequency-division-multiplex broadcasting is illustrated by Fig. 2A. The transmitter consists of a common high-frequency transmitter, a modulator, and the multiplexing equipment which transposes the several station programs into the required sequence of separate frequency bands. Thus, the programs originating from the various studios are applied to their respective frequency-transposition units and are transposed to separate frequency bands. These transposed, and usually adjacent, bands of frequency form a complex signal which modulates the high-frequency carrier.

"The receiver for this type of signal may contain a fixed-tune radio-frequency amplifier and first detector or discriminator, depending on the type of modulation. These circuits separate the entire group of frequency bands from the high-frequency carrier. The individual programs are selected from this complex signal by a tunable intermediate-frequency unit, or tunable second converter-detector unit. The selected band of frequencies can then be transposed to audio-frequencies by the final detector as in a conventional radio system.

"Fig. 2B illustrates the equipment requirements for a time-division-multiplex broadcast installation. It can be seen that the type of equipment required is essentially equivalent, with the frequency-transposing and selection units replaced by time-scanning and time-selection apparatus. The transmitter consists of a common high-frequency unit which is modulated in any of the appropriate fashions. The programs from the various studios are transposed into a series of time-modulated pulses which are interleaved to form a pulse series which modulates the high-frequency carrier. The programs of studio 1 are transposed into modulation pulses by pulse-time modu-

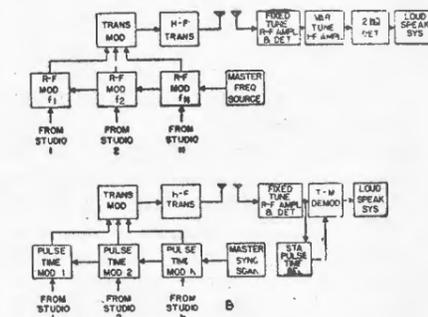


Fig. 2—Comparison of equipment required for frequency-division (A) and time-division (B) multiplex broadcasting.

lator 1, the programs of studio 2 are translated into modulation pulses by modulator 2, and so on for the total of individual station programs.

"The broadcast receiver for this type of transmission consists of a fixed-tune radio-frequency amplifier and detector unit, a pulse-time station selector, and a pulse-time demodulator which converts the time modulation into the required audio-frequency signal. All programs are received on the same frequency and are selected by the relative timing of the pulses corresponding to the individual programs. Thus, all tuning is done at frequencies above audibility and is totally independent of the carrier frequencies used."

Comparison of Systems

After pointing out that the basic technical requirement of both systems of multiplexing was a frequency band sufficiently wide to accommodate the total number of programs desired, Mr. Greig went on:—

"Two methods of achieving the modulation associated with multiplex broadcasting have been set forth. While both are feasible, an examination of their technical requirements tends to indicate that the pulse time-division multiplex is preferable for the type of broadcasting proposed.

"The major difficulty associated with the frequency-division method is the requirement for extreme linearity at both the transmitter and receiver to prevent cross-modulation. In addition, there is the necessity for frequency tuning or frequency filtering in both the transmitters and receivers. The expense in achieving the required transmitter performance is not of unusual importance, but the cost of the receiver to meet these requirements is of first consideration.

"With a pulse method of modulation, several advantages are attained:

a. Improved cross-talk characteristics without necessitating elaborate circuit precautions at both the receiver and transmitter. The type of multiplexing is such that only one signal is sent at any one instant of time and hence the usual amplitude and phase non-linearities are unimportant. For pulse time-division multiplexing these effects are avoided merely by providing the proper frequency band.

b. Simplification in combining channels at the transmitter and in their separation at the receiver by

(Continued on page 42)

PROGRAM BUSINESS

Grace Bros. Pty. Ltd., Sydney retail store, have taken two quarter-hours weekly on 2UW (9 p.m. Thursdays and 6.30 p.m. Saturdays) for the presentation of "I'll Play for You", which features Laurie Wilson at the piano. This Melbourne pianist became widely known to Sydney listeners in the relays of "Chins Up" from 3UZ and 2UW. In his new program, he plays his own arrangements of popular hit tunes.

La Sibyll Photographic Studios, of Goulburn, at present sponsoring "The Story of Hudson's Bay" on 2GN Sunday evenings, have taken out an additional contract for six 50-word announcements Mondays to Saturdays for 52 weeks.

3AW claims a unique record of sponsorship which occurred when Seppelts renewed their "Reflections from Opera" for the 15th consecutive year. This program was a feature of 3AW's opening night. Beckett Thompson is the agency.

Recently in Newcastle, 2KO ran a pre-release audition of the half-hour "Opera for the People" series, presented as from Nov. 19 by Vacuum Oil over 53 stations. Invited to the preview were the Vacuum Oil Company's distributors and industrial customers, who were loud in their praise of this new Vacuum show. Once again, 2KO's wire recorder came in handy and representative opinions from those at the audition were recorded for immediate use in pre-release radio build-ups.

The second cricket Test, commencing in Sydney on December 13, will be covered by 2UE with a complete ball-to-ball description by Clif Carey, 2UE's sporting editor, and Brian Newman. Grace Bros. are sponsoring the special commentaries given by ex-International Alan Kippax at the luncheon, tea and stumps adjournments.

"World Famous Tenors" enters its 12th consecutive year with the signing of a renewal contract for a further 12 months by the sponsors, Halstrom's Pty. Ltd., manufacturers of Silent Knight refrigerators. Compered by John Dease, the show is broadcast Sundays at 9 p.m. from 2GB and relayed to 2CA, 2WL, 2LT, 2MG and 2PK.

"Sally", of Junior 3AW, delegates one of the Saturday morning "Peters' Pals Parties" to Ivy Emms, who conducts the Tivoli School of Dancing and supplies many of the junior stars for the theatre. On Saturday, Dec. 14, variety will be supplanted by the presentation of a Christmas Pantomime, featuring junior pantomime stars from the Tivoli Theatre. Peters' Ice Cream sponsor this regular hour channel on Saturdays from the 3AW Radio Theatre at 10.30 a.m., and Rickard Advertising service the account.

In a recent broadcast of "50 and Over," sponsored by Gartrell-White on 2SM, John Dunne made an announcement inviting old-age pensioners to be the guests of the sponsors at a Christmas party in Sydney Town Hall on December 16. Replies to hand at time of going to press were over 5,000.

"Calling Mr. Music", a musical half-hour broadcast from 3KZ, compered by Lou Bennett, is now being relayed from 3BA. This session is proving very popular and commenced at 3KZ on July 23. The sponsor for both 3KZ and 3BA is K. Gardner Lang, whose account is serviced by Kay-Somers Advertising.

Featured in 2UE's adventure serial "Danger Unlimited" (sponsored by Bex Powders and Tablets) since it started on the air in 1945 have been well over 100 radio stars. Neva Carr-Glynn, Thelma Scott and Lyndall Barbour, all aspirants for the title of "Radio's First Lady," are starred together in the new Blackburn adventure "The Quest of the Fabulous Slipper," set in China, which commences on 2UE Nov. 27.

Commencing from 3XY on Nov. 15 is a series of plays dramatising the lives and careers of famous Jewish men and women, sponsored by the Jewish National Council. The first of these will be on the life of Sir John Monash. Production is in the hands of Roy Stene of 3XY and the cast includes George Randall, John Ewart (son of Edgely, of Edgely and Dawe), Gordon Gow, Poole Johnson, Clive Waters and Norman Tucker.

A quarter-hour transcription, "The Romance of Famous Jewels," has been taken by Orchards Pty. Ltd., Sydney jewellers, for presentation on 2UW Thursdays at 9.45 p.m. The feature, a Grace Gibson production, is based on stories associated with world-famous jewels. Sydney's leading radio players make each program a complete presentation of the stories of the Orloff, Koh-i-noor, Hope, Cullinan and other famous diamonds of modern history, together with other precious stones.

Cuddleseat Mfg. Co. have contracted with 2UE for 12 months to sponsor news flashes at 9.30 a.m. and 3.30 p.m. Monday to Friday, and 10.30 a.m. Saturdays.

The "spot" advertisements in conjunction with these news flashes are designed to bring this company's product before the general public, and also to draw attention of retailers to the Australian wholesale distributors, Crawford and Bromwich Ltd.

Billy Moloney, 2UE announcer-comper-playwright, is at present engaged on making a film dealing with the manufacture and uses of the "Cuddleseat."

Vaxos Oral Vaccines have taken the 6.15 p.m. channel on 2UW Monday to Thursdays for the presentation of "Jimmy Colt." This new sponsor means that 2UW's serial feature programs will commence now at 6 p.m.—Hoadley's feature "The Search for the Golden Boomerang" moving back from 6.5 to 6 p.m.—providing a solid block of quarter-hours from 6 p.m. to 8 p.m. nightly. "Jimmy Colt," a Broadcast Exchange program featuring John Bhole, Robert Burnard, Mary Ward, Keith Eden and company is a story of London's blackmarket in which an ex-R.A.F. Spitfire pilot, an insurance inspector, joins the war against the racketeers.

Ashleys (Sydney) sponsors of "Australia's Choice" on 2UE Wednesday 8.30 p.m., have as from November increased the amount of the weekly jackpot prize to £10 in the event there being no correct entries received giving placing of the eight most popular tunes of the week.

Results Prove

If you have the program

4BU

Has the Listeners

There are no dial twisters in Bundaberg

This Means Sales For You on 4BU BUNDABERG

CENTRAL COASTAL QUEENSLAND UNIT OF THE MACQUARIE NETWORK

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne



Opens the door to rich Interstate & Provincial Markets

NEWSPAPER HOUSE
247 Collins St., Melb., C.I.

Central 4705, Telegrams: "Stanallan," Melb.

2CH LISTENER FIGURES—

You don't need Slide Rules, Laws of Average, Actuarial Calculations, or Surveys, to see that PEOPLE LISTEN IN LARGE NUMBERS TO 2CH.

On Saturday afternoons (when most people are supposed to be listening to the races) 2CH programme pulls a regular 2000 'phone calls. No, we're not giving away money. The people just 'phone because they like the kind of programme we give them. On Thursday nights enough people 'phone 2CH every minute to keep a battery of switchboard operators constantly busy between 8 and 10.45 p.m. THESE CALLS RATE OVER 800 PER HOUR.

Now, there are 47 listeners without telephones to every listener who has one, and a leading Actuary estimates that something like 1000 people do not telephone for every one that does.

IN SHORT — THESE FIGURES MEAN AUDIENCE!

2CH

Multiplex Broadcasting

(Continued from page 39)

eliminating the need for relatively complex tuned or untuned filters. With the pulse method, all tuning at the receiver is done at frequencies above audibility and, hence, no elaborate tuning methods are required.

c. By eliminating the necessity for tuning there is a considerable reduction in stability and drift requirements for the receiver.

d. There is an improved signal-to-noise ratio possibility which is characteristic of pulse modulation. Limiters and other noise-reducing devices may be utilized effectively, independent of the method of radio-frequency transmission. If frequency modulation of the radio-frequency carrier is used, a combination of the noise-reducing properties of both systems can be utilized.

e. Because constant average power is transmitted during modulation, the subcarrier circuits at both the receiver and transmitter may be considerably simplified and, in addition, operated at maximum efficiency.

f. When repeaters for extending the range of transmission are used, the inherent on-off characteristic of pulse-time modulation allows a simplified repeater system to be utilized.

"There are of course additional factors which must be determined for any system of broadcasting. These factors include the number of broadcast channels, service-area considerations of power and signal-to-noise ratio, audio- and radio-frequency bandwidths, and many other technical, economic, and aesthetic items. These considerations apply however in the same manner as the corresponding factors in a standard broadcast system and hence need not be discussed in a special light as applied to a multiplex system.

Conclusion

"It has been shown that multiplex broadcasting, preferably with the pulse time-division multiplex method, would seem to provide an ideal solution to the many problems raised by the migration of broadcast services to the ultra-high-frequency band. Emphasis has been put on the application of this type of operation to aural broadcasting because this operation is of immediate realization. It

is obvious that the same advantages would apply to other types of broadcasting as well. Particularly in the case of television, the advantages obtained at the receiving locations by eliminating the necessity for rotatable antennas and the simplification of the problems of reflection would be of outstanding significance.

"The technical details of the systems discussed here have, of course, been only lightly sketched. Considerable experience with these details however has indicated no outstanding technical difficulties. Multiplex broadcasting should, therefore, be seriously considered for application at the shorter wavelengths in the light of a planned, logical system taking full advantage of the characteristics of these wavelengths.

"As a recapitulation, the salient features and advantages of high-frequency multiplex broadcasting are set forth:

a. Maximum use is made of the optimum transmitting location, provid-

ing more uniform and satisfactory service.

b. Duplication of transmitting and antenna systems is avoided. More efficient operation results from centralization of all transmission means.

c. The problem of reflections at the receiving location are eliminated by the use of a single common transmitting point. Thus, a simplified single, directive antenna may be utilized for receiving all programs.

d. The creation of an extensive network of repeaters connecting the several service areas is considered simplified and made more economical by the elimination of duplicate networks.

"The combination of high-frequency multiplex broadcasting with pulse-time modulation yields the following additional advantages:

a. It provides a simplified method of combining programs at the transmitter and separating them at the receiver without deleterious cross-talk effects or requiring elaborate circuits to prevent cross-talk.

b. A fixed-tune receiver may be used for all programs.

c. The problems of noise reduction, distortion, and relaying are considerably simplified."

"Carols by Candlelight"



Norman Banks, of 3KZ, with Mr. Griffith, of Yuncken, Freeman Bros., Griffith and Simpson, architects, looking over plans for the new Austin Hospital, which will be built with money raised by the "Carols by Candlelight" and Xmas Day Appeal. Plans are well in hand for the 1946 Christmas Eve "Carols by Candlelight", in which to be featured include Madame Florence Austral, the Vienna Boys' Choir—whom we stranded in Australia by the outbreak of war, John Lannigan, Maxwell Cohen, the Sun Aria 1946 and Maurice Williams. An innovation this year will be an illuminated barge, carrying a special choir, which will float up and down the Yarra.

The Advertising Agency

C. W. Shortridge, of Shortridge Advertising Pty. Ltd., Sydney, discusses the responsibilities of the Advertising Agency.

When young people interested in advertising as a profession ask me what I think of its future, I tell them that advertising has an unlimited future. I say this for two reasons. The first is that the immense, complicated procedure known as distribution will need the dynamism of advertising even more in the future than it has in the past. The second is that the power of skilfully-propagated ideas to influence human behavior, never neglected by the astute entrepreneur, has been unforgettablely demonstrated in recent years. You have only to consider the indoctrination of the German and Russian nations, the rallying of England to Churchill's words, and the B.B.C. broadcasts that kept alive the spark of hope in subjugated peoples, to realise that everything is a state of mind.



Mr. C. W. Shortridge

Loyalty to a brand of goods can work for the builder of a commercial empire in much the same way as patriotism does for the statesman. Each in his own way seeks to win allegiance to his own particular banner.

There you have, I think, two logical ways to regard advertising; one, as an economic force; two, as a form of applied psychology. If you like, call them the functional and technical factors.

The role of the advertising agency tends to develop in these two directions. As a unit in the structure of industry, it is deeply involved in the linked processes of manufacturing and distribution. As an interpreter of industry to the buyers of industry's products, it reaches out to the masses, speaks their language, creates in their minds the habits of use which make consumers."

Let us see how this works out in practice. It used to be said that no amount of advertising will sell a product that is not inherently sales-worthy. In terms of modern merchandising, this means that selling begins in the design of the product. The manufacturer who has one group of people making a thing, and another selling it, with no effective collaboration between them, is hopelessly handicapped in competing with his rival who puts saleability into his product in the laboratory. The first act of selling is to make the product look, or feel, or taste, or perform in such a way that people will say "that's what I want!"

If the manufacturer doesn't know what people will like, a competent advertising agency can help him find

out. The agency must know enough of the manufacturing processes involved to keep its ideas within the bounds of practicability; often it can open the manufacturer's eyes to the value of first-class design-talent; but mainly it must look outward, to people—to the people who will be expected to buy this product in preference to others.

The agency will also be thinking of packaging, if it's that kind of product, as it commonly is. The package is often the best display material the product gets—it goes wherever the product goes. Diplomacy may be needed to convince a conservative captain of industry that the package which has borne his name for ten or twenty years could be improved in the light of present-day conditions. But the gain is worth the effort, for without good presentation, the efficiency of advertising is handicapped.

The agency must also be able to express reliable opinions on distribution. Not that advertisers expect their agencies to show them how to get distribution, which is mainly the job of the sales department; but distribution and advertising are so closely linked, or should be, that the one sets limits to the other. It takes an honest man to tell a client with advertising money to spend that he will wreck his marketing plan by premature announcement to the public—but sometimes it has to be done. Some sales policies are based on distribution; if enough retailers push the line the job is completed. But that is a different thing from creating "consumer demand."

At this point the agency really gets into its stride. The product has been

designed and readied for the market, production is mounting, the stockist's shelves are beginning to burgeon with "our brand." Everybody is teed-up for a drive on the consumers. Media men are weighing pros and cons and working out their schedules, copy-writers and layout men are sharpening their pencils, radio executives are auditioning programs or attending conferences with scriptwriters and producers ("this show will be a winner—22 per cent. rating at least!"). Now for the BIG IDEA! This is the moment we've waited for!

Well, the big idea may already have been born. In fact, it may be quite a big boy by now. For if the selling idea runs in a straight line through from product-design to consumer-advertising, it has been with us from the beginning, which is a very healthy state of affairs. It may be a "true-to-type" foundation garment; a "sealed" radio; a fountain pen that "writes at sea-level or 10,000 feet;" a "V-8" car; or an "oven-fresh" biscuit.

But it doesn't always happen that way. The idea may have to be created—an imaginative projection that will make the product seem different from all others. Whichever way it goes, the agency's job is to interpret the product to people in a way that will make them want it. And that's a task worthy of the keenest students of human nature and of creative writing.

It is a custom of the trade to invent tags for advertising. There is "direct" advertising, "institutional" advertising, "goodwill name" advertising; now we have "public relations." All of these brands of advertising are intended to influence people in favor of the product or service or idea concerned. "Public relations" is an obscure way of expressing a simple idea—Dale Carnegie calls it "How to win friends and influence people."

People—bless 'em! How fortunate we advertising men are to be dealing with such accommodating creatures. There is no mystery in their behavior, if one is a serious student of the subject. Our consumers are bipeds inhabiting a planet which moves around the sun at a stable distance from it, once in what we term a year, revolving on its own axis 366 times, that axis being set at an angle of about 23 degrees to the planet's orbit. Hence the seasons, climates, temperatures, and all forms of life. For their existence on this planet, human beings inherit a set of more or less standard instincts, emotions and thought processes, including a will to live, hunger, sex, fear, pride, anger and habit. They can't help being human, because

(Continued on page 48)

INTERSTATE NEWS

Victoria

Thursday, November 21, was the occasion of a farewell afternoon to Del Blinkhorn of 3BA. After 7 years as announcer and scriptor with 3BA, Del bade farewell to broadcasting on the occasion of her marriage to Dr. Alan Feddersen (R.A.A.F.). Several special sessions owe their origin and popularity to Del's initiative and personality—and her allied interest of concert party production proved a valuable adjunct to her radio war-time services.

Having featured such celebrities as Dr. Alex. Burnard, Miss Elsie Morrison, The Great Levante, Will Mahony and Evie Hayes—3BA's Friday night feature "In Town This Week" scored a scoop on November 22. Coinciding with the showing of "The Overlanders" in Ballarat, director Harry Watt arrived in that city to absorb information and atmosphere for the next Ealing Studios production—on Eureka—and was promptly interviewed by 3BA. Other visiting celebrities and local identities lined up for the feature are Walter Lindrum, Mary McLeod (pianiste) and principals of the Australian Ballet Company.

The Lord Mayor of Melbourne, Cr. Connelly, was the guest of honor at a luncheon in the Marina Room, Hotel Australia, on Tuesday, Nov. 26, when invitations were issued to the producers and comperes from each of the commercial stations taking part in "Radio Riot", and others who had worked for the success of this variety program in the Melbourne Town Hall on Nov. 8. The hostess was Miss Hilda Corbett, a member of the committee, who felt that she would like to express her appreciation of the team work by all concerned.

Doreen Riley, in charge of 3TR Sale's Women's Clubs, recently spent a few days in Melbourne, under treatment for injuries received in a serious motoring accident earlier in the year.

During the absence on holidays of Mr. F. Bishon, manager of 3HA Hamilton, Mr. Joe Hunter, chief engineer, acted in his stead.

Bess Nichols, in charge of the 3SH Women's Club, is back on the job again, fully recovered from a few weeks in hospital.

Max Reddy, formerly of John Clemenger Advertising, had a difficult time during his

season at the Tivoli Theatre, Perth. Due to strike conditions, the show was presented with hurricane lamps for footlights and the sound system was run from a car battery!

"Crossing the border" for the first time since August, '45, 3XY's Tom Jones returned to his home city, Sydney, for a few days on Nov. 20, prior to going bush with the family for the first holiday from Victoria since he took over 3XY children's sessions. Returning to work a fortnight before Xmas, he'll appreciate that holiday—the Melbourne youngsters will see to that!

Many old theatregoers will extend their sympathy to Vernon Pett, of 3AW, on the death of his father. The late Alfred Weston Pett was one of Melba's accompanists, and a flautist in Symphony Orchestras.

With the appointment of race commentator Tom Moon, 3UZ have opened up a very complete Saturday racing and sporting service. Moon's commentaries and race descriptions are being fed through to A.S.B. in New South Wales in place of the former Eric Welsh relay from 3DB, which now only goes to 2UW and 2KA in N.S.W. 3UZ manager, Mr. A. L. Prince, announced last week that the station would henceforth be broadcasting from "inside" the four Melbourne racecourses.

Western Australia

Stromberg Carlson are sponsoring the release of "Out of the Silence," which is dramatised version of the Australian novel. This program will be broadcast in half-hour units at the 8 p.m. channel on 6IX-WB-MD. On the same commencing night, "Lost Empire," the story of Russia's early colonization in North America, will take the air at 9 p.m. in 40-minute units. Both these new Saturday night programs will be serialised and it is felt will go a long way towards catering for the demand for more drama on Saturdays.

In spite of the railway strike and consequent shutdown, all stations using auxiliary plants have been able to broadcast their scheduled programs to country areas. Most country towns and Road Boards have their own electric light plants using either diesel engines or wood fuel, so that on this occasion at any rate, the country folk are able to enjoy amenities denied to city dwellers.

Queensland

E. Sachs & Co. Pty. Ltd. have renewed their contract for 52 half-hours on Station 4BK at 7.15 Friday nights, the new feature being Eileen Findlay's "The Hills of Home". The account is handled by Noble-Bartlett.

The Wintergarden Theatre has renewed its 1-hour over 4BC of "Kings of Swing" from 6 to 6.15 every Thursday evening. 4BK-AK arranged complete description of the special cricket match between the Queensland Veterans and the Empire Pressmen on Nov. 23, and sponsorship of this special sporting event was used by H. T. Hooper & Son, of Ipswich, as part of their campaign publicising "Hooper" food.

Account is handled by Littleton-Rose Simmins. The most recent addition to the 4BH announcing staff is Ken Crossman. Ken was originally with 5AD. Later he transferred to 5DN, and after serving with this station moved to the Eastern States. At the outbreak of war he joined the A.I.F. and when the Australian Army radio stations were established, he was placed in charge of the Amenities station at Labuan. On his discharge, he joined the staff of 4BH, and as well as announcing, he is controlling production of day programs and is at present busy reorganising these sessions.

The Carlton Newsreel Theatre have renewed their contract with 4BC for a further period of 52 weeks.

Charles Hope Ltd. (Hope's Harmonium) have renewed their session with 4BC, p.m. on Fridays—for a further period of 52 weeks. Noble-Bartlett Advertising handles this account.

Congratulations to Bert Klemm of 4BH. Mrs. Klemm on the birth of a baby girl, 9lb. 2oz. Our best wishes to you and your little family.

Margaret Lippold, of A.W.A., Brisbane, is at present in hospital with the prospect of an appendicectomy hanging over her head. Speedy recovery, Margaret, and we hope to see you back on the job in due course.

Gordon and Gotch advise that Music Masters Radio and Vic. Jensen between them are sponsoring a cricket broadcast session on 4BH.

South Australia

F. H. Faulding & Co. Ltd. sponsor the quarter-hour self-contained feature "My True Story" broadcast from 5DN Mondays at 8.45. This series of real happenings affecting the human side of life, are made in collaboration with the publishers of "True Story Magazine."

John Martin & Co. Ltd. sponsor the new children's session of fairy stories recounted by Johnny, the "Toy Man" from 5DN Mondays to Fridays, 5.30 to 5.45 p.m.

Early last week, 5KA Old Folks' Home appeal had reached approximately £3,000.

The Major Network will broadcast a table-tennis description of the Brisbane Test Match. South Australian sponsorship of the match has not yet been finalised.

George Digance, junior engineer at 5DN, another contender in the matter of youthful skilled operators. Not yet 19, he has had his ticket for many months.

RENEWALS AND CONTRACTS

Calder's Jewellery: 52 x 1-hrs., 10.45 a.m. Mondays. Bright music starring Bing Crosby. 3DB-LK.

Independent Theatres: Renewal 52 x 1-hrs. "Parade" 3DB-LK Sunday nights at 6.30.

Myttons: Renewal 3DB-LK 52 "Beauty That Endures" musicals, Thursday nights 8.30 (John Haysom.)

Warburton Franki: Renewal 52 x 1-hrs. Frank Clume's travel series, "Roaming Round Australia" Saturday nights 3DB-LK, 9.30 (J. Rist.)

Kraft Cheese: Renewal 208 x 1-hrs. 3DB-LK, Monday to Thursdays at 9.45 a.m. Dramatic serial, "The Life of Mary Livingstone, M.D. (J. Walter Thompson.)

Mark Mayne (Pty.) Ltd., new 1-hour program: Wednesdays, 9.30 p.m.: 52 weeks; "Music About Town". 2GB. (Goldbergs).

VOK Fine Liqueurs sponsored World Championship Wrestling, broadcast 2GB and New South Wales stations on Monday, Nov. 18. (Goldbergs).

Permo-Ray has renewed their racing program 2GB for 26 weeks. (Goldbergs).

National Chemicals (Pty.) Ltd. renewed spot announcements on 2GB's racing programme for 52 weeks. (Goldbergs).

S. Hoffnung & Co. Ltd. share sponsorship of M.C.C. vs. N.S.W. cricket for "Cyma" matches. 2UE. (The Weston Company Pty. Ltd.)

Patkinson (Newcastle) Pty. Ltd., announcement schedule—2CK. (The Weston Company Pty. Ltd.)

Dowells, 5 min. breakfast sessionettes, and 2GB: spot announcements on 2GB, 2CH. (Trans-Radio Advertising).

Products, 5-week spot announcement campaign—3AW, 3KZ and 3UZ.

VICTORIAN NEW COMPANIES REGISTERED

Levshon Publicity Services Ltd. Regd. Nov. 1. Capital: £10,000 in £1 shares. Regd. office: 22 Collins St., Melb. Subscribers for one share each: Edward W. Best, Toorak, public agent; Victor C. Le Lievre, Surrey, public acc't; Chas. E. W. Bryant, North Balwyn, solicitor; Geo. G. Webster, Thornbury, and Thos. E. Eddy, Richmond, clerks.

Stevenson Advertising Service Ltd. Regd. Nov. 6. To acquire the business of Stevenson Advertising Service and Stevenson Ink & Agency Co. Regd. office: 177 Collyer St., Melb. Capital: £5,000 in £1 shares. Subscribers for one share each: Albert Vic. Gordon Stevenson, publicity organiser; Gordon Amy Stevenson, Hawthorn; Harold Francis Marby, Melb., acc't; and Arthur Gordon Balah, Melb., solicitor.

RADIO SHOW ASSISTS "FOOD FOR BRITAIN" APPEAL

During the "50 & Over" reunion held in the Melbourne Town Hall on November 14, from 8-8.30 p.m. and broadcast by 2UZ, the Lord Mayor of Melbourne (Cr. Ray Connelly) drew the prize-winning tickets in the lottery for the £3,000 house (completely furnished by Maples', sponsors of "50 & Over") presented by Mr. Sol Green, well-known Melbourne philanthrop-

ist, and the four blocks of land donated by Mr. Spencer Jackson, real estate agent. Melbourne Town Hall was packed to capacity to witness the drawing of the winning tickets, and the Lord Mayor handed them to Mr. Sol Green to announce the names.

Most of the well-known "50 & Over" identities were present and the show was compered by John Dexter of 3UZ and arranged by John Clemenger Advertising Agency.

Mr. TIME BUYER... ARE YOU Holding Your Horses?

Are you letting 1946 run its course and commencing to plan for the year ahead? If so, it's time you called for the powerful merchandising and programme ideas we have to offer.



163 Spring Street, Melbourne. Central 6612.

Sydney Rep.: Mr. Rick Barnes 42 Pitt Street. Phone: B 6315.

4LG sells to CENTRAL QUEENSLAND Because of its outstanding listener loyalty and the huge coverage it affords of this rich market.

4LG CENTRAL QUEENSLAND Owned and Operated by LONGREACH PRINTING CO. LTD., LONGREACH

Representatives: Sydney: FRED THOMPSON, B 2085 Melbourne: STANFORD ALLAN, Central 4705

Under the direction of H. A. Marshall, M.I.R.E. THE RECORDING CENTRE PTY. LTD.

Incorporates Two large acoustically-treated studios. A comprehensive Tele-funken library of recorded music. Dual Presto recorders. Model GE51 Wire Recorder. Dual Audition Systems. Two Test Room Programme Lines. A staff of highly qualified Recording Engineers. Address: 251a PITT ST. PHONE MA1140

RADIONIC EQUIPMENT

Is the choice of Station Engineers when they require New Equipment or Spares for their Studio or Control Room.



RADIONIC PRODUCTS

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

THE CENTRE OF VICTORIA'S MOST PROSPEROUS DISTRICT IS

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CONVENTION HIGHLIGHTS

Broadcasting honors of the Convention go to Keith MacDonald of 5AD. His "comping" of the Tasmanian Government's luncheon addresses over an Australia-wide hook-up revealed a well-experienced technician. Of course he wasn't dealing with amateurs—Tassie's Premier, Mr. Cosgrove, and Alf Paddison have long since lost their microphone blushes.

No Convention could get through without Bryn Samuel of Perth being made the butt of somebody's quip. When somebody referred to an amendment moved by "Sammy" as a "red herring," other delegates suggested that the term had an affiliation with the color of "Sammy's" hair!

Speaking of hats—not Ray Walter's "sundowner", but Viv Brooker's sombrero which is such a familiar sight around Sydney. He outdid even Eddie Williams' effort, for he selected a peg in the hat-room at "The House" marked Hon. E. Brooker, no less a person than the Minister for Lands and Industries in the Tasmanian Parliament—a million to one chance. On the subject of hat pegs, Alf Paddison's topper or one like it was sitting on the peg belonging to the Hon. N. Campbell, Leader of the Opposition.

Meantime there were some "fun and games" going on inside in the way of gags and quips as delegates took up positions around the benches in the Chamber. One delegate was not satisfied with a show of hands on one vote and asked for "a division"—and got it as the most effective means of deciding the issue. The idea was nearly frustrated when Viv Brooker was discovered lurking on the wrong side of the House after speaking in support of the motion. Old stagers in Parliamentary procedure like Bob King (N.S.W. M.L.C.) had no difficulty in sorting themselves out. However, the really realistic Parliamentary touch was provided by Hugh Anderson, who "dozed off" in the accepted fashion and on one occasion rent the air with a horrific snore. It was too real to be true, however, and we suspect Hugh had his weather ear open all the time.

The only people who were really confused in Hobart during Convention week were the police. They wondered where all the people who didn't know to get from Highfield's to Hadley's, or vice versa, could possibly have come from. Or perhaps they just passed them off as more "ignorant Mainlanders"! Fancy getting lost in Hobart!

The only delegate who really got down to the business of finding out where every street led to out of Hobart city was Rus. Yeldon. He spent most of Sunday tramping on every route and finally he too was confused, but only on one point. He can't understand that with the size of the place, Hobart hasn't twice the population of Wollongong within the 50 miles radius. The comparison by P.M.G. figures is 57,414 and Hobart 95,085.

It looked as if Eddie Williams (2BS) was the last to arrive as he dashed up Parliament House stairs, flung his hat on to the Premier's special hat peg and panted into the Chamber, ten minutes after the Convention opened. But he was to be outdone. Jim Story (2HD) and Roy Heath (Macquarie) dropped out of the sky over an hour later and nobody yet has learned what they had been up to in Melbourne to delay the crossing so long.

Macquarie's Liaison officer, Roy Heath is one of those naturally thoughtful blokes. The ANA hostess produced some Perth Bitter Ale for Adelaide delegates Joe Larkin and Sam Denton over Bass Strait "With Mr. Heath's compliments," "B.B.'s" Os. Mingay was in it too. Incidentally, Roy Heath can move quickly in switching plane seats.

Happy thought of Frank Marden's in sending Convention a telegram from South Gundagai wishing delegates every success in their deliberations and expressing the hope that "all your resolutions be effective".

The reason Rupert Fitts was "itching" to get back to the mainland as soon as Convention closed was to get at the wheel of his new car. It's a brand spanking new Ford super-dooper with bumper-bars all around. He only took delivery of it a few days before crossing to Tassie for the big talks.

Sid Kemp (Argus) always seems to get into a spot of bother when golfing. At this year's Convention golf outing he fell foul of a pair of irate plover (Tasmanians even if nobody else know just how vicious these birds can be), when he disturbed them

near their nest. What Sid was doing near a plover's nest instead of sticking to the fairways is a sad sad story too. That night they say he dreamed of jungle weed!

Some of the early arrivals at Hobart for the Convention included Alf Paddison, George McCauley, Bert Beaver and Leo Finn, closely followed by Russel Yeldon. Then came on Sunday Federation secretaries Ray Dooley, Jack Horner and Clive Ogilvy, who flew direct from Melbourne, while late on Sunday night John Taylor, Rupert Fitts, Sid Morgan and Bryn Samuel drifted in covered with dust (or somethin'). They had motored around the east coast from Launceston, where the Major Network Conference broke up on Saturday after a two days' sitting in that city.

The majority of Convention delegates arrived Monday evening, flying direct from Melbourne by plane or from Launceston after a boat crossing of the Strait.

Although now out of broadcasting, one man in Hobart was pleased about the influx of radio executives to Tasmania to give him an opportunity of renewing friendships. He is Ron Brierley, now a manufacturer representative at Hobart with a branch at Launceston. He was a former manager of THT Hobart.

It was most unfortunate that Charlie Batten of 5KA was caught for jury service and so could not attend the Convention and as if that wasn't enough, he struck staff trouble. Sam Denton, secretary of 5KA deputised, but was disappointed that he could not get back to Adelaide in time for the Saturday night conference with Actors Equity representative.

The able presentation of the Ad. Agencies case for 15% and improved accreditation conditions, by Ray Walters and Noel Nixon, supported by Federal secretary John Humphrey, won applause from the broadcasters.

Ray Walters tells a good joke about the cafe in Hobart that rubber stamps the palm or arm of all patrons who want to go out and return, in lieu of a pass-out check. Ted Gold (4GR) would not believe Ray, so the party had to "go see" at 0045 despite his closing at 0100. Sid Kemp got well stamped upon.

Viv Brooker (A.W.A.) got the applause meter over the 100 mark, when he announced that A.W.A. would erect and operate F.M. stations in Sydney and Melbourne at no cost to the Federation members, as soon as the P.M.G. gave the required licence which has been promised. The Federation will organise the programs.

Incidentally, Os. Mingay is waiting on that 7/- excess freight he paid in error for Viv Brooker's luggage, although Mitch seems to be a claimant too. Red herring was dragged across the trail occasionally, although Bryn Samuel (the Red Terror from W.A.) doesn't want all the credit.

At times the Convention seemed like Hollywood with all the cameras whirring and clicking. It was very nice of the speaker and the chairman to give the amateur photographers a chance. 2QN's O'Halloran should have a nice mention to show next Convention.

The boys were very appreciative of Frank Marden's thoughtfulness in sending a telegram wishing them all the best.

Reg Lane (Macquarie) had his full share of plane trouble. The Skymaster from Sydney to Melbourne struck very bad weather and he copped it again on the Tassie hop, when the Hobart strip was blotted out and they had to fly back to Launceston, from where they came on by bus.

Arthur Prince (3UZ) displayed his showmanship in co-opting the services of the great Bevante who happened to be in Hobart last week, and entertained the appreciative crowd at the Federation Dinner at Hadley's.

The show place of Hobart, Wrest Point, is most attractive, but it takes more than pretty cash to stay there. The "do" put on by the Tasmanian broadcasters to all the delegates and other notable locals was a great success. Bern McCann and Ken Goyne, ably assisted by their other Tassie colleagues, did a marvelous job. It will certainly put the South Australians on their mettle to come up to the Tasmanians. Nature has been good to Tassie and that is something even S.A. can't do... create such scenic beauty and such facilities at Victor Harbour, but Keith Macdonald, Joe Larkins and Charlie Batten are going to try.

Cadbury's factory at Claremont, about 8 miles out of Hobart was one of the interesting spots visited by the broadcasters.

Situated among the beautiful hills alongside the Derwent River, the home of Cadbury's must be a very nice place to work in.

Advertising manager Kelly and his assistant, Mr. Wyett, did the honours to the visitors. They could do with about 300 more staff if they could get them. Milk supply also appears to be a problem, but their chocolate is still very nice.

Another interesting industrial activity visited by the Convention delegates was the Australian Pulp and Paper mill at New Norfolk, further up the river. There they have no labor troubles and certainly no material shortages. The plant is to be duplicated at a cost of about £1½ million. The making of newsprint is most fascinating.

The delegates were very appreciative of the trouble gone to by the Tasmanians in making it possible to see such flourishing industries.

Motor tours to the beauty spots of the "Apple Isle" were well organised by the Tasmanian broadcasters. Their motor drivers were most attentive to the visitors.

The golfers among the broadcasters had some interesting if troublesome games. The main and consequent growth is so prolific in Tasmania that one party of three golfers lost 17 balls between them in one round.

Jack Ridley, the newly-elected President of the Federation, seemed to retain his golfing form and came home winner.

The Convention was privileged to hold its sessions in the Legislative Assembly of Tasmania, by the very kind permission of the Tasmanian Government. Clerk of the Assembly "Pat" Murphy, proved himself a hospitable host to the Conventioneers, and together with the entire staff made

The Land of the Courteous

Outstanding impression of Tasmania by the delegates from the mainland to the Hobart Convention was undoubtedly the friendliness, courtesy and generosity of the people of Hobart.

The tempo of life in Tasmania is not so high as it is in other States, so people have more time to live, to be hospitable and courteous not only to visitors but also among themselves. There, more than in Sydney or Melbourne, the real Australian spirit still flourishes as it does in the outback country.

There were over 70 visitors from the mainland in the Convention "party" and most of them had not been in Tasmania before or for many years. Tasmania through the kindly spirit of her Premier, Mr. Cosgrove, the unflagging hospitality of her broadcasting station executives and through her rich endowment of beauty spots, has gained a band of ambassadors whose enthusiasm in the future will bring at least some reward to those who so spontaneously and unstintingly gave, and gave, and gave.

Thanks, Tasmania, we'll be seeing you again.

everybody feel most welcome. The surroundings made the Convention a very successful show.

Archer Whitford, whose brother Frank ably manages the Whitford Stations in W.A. was in his usual good form and provided many a laugh at Convention. His persistence in disagreeing with the Chairman, was all in good fun, but behind it all Archer would have liked more time to display his argumentative characteristics. He succeeded in sitting in the Speaker's chair in the Assembly, where the Conference was held, having obtained the permission of the Honourable The Speaker. The green growth in Tasmania took Arche's eye, and he would have liked to have taken it to Gloucester, N.S.W., where his dairy farms are finding it a bit dry.

The excellent address of Assistant Director General, P.M.G.'s Dept., Chippendall was a gem. His delivery and diction won him honours.

The antics of Joe Barnett, the commercial photographer who took the pictures both inside and outside the House, were a scream.

Convention Chairman, Alf Paddison, did a wonderful job and won the admiration of all concerned. Not only his handling of the agenda, but his summing-up and appreciation of the various situations marked him as a very capable person who knew the problems of the broadcasters thoroughly. In his own words at the end of the Convention, "the dictatorship is over". To get things done at times someone has to be a dictator, and he certainly got results.

To those who have attended many such Broadcasting Conventions, the very-able secretaryship of Ray Doley, registers as being one of the most important factors that go towards making such a convention do things.

If any broadcaster ever wants an announcer, and a good one too, they would not need to look beyond Keith Macdonald of 5AD who compered the broadcast of the buffet luncheon tendered by the Tasmanian Premier, Mr. Cosgrove. The broadcast was taken by

all the Tasmanian stations and on to the mainland too. Like every other function at the Convention, the luncheon was a wonderful success.

Best anecdote of the Convention is told by Bernie Stapleton and could be titled "up the stairs" and on "climbing the cascades"!

Convention golfers left more balls in Tasmania than they took out in trophies. Jack Ridley who won the main event with a 4-down on Kingston Beach Course to collect half a dozen, claims he lost that many on the way round so finished "square." Bill Camphin set the record with 17 lost balls on the round. Determined not to do his last near the 17th-hole he stripped off and waded into a freezing stream to recover it.

The hospitality showered on the visiting delegates did not stop with executives of the Hobart stations. Launceston men, Tom Room (7AD) and Val Sydes (7LA) placed their cars and themselves at the disposal of delegates, driving up hill and down dale. Both carried full cars back from Hobart to Launceston, giving some lucky delegates an opportunity of seeing through the interior of the State.

Algy Findlay saw to it that nobody lacked for entertainment and conviviality. He was responsible for giving and organising a number of parties "after hours." None was more enjoyable than the one he led out to his son-in-law's sheep station 15 miles from Hobart one evening.

Bob King and Bert Beaver, who were staying at Wrest Point, shouldn't be able to look a crayfish in the eye again for a long time to come!

Keith Burbury, senior wireless inspector for Tasmania, is being transferred to South Australia. Mr. and Mrs. Burbury have got to like Hobart very much, but are looking forward to a holiday in Sydney, their home town, before going to Adelaide.

The quiet but efficient and likeable N.S.W. secretary of the Federation, Max Jones, did his job well at the Convention. It was much appreciated.

No Need to Shield Youth from Modern Radio

AUSTRALIAN youth, robust in mentality, did not require any self-imposed paternalism to shield it from the range of entertainment supplied by modern radio, the president of the Australian Federation of Commercial Broadcasters (Mr. A. Paddison of Sydney) told Hobart Rotarians at their luncheon during Convention week.

MR. PADDISON said people who referred to "those dreadful thrillers" were in line with Greeks who in the days of Plato, might have been apprehensive of the terrible effects of tragic drama portrayal on Greek youth; or with Victorian era protestors against the effects of "Sherlock Holmes." The cock-shy to-day was "the dreadful effect of the thriller in the home."

"I firmly believe," he said, "that the primary responsibility rests with the home, then with the Australian educational system.

"The Australian youngster is healthy minded. Strange paternalism that would shield him from everything would bring more disastrous results than people realise."

The three freedoms enunciated by commercial broadcasting were freedom to listen, freedom not to listen, and freedom in program selection.

Freedom to listen, he said, was all-important to Australia's democratic system. This freedom was provided for Australians by a dual system of broadcasting second to none in the world.

While 1,500,000 listeners paid licence fees to the Government, commercial radio received nothing in fees, and its service depended wholly on advertising; this fact in no way marred or limited its freedom.

THE ADVERTISING AGENCY

(Continued from page 43)

they're built that way. Despite the abuses of charlatans, psychology is a science that no advertising man can afford to ignore.

So, you see, there is no dearth of opportunity in advertising. We people in this industry, whether broadcasters or newspaper men or agency executives, have in our hands a tool of tremendous power. We mould the thinking and therefore the lives of millions. Let us soberly realise our responsibilities to industry, to society and to ourselves. Let us make our work a constructive service that will stand the critical scrutiny of well-wishers and detractors alike.

On the question of dialling programs, Mr. Paddison said that the dual system of choice conferred on listeners the benefit of entertainment devised by many brains and many talents.

Commercial radio production spent £450,000 a year in fostering new script and talent — a typical consequence being the success of Ron Randell and his progress to America.

"We of the Commercial Broadcasters' Federation fully recognise our

ADDITIONAL AMATEUR FREQUENCIES RELEASED

The P.M.G., Senator Cameron, announced on November 18 that extensions of the popular "7" and "14" frequency bands have now been released for use forthwith by licensed wireless experimenters in Australia.

The extensions cover the frequencies 7,000—7,150 kC/s., 14,000—14,100 kC/s.

responsibility. Our Convention has been largely devoted to considerations relating to it, and we don't need duress or interference by busybodies," he said.

"If there is any task, it is the task of the home, and there is no healthier minded community to-day than the Australian community.

"I don't defend broadcasting but declare its advantage to the Australian listener."

Forecasting new broadcasting developments, Mr. Paddison said that commercial radio was prepared to undertake all technical developments in the interests of listeners.

The industry looked forward to color television, though realising that other countries were likely to get it before Australia.

and 14,300—14,400 kC/s. which, when added to the previously released bands 7,150—7,200 kC/s. and 14,100—14,200 kC/s., give two harmonically related bands 7,000—7,200 kC/s. and 14,000—14,400 kC/s. This action, in addition to providing a considerable increase in the number of channels available, enables operators to use harmonically related frequencies in the two bands and will eliminate many interference and allied problems.

Like Pre-War Days



In Melbourne, when Morris and Bradman were batting against the M.C.C. team, crowds gathered around city radio stores to hear broadcast descriptions of the game. Picture shows the crowd outside Oliver J. Nilsen's Bourke Street, Melbourne, store, listening to the description broadcast by Jack Gurry over 3UZ from the Melbourne Cricket Ground.

RADIO FOUNDERS' DAY

December 12 of this year will mark the tenth anniversary of the initiation of Radio Founders' Day in 1936 by the I.R.E. (Aust.), and in conformity with its regular custom, the Institution, in conjunction with Industry Representatives, is arranging a series of commemorative functions on or near that date.

In Sydney, I.R.E. H.Q., in conjunction with Sydney Division and leaders of industry, is holding a banquet at the Wentworth Hotel on December 12 and the occasion will be especially marked by brief talks from Viscount Mountbatten of Burma, and Sir Ernest Fisk, which will be broadcast in the 7.45 News Review on the A.B.C. interstate program. Details of the function and bookings may be made by telephoning I.R.E. Head Office in Sydney, B1046.

In Melbourne, the I.R.E. will stage its commemoration several days earlier, on December 7, by a day trip to the International Short-Wave Station at Shepparton, followed by a dinner in that town.

Adelaide, Brisbane, Hobart, Launceston and Perth Divisions will be staging their functions in the form of dinners and social evenings on December 12, while the newly-formed Newcastle Division will acknowledge the occasion at its inaugural meeting on December 6.

ADVERTISING AGENCIES

Ian McBain, well-known Queensland artist, has joined the staff of Clem Taylor Advertising Service as art director. Mr. McBain, whose cartoons are familiar to Queenslanders, is now also a popular contributor of sporting cartoons to the Adelaide "News" and "Mail."

During his war service (R.A.E.) he produced a work of art probably unique in military, artistic and ecclesiastical history. This was a three-piece Gothic pictorial window, symbolising the Eternal Presence in all phases of Service life, executed in transparencies on white duck to represent stained glass. Measuring 10ft. 6ins. x 7ft. 6ins., this window was erected in Holy Trinity Church, Morotai, but will soon be occupying a special place of honor in the Australian National War Museum, Canberra, there to remain in perpetuity.

Mr. C. W. Shortridge, managing director, Shortridge Advertising Pty. Ltd., has announced that the offices of the firm will be situated in Cowells White House, 403 George Street, Sydney, as from December 1.

A recent visitor to Adelaide on a four-day business trip was Roger Enemark, assistant director of Trans-Radio Advertising and BRELF Club secretary. At the local broadcasting stations Roger made many contacts with old and new friends and gives a favourable report on his business negotiations.

W. D. Eversen, formerly manager of 4VL (Charleville) and transferred to 4GR Toowoomba, has now resigned to start his old advertising service in Toowoomba. Good luck, Mr. Eversen, in your latest undertaking.

It is not known if the contrast will be too great when he moves into Cowell's White Building, but we are still waiting for December when we hope Bill Shortridge will wear his hand-painted tie.

L. R. Macnicol has been appointed Gordon and Gotch advertising manager for Queensland, and is now well settled-down in the job. He re-joined the company earlier in the year, after five years in the R.A.A.F. Prior to joining G. & G., before the war, Mr. Macnicol was engaged in the advertising business in Sydney and founded Packard Advertising, O'Connell St., Sydney, with E. G. Holt as partner.

J.W.T. HEAD RETURNS

Mr. L. R. Coleman, managing director of J. Walter Thompson (Aust.) Pty. Ltd., returned to Sydney on Nov. 12 in the "Asturias" after a six months' tour of America, England and Europe.



Mr. L. R. Coleman

"My strongest impression from overseas," he told "Broadcasting Business" soon after arrival, "is of the attempts being made by Radio Luxemburg to re-establish its commercial broadcasts to England.

"Many big English advertisers supported the Government in the move to block this activity. However, since England does not control Luxemburg, advertisers of any other nationality can broadcast to England and get the advantage of radio advertising. They can pay for the advertising from business outside England.

"In view of the increased sales brought about by radio in England before the war, I should think that the opposing English companies would be hard put to it to compete without radio in their own market with foreign manufacturers who are able to use Radio Luxemburg," said Mr. Coleman.

RADAR LECTURE AT NEWCASTLE

A feature of the inaugural meeting of the newly-formed Newcastle Division of the I.R.E. (Aust.) will be a lecture on Radar by ex-A.I.F. Captain J. G. Powell.

The meeting will be held on Dec. 6 at the Newcastle Technical College, Tighe's Hill, and interested members of the trade may obtain further particulars by contacting the Hon. Sec., Mr. F. J. Preston at Newcastle. B3551.

Tasma Engineers Discuss F.M.

A very topical subject was discussed at the Sydney I.R.E. meeting on Tuesday, November 19, when Thom & Smith's Chief Engineer, Eric Fanker, assisted by another engineer of Tasma's staff, Russell Ratcliffe, presented a paper on "Testing Procedure for F.M. Receivers."

Major Network Chiefs at Audition



Major Network chiefs at a special Melbourne press audition of the ambitious new Vacuum Oil Co.'s series, "Opera for the People." From left: Messrs. T. McKay, assistant general manager for the Victorian division of Vacuum; Keith Macdonald, manager of 5AD, P1-U-S-E; Alan Fairhall, managing director of 2KO; Alec Robertson, manager of 4BK; Bruce Pattam, advertising manager for Vacuum; and David Worall, manager of 3DB-LK.

Purely Personal

Mr. Ken B. Goynes, who for many years has held the post of manager of 7HO Hobart, is resigning at the end of the year to take up the position of advertising director of the Hobart "Mercury." He will be succeeded by Mr. Eric McRae, who is at present sales and assistant manager.

Radio actor George Hewlett, who has been heard in many 2UE productions, including "Officer Crosby", "Authors' Playhouse" and "Justice Rides the Range", has joined the staff of 2UE in the capacity of producer.

Recently Cliff Carey, 2UE's sporting editor, auctioned a 40-piece utility set on behalf of the Dalwood Homes, Sydney. Bidding was spirited and the set finally went to Mr. and Mrs. Frank Spurway at £150. This will endow three cots at Dalwood in memory of the late John Spurway, who lost his life at Singapore.

Leo Finn, well-known Sydney rep., is at present enjoying a month's sojourn down south, where he will combine pleasure with business. Hobart and Melbourne seem to be the main centres of attraction for Leo's first opportunity to get away for a spot of relaxation for some time.

Noticed one of the official guests at the November luncheon of the Victorian Institute of Advertising when Tommy Trinder was entertained was Mr. J. J. Lee, advertising manager of Atlantic Union. For once Trinder must have been outwitted, for in the course of his amusing address (in which he didn't seem to miss a point) he made no reference to the fact that chairman of the luncheon was the Institute's president, Bruce Bellamy (Vacuum!).

A. J. (Arch) Murray, assistant-manager of 3KZ, was at the helm of this station during Syd. Morgan's absence at the Convention in Hobart.

Manager Johnson, of 4IP (Ipswich), was down in Hobart at the Convention with the "boys". Has new offices on the ground floor of Johnson's Buildings, Brisbane St., Ipswich, now, and they are right up-to-the-minute in every sense. Hope Mr. Johnson's shoulder is now quite better, and he is able to enjoy his favourite game of bowls.

Mr. J. D. Gillespie, director of White and Gillespie, Melbourne, spent last week in Sydney.

Mr. G. B. Gold, director of 4ZR Roma, arrived in Melbourne on Nov. 15 on a brief business trip.

BRIEF CLUB SUNDAY OUTING

The Golf Committee of the Sydney BRIEF Club has arranged to hold a picnic day at Kirkham Lane, Camden, on Sunday, December 15. As this is the final event of the year, mixed events will be the order of the day.

The program will be: 9.30 a.m., men's individual par; ladies' individual par (9-hole events); 1.30 p.m., mixed foursomes and four-ball par.

Refreshments or luncheon can be obtained at the Refreshment Room in Narellan. All members, their families and friends are invited to join in and make a day of it.

Max Jones, secretary of the BRIEF Club Golf Committee, c/- ERDA, will be pleased to hear from those who are going to go up there for the day, on December 15 next.

We have been notified that an error was made in the calculation of the "C" grade scores in the recent BRIEF Club golfo held at Concord. The winner was W. Johnstone (1 down), of British Insulated Cables.

Lloyd Ring Coleman, managing director in Australia for J. Walter Thompson, got a very wet welcome on his return to Australia on the "Asturius." After a three months' dry spell, the weather broke in no uncertain fashion. The "Asturius" nearly knocked the Fremantle wharf down when it berthed in the squall on Nov. 11. To make matters worse, Perth was under strike conditions and a wartime blackout. Nevertheless he was warmly welcomed by Sydney-sider F. Heasman of Lever Bros., Henry Greig of the "West Australian," and E. C. Churchward, assistant manager of 6IX-WB-MD. During his brief few hours in Perth, he enjoyed a hearty Australian meal, ditto "refreshments," and was interviewed over 6WB Katanning and 6MD Merredin from the Perth studios of W.A. Broadcasters Ltd.

The passage of so many Convention delegates through Melbourne on their way to Hobart gave Leith Stitt, of Drug Houses of Australia, a great opportunity to see many of his northern States friends from the ranks of the broadcasting fraternity.

Ralph Randle, managing director of Wilkes Todhunter, men's wear house of Melbourne, recently returned from a long motor tour north, travelling as far as Cairns.

Well-known in broadcasting circles before the war, Mr. Hallam Patterson died recently in South Australia. "Hall," who was associated with W.A. Broadcasters Ltd., the A.B.C. and Nicholson's Broadcasting Service, was a very popular personality and his early death will be regretted by many. In 1939 he enlisted in the R.A.N. and saw extensive service overseas, attaining the rank of lieutenant.

Jack Lee, advertising manager, Atlantic Union Oil Co., on his return from Melbourne pulled up at a spot 20 miles outside Orbst (Victoria), to hear his firm's sponsored half-hour feature "The Atlantic Show". Jack tuned-in his car radio after connecting the set to a wire fence, and was able to pick up the broadcast with excellent reception from 2TM.

George Randall, well-known actor, has joined the Board of Pythian Sound Recording Company, 375 Collins Street, Melbourne, and in future will control all radio productions for that company.

Mr. K. Robinson, manager of 2HR Hunter River (N.S.W.), was in Melbourne last week on a business visit.

WINNER OF AUSTRALIA'S LARGEST RADIO CASH PRIZE



W/O.2. Richard Hayman has a broad grin for the camera after being notified he is the winner of the £500 radio quiz announced recently over 2UE and the chain of independent stations in Jack Davey's session, "Calling the Stars". Another £500 quiz was announced on November 26.

CLASSIFIED ADVERTISING

Advertising in the Classified section of these columns is at the rate of 3d. per word. Minimum 2/- in bold type 6d. per word. Should enquiries be addressed to this office at Box 3765, G.P.O., Sydney, the charge for incorporation of this is at the rate of nine words. Cash with order, no charge accounts.

POSITION WANTED

Experienced Technician, Announcer, Copy-writer, holder of Broadcast Engineer's Ticket seeks position N.S.W. Eight years' experience all work mentioned. Replies to N.R. c/- "Broadcasting Business," Box 3765 G.P.O., Sydney.

OCTOBER LICENCE FIGURES

This tabulation of Australian listening licence figures as at September 30, 1946, gives the totals for each State and for the Commonwealth, and includes free licences to pensioners, the blind and schools. Additional licences, i.e., the number of homes with more than one radio, are shown in brackets. The total monthly issues can be obtained by adding the new issues and renewals.

NEW SOUTH WALES		
New Issues	4,686	(670)
Renewals	43,247	(1,893)
Cancellations	2,761	(259)
In force at 30/10/46	560,640	(27,681)
Increase	+1,925	(+412)
Licence % to Popln.	19.14	

VICTORIA		
New Issues	2,666	(15)
Renewals	33,212	(1,780)
Cancellations	2,198	(17)
In force at 30/10/46	402,351	(19,219)
Increase	+488	(-3)
Licence % to Popln.	19.91	

QUEENSLAND		
New Issues	2,665	(131)
Renewals	15,171	(323)
Cancellations	2,304	(72)
In force at 30/10/46	192,167	(5,132)
Increase	+361	(+59)
Licence % to Popln.	17.70	

SOUTH AUSTRALIA		
New Issues	1,457	(119)
Renewals	10,700	(908)
Cancellations	1,226	(32)
In force at 30/10/46	155,303	(12,977)
Increase	+231	(+87)
Licence % to Popln.	24.58	

WESTERN AUSTRALIA		
New Issues	968	(83)
Renewals	8,320	(383)
Cancellations	634	(13)
In force at 30/10/46	104,801	(4,953)
Increase	+334	(+70)
Licence % to Popln.	21.31	

TASMANIA		
New Issues	438	(102)
Renewals	3,282	(166)
Cancellations	602	(37)
In force at 30/10/46	50,806	(3,082)
Decrease	-164	(-4)
Licence % to Popln.	20.36	

COMMONWEALTH		
New Issues	12,900	(1,180)
Renewals	113,932	(5,460)
Cancellations	9,725	(410)
In force at 30/10/46	1,466,068	(73,811)
Increase	+3,175	(+8)
Licence % to Popln.	19.78	

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The VICTORIAN BROADCASTING NETWORK

Head Office: 239 COLLINS ST., MELBOURNE.

PHONE: CENT. 4124

Sydney Representative: S. O. CLARK, c/- AGE Office, 117 Pitt St. 'Phone B 2831.

BROADCASTING BUSINESS

Vol. XV, No. 11
440th Issue

Thursday
December 12, 1946

Incorporating "Commercial Broadcasting"

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

*Hi Fellers!
About These Games—*



I HEARD of a feller the other day who had lost his pal after they'd been round the town all day.

He weaved his way into a bar and asked the barmaid if she had seen him.

*"Yes," she said, "he was here about an hour ago."
"n hour ago ... h'm ... was I with 'im?"*

THAT'S got nothing to do with this ad really ... I thought of it when I heard how 2UW and the Major Network had been searching Australia for the best possible people to cover the Tests and the Davis Cup.

The 2UW boys and the Major Network decided to go to town in a really big way for these two top-line jobs, to provide a super-doooper coverage ... and now look at the lists!

TESTS—KEITH DUNBIER, ERIC WELCH, AND CHARLES BRAY OF LONDON.

DAVIS CUP—ERIC WELCH, VIV McGRATH, DON TURNBULL, NANCYE BOLTON.

NOW YOU KNOW WHY



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