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Information
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TIME BUYERS PROFITS

The Broadcasting Edition of the Australian Advertising Rate and Data Service (AARDS for short) includes the "time" rates for advertising over the 106 Australian and New Zealand commercial broadcasting stations throughout the whole of the time they are on the air; map of Australia showing location of every broadcasting station; final P.M.G. listeners' licence figures within 25 and 50 mile radius of each place where broadcasting stations operate; frequency allocation of stations; listeners' licence figures showing their growth over the past 15 years; details of network groups; acts and regulations dealing with radio advertising; standards of broadcasting practice; accreditation rules and standard order form; particulars of accredited advertising agencies; catalogue of transcriptions available for advertisers and a list of where transcription and recording facilities are available.

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MELBOURNE (CENTRAL 3643) — BRISBANE (B 5330) — ADELAIDE (CENTRAL 7844) — PERTH (B 5330)

36  Commercial Broadcasting, November 14, 1946
A COMBINATION of STATIONS COVERING 8 MAJOR MARKETS

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

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

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 2GF 2GN 380
ALBURY GRAFON GOUlBURN BENDIGO
4TO 4CA 4WK 4MK
TOWNSVILLE CAIRNS WARWICK MACKAY

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

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

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

2 Broadcasting Business, November 28, 1946

BROADCASTING BUSINESS

The Broadcasting Business paper of Australia, serving the broadcasting and related advertising and circulation forcibly to the broadcasting advertising business community. Established 1934.

THURSDAY, NOVEMBER 28, 1946

Vol. 25 No. 19 (224th Issue)

Contents:

- New Federation President
- Highlights of the Convention
- NO SINGLE STATION—regardless of power—has a signal strong enough to deliver primary coverage to the eight major markets individually served by
- 2AY 2GF 2GN 380
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SYDNEY :: BRISBANE :: MELBOURNE

2 Broadcasting Business, November 28, 1946

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 organization 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 APCBS play a highly 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 8, 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.

Broadcasting Business, November 28, 1946
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. E. Morgan Sec. Vice Pres. Below Right: Mr. R. Yeldon Country Vice Pres.

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 Federal affairs made the lot of the president much easier.

Tributes to Retiring President

Other officebearers elected were:—

Senior v-p. S. Morgan (3KZ).
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, and 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 mastery of chairmanship of this Convention.

Convention Delegates

Archer Whitford (Whitford Network).
H. G. Horner (Macquarie Network).
A. Campbell-Jones (2UE).
A. Findlay (7IK).
V. Mitchell (6BH).
C. R. Carson (4BH).
G. McCuskey (2EA-KE).
H. E. Beaver (2KY).
V. M. Brooker (A.W.A.).
A. C. Paddison (5KA).
R. A. King (2KY).
D. Muir (6AM-PM).
L. Finn (Station Representative).
A. Fairhall (2KO).
H. Anderson (Station Representative).
A. P. Wynne (4MB).
B. J. Rhueben (4RO).
J. Taylor (3UW).
S. Morgan (3KZ).
R. A. Fitts (2BN). 
P. Mog (3XT).
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 (4SR-AK).
D. Worrall (5HB-LR).

Other delegates:
B. Stapleton (25M).
J. Johnson (4IP).
K. Macdonald (5AD).
L. H. Martin (4BU).
A. E. Evans (7EX).
A. D. Towner (1DU).
V. Sydes (2LA).
A. L. Prince (3ZE).
A. Colin Hay (3BH).
O. J. Story (2ED).
J. S. Lackin (2DN).
D. E. Holmes (2UB).
C. W. Camphin (4AY).
J. H. Davey (3BA).
E. Williams (2BS).
Clive Ogilvy (3CA).
W. Grant (2DP).
P. F. O'Halloran (2QN).
R. A. Yeldon (1DWA).
K. Oyne (7TU).
H. C. Little (7TT).
R. McCann (7TT).
R. E. Lane (2LB).
S. B. Denton (5KA).
R. Heath (Macquarie).
D. Worrall (5HB-LR).
E. Williams (2BS).
Clive Ogilvy (3CA).
W. Grant (2DP).
P. F. O'Halloran (2QN).
R. A. Yeldon (1DWA).
K. Oyne (7TU).
H. C. Little (7TT).
R. McCann (7TT).
R. E. Lane (2LB).
S. B. Denton (5KA).
R. Heath (Macquarie).

1: Because of Macquarie Showmanship

Macquarie — Showmanship

28, 1946

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-white-you-work program for housewives and factory girls.

3: Personality Favourites

3AW star attractions include, in addition to famous Macquarie identities, a top-rated 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 new ringside descriptions of the big fights.

Be with the best 3AW-CV
Conventioners 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. Conroy, would officially welcome them. Arrangements were made for a broadcast of the conference and speeches through all Tasmanian commercial stations, and a relay to the mainland to provide it to any other States devious of programming the event.

On Thursday morning, representatives of the Australian Association of Advertising Agencies (Federal) presented the agencies' "Case for 19/6", which had previously been distributed to delegates in printed form, and made themselves available for questions on any matter which delegates wished to have elaborated.

Program Problems
One of the first matters which delegates dealt with 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 regarded as one of the chief criticisms arising from certain quarters against commercial broadcasting. In this category of objectionable "commercial" words were the number of laxative and patent medicine advertisements,Soap opera announcements, and the regular diaries of the manufacturers of which the technique is to use a very bad voice or recording—so bad as to attract attention by being objectionable, noticeable. It was pointed out that the same problem is to-day facing American broadcasters.

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 1948, delegates were told that the Accreditation of Producers was generally adopted, leaving some details still to be worked out by the Accreditation Committee which was appointed at the NSW for this purpose. These rules generally followed the engineering requirements that are to be followed and for the programs, apart from the signal words, the stations themselves. Applications for accreditation should be made for the selection of plays which hold up for discrimination, and to avoid plays that excited sympathy for offenses against the moral law.

Academy Award
The Federation has prepared them a comprehensive report by a committee set up at the previous Convention dealing with the question of submission of entries for 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 National Committee which has already done so much work. The recommendations of the Committee were submitted to the Federation Executive as follows:

1. That entries be limited in each case to two in the serial class and three in the single-episodic class and that the serial must be more than three consecutive episodes.

2. That no competition should be accepted.

3. 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.

4. That 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 Executive as far as the number of words and the number of pages, and only if successful in these tests would the writer's name be added.

5. That the scripts should be original and that there should be no duplication of entries.

6. That the prizes be open to the stations themselves.

7. That the awards be made for the year's activities and revealed that the year's activities of the station concerned.

8. That the selection of the judges and the selection of entries should be accepted.

9. That the recommendations of the Committee should be accepted.
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 would 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, Menzies, 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 communications 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, AM, CAP (equivalent of APRA), standard 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 advertising" 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 "moving-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)
Delegates Guests of Tasmanian Premier

Luncheon Speeches Broadcast All Over Australia

The native courtesy and hospitality of the Tasmanians was optimised 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 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 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 entertainments and cultural values.

But Parliament has this advantage over us," Mr. Paddison added, "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 listening at 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 broadcasting 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 interpreters of public opinion and those people who are opposed to democracy. As long as a democracy has access to the instrument of commercial broadcasting then democracy cannot die. Countries that delude authoritarian regime must first be rid of that barrier."

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 for the 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 Wilmott's, Sydney; Noel Nixon, of N. V. Nixon, Melbourne; and Mr. General 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 association, emphasised the importance of Convention delegates urging all agencies individually or as State representatives only, had appeared before Convention and that this was the first time that they had come as an Australian-wide delegation with the full authority of the AAAA (Federal) membership of 79 agencies. The proposals submitted in brochures 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 determination to co-operate in any move to exclude reputable and competent newcomers from the agency field. That was the very basis of advertising and the desire of the Association that the Federation's rules should be amended so that all our members abide by our 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 on a mere act of account, and refered the Agency Accreditation rules. 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 the 2GZ-2KA this year will be also broadcast on short wave, by arrangement with the Department of Information. Separate transmissions will be used—one to the Far East, including Japan and the Philippines, one to North America, including 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, "Carols by Candlelight" Festival will be a pageant—"The Cavalcade of a Cross", depicting the story of humanism from Biblical times to the present day, in which over 200 people will take part.
Presidential Address:

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

Undated, 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 peace. Freedom of the air can best be promoted by nations learning to appreciate each other's music and humor," he added.

"In Broadcasting Business, November 28, 1946"


Presidential Address  
(Continued from page 16)

It is a city amenity, whereas broadcast- 

ing offers service to both city and co-

uncreased. Therefore, it would appear 

that any Government expenditure on televi-

sion also.

sion to dictate our standards. Neither 

must not permit an intolerant minor-

The Canadian Convention was most 

fully seized with our responsibilities 

obligations to the public interest. We 

must not permit an intolerant minor-

reduced to a state where the inter-

ests of the adult audience are sub-

ordinated to the interests of the child 

audience. We have our obligations to 
cater for adults, as well as for child-

Self Regulation

During the year I had the oppor-
tunity of examining on the spot the 

administration of broadcasting in New 

building. Both New Zealand and Can-

had its equivalent of the theatre 

International understanding can be 

promoted by nations learning to 

in the main interests concerned 

that his Parliamentary duties 

planned to be present, and was look-

forward to joining the gathering. The 

Minister had planned to be present, and was look-

ing forward to attending this meeting, and he, too, asked me to ex-

press his regret, and to convey his 

further evidence of the importance of commercial broadcasting organi- 

and the President of the National Association of Broad-

ning, Mr. Justin Miller, and the President 

of the Canadian Association of Broad-

broadcasting.

Then 


Broadcasters have an unenviable 
task in catering for the great variety of tastes encountered in the mil-

eral station s, and look forward in the 

future to make a worth-while con-

tribution to the public good, and 

in particular to the Canadian indus-

try, a knowledge of which is 

contracted to the public good, and 

in particular to the Canadian indus-

Mr. G. T. Chippendale, Assistant Director-General of Posts and Telegraphs, 

officially opened the AFCBS Convention at Hobart on Tuesday, November 19.

Mr. Chippendale said—

"In the first place, I wish to pass 

message of regret from the President of the Board of Governors, Mr. Fanning, who 

planned to be present, and was looking forward to attending the meeting, 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 

the Minister had asked me to stress to 

the co-operation which has always 

in the handling of this important matter, there 

are many people who have never before decided to become members of the public authority and who are 

in a position to furnish reliable informa-

tion. The Post Office is pushing on 

with the installation of transceivers at 

modulation stations as recommended by the 

Standing Committee, and the Minister at Melbourne is 

soon to be conducting test trans-

missions. Much investigation must, of 

course, be made before any deci-

sons can be reached in regard to the 

incorporation of frequency modula-

tion stations in our broadcasting sys-

The Minister wishes me to give him an assurance that, before 

the departmental work is done, 

the public interest is so well protected.

Under B.B.C. the freedom of the 

viewer has been an instrument for the incitement of war. Under H.M.V. it can 

mediate world peace. Freedom of the 

air can be maintained by keeping the 

commercial broadcasting service in the hands of those who have the public interest at heart.

At the same time, it is necessary 

to provide a degree of self-regulation to safeguard the 

freedom of the air imposed on us by this Federal Government. If we 

must permit trespassing on the 

viewer"...

Regulation...
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 areas for development 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 continue.

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 performances, 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, speak 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.
### 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 30 June, 1946.

#### NEW SOUTH WALES

<table>
<thead>
<tr>
<th>Locality</th>
<th>Licences</th>
<th>Ppl.</th>
<th>% of Ppl.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>265,956</td>
<td>1,289,895</td>
<td>22.90</td>
</tr>
<tr>
<td>Country</td>
<td>136,345</td>
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<td>402,301</td>
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#### SOUTH AUSTRALIA

<table>
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<th>Locality</th>
<th>Licences</th>
<th>Ppl.</th>
<th>% of Ppl.</th>
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<tbody>
<tr>
<td>Metropolitan</td>
<td>65,632</td>
<td>311,869</td>
<td>16.99</td>
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<td>45,324</td>
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#### WESTERN AUSTRALIA

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<tbody>
<tr>
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<td>27,624</td>
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<td>49,651</td>
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#### Victoria, New South Wales

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<th>Licences</th>
<th>Ppl.</th>
<th>% of Ppl.</th>
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<tr>
<td>Metropolitan</td>
<td>135,315</td>
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<td>19.76</td>
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<td>Country</td>
<td>100,041</td>
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<tr>
<td>Total</td>
<td>235,356</td>
<td>1,159,291</td>
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#### Country

- **Victoria**
  - 675,431
  - 19.76%
- **New South Wales**
  - 483,860
  - 14.77%
- **Total**
  - 1,159,291
  - 18.83%

#### Country

- **Victoria**
  - 235,356
  - 18.83%

### Some Rights Are Left...

Some rights are left to these two grand transplantations 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 DUNNE

**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."

#### "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 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.

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

2SM

---

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

**News**

Broadcasting Business, November 28, 1946
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 recording of your recording of your recording.

It's also a new listening pleasure when all the warmth and blood-tingling realism of the original is preserved.

That's why three leading American film companies turned to Hollywood for the recording of their sound films. They have in Hollywood, during the past three years, used the services of Philco Corporation's Recording Laboratories.

Recording Laboratories became your recording laboratories, an absolutely independent technical and business service available 24 hours a day to any producer, studio, or screen entertainer. They are your own personal technical staff, should you desire your services, your laboratories and your personnel.

Recording Laboratories, a division of Philco Corporation, is the result of a unique combination—of almost 50 years' experience in recording, that is rapidly being turned into a magnificent new development in the filming of sound pictures.

It is giving the story of broadcasting demonstration, that is the point of departure. There is a decided difference between the recording of a radio programme and the recording of a film programme.

First actual figures on the long-heralded selling potential of television show a 2% per week sales return. "Magic in the Air" is the title of a picture to be made for release in 1947 when the story of broadcasting demonstration will reach its peak. The film recording technician 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.

An absolutely independent technical service available 24 hours a day to any producer, studio, or screen entertainer. May we send you a permanent line to your staff, become your recording department.

Recording Laboratories to Film & Radio Industry KINELAB Pty., Ltd. Telephone M 2605 4/ George Street • • • SYDNEY

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An absolutely independent technical service available 24 hours a day to any producer, studio, or screen entertainer. May we send you a permanent line to your staff, become your recording department.
The Parliamentary Broadcasting Committee has been described by the Leader of the Opposition (Mr. R. O. 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—Joan, Frankie, 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. Bowyer) 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, although it has not been discussed in Parliament they have in some cases been followed by government 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 coordination between A.B.C. and commercial programs. These are subjects on the list for early hearings.

Whether the Opposition insists on refraining from taking part on the committee—which is their temper at the moment of writing this dispatch—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 79 members holding power at least until 1949.

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 the Russians have abandoned hopes 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 IN RUM 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 American control officers.

The station has an effective range of about 30 miles, and therefore gives some Germans in the Russian zone, 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 comments and round-table discussions it will 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.D.P. (Socialist United Party). It is constantly reminding Germans to "safeguard their freedom," which means anything incompatible with Russian ideas, is the choice of items of foreign news made for the daily news bulletins and the interpretations given them.

GESTURE OF APPRECIATION BY SPONSOR

Mr. M. Keddie, managing director of Glinbrooks (Aust.) Pty. Ltd., a dinner at the Riverina Inn, Melbourne, on November 20 to leading members of the cast of "Disraeli," which means anything incompatible with Russian ideas, is the choice of items of foreign news made for the daily news bulletins and the interpretations given them.

2KO NEWCASTLE

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

From Our Canberra Correspondent.

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

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

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 Bee.

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 touch, 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.
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 ploy 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 "Chumby!"

He also thought he was the first individual comedian in the world to buy 96-sheet hoardings. One of these—Alagast—was all written in Hebrew except for the name Trinder could use so much paper. It was read in the House of Commons but the signs were all hand-painted 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 merchantised product he could discover was an Australian product—Aspro.

"You can have a headache in Arabia 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 down badly as advertising men. 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 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-soldier police board in Piccadilly Circus telling them what was the 'bill' at Tivoli Theatre, Melbourne, Australia would do more to advertise Australia than anything else that attempted," he declared.

"Londoners would then say, 'Owser! 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.L.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 slip-shod handling of commercial announcements. He had heard obvious mistakes 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 reviled 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 damn well throw me out to get rid of me!"

"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 increased popular program."

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

"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 busy 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 N.S.W., Sydney.

Ball-by-ball descriptions of international cricket matches will be presented by the station's sports editor, Jack Gurry, from the Melbourne Cricket Ground. The first of these broadcasts was Oct. 31, with a description of the Victoria vs. England match, when Jack Gurry was assisted by a well-known cricket personality, Ben Baggett.

Return 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 broadcasting from Kooyong.

Sports previews and commentaries are given by the following: Herbert Holtrew 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 Review" at 9:30 p.m. and the "Sports Preview" at 9:30 p.m. are broadcast by Tom Moon and Jack Gurry respectively on Fridays from 10 a.m. onwards, news flashes from "Bereford", of the "Argus" concernig track gallops and form, are heard during Saturday morning and sporting results are summed by the "Argus" sports editor, Peter Taylor, in his "Sports Review" at 5:30 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 increased popular program.

Commencing January, 1947, a new series of presentations will be released featuring Dr. Walter A. Maier, who will be assisted by the station's Choristers and broadcast listeners' voices. The Australian edition of the Lutheran Hour is handled by Trans-Radio Advertising, Sydney.
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 defense of our countries. Now, that defense is happily concluded and our stations are preparing to perform an equally-large and important work in the reconstruction 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.C.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 towards 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 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 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, but also to visualise 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 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 progress; and we join you in a crusade towards the most inspiring objective that our industry could conceivably envision..."

The toast to "Our Guests" was proposed by Mr. Randal White and responded to by Mr. C. E. Davies, managing editor of the "Robort Mercury," supported by Mr. Montgomerie, 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 was technical adviser to the Australian Reparations Legation. The principal objective of the mission was to investigate German manufacturing methods with a view to increasing knowledge available in Australian industry.

Whilst in London, Mr. Sharwood met Sir Ernest Pike, Mr. Beams of the A.B.C. and Harry Phipps of Australian, who is producing television shows for the B.B.C. Mr. Sharwood said that British television reception viewed in a semi-darkened 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 give notice to prepare programs and submit suggestions, cost of production, etc., before commencing rehearsals.

The televising is done with your 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 the cameramen to bring their cameras into any position and also advise the cameramen as to which camera is to be used for the actual broadcast.
FM 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 last month were none too happy about this prophecy.

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 monopoly, duplication by another competing plant or service is economically unsound. In the case of 'natural monopoly', the analyst explained the idea behind the term is that some will drop out in the face of 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.

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 McWhirters, who introduced the artists to the audience and explained the idea behind the program of the "Young Companions Club" and the Saturday morning parties. This will tie up with the sponsored session taken by McWhirters on 48K at 5.45 to 6.00 nightly.

The Saturday morning parties are from 15 to 11 p.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

The headmaster of the South Goulburn Public School recently expressed appreciation at a meeting of the South Goulburn Parents and Citizens' Association of the council and co-operation of 4AW.Goulburn in providing a period of good music and entertainment to the children.

Mothers 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 medical attention. Campbell advertised the session and have also designed the certificates and badges for the club.

Music to Schools Appreciated

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-Palermo 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.
STOP PRESS
Australia's First Broadcast Strike

Station staff who "walked-out" at SKA Adelaide on Tuesday, November 19, resumed duties on Saturday, November 23, as this issue goes to press, following between management and strikers which had been in progress earlier this week, was adjourned until Tuesday, December 3. Apart from a 15-minute break, the station carried on normal schedule throughout with a skeleton staff.

PARABLE brewing for some weeks at SKA culminated in a "walk-out" of workers on the station on Tuesday morning at 275. In spite of pickets the station was able to carry on with partial 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 station staff and the management of the SKA 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 SKA and other Adelaide stations had joined the union. About a fortnight ago SKA was served with a log of claims for wages and working conditions.

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

"On November 6, I received a letter dated October 31 from the general secretary of the union, Mr. Hal Alexander.

"I request conference between my union and your company in reference to dispute now operating between members of this association 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 206 Pitt Street, Sydney.

"To which I replied on November 13 as follows:"

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

"I am unable to agree to a conference stop Hal Alexander, General Secretary Actors and Announcers Equity Association 236 Pitt Street, Sydney.

"I do not receive from Actors Equity the letter referred to in the general secretary's telegram of November 13 until 5.30 p.m. on November 19.

"On November 18 Mr. Diamond, secretary of the Victorian division of Actors Equity, telephoned and said "I 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 Federal Court of Commercial Broadcasting 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. She co-operated with many famous stars, Marjorie Skill built recorded programmes 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-emergence of the Hebrew Broadcasting Service, Miss Skill said that was "a combination of common sense and common property. I.B.C., through the loudspeaker system installed in wartime conditions, has given to a charity nominated by Equity."

"VOYAGE FROM BOMBAY"

Commemorating on December 2 the makers of Aeroplane Caramel Biscuit are sponsoring a new serial on 2UE at 6.45 p.m. Monday, Tuesday, Wednesday, Thursday. The contract with 2UE is for 12 months, and the account is served by the Hepworth Advertising Agency.

This photograph shows Mr. F. W. J. 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. Dorty, 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. telecasts every afternoon for the general purposes of interviewing celebrities and newcomers to London.

FRED THOM ON B.B.C. TELEVISION PROGRAM

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.

3CV's Popularity.

Through 16 Years Of Radio Achievement which has given to THO the unequalled popularity it enjoys today

For Variety of Programmes, Services to Farmers, Factory Workers, Hospitals, News — Bulletin is "ROBERT'S ORIGINAL STATION":

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

ONE OF THE MACQUARIE NETWORK

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

P.M.G. SHOWS £6,674,595

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 £3,147,164 for the period.

The earnings of the Department for the year totalled £28,728,161 compared with £27,312,089 for the previous year.

The Department's proportion of listeners' licence fees received during the year amounted to £600,066. The total earnings for the wireless branch were £600,066. The expenditure amounted to £1,277,274 in the operations of the wireless service.

This deficit is mainly attributed to the payment to the Australian Broadcasting Commission of an annual amount of £70,760 from broadcasters' licence fees for the purpose of meeting increasing costs and to allow of continuity of service programs.

A UNIT OF THE MACQUARIE NETWORK

Broadcasting Business, November 28, 1946
Multicrplex Broadcasting

The recent suggestion by Wilford Porter (see p. 38, "C.B." Sept. 19) that U.S. broadcast management employ the term "multicrplexing" as a means of increasing radio broadcast facilities, has drawn attention to an important paper on this subject which was presented by D. J. Greig before the Communications Division of Federal Telecommunication Laboratories, Inc., New York early this year. Mr. Greig is engineer-in-charge of the Television and Communications Division of the Australian Broadcasting Commission.

Communications Division of Federal Telecommunication Laboratories, Inc., New York, Australia. It is by courtesy of this latter organisation 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 for TV broadcasting and stressed 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 stated that the amount of duplication of facilities that such a system entailed, particularly when 

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

Fig. 2-Comparison of equipment required for frequency-division (above) and time-division (below) multiplex broadcasting.

"...the receiver for this type of signal is seen, therefore, that by interleaving the frequency maximum usage may be made of the exceptional transmitting sites. These transmitters are used, therefore, not only to provide a means of broadcasting from the various studios, but also as a multiplexing system. Fig. 1 illustrates such a system as applied to New York city.

It is seen, therefore, that by interleaving the frequency maximum usage may be made of the exceptional transmitting sites. These transmitters are used, therefore, not only to provide a means of broadcasting from the various studios, but also as a multiplexing system. Fig. 1 illustrates such a system as applied to New York city.

A further problem arose at the receiving end, where "simplex" broadcasting entailed sending signals to a large 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 far for the operation of a "simplex" system of broadcasting, which necessarily limited the advantages which could accrue from the use of higher operating frequencies.

Mr. Greig then discussed the problems peculiar to VHF and UHF broadcasting, and stressed the importance of using maximum efficiency, as from some directions trouble would be encountered with reflections from nearby structures. This applied particularly to television and facsimile, but was also a factor with audio 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 multiplexing system in different directions unless a rotatable antenna or a complex switching system were involved.

The difficulty of designing a receiver to operate with a high degree of selectivity and stability and to separate different frequencies, while maintaining the quality, was increased by the need to place the selected bands of frequencies into the required positions at the receiving end. This problem was made easier by the use of a "simplex" system of broadcasting, but the choice of frequencies was limited. The operation of the two systems was thus discussed and it was pointed out that while one system was feasible, the other was not.

After pointing out that the basic technical requirement of both systems was frequency multiplexing, Mr. Greig proceeded to discuss multiplexing systems which could be used. These were the "frequency division" system, as used in carrier-modulated television channels, and the recently-introduced "time division" system which operates by "time" multiplexing.

The transmitter consists of a common carrier, on which the programs originating from the various studios are transposed to the required separate frequency bands. These transposed, and usually adjacent, bands of frequency form a complex signal which modulates the high-frequency carrier. The receiver of this type of signal may contain a fixed-time radio-frequency amplifier and first detector or discriminator, depending on the type of modulation. These circuits separate the individual radio frequency bands, and the additional circuitry associated with multiplexing is then applied to each frequency band. The individual programs are selected from this complex signal by a tunable intermediate-frequency unit, or tunable second converter-detector unit.

Two methods of achieving the modulation associated with multiplex broadcasting have been set forth. While both are feasible, an examination of their technical requirements and operating economies by eliminating the use of higher frequencies.


**PROGRAM BUSINESS**

Grace Bros Pty. Ltd., Sydney retail store, have taken two quarter-hourly presentations on 2UW (9 p.m. Thursdays and 7.30 p.m. Saturdays) for the presentment 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 "Chims Up" from 2UE and 2UW. In his new program, he plays his own arrangements of popular hit tunes.

La Sibylli Photographic Studios, of Geelong, at present sponsoring "The Story of Hudson's Bay" on 2ON 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, of Geelong, Pty. Ltd., manufacturers of " opera Oil", for the preview were the Vacuum customers, who were loud in their opinions from those at the audition were recorded for immediate use in pre-release radio build-ups.

The second cricket Test, commencing on December 16, is being covered by 2UE's sporting editor, and ex-International Alan Kippax at the Ashleys of 3XY and the 2UE announcer, as pilot, as there being no correct entries giving placing of the eight most popular jewels.

COMMERCIAL SPOTTERS

**4BU Has the Listeners**

Through its unique program of "Junior 3AW" and "Junior 3UZ" on Saturdays at 9.45 p.m., the station is increasing the amount of the 2UW and 2UW掌门, which commences on December 16. Replies to band at time of going to press were over 5,000.

"Calling Mr. Music", a musical half-hour broadcast from 3KZ, is now being relayed by Lou Bennett, is now being relayed on 3BA. This session is proving very popular and commenced on July 25. The sponsor for both 3KZ and 3BA is K. Gardner Lang, whose account is serviced by Raynors Advertising.

Featured in 2UE's adventure serial "Danger Unlimited" (sponsored by Players and Tablets) since it started on the air in 1945, have been well over 100 radio stars. Nevra, Curr-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 November 27.

Commemorating from 3XY on November 15 is a series of plays dramatizing 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 Stone of 3XY and the cast includes George Randall, John Rowe (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 presented by Orchards Pty. Ltd., Sydney jewelers, for presentation on 2UW Thursdays at 9.45 p.m. The field has been a Grant Gibson production, and is based on stories associated with world-famous Jewish heroes. Listeners will be entertained by many famous diamonds of modern history, together with other precious stones.

2CH LISTENER FIGURES - 41

2CH Business, November 28, 1946

Results Prove

If you have the program

4BU BUNDABERG

Has the Listeners

This Means Sales For you On

4BU BUNDABERG

For Radio Programmes

Oswald P. SELLERS

Australian Agent for

George Edwards - Columbia

RadiO ProduCtions

Sydney - 49 U St. RIO 11 AM Sydney

Melbourne - 370 Little Collins St. MU 4113

Telegrams: "Famous", Melbourne.

**NEWSPAPER HOUSE**

247 Collins St., Melb., C.T.

Central 4705, "Famous", Melb.

**STANFORD ALLAN P. LTD.**

Advertising Media Representatives

**CENTRAL COASTAL QUEENSLAND UNIT OF THE MACQUAIRE NETWORK**

You don't need Slide Rules, Laws of Average, Actuarial Calculations, or Surveys, to spec

that PEOPLE LISTEN IN LARGE NUMBERS TO 2CH.

On Saturday afternoons (when most people are supposed to be listening to the races) 2CH program pulls a regular 2000 'phone calls. No, we're not giving away money. The people just 'phone because they like the kind of programs we give them. On Thursday nights enough people 'phone 2CH every minute to keep a battery of 24 telephone 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 does and a leading Advertising estimate that something like 1000 people do not telephone for one that does.

IN SHORT - THESE FIGURES MEAN AUDIENCE!
Multiplex Broadcasting

(Continued from page 39)

eliminating the need for relatively complex tuned or unbalanced filters. With the pulse method, all tuning at the receiver is done at frequencies above audibility, thus making the filter methods are required.

e. By eliminating the necessity for tuning there is an improvement in stability and drift requirements for the receiver.

d. There is no problem of signal-to-noise ratio which is characteristic of pulse modulation. Limiters and other noise-reducing circuits 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 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 connections, locations of power and signal-to-noise ratio, audio- and radio-frequency bandwiths, and many other technical, economic, and aesthetic items. These considerations apply however in the same way as the corresponding factors in a standard broadcast system and hence need not be discussed here 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 audio transmission, but this application is of immediate realization. It is obvious that the same advantages would apply to other types of broadcast as well. Particularly in the case of television, the advantages obtained at the receiving locations by eliminating the necessity for rotatable antennae 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 is available and 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, providing more uniform and satisfactory service.

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

c. The problem of reflections at the receiving location is eliminated by the use of a single common transmitting point. Thus, a 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 considerably simplified and made more economical by the elimination of duplicate networks.

e. 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 reliability are considerably simplified.

"Carols by Candlelight"

When young people interested in advertising as a profession ask me what I think of its future, I tell them that advertising will be a very different business within two or three years. The first is that the immense, complicated procedure known as distribution will need the dynamism of a belated capitalist more than it has had in the past. The second is that the power of skillfully-crafted ideas to influence human behavior, never previously available, has been successfully and effectively demonstrated in recent years. You have only to consider the indoctrination of the German and Russian masses, 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 side of mind.

Loyalty to a brand of goods can work for the builder of a commercial empire in much the same way as aristocracy 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 or marketing instrument, and the other, as a tool of applied psychology. If you like, call them the functional and technical factors.

The role of the advertising agency is to develop these two directions. As a unit in the structure of industry, it is deeply involved in the latest 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 attitudes of use which make consumers.

Let us see how this works out in practice. Suppose we develop these two directions.

a. The manufacturer makes his wares on the spur of the moment, and the agency is the middleman who sells the products to the public. In terms of modern merchandising, this means that selling begins at the design in the case of the manufacturer. As a practical man, he has one group of people making a thing, and somehow he must put it on the market, with the hope of selling it. So he ships it off to the advertising agency. The agency must take this product and sell it on the market. This produces a third group of people, the consumer. So that is what we are after, and not how to sell.

b. The second direction is that of sales promotion, where the agency's job is to interpret the product to the consumer. The consumer's job is to buy that product.

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

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"Carols by Candlelight"

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 will be a very different business within two or three years. The first is that the immense, complicated procedure known as distribution will need the dynamism of a belated capitalist more than it has had in the past. The second is that the power of skillfully-crafted ideas to influence human behavior, never previously available, has been successfully and effectively demonstrated in recent years. You have only to consider the indoctrination of the German and Russian masses, 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 side of mind.

Loyalty to a brand of goods can work for the builder of a commercial empire in much the same way as aristocracy 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 or marketing instrument, and the other, as a tool of applied psychology. If you like, call them the functional and technical factors.

The role of the advertising agency is to develop these two directions. As a unit in the structure of industry, it is deeply involved in the latest 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 attitudes of use which make consumers.

Let us see how this works out in practice. Suppose we develop these two directions.

a. The manufacturer makes his wares on the spur of the moment, and the agency is the middleman who sells the products to the public. In terms of modern merchandising, this means that selling begins at the design in the case of the manufacturer. As a practical man, he has one group of people making a thing, and somehow he must put it on the market, with the hope of selling it. So he ships it off to the advertising agency. The agency must take this product and sell it on the market. This produces a third group of people, the consumer. So that is what we are after, and not how to sell.

b. The second direction is that of sales promotion, where the agency's job is to interpret the product to the consumer. The consumer's job is to buy that product.

c. The problem of reflections at the receiving location is eliminated by the use of a single common transmitting point. Thus, a 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 considerably simplified and made more economical by the elimination of duplicate networks.

e. 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 reliability are considerably simplified.
The Lord Mayor of Melbourne, Sir Con·
nelly, was the guest of honor at a luncheon
in the Marina Room, Hotel Australia, on
Thursday, November 21, when invitations were
issued to the professors and members from
the universities of the several stations taking part in
the "Radio Week," and others who had worked
on the station. A variety of interest was
shown in the Melbourne Town Hall on Nov. 8. The
members of the Miss Edith Combe, a member of the
committee, who felt that she would
try to express her appreciation of the
team work by all contributors.

Mr. Turner, who has been at
Theatre, was the guest of honor at a
several weeks in honour of
Max Reddy, formerly of the Australian
Bullet Company.

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

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.
Determined not to do his last to Keith MacDonald of 5AD. His perning. "and Alf Paddison microphone blushes."

The color of the Tassie Government's selection a peg in the hat-room at million to one chance."

The idea was no difficulty in sorting themselves out. How­

It was too real to be true, however, snore. It was too real to be true, however, political. They wondered where all the people

street Hobart hasn't twice the population of Wollongong within the

The business of finding out where the1n off as 111ore to out of Hobart city was Rus.

Hobart 95,085."

"Samm y" Varter's "sun­

Valter's "sun­

Viv Kemp got we ll

At 5KA"

Mr. Jones, did a marvelous job."

"itching" 0 .

"itching" 0 .

Aproblem in Parliamentary

Chamber. One

organise the programs.

Viv Kemp got we ll

the broadcaste rs ha d

enjoyable than the one held out to

Brooker (A.W.A.) got the system

the Tucker box. To Mr. "John" Horner of 2GB and" num­

quarter. He was bugged and dragged across the track occasional"

Most of the Tasmania took Archie's eye, and he would
do is the public for several days, and that is something

The delegates were very appreciative of the

in their deliberations and expressing the hope that "all your resolutions be effective."

The reason Rupert Fitti was "thinking" to get back to the mainland as soon as Con­

in their deliberations and expressing the hope that "all your resolutions be effective."

a familiar sight around Sydney. He

one of the Tassie business of finding out whe.re

the broadcaste rs ha d

and so could not attend the

Mr. Humphrey, won applause from the

"all Australian Ptilp"

the broadcaste rs ha d

Mr. Marden's in

in the Convention included Alf

thanks, Tasmania, we'Il be seeing you again.

Broadcasting Business, November 28, 1946
Australians, 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 the days of the Greeks, who might have been apprehensive of the terrible effects of tragic entertainment on young youth; or with Victorian era protestors against the effects of "Sherlock Holmes on the nursery.

"They're built that way. Despite the abuses of charlatans, psychology is a healthy minded. Strange results of this kind of radio advertising, Mr. Paddison said that the number of channels available in the two bands related frequencies in the two bands and will admit many interrelations and allied problems.

The on 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 £400,000 a year in fostering new talent and talent — a typical consequence being the success of Ron Randall and his progress to America. "We of the Commercial Broadcasters' Federation fully recognise our responsibility. Our Convention has been largely devoted to considering relating to it, and we don't descend or interfere by bullying," he said.

"If there is any task, it is the task of the home, and there is no healthier minded community today than the Australian community. "I don't defend broadcasting by declaring its advantage to the Australian listener."

Paddison noted that during the war, the Federal Government released for use forthwith by licensed broadcasters a number of channels available in the two bands related frequencies, provided that the functions and bookings may be telephoned by I.R.E. Head Office in Sydney, B349.

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

ADDITIONAL AMATEUR FREQUENCIES RELEASED

The P.M.O., Senator Cameron, announced on November 18 that extensions of the popular "7" and "14" frequency bands, now been commercialized by licensed wiele transmitters in Australia. The extensions cover the frequencies 7,000-7,150 kcs. and 14,000-14,400 kcs. which, when added to the previously released bands 7,150-7,200 kcs. and 14,100-14,400, kcs, give two harmonically related bands 7,000-7,200 kcs. and 14,000-14,600 kcs. 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 admit many interrelations and allied problems.

Like Pre-War Days . . . .
Mr. Ken. R. Gurney, who for many years has been the office book of manager of the Hobart Mercury, will be succeeded by Mr. Frank McLean, who is at present sales and assistant manager.

Manager Gurney, whose services have been heard in many U.P. productions, including "Oscar's Office" by Arthur Mitchell, and "Justiceelden the Rambler," was on the staff of the Mercury in the capacity of producer.

Recently Cliff Casey, U.P.'s sporting editor, was appointed a sports editor in the half of the news room that was sold and the set finally went out on the auction block a few months ago. This will add three sets at Dalwood to the present enjoying a month's vacation in Hobart.

Leo Pluck, well-known Sydney rep., is at present enjoying a month's vacation down south, where he will combine a visit to business, Hobart and Melbourne, and spend some time at the main centre of attention for the next few months at the ABC studios, where he is on location for some time.

Notice one of the official pointers of the November function of the Australian Broadcasters Union, which was just concluded in Sydney, was Mr. J. J. Lee, assistant manager of Atlantic Union. For once Trinder must have been outwitted, for in the absence of the amazing address (which he didn't see), he referred to the fact that chairman of the union was the veteran's grandson, Mr. Bernard Trinder (Vaccination).

A. J. (Shy) Murray, assistant manager of 3HR, reported on the closing of this station, which has been a feature of the Convention in Hobart.

Mr. W. J. Johnson, of 4IP (Ipswich), was doing in Hobart at the Convention with the "500". His reports on the grandeur of this station's office, Sydney, and their efforts to make it work, were a delight to the ears of the assembled Convention members.

Jack Lee, advertising manager, Atlantic Union Co. Ltd., on his return from Melbourne, pulled up at 4 and 5 miles outside Cobalt (Victoria), to hear his own sponsored half-hour feature "The Atlantic Show." He then took a taxi to Cobalt, where he arrived just in time to pick up the broadcast with excellent reception from 2TM.

George Randall, well-known actor, has just rejoined the board of Pythias Assurance, and has been selected to do all radio productions for that company.

Mr. W. J. Johnson, of 3HR, Huntley River (Queensland), has been in Melbourne last week on a business visit.

WINNER OF AUSTRALIA'S LARGEST RADIO CASINO PRIZE

Lloyd Ring Coleman, managing director at Melbourne for Jack W. Thompson, got a very wet welcome on his return from a week's holiday in England, and was warmly welcomed by Sydney. During his brief few hours in Sydney, he enjoyed a hearty Australian meal at the Shalimar Hotel, and heard the latest news from the board of directors.

Ken B. Goyne, who for many years has held the post of manager of the Hobart Mercury, has succeeded to the position of advertising director of the Mercury.

At the recent Convention in Hobart, the "Arraw" nearly shook the Denver club down when it barked in the squall on Nov. 11. To make matters worse, Forty was under trinity conditions and he didn't seem to miss a point. The audience was caught completely unawares by Sydney's. Greig of the "West Australians," and K. C. Carey, assistant manager of 6FW, MD. During his brief few hours in Melbourne, he enjoyed a hearty Australian meal at the Shalimar Hotel, and heard the latest news from the board of directors.

Ralph Randle, managing director of Manager Johnson, of 4IP (Ipswich), is now quite better, and he is able to enjoy his favourite games of bowls.

George Randall, well-known actor, has just rejoined the board of Pythias Assurance, and has been selected to do all radio productions for that company.

Mr. K. Robinson, manager of 3HR, Huntley River (Queensland), has been in Melbourne last week on a business visit.

NEW SOUTH WALES

New Issues: 4,639

Renewals: 8,651

Cancellations: 2,686

In force at 30/10/46: 35,925

Increase: +4,062 (+11.2)

Licence S to Popln: 610

Victoria

New Issues: 2,621

Renewals: 2,322

Cancellations: 34

In force at 30/10/46: 8,451

Increase: +4,984 (+31.6)

Licence S to Popln: 300

Queensland

New Issues: 2,980

Renewals: 4,379

Cancellations: 533

In force at 30/10/46: 29,666

Increase: +383 (+1,281)

Licence S to Popln: 21

South Australia

New Issues: 1,457

Renewals: 210

Cancellations: 122

In force at 30/10/46: 10,150

Increase: +231 (+22)

Licence S to Popln: 8

Western Australia

New Issues: 940

Renewals: 237

Cancellations: 11

In force at 30/10/46: 8,144

Increase: +224 (+27)

Licence S to Popln: 24

Tasmania

New Issues: 456

Renewals: 237

Cancellations: 60

In force at 30/10/46: 5,506

Increase: +224 (+47)

Licence S to Popln: 17

Commonwealth

New Issues: 13,304

Renewals: 2,537

Cancellations: 2,522

In force at 30/10/46: 229,970

Increase: +183 (+80)

Licence S to Popln: 11

 ...

WRALU. Richard Hayman has a broad grin for the camera after being notified that he is the winner of the 13th radio quiz sponsored recently by the V.B.N. in Australia, and that he is to appear in "Ride the Range," a television serial, which will open the year. The contest, which has been running since November, was announced on November 20.
AVAILABLE NOW—

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Containing—

ADVERTISING RATES & DATA
OF EVERY COMMERCIAL BROADCASTING
STATION IN AUSTRALIA and NEW ZEALAND

The Broadcasting Edition of the Australian Advertising Rate and Data Service (AARDS for short) includes the “time” rates for advertising over the 106 Australian and New Zealand commercial broadcasting stations throughout the whole of the time they are on the air; map of Australia showing location of every broadcasting station; final P.M.G. listeners’ licence figures within 25 and 50 mile radius of each place where broadcasting stations operate; frequency allocation of stations; listeners’ licence figures showing their growth over the past 12 years; details of network groups; acts and regulations dealing with radio advertising; standards of broadcasting practice; accreditation rules and standard order form; particulars of accredited advertising agencies; catalogue of transcriptions available for advertisers and a list of where transcription and recording facilities are available.

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

"He weared 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... N’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-dooper 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...