AVAILABLE NOW—

1946 BROADCASTING AARDS

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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MELBOURNE (CENTRAL 5642) — BRISBANE (R.5328) — ADELAIDE (CENTRAL 7944) — PERTH (R.5348)

52 Broadcasting Business, November 28, 1946

Hi Fellers!

About These Games—

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

"Yes," she said, "he was here about an hour ago."

"No 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...
There is medium MARKETING all of the effective one for each of them. INTO THIS clearly definitive merchandise CENTRATED ands station of the new for each of them. They tie you econo- mically, dominates I and each of these areas-they are in the area CAMEL Wire AMALGAMATED F.M. is approaching. It is understood that an attempt has been made to sidetrack the work on the erection of the P.M.G. experimental stations. Engineers engaged on the project have advised that P.M. should be hastened along, and suggested that shared channels on low power A.M. would provide the temporary expedient necessary to overcome Australia's immediate broadcasting problems. This reaction and recommendation has been brushed aside by the Government, which has decided to proceed forthwith with the P.M. stations despite such opposition.

Prior to these developments it appeared that manufacturers would have to rely on non-radiating experimental equipment for the development and tests of their F.M. receivers. For this purpose licences have been issued, but these tests would be confined to the laboratory stages as it requires program radiation to conduct field tests and assess the acceptability of F.M. receivers. An indication of how keen manufacturers are on this point is contained in the information that the Radio and Telephone Manufacturers Association of N.S.W. had made representations urging that the P.M.G. station in Melbourne should be kept off the air until such time as the Sydney station was operating so that manufacturers in both States would have equal opportunities in completing their developmental work.

The Government wants FM. It is now very obvious that the receiver manufacturers will welcome it. It is equally obvious that the sales of standard A.M. receivers are slowing up—and that slowing up is not all due to the housing shortage.

It is gratifying to learn that the Federation of Commercial Broadcasting Stations is moving into the FM picture after earlier reluctance on the grounds that the new system of transmission was as yet not ready for acceptance by the public, and other factors which it was thought would lead to broadcasting chaos. The broadcasters, however, were not slow to grasp the generous offer made by A.W.A. to make available FM transmitting stations in Sydney and in Melbourne for their use in experimental program transmissions, and no doubt ere this the Federation has moved in the direction of securing from the P.M.G. FM broadcasting licences covering these two stations.

The offer by A.W.A. is as timely as it is generous. There are, and have been for some time, a great number of applicants to the P.M.G. Department for FM broadcasting licences, some from powerful groups outside of the present broadcasting picture. While most people will concede that those best fitted to develop FM are those whose experience in broadcasting means something, there are many others knocking at the now unlocked door.

The Federation of Commercial Stations whilst in the past asking for a brake on FM introduction, has always claimed its members would have equal opportunity for experimentation along with the A.B.C. That opportunity is now assured, provided no further time is lost in taking the steps necessary to 'get on the air'.

F.M. Wins—Despite All Opposition

By years of discussion and contentious argument, accelerated in recent months, it can now be taken as an established fact that F.M. broadcasting is to be introduced in Australia—at least in major capital cities—on a large scale—and soon!

There are many pointers to authority to that statement, including the B.B.C. findings in favour of F.M., but coming closer to home we find,—i.e. a announcement several months ago that the P.M.G. Dept. was to erect F.M. experimental transmitting stations in Sydney and Melbourne for use of the A.B.C. The Melbourne station is due to go on the air this month and the Sydney station is being proceeded with. Commercial broadcasting stations through their Federation are to use A.W.A.-erected F.M. experimental stations in Sydney and Melbourne as soon as they can be got on the air. These two facts are reasonably self-evident, but it is the background of these actions that provides the real pointers to the increasing speed at which F.M. is approaching. It is understood that an attempt has been made to sidetrack the work on the erection of the P.M.G. experimental stations. Engineers engaged on the project have advised that F.M. should be hastened along, and suggested that shared channels on low power A.M. would provide the temporary expedient necessary to overcome Australia's immediate broadcasting problems. This reaction and recommendation has been brushed aside by the Government, which has decided to proceed forthwith with the P.M. stations despite such opposition.

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PSCB RECONSTITUTED

"Should be wound up"—declares former Postmaster-General.

Canberra: "Watchdogs" from the Liberal Party have been nominated to the Parliamentary Standing Committee on Broadcasting for the 18th Parliament, because the majority of the Liberals, after careful advice, decided that the Labor Government could proceed without Opposition representation. In that event, the Parliamentary Standing Committee could have recommended drastic Labor broadcasting policy without even a minority opposition being registered.

The Prime Minister (Mr. J. B. Chifney) refused to give the Leader of the Opposition (Mr. B. Menzies) any assurances about the future of the committee, or of the Government's intentions about broadcasting policy.

Opposition parties discussed the problem for nearly a month, and, in the meantime, announced that they would proceed without the committee. In that event, the Opposition being registered.

Opposition (Mr. B. Menzies) refused assurances about the future of the committee. Mr. Geo. Bowden of Victoria has been nominated to the committee and a vote of its dissolution.

The only other speaker was Mr. Archie Cameron, a former Postmaster-General, a South Australian, who has been a Country Party member for nearly a month, and, in the meantime, announced that he had intruded into every broadcasting field.

MULTI-PROGRAM WIRED BROADCASTS FOR BRITAIN

(From our Special Correspondent)

London, Nov. 24.—After months of preparatory work, Multi-Broadcasting, has commenced a carrier-frequency wired broadcast system (the first in Great Britain) at Rugby. The system is similar to that introduced a few years ago by Musak Corp. in U.S.A.

Mr. Max Paulstein withdrew to ensure wider state representation, and Mr. Bowden withdrew in favour of Mr. Hill. The committee has also been a Country Party member.

In its final form the new committee consists of:—Labor—Senator Amour (again chairman), from N.S.W.; Senator Findlay from B.A., Messrs. Burke from W.A., Watkins from N.S.W. and Hadley from Queensland. Liberal members are Senator Hughes from Tasmania, Mears, Hustinson from Victoria, Spencer from N.S.W. and Falloon from Tasmania.

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NAB TAKES OVER FM STEERING

Huge Impetus Now Thrown Behind New Broadcasting System

(From our Washington Correspondent)

Washington, November 18.

The FM Broadcasters Association known as FMBI which has battled along for seven years in an effort to promote Frequency Modulation broadcasting, flopped up late October—not from any sense of hopelessness, but rather through the realization that it had got off on the wrong foot.

Now the National Association of Broadcasters (NAB) will take over the steering job on FM. This was decided at the October convention of NAB at Chicago, when an FM Committee was set up within hours of the FMBI decision becoming known.

Roy Hofheinz, operator at KTHT, Houston, was made chairman of the FM Committee on which there are 10 other members whose job it will be to formulate plans for a nationwide promotional campaign to sell FM to the public.

Delegates at the NAB convention got around to realizing that FM needed only a promotional organization, and not an independent trade association. NAB, it was felt, could capably represent FM broadcasters just as it represents AM broadcasters.

Professor Armstrong tracing the development of FM declared: “You have the Blue Book with you today, the Blue Book which has been wasted by trying to overcome these and other man-made barriers which have been placed in FM's path... As a result of these delays, that is when radio missed its first great opportunity to escape from the strait-jacket of frequency scarcity.”

He said that virtually a decade has been wasted “trying to overcome these and other man-made barriers which have been placed in FM's path... As a result of these delays, that is when radio missed its first great opportunity to escape from the strait-jacket of frequency scarcity.”

The average manufacturer had no alternative. He had to make AM sets quickly or lose his market entirely. Wood shortages also contributed to the FM delay. Statistics show most of the production went into tube manufacturers with plastic cabinets.

Delay in getting production on AM sets “may be beneficial,” said Dr. Baker, inasmuch as transmitter production also has been delayed by the shift of FM from the 40-mc to the 100-mc band. Engineering had to start from scratch, and even old-line producers couldn't produce FM sets without new engineering research.

Equipment shortage and lack of engineering personnel also contributed to the delay in set manufacture.

F.M. CLEARS PRODUCTION BOTTLENECK

First-hand advice that FM broadcasting in the U.S.A. is clearing the production bottleneck, has been received in Sydney by Mr. Ray Allop in the form of an air-mail letter from Dr. Edwin H. Armstrong.

In this letter, dated November 11, Professor Armstrong advises that at the time of writing, no less than 48 F.M. stations were operating in the U.S.A.

On the receiver production side, Professor Armstrong's news was rather interesting, as he advising that there was a great opportunity to escape from the strait-jacket of frequency scarcity.

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BROADCAST PROGRAMS UNDER FIRE AGAIN

Labor Politicians and Teachers' Federation Complain about Influence on Juveniles

Australian broadcasting programs as they affect children were under a barrage of criticism from several quarters last week. Firstly at Canberra on Wednesday, Mr. Brehay (Lab., S.A.) opened the attack in Parliament when he appealed to the Postmaster-General to "do something about the gruesome murder plays which he alleged were broadcast over some commercial stations. He claimed that such broadcasts had an undesirable effect on children.

Then in the Senate on the following day Senator Amour (Lab., N.S.W.) attacked radio and film entertainment standards in Australia. (It will be recalled that Senator Amour, Chairman of the Parliamentary Standing Committee on Broadcasting last year that recommended the adoption of Australian standards of entertainment similar to that of the American film industry.)

Senator Amour last week said this: "Tune in your radio at almost any hour and you are sure to hear some detectives shooting someone up. You'll hear all the squeals and screams and there's no alternative to listening. "If the adults turn the radio off, the children turn it on again. The station owners want to pump out as much murder on the public as possible. Surely it is any wonder they so often do resistance to any suggestion that the children turn it off again."

Turning to the theatres, Senator Amour said proprietors had more regard for their purses than the welfare of the community. He urged that notice boards should be put up with a mental age of 10 years. He brought to us a live, active story around the Christmas toy, which expresses opinions in a modern but whimsical manner. He brings to us all the thought that it is we human beings who change a plea that we should remember the happiness of our youthful days.

Brilliant producer John Sherwood handles the cast of outstanding Australian artists with distinction, and has moulded the story into an exceptionally fine presentation. This unique show is for outright sale in selected areas, and can be used as a programme for Christmas stock.

Here is a delightful Christmas Fantasy which will appeal to young and old alike. The scriptwriter, Eric S. Bell-Smith, a leading Sydney journalist, has woven a quizzical and attractive story around the Christmas toy, which expresses opinions in a modern but whimsical manner. He brings to us all the thought that it is we human beings who change a plea that we should remember the happiness of our youthful days.

"IT'S WE WHO CHANGE"

An Outstanding Christmas Half-hour Presentation with a Brilliant Cast

CAST

Wren

John, an adult human

Netta Squires

Lyndall Barbour

John Tate

Laurence Christie

S murderers

Ossie Wenban

T. B. Shaw

Jack-in-the-box

Vivian Edwards

D. B. Hughes

Heidi's Aunt

Goldlocks

Pat Bunting


One for the Shelf!

A Christmas Fantasy

An important N.S.W. provincial high school in a recent book published about the school's pupils specifically praised the local community station for its co-operative and educative influence. There is no doubt very many similar cases of appreciation of the commercial stations.

The difference between criticism and praise is that criticism makes news headlines—praise is taken for granted.

PRODUCED BY JOHN SHERWOOD

(1) Urges the A.B.C. to invite to school auditors on similar attractions for children to feature those prominently in the "A.B.C. Weekly."
(2) Urges the Department of Education to feature desirable programs in the school magazines and in bulletins to secondary schools.
(3) Urges authorities to feature desirable programs in the school magazines and in bulletins to secondary schools.
(4) Urges parents and schools to indicate that there are times when careful listening is absolutely necessary. The theory that a child should never have to listen to something uninteresting to him is thoroughly (a) Harmless. Attractive listening is an indispensable part of the children's social and moral training—a simple application of the golden rule.
(5) Urges the Department of Education to publish a children's newspaper, which could promote good standards of appreciation and criticism and encourage desirable activities.

Parent's Responsibility

At Newington College Speech Night last week, headmaster Mr. Le Coutier contended that the selection of good programs to be listed to parents "It parents find they cannot supervise radio subjects so that their sons benefit by them, then I suggest that the boys listen to none," he said.

"Parents must accept some responsibility for selecting sessions from which their children can benefit," said Mr. R. E. Ridley, president of the Australian Broadcasting for the Television and Radio Association.

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BMB CAMP NOT SO HAPPY

NAB Conventionees Critical of Industry's Own Audience Measurements

Backwash over BMB surveys following the recent U.B.A. National Association of Broadcasters annual convention at Chicago seems to have swamped the industry-promoted survey effort with almost as much controversy as that which has raged for years around CAB and Hooper ratings.

Commenting, "Variety" said that BMB "has emerged from the annual NAB convention listing to port side, its bulk still showing signs of damage from attacks, particularly from the heavy artillery aimed at it by the NAB's own board of directors at its closed doors post-convention huddle."

The paper reported that BMB was only given a new lease of life by the scantiest of margins.

From reports emanating from the NAB convention, it would appear that main criticism of BMB (which, of course, the NAB itself fostered to grow) is extravagant claims made on behalf of BMB and what it is supposed to do. The BMB's first Station Audience Reports were not received unanimously enthusiastically. In fact, there was considerable criticism from quite a few stations amounting to one case to outright repudiation of the BMB data by one station.

On the other hand, at the opening session of the Convention BMB chief executive Hugh Felts warned that BMB audience and ABC (Audit Bureau of Circulations) are not directly comparable. He stressed the joint effort of broadcasters, advertisers and agencies whose researchers and executives together set the BMB pattern, "established the standards and assured the representativeness of the sample". These men from all three groups "have agreed and are prepared to demonstrate to anyone that the techniques and the methods and the size and the distribution of this study are adequate to measure how many families listen to a station, and where these families live.

BMB's Dimensions

"BMB," he declared, "has measured the how many and the where of station audiences. These are the two basic dimensions which BMB set out to measure and which BMB has accomplished. And that is all we proposed to do in this study."

"BMB does not measure," he continued, "how often they listen, how many hours they listen, what programs they listen to or average-minute listening."

BMB's reports he said, do not show individual program audience, available program audience, share of audience, or type of listener, and they should not be used to compute cost-per-thousand listeners to individual programs. (Note: A detailed account of BMB claims put forward by Felts appeared in "RF" October 17.)

PARLIAMENTARY BROADCASTS RECORDED

(From our Canberra Correspondent)

First broadcasts of the Federal Parliament in July, 1946, were reported so that the National Library's historical archives could preserve the initial attempts to bring the voice of the Legislature into the people's homes. The metal matrices and two pairs have been lodged in the historical department with records of several speeches by the late John Curtin made before and after becoming Prime Minister.

These records include his talk on the death of Prime Minister J.A. Lyons; his speech to America after the declaration of war on Japan; and his speech on receiving the freedom of the City of London.

The Government has decided that records of all national events will be made, during broadcasts, for historical purposes. Regular extracts from current commercial film news-rolls are also being assembled for the historical library.

TELECOM COMMISSION APPOINTMENTS

The top-line executive appointments of the Overseas Telecommunications Commission were announced on December 3 by Major-General J.E. Sleeman, general manager, as follows: Chief Engineer—Mr. A. S. McDonald; Assistant General Manager—Mr. J. L. Mulholland; Chief Accountant—Mr. H. Steele, A.I.C.A.; Chief Superintendent, Radio Services—Mr. George Appleyard; Personnel Superintendent—Mr. B. White, B.A., ex-R.A.A.F., from the Public Service Inspector's office. The first four gentlemen are all well known as executives of Associated Wireless with which company they were associated almost from its inception, until receiving the present appointments.

Major-General Sleeman also announced the positions of Secretary and Superintendent of Stores for this week being advertised this week.

FM Bottleneck Cleared

(Continued from page 6)

no less than six of the major manufacturers are now actively engaged in F.M. production. These six—Zenith, Stromberg-Carlson, General Electric, Westinghouse, Magnavox and Philco—represent the bulk of the industry, leaders, while the line-up is almost completed by RCA, who have started active merchandising but had not made any large-scale deliveries at time of writing.

Professor Armstrong also reports that A.M. production is showing signs of catching up on the war-time backlog, and prophesies that as soon as the Xmas seasonal rush of sales is over, the emphasis will be on F.M. production, rather than on the popular-priced A.M. compacts and small sets, as it has been until now.

P.M.G.-A.B.C. Stations

It is understood that the first P.M.G. F.M. experimental station which has been erected in Melbourne will be on the air before Christmas. The second P.M.G. experimental station is being produced and it is understood will be erected on the top of the new Sydney G.P.O. building, but it is not known when this station will be in operation.

NEW SYSTEM PROPOSED FOR CANADIAN BROADCASTING

The Canadian Parliamentary Radio Committee has recently proposed in Ottawa that an impartial regulatory body be established.

This proposal is in line with recommendations made for a number of years by the Canada Association of Broadcasters and has been discussed in Parliament by previous committees.

At the present time the Canadian Broadcasting Corporation regulates all broadcasting and it, also, a competitor of the independent stations as well as operating all Canadian radio networks. Under the proposed new body, both the CBC and the independently-owned stations would be subject to the control of a separate organisation.

THE DIRECTORS, MANAGEMENT AND STAFF OF

MELBOURNE

3UZ

Wish you the
Compliments of the Season and a Brighter and Happier 1947

NILESAN'S BROADCASTING SERVICE

46 BOURKE ST., MELBOURNE

CENTRAL 1955

SYDNEY REPRESENTATIVE:

ERIC WOOD

47 YORK ST.

RX 3089
Golf Trophies Presented

The BREIF Club president, Mr. Eric Dew, called on Mr. C. Moses, general manager of the A.B.C., to present the prizes for the BREIF Club golf competitions that had been played at Concord and Pennant Hills. Details of the prize-winners are reported elsewhere in this issue of RETAILER.

All prizes for BREIF golf competitions during the year had been donated and thanks were extended to the following firms for their donation of competition prizes. They were Messrs. F. G. Spurway Ltd.; A. E. Ackland Ltd.; Noyes Bros. (Sydney) Ltd.; Tecnico Ltd.; B.G.E. Company Ltd.; Johnson & Phillips; Hermann Plastic Moulding; Mr. Tommy Ross, of Crown Crystal Glass Company; and Nilsen-Cromie Pty. Ltd.

The BREIF Club of Sydney membership now totals 319.

At the November board meeting the following new members were admitted: Douglas Dunn (J. Walter Thompson), Bob Dyer (Dyer-Malone Advertising), H. M. Jarrett (Noyes Bros., Sydney), R. Dooley (Commercial Broadcasting Federation), D. A. Underwood (S.T.C.), R. A. Kirkwood (O'Brien Publicity), W. R. Smith (Country Broadcasting Services), A. R. Peascoc (S.T.C.).

The BREIF Club has a credit balance in its War Comforts Fund of £339/14/7 for the purpose of assisting returned service men and women engaged in the industry. In the BREIF Club Provident Fund there is £159/18/7 in credit for the purpose of assisting any individual case brought under notice of those employed in the industry.

The BREIF Club is formed for the purpose of carrying out special functions in the broadcasting, radio and electrical field and in so doing any residue of funds is to be used for such charitable and other purposes as the board of management in its discretion deems advisable.

Mr. Watt said that the possibilities of the Australian film industry were limited. Jaded audiences overseas appreciated seeing Australian scenery and way of life, but the present prospects were limited.

Australian scenery is somewhat monotonous, Mr. Watt said, and outside of the bush it is the same from one State to another, while, usually, Australian eaters are not worth putting on the screen at present. They represent the very worst work of heavy-handed British architecture. Some overseas people think of Australia as tropical and exotic, but in reality everyone goes around in a blue suit.

Mr. Watt said that Ealing Studios had asked a prominent American novelist to cooperate in writing the script for its film on the Eureka Stockade. Australian script writers still used a vapid and flowery style more suited to prose fiction than to these scenarios, and the Australian film industry should establish an apprenticeship system to train writers and technicians.

"JUKE BOX" RECORDS SUBJECT TO COPYRIGHT

An injunction was recently granted against the owner of a "juke box" and the owner of a shop where the "juke box" was operated, the court holding that the musical work was publicly performed by the shop proprietor and that such public performance was authorised by the owner of the "juke box." It seems that any recording played through a "juke box" is now classified as a public performance, that recording and therefore subject to any copyright on performance held by the owner of the number produced.
**Felitis Cautions Researchers About Misuse of BMB Data**

A word of caution to "feel your way slowly and carefully in the use of BMB station and network audience information" was given by BMB President Hugh Felitis in a talk to the radio group of the New York chapter, American Marketing Association last month, reports Broadcasting.

"Don't rush to conclusions," Mr. Felitis warned. "Test and experiment to see how the information can be validly used. Guard against misuses and misinterpretations that may lead to costly wrong decisions."

**Basic Agreement**

Speaking on the subject, "First Impressions of BMB," Mr. Felitis reported that they have been of two broad categories, "reactions concerning the BMB measurements as such and reactions with respect to specific findings and their use." Most people, he said, whether advertisers, agencies or broadcasters, are "thoroughly in agreement with the broad basic principle which motivates BMB: the establishment of a uniform, comparable measurement of audience and network audiences." But, he added, "they do not all agree on the precise meaning of the phrase 'station audience.'"

"In some quarters," Mr. Felitis continued, "it is felt that families who listen to a station only once a week should not be included in its audience, for the likelihood that they will listen to any specific program is quite small. Others feel they should be included, just as a magazine's circulation includes those who only buy it occasionally. In much the same way, some people feel that a country in which only 10% or 15% of the radio families listen to the station at least once a week should not be included in its audience area."

"These are matters that cannot be determined arbitrarily," he stated. "You marketing people and researchers are in an excellent position to study and analyze the BMB data and help find the answers to these questions." He said.

Reactions in the second group, concerning specific data and their use, Mr. Felitis reported, have been chiefly questions from broadcasters, such as: "Just what does BMB report mean? How should I interpret it? How can I use its findings? Will it help me in programming, in engineering, in selling? Is there any correlation between my total audience as shown by BMB and the average number of listeners per minute as shown by other types of surveys? What should I call my primary audience area?"

These questions, showing "that broadcasters are anxious to present a way slowly and carefully to the facts and figures to you marketing men and networkers - may take some little time to answer," Mr. Felitis said, asking his audience "not to be impatient."

So far, he said, BMB has produced facts that are important, basic, uniform and comparable. "The next job for the industry is to evaluate these facts, interpret them, see how they may be co-ordinated with other facts gained from other research, determine how they may be used and what broad conclusions may be drawn from them."

Reviewing the first BMB study and the three reports - the individual station reports which have been issued and the forthcoming area and network reports - Mr. Felitis stressed that BMB's objective had been to determine only two things: how many families listen to a station, and where they live. "This," he said, "is quite different from measuring the number of families that listen to an individual program. Neither measurement is a substitute for the other."

**WHAT OF FIELD STRENGTH INTENSITY?**

(from Our Washington Correspondent)

Washington, Nov. 18: Edgar Kobak, president of Mutual Broadcasting System today entered the BMB controversy in an article in Broadcasting in which he claims that sponsors, agencies, and recognized research experts are reformatting from premature judgment until the actual application of the findings prove their worthlessness. He says MBS's own engineers have made some interesting comparisons between their studies "signal strength to noise level" and the BMB findings. Summarizing this work so far, they report; "Up to now, while still in the preliminary stages, studies show good enough to reach people to extent shown. Conversely, where MBS finds less than 10% daytime listening, BMB shows less than 10% daytime listening, even where there may be signal strength, it is easy to see in an area of 10 million people why stations they can hear better where programs are better suited to local tastes and interests.

**Use of Radio Recommended**

The Sydney County Council Electricity Undertaking has been a constant supporter of the broad medium of advertising for a number of years and apparently has received good value for the expenditure. Currently the B.C.C. is sponsoring an advertising on 2TW and on 2GB and using announcements on all other Sydney commercial stations.

The General Manager, Mr. G. S. Boyd, recently recommenced to the Council a total amount of £2,500 on advertising during 1947, which is upon the same scale of annual expenditure as has been used during the past few years.

Of the total amount of £18,000, the six Sydney commercial stations about £4,500 compared with £5,500 spent over the daily and weekly newspapers.

Council instructed the general manager to continue with the present scale of advertising for three months, after which time the matter would be reviewed again.

**ADELAIDE STATION STRIKE**

SETTLING AT CONFERENCE

The conference between the management of 5KA and Actors and Announcers' Equity's Victorian divisional secretary, Mr. Dick, which prolonged to the last Saturday, has been arranged.

Members of the staff, who had been on strike since Tuesday, November 19, returned to work the following week and after the conference, which started on the Saturday, had been arranged.
Off Duty at the Hobart Convention

"B.S.'s" all-too-candid camera went aling to the Hobart Convention of the Australian Federation of Commercial Broadcasting Stations to make this series of "off-duty" snaps of delegates.

TOP SET: Left to right shows first a pretty view of Hobart town with snow-capped Mt. Wellington in the background. Many of the delegates visited the mountain top to throw snow at one another. Next we found 1UX manager Arthur Prince and station reporter in the timbers of famous Green's Hotel way up the head of the Derwent River, while 2HD manager Val Sydes and 2SM general manager Bernie Stapleton challenge him to pull the place down. Val Sydes kindly provided transport for several delegates from Hobart to Launceston via the Great Lake.

CENTRE SET: Messrs. Hales (2WG), Heath (Macquarie), O'Malley (3XY), Johnson (4UP), Martin (4BU), Mogg (3XY) and Davies (3GL) outside Parliament House. Centre picture shows a group of conventioneers on the steps of Parliament House and in the next picture are Messrs. Chippendale (P.M.G.'s Dept.), Wynne (3HM), Padly (3BA), the Tasmanian Premier Mr. Cosgrove, and Messrs. Noon (3AW) and Ridley (2GZ). In the next picture on the right "The Three Musketeers" - Ray Watters (Vic. Advertising) and John Humphrey (N.A.'s secretary), Mr. Chippendale cocking outside Hadley's Hotel, Central Hobart, Viv Brecker (A.W.A.'s secretary) and Mr. Chippendale cocking outside Hadley's Hotel. Central Hobart.


2,000 WATT BROADCAST TRANSMITTER

Attractively finished in two tone grey with black and chrome fittings (standard finish), the new series 2,000 watt broadcast transmitter provides a new concept of accessibility, efficient layout and free air circulation, as a result of the vertical chassis principle of construction. Australian-made Radiotron valves are used throughout, a minimum number of types being employed. This, plus the use of high level class "B" modulation, together contribute to low operational costs.

Typical of the outstanding performance offered by the A.W.A. 2,000 watt broadcast transmitter are the following figures which were measured at 2,000 watts power rating during the final tests on transmitter serial No. 9 recently completed for 2HD Newcastle.

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<th>Frequency Response</th>
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Noise Level (below 10% mod.) - 65 db.

AMALGAMATED WIRELESS (A'SIA) LTD.

47 York Street

Sydney

167 Queen Street

Melbourne
A.W.A. BOOKS ORDERS FOR 2,000 WATT TRANSMITTERS

As a result of a policy laid down before hostilities actually ceased, A.W.A. completed the first of its post-war broadcast transmitters some months ago. Originally it was intended that these should be manufactured in batches of six for stock in order to facilitate recovery in the Australian broadcasting field by quickly meeting the demand created through the lack of equipment during the war years. This intention was realized in operation show that some agencies have already built up supplies of recorded commercials that will come under the ban, while others have had six months' grace would enable all these to be absorbed.

A.W.A. COMPLETED POST-WAR TRANSMITTERS

The AAAA (Federal) reacted quickly to the resolution of the APCI Convention at Hobart to outlaw singing commercials and freakish announcements by applying to the Federation for an extension of time before the imposition of the ban. Convention had set January 31 as deadline for singing commercials, jingle announcements and announcements given in exaggerated tones.

The AAAA is seeking to extend the time to June 30 next and has submitted that proposal to the Federation explaining that some agencies have already built up supplies of recorded commercials that will come under the ban, while others have had their commercials built into expensive recorded programs. The six months' grace would enable all these to be absorbed.

WASHINGTON, D.C.

The AAAA (Federal) is seeking an extension of time before the imposition of the ban, which was set January 31 by the AAAA (Federal).

The AAAA (Federal) has submitted a proposal to the Federation, explaining that some agencies have already built up supplies of recorded commercials that will come under the ban, while others have had their commercials built into expensive recorded programs. The six months' grace would enable all these to be absorbed.
2KY's new Salt Swamp location at Homebush for the new 492 feet half wave antenna. The tubular lattice steel self-supporting mast has provision for F.M. antenna on top.

Mr. H. E. Edwards, Chief Engineer 2HD, showing accessibility of new transmitter.

**2HD NEWCASTLE**

A FEW WEEKS AGO —
COMPLETELY NEW STUDIO —
AUDIO EQUIPMENT —
THE FIRST IN AUSTRALIA —
SINCE THE WAR...

AND NOW!!!

**THE LATEST 2000 WATT TRANSMITTER**

**A XMAS GIFT TO ADVERTISERS**

**THE FIRST HALF WAVE ANTENNA**

IN AUSTRALIA

TO BE ERECTED BY A COMMERCIAL STATION, ON THE MOST IDEAL SITE IN SYDNEY ... TOWERING NEARLY 500 FEET IN THE MOST POPULOUS CENTRE OF AUSTRALIA'S GREATEST CITY.

AND THAT'S NOT ALL

- A NEW 2,000 WATT TRANSMITTER COMING UP.
- NEW STUDIOS AND OFFICES ARE BUILT IN ELIZABETH STREET.

On the Air Since Nov. 28, 1946.

New and old transmitters obviate breakdowns.

Broadcasting Business, December 12, 1946
Around the Recording Studios — — — —

Upon the resignation of Mr. Eric Bush, Mr. Richard Hyde has been appointed Business Manager of the Colgate-Palmolive Radio Unit. Mr. Hyde combines his new appointment with that of producer of the Prox Show and Colgate Cavalcade.

Grace Gibson Productions report the sale to Lintas Pty. Ltd, agency of the series of self-contained quarter-hours “Out of the Night” which are to be used for Pepadon on a big line-up of stations, the sale of “Romance of Famous Jewels” to Orchards, Sydney jewellers for broadcast on 2TW 9.45 p.m. Thursdays (together with specially dramatised commercials written and produced by GOP); while Westralian Soap Co. has bought “The Australian Story” to commence on the Whitford Network in January in addition to their other GOP feature “The Shadow.”

Harry Avondale, Music Librarian for the Colgate-Palmolive Radio Unit is at present convalescing at Wenworth Falls after three very serious operations. He hopes to be back with the Unit early in January after an absence from work of 6 months.

Two interesting shows currently being built up at Grace Gibson Productions, are “Adventures of the Falcon” and “The Andorra Family.” Both are based on American scripts of shows which are enjoying great popularity in the U.S.

Briefly: Donovan Joyce well known Melbourne transcription producer is heading for Africa — not to record jungle noises, but possibly to sell them.

There’s much ado at A.W.A. in Melbourne where something new and bright in the way of recording gear seems to be slowly taking shape... Ever Equipment Pty. Ltd, may soon add something new to the already growing collection of sound recording methods — something not for removing from magnetic wire, but claimed to be superior.

Station Reps.

Mr. H. O. Clarke, Sydney representative of the V.B.N., has announced a change of offices and must now be contacted c/o Westend Newspapers, 34 Young Street, Phone BW 7283.

Music for the People

A total of more than 380 applications has been received by Hector Crawford following the announcement of a search to discover ten new voices for the Sydney Conservatorium Symphony Orchestra in the next “Music for the People” concert in the Botanic Gardens on Sunday, December 29. This concert, the second in the 1946-47 summer series, will be broadcast through 3DB-LK to a chain of Victorian country stations.

This performance will be in the form of a Vocal Festival and all singers will appear with the Sydney Orchestra in public for the first time. The concert will be sponsored by the Federation Government, with the support of the Melbourne City Council. The first “Music for the People” Recital, on November 3 was also under State Government sponsorship.

Christmas Mails

The Postal Department has announced that with the increasing number of Christmas cards and packages being sent, they are increasing the number of postmen, and increasing the number of trucks to meet the rush. They are also advising that cards should be mailed early to avoid delays.

Secure One of These Precision Built Recorders Now

W&G RECORD PROCESSING CO. LTD.
MODERN METHODS ENSURE HIGHER FIDELITY — FASTER SERVICE
165-177 BEECHSTREET STREET, MELBOURNE, C1, VICTORIA

PRESTO IMPORTED RECORDING EQUIPMENT
Xmas Special for Our Clients
Available from Stock — Presto Type 62A

Transcription Turntables with Post-War Improvements

IMPORTED PRESTO Type 9C Recorder

SECURE ONE OF THESE PRECISION BUILT RECORDERS NOW
SOLE AGENTS:
A. M. CLUBB & CO. PTY. LTD.
74 CLARENCE STREET, SYDNEY
DISTRIBUTORS:
Adelaide: Newth, McLaren, Leigh, Street.
Brisbane: Campbell Advertising, Anzac Street.

22 Broadcasting Business, December 12, 1946

Although practically any two records look alike, you can quickly tell a first-class disc from its inferior as soon as you hear it.

It has been Columbia’s aim ever since they first pioneered electrical recordings in this country to not only give the best possible at the moment, but to constantly draw on the knowledge of their research staffs in England, U.S.A. and Australia to adopt new improvements as they come along.

The result of this careful work is that Columbia have pioneered almost every new improvement in sound reproduction over the last 20 years, and that their equipment is the most up-to-date in the Southern Hemisphere.

One of the many outstanding examples of this is the microphone which is used in all their studios. It was evolved by Columbia’s English Company and is identical to those supplied to the B.B.C. for use in their television programme.

Columbia makes only the best records, so when you are planning your next campaign or programme, give Columbia the job. You’ll be more than satisfied.
BROADCASTING BUSINESS, DECEMBER 12, 1946

The use of frequency modulation at high carrier frequencies has been widely adopted in the U.S.A. for broadcast transmitting stations, and it is widely believed that F.M. reduces the interference caused by military vehicles. These tests were carried out at 45 Mc/s with two 1-kw transmitters, one being a number 1 B.B.C. receiver at Alexandra Palace and the other near Oxford. One of them was later removed to Moor Edge for tests in hilly country. The results of these tests are published in "Broadcasting Business, Quarterly" and are of considerable importance.

Any doubts about the value of F.M. which may have arisen as a result of an incomplete appreciation of the system’s merits, should be effectively dispelled by a British Broadcasting Corporation Report which has just been issued as a result of exhaustive field trials conducted in the United Kingdom. 

A broadcasting company by comparison with its own high-power A.M. structure, the B.B.C. has reached the unequivocal conclusion that “the use of frequency modulation on ultra-short-waves would considerably and considerably extend the area of noise-free, high-quality reception.”

Superiority Proved
By Exhaustive Field Trials in United Kingdom

The frequency of the carrier is constant and its amplitude is varied in accordance with the intelligence to be conveyed. Variations of loudness in a musical program, for instance, correspond to the magnitudes of the changes of carrier amplitude. The frequencies are conveyed by different rates of change of carrier amplitude. With a 1,000 c/s tone, for example, the carrier amplitude varies from a maximum to a minimum and back again 1,000 times a second and so on. With a 2,000-c/s tone it varies 2,000 times a second and so on. If the loudness of the tone is altered the magnitudes of the maxima and minima vary until a minimum corresponds to the disappearance of the carrier at that instant. This represents 100 per cent. modulation.

Now, with frequency modulation the carrier amplitude is constant at all times and it is the frequency which is varied to convey intelligence. Any confusion experienced by the listener is due to the physical impossibility of interpreting intelligence by means of carrier frequency changes. Some people have imagined that the absence of an audible tone, or the disappearance of the carrier, indicates the occurrence of an “on” or “off” condition. 

With this, a 1,000-c/s tone the carrier frequency varies from a maximum frequency to a minimum and back again 1,000 times a second, but the amount of variation depends on the loudness of the tone. With a 4,000 Mc/s tone the variations take place 2,000 times a second.

Theoretically, the limit to the amount of variation of the frequency occurs when the frequency swings from zero to twice the carrier frequency. In practice it is calculated that this limit is about 100 per cent modulation. It is, however, of no practical importance for in the first place zero frequency cannot be radiated and in the second the frequency spectrum would be considerably corrupted.

Practically speaking, there is no limit to the magnitude of the frequency variation as long as it is small when compared with the carrier frequency. The maximum deviation of frequency is usually fixed by considering of bandwidth and 100 per cent modulation is considered as occurring when this deviation is reached.

In the U.S.A., this maximum deviation has been standardised at 25 kC/s. In fact, with weak signals there is an optimum deviation for the best signal/noise ratio but it does not appear to be very critical, and the B.B.C. tests show that it is unlikely to be excessive. It is worth noting that it is extremely unlikely that this deviation would be adopted in their tests.

In a frequency-modulation receiver, intelligence is usually extracted by means of a “discriminator.” This is essentially a circuit which provides an output voltage proportional to frequency when fed with an input of constant amplitude. The frequency deviations of the input are thus converted to amplitude variations of output. The discriminator and detector are, in effect, a tuned amplifier and provide the a.f. signal from the f.m. input.

Now all normal forms of noise in reception consist of voltages varying in amplitude, and with amplitude modulation relatively little can be done to eliminate them. When the noise peaks are of large amplitude and of short duration they can be reduced by means of a limiter. But this cannot be done in frequency modulation because of the comparatively high signal level, and much ingenuity has been expended on it.

Their use under proper conditions can give very considerable reduction of clicks and types of noise, but they do little or nothing to reduce the hiss.

Frequency modulation offers great possibilities of noise reduction because the noise, being in the form of deviations of the carrier frequency, can be eliminated by the discriminator. The use of a good limiter has no harmful effect on the F.M. signal and it substantially prevents the amplitude of noise from reaching the discriminator and detector circuits.

However, it must not be supposed that the complete elimination of all noise is possible. Noise can perhaps only be reduced to an acceptable limit in which every other way in which even with a perfect limiter, noise can be confused with the signal so that in some degree it is passed through to the discriminator.

The B.B.C. tests have shown that in the case of receiver noise—that is, in the circuit bias-frequency modulation is about 25 db. better than amplitude modulation. This advantage can be obtained with a field strength of 50 Mc/s, as compared with 900 µV/m, for A.M. For a high-loyalty, very low noise, service F.M. would need about 200 µV/m.

In the case of external noise, F.M. has still a considerable advantage over A.M. Amplitude modulators are in any case considerably less on frequencies above 50 Mc/s than on the relatively-low frequencies normally used for broadcasting. However, this is also true of some kinds of interference from electrical machinery. When the advantage of F.M. is added, the net improvement is considerable.

Radio systems prove the most important source of external noise at high and circuit bias-frequency modulation is approximately 500 µV/m, for A.M. and 50 Mc/s, it is only worthy of note that it is extremely unlikely that this deviation would be adopted.

Thus, with a 4,000 Mc/s tone the carrier frequency varies from a maximum frequency to a minimum and back again 4,000 times a second and so on.

In the United Kingdom, the maximum deviation has been standardised at 50 Mc/s, which is considered as occurring when this deviation is reached.

In the U.S.A., this maximum deviation has been standardised at 25 Mc/s. In fact, with weak signals there is an optimum deviation for the best signal/noise ratio but it does not appear to be very critical, and the B.B.C. tests show that it is unlikely to be excessive. It is worth noting that it is extremely unlikely that this deviation would be adopted in their tests.

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However, it must not be supposed that the complete elimination of all noise is possible. Noise can perhaps only be reduced to an acceptable limit in which every other way in which even with a perfect limiter, noise can be confused with the signal so that in some degree it is passed through to the discriminator.

The B.B.C. tests have shown that in the case of receiver noise—that is, in the circuit bias-frequency modulation is about 25 db. better than amplitude modulation. This advantage can be obtained with a field strength of 50 Mc/s, as compared with 900 µV/m, for A.M. For a high-quality, very low noise, service F.M. would need about 200 µV/m.

In the case of external noise, F.M. has still a considerable advantage over A.M. Amplitude modulators are in any case considerably less effective on frequencies above 50 Mc/s than on the relatively-low frequencies normally used for broadcasting. However, this is also true of some kinds of interference from electrical machinery. When the advantage of F.M. is added, the net improvement is considerable.

Radio systems prove the most important source of external noise at high and circuit bias-frequency modulation is approximately 500 µV/m, for A.M. and 50 Mc/s, it is only worthy of note that it is extremely unlikely that this deviation would be adopted.

Thus, with a 4,000 Mc/s tone the carrier frequency varies from a maximum frequency to a minimum and back again 4,000 times a second and so on.

In the United Kingdom, the maximum deviation has been standardised at 50 Mc/s, which is considered as occurring when this deviation is reached.

In the U.S.A., this maximum deviation has been standardised at 25 Mc/s. In fact, with weak signals there is an optimum deviation for the best signal/noise ratio but it does not appear to be very critical, and the B.B.C. tests show that it is unlikely to be excessive. It is worth noting that it is extremely unlikely that this deviation would be adopted in their tests.

In a frequency-modulation receiver, intelligence is usually extracted by means of a “discriminator.” This is essentially a circuit which provides an output voltage proportional to frequency when fed with an input of constant amplitude. The frequency deviations of the input are thus converted to amplitude variations of output. The discriminator and detector are, in effect, a tuned amplifier and provide the a.f. signal from the f.m. input.

Now all normal forms of noise in reception consist of voltages varying in amplitude, and with amplitude modulation relatively little can be done to eliminate them. When the noise peaks are of large amplitude and of short duration they can be reduced by means of a limiter. But this cannot be done in frequency modulation because of the comparatively high signal level, and much ingenuity has been expended on it.

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So far as propagation is concerned, the situation has never been better. The latitude and the presence of land or sea beneath the transmission path also have an effect.

In addition, "bursts" may occur at ranges of over 100 miles. They last for a very short time and are thought to be caused by reflections from cloud or surrounding mountains. They may result in interference from distant stations.

<table>
<thead>
<tr>
<th>TABLE I - SERVICE AREAS FOR 40 Mc</th>
<th>(Horizontal polarization)</th>
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<tbody>
<tr>
<td>Radius of service area (miles)</td>
<td>Receiving dipole size (ft)</td>
</tr>
<tr>
<td>----------------------------------</td>
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</tr>
<tr>
<td>100</td>
<td>8</td>
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<td>500</td>
<td>12</td>
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<td>1000</td>
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<td>30</td>
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</table>

Table I shows the service areas for 40 Mc. The radius of service area is proportional to the height of the receiving aerial. In the B.B.C. tests a receiving aerial height of 200 ft. was used.

Fading does not usually occur at distances of less than 50 miles, but it can be very troublesome and have been noticed at distances of over 100 miles. Therefore, supplementary precautions should be taken at such ranges.

In the case of amplitude modulation systems, it is the amplitude of the carrier that is transmitted and received, and changes in the amplitude of the carrier will produce variations in the loudness of the broadcast programme. These variations will be noticed by the listeners, and if they are too great, they will become fatigued or even distracted.

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It is important, therefore, to keep the amplitude of the carrier as constant as possible, and to avoid any variations that are likely to be noticeable to the listeners. This can be done by using the appropriate type of modulation, and by using the appropriate type of transmission system.

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Sir,—tively large audiences and others have not. The great number of the delegates at the be disturbed by the increased reliance which advertisers and agencies are placing on listener surveys. The survey is proposed by the broadcasting Federation as a body should formally recommend that stations should remain in the dark as far as the advertisers as to what this information is, which should be kept hidden too well established for this latest action to have anything but the reverse effect to that intended by the advanced with the times. It is a question of present ining data and the methods of predating unless the stations concerned are prepared to put forward detailed criticisms and acceptable alternatives.

What alternative methods can be found, the recent F.M. trials and the possibility of the recall system. An enormous amount of listening was done in the case of set noise and in zero for ignition interference. An idea of getting down to the truth of this subject is approached.

Many of the weaker stations have been over the survey organisations much support in any case, that is, those of the informal or Abberthorne without not make much material difference. The stronger and more progressive stations which are really making a bid for popularity, it is likely that they will not be paying hundreds or thousands of pounds for the privilege of obtaining exactly the same type of survey which they can get for a fraction of the cost by doing a small survey of stations long before the present system had been established.

Individual surveys were encouraged by the stations long before the present co-operative plans were developed. Supporting the present shared-cost surveys did collapse through lack of absolute need, we would merely revert to the old, costly system whereby each station made haphazard estimates of its own. Time-buyers were expected to muddle through a mass of conflicting claims. The stations would need surveys were in danger of being submarginal. Did people know there was unethical selling, it was wasted.

Actually the tendency to make capital out of competitive stations’ weaknesses was neither a healthy part of the industry or the public interest. The reason is quite the same. The only advantage that can be made of this method is the reduction of the cost of the surveys and the other, than they could possibly be if they had to depend again on individual surveys.

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Hibberto, 3HD have operated with 3 OB outlets, 2 of which were built by the station engineers for AC malms and a battery-operated job of early AWA vintage. However, some very big shows are scheduled for the next few weeks, including a "carols by candlelight" broadcast from a public park which will call all of the five microphone positions, so that the addition of the new apparatus is particularly timely.

In the new equipment, which is illustrated above, no special attempt has been made to reduce weight or bulk, but instead emphasis has been placed on the provision of maximum facility, with high-quality transmission characteristics and reliable performance.

Each of the two units weighs about 40 lbs, and is provided with a webbed carrying case. The amplifier has provision for five microphone input channels, and has an output of 21Vt with controllability that response from 30 to 10,000 c.p.s. The power unit incorporates a built-in filter-interceptor system and may be operated from either 6 volts D.C. or 240-volt A.C.

Back Home from the U.S.A.

Lawrence Cowan, winner of the 1945 P. & A. Parade, arrives back in Melbourne from America. From left to right: Mrs. Griffith and Miss Nancy Griffith (Cowan's fiancée), Mr. Leonard Newman, one of Guides (sponsors of the P. & A. Parade), Lawrence Cowan and Eddie Bannister, of 3KZ.

EMPHASIS ON OB's AT 2HD

As they conduct 13 regular OBs each week, with at least an additional extra half-dozen casuals every month, and as constant mixing-in with the listening public has made their announcer’s names a household word and given life to what otherwise might have been just “a man on the radio,” Newcastle station 2HD rightly considers these broadcasts as being of utmost importance and attributes a considerable degree of the station’s success to the audience contact made by medium of the “wandering microphone.”

In these OB’s, dances, concerts, children’s parties, hospitals, boxing, wrestling and all sporting broadcasts are included, even in a regular weekly broadcast from a mental home, so that maintenance of a high-technical OB’s, from a mental home, so that A.W.A. vintage. However, some very big shows are scheduled for the next few weeks, including a “carols by candlelight” broadcast from a public park which will call all of the five microphone positions, so that the addition of the new apparatus is particularly timely.

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MACQUARIE NET CONFERENCE

Macquarie Broadcasting Network conducted its half-yearly Conference at the hotel Australia, Melbourne, in the presence of the Governmental and commercial management of Mr. H. G. Horner, manager of Macquarie Broadcasting Service, and a number of Messrs. C. Ollivier (SCA), D. P. Dineen (Macquarie Directors), V. M. Miga (3BH), C. Cannon (3BH), W. Mill (2HR), E. Randall White (3AV), J. E. Guyse (3AV), E. W. Meek (3SH), J. Larkin (3SH), R. Male (3SH), H. W. Gidney (3SH), A. Tysdon (3SH), B. E. Lane, R. H. Heslop and D. A. Armstrong (Macquarie Head Office), and L. G. Mlocke (Macquarie representative).

After the conference it was stated that owing to the recent coal strike in Western Australia and restrictions on broadcasting, representatives of 4PR were unable to attend. Plans were discussed for the further development of the network and the implementation of a vigorous sales policy.

Mr. Horner announced the plans for the production of new features in the coming year and the development of the new Macquarie Light Entertainment Programs. He also announced that new productions would be made for the station army, and that the station would be broadcasting in the future.

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364 days of the year...

The Argus Victorian Country Network's 'good' for national and local advertisers reaching what are today the three richest areas in Victoria.

but on Christmas Day...

The management and Personnel of the Argus Victorian Country Network 3RB-YB-UL takes time off to wish you a Happy Xmas and a Prosperous New Year.

The ARGUS VICTORIAN COUNTRY NETWORK


Public Interest in Maples' P. & A. Parade

During the last semi-final of the P. & A. Parade on Sunday, Dec. 1, it was announced that tickets for the grand final on Sunday, Dec. 8, could be obtained at the Melbourne Lord Mayor's office at 8 a.m., the following morning, Dec. 2, upon making a small donation to the Lord Mayor's charity fund—the result is evident from the photograph. The grand final of the P. & A. Parade was broadcast on 17 stations in Vic., N.S.W. and 2LF, 7BU, 7THO, 7THQ, 7THA on Sunday, Dec. 8, from 9 a.m. to 10 p.m. As the results of this year's Parade will be announced at a special prize winning ceremony on Sunday, Dec. 29, from 9 to 10 p.m. At this function, prize winners of the Listeners' Competition will be announced and prizes will be awarded to the winners of the grand final and prize-giving of the new Macquarie Light Entertainment Programs. Mr. Eric Bush, who has been appointed Network Musical Director, has been responsible for the development of the network and the implementation of a vigorous sales policy.

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Vacuum's Opera for the People May Prove Significant Development

(By Another Critic)

After reading all that has already been written by radio program critics about Vacuum Oil Co's new big feature "Opera for the People" there would seem to be little new to add to the applause. But that which is new is perhaps more important than all that has been said before. No emphasis at all has been given to the hitherto unopened field for the development by Australian broadcasting of Australian operatic singing-and-playing talent.

The significance of this opportunity for young Australians in the operatic field is very important. Glenda Raymond (young nightingale) Maxwell Laird, Noella Cornish, Elia Morrison... have all been located to help their feet on the rungs of the operatic ladder. Nobody can foretell just how much this has been made possible by Vacuum's sponsorship (or it could have been any other sponsor) of a genuine effort to push the operatic ground.

In Sydney, Melbourne and other capital cities have been made, whole series warrants. The first opera "La Boheme" was selected to make, cost a lot of money. It will be re-made up to the very last note in the light of subsequent improvements in production technique. It is to be hoped however that for the re-run of the series some time next year, or the year after, "La Boheme" will be re-made up to the very high standard of say "Fausset" or any of the several produced later. That there will be repeat performances is accepted automatically. Opera demands it. "Opera for the People" can stand it.

Hector Crawford, director, and his sister Dorothy Crawford, producer, have the congratulations of the several produced later. That there will be repeat performances is accepted automatically. Opera demands it. "Opera for the People" can stand it.

Finally a note from the "bush" which I have given permission to use. It is an extract of a letter from the manager of a Queensland country broadcasting station to the agency handling the Vacuum account:

"I am led to believe that one of our local priests, whilst delivering a sermon last Sunday morning, demanded that his people listen to "Opera for the People," I believe also that he instructed the Sisters to tell the school children that they must listen to it."...
LISTENER RESPONSE TO RADIO ADVERTISING

A further report of listener response to radio advertising is given by Ashley's, Sydney department store, who announced in their section "Ashley's Australia's Choice" broadcast from 2UE, on Wednesday, November 27, that they would offer two pairs of prestige sheer silk stockings to each customer the next day. The response can be gathered by the photo below, showing a part of the section of the "stocking seeker." This is the second occasion that Ashleys have announced stockings for sale in their Wednesday night feature, and on each occasion, shoppers have queued near «ids in trying to obtain stockings.

Women who were tuned to 2GB at 9 p.m. one recent Tuesday evening, heard an announcement that 1,000 pairs of pure silk stockings were to be sold at McDowell's (Sydney) the following day.

Excitement and bustle took place when McDowell's opened their doors and "stocking-starred" women, many of whom had been waiting since 8 a.m. pushing their way towards the stocking counter, Peter Barry, the Macquarie Roundman, was on the spot, and gave a complete coverage of the proceedings in a full half-hour broadcast on 2GB. Women who had purchased the stockings, women who were endeavouring to do so, and women who felt it beyond them to push their way into the consternation, were all interviewed by Mr. Barry.

The stockings, were all sold within three-quarters of an hour, and one 100-word announcement was made.

BROADCAST OF PARLIAMENTARY QUESTIONS

The following recommendations, made by the Joint Committee on Hansard in a report on Wednesday, December 12, were announced by Mr. Lovejoy, A.M., Speaker, to be submitted to the House on Wednesday, December 12, at 3 p.m.

"Within the limits of the time available the following parliamentary proceedings shall be re-broadcast by the B.C., between 7:20 and 7:30 p.m., on each sitting day:-

1. The proceedings—questions—without notice and on notice and answers therefor;
2. The proceedings—questions—without notice and answers thereto;
COVERAGE OF DAVIS CUP

A hook-up of 50 stations has been organised by 3AW for Davis Cup broadcast on December 26, 27 and 28. There will be a general description by Terry Dear and Dudley Gilling. In the beginning of play, three commentators will take over—3AW’s John Johnston, Ted Harris, one of the most promising junior announcers and Cliff Robinson, ex-Wimbledon player.

Stations taking the relay are: 3AW, 7HA, 5TH, 3BA, 2HA, 3SB, 3UO, 3TB, 2GR, 2CA, 2LF, 7EM, 2ML, 1PG, 2MG, 3DKS, 7TM, 4RS, 3IC, 2XG, 6KH, 6AM, 6CH, 6DO, 3JO, 7LA, 7RD, 7YD, 7QT. The descriptions will be sponsored by Dunlop Rubber Aust. Ltd., whose account is sold by Goldberg Advertising Pty. Ltd.

Davis Cup matches will be broadcast by 3XY from 3PM Monday to Sunday, 2PM to 6AM, Monday to Friday. Big Bill Baker, Zed Cookey and Bob Osgood will announce. The broadcasts will be available over AWB-Kooyong, the most promising junior announcers in this field and 7QT. The descriptions will be sponsored by 3XY from 3PM Monday to Sunday, 2PM to 6AM, Monday to Friday.

50 & OVER LUNCHEON

Gartrell Whites, sponsored of the “50 and Over” session on 2SM, Mondays and Thursdays, has been providing free Chadwicks Luncheon to 1000 old-age pensioners at the Sydney Town Hall, 6PM to 7.30PM, Monday to Thursday. To the 4,000 who could not gain admittance to the luncheon, Gartrell Whites have sent a copy of their Christmas Phamplet: “Tis the Season.” This is indeed a generous gesture. The Chairman of the Mayor of Sydney, Alderman R. G. Bartley, and the chairman of the luncheon committee, have sent their compliments to Gartrell Whites, who also kindly sent the luncheon committee their compliments on the successful promotion of this luncheon.

The luncheon is well advertised, and will be rebroadcast at the usual time of the “50 and Over” session on the same day.

2CH WOMEN’S LEAGUE FASHION PARTY CHEQUES

Many well-known charities will receive substantial cheques from the 2CH Women’s League at its Christmas party, to be held at the Sydney Town Hall on December 12, Monday, 2PM to 6PM.

“MANHATTAN TOWER” U.S. MUSICAL NARRATIVE

When Allan Toohey’s sister-in-law, Miss Louise Weir, who is visiting from the United States, recently visited Sydney, she was delighted to hear that Allan Toohey was producing a musical documentary of his film “Manhattan Tower.” The musical narrative will be composed by Gordon Jenkins. Comprising 1000-line copy. It was recorded in New York, September 25, 1946. The director was Dr. A. Ogilvy R. Turner, whose address was 535 East 79th St., New York, N.Y. Called “The Odeon Tower,” it will be played in Australia on Monday, December 1, 1946.

SPONSORED EISTEDDFOD FOR CHILDREN

Midland Junction and Dairy Co. manufacturers of Victor Cream, sponsored a special eisteddfod for school children in Midland, South Australia, on December 1, Australian broadcast on December 2, 3 PM to 5 PM. The eisteddfod was an overwhelming success, with 930 entries in 90 different classes. Two of the main items were the 250 cases of cheese, 90 cases of butter and 90 cases of Victor Cream, valued at £14/14/-.

Radio Sports Commentator Dies

With the passing at the age of 45, of Ken Johnston at a Randwick private hospital, this papers reports that Ken Johnston was not only one of the most popular sporting commentators, but also one of the most promising sporting commentators.

He had been associated with the Sydney Metropolitan League for 13 years, except for a break of about four years, due to extreme nervous exhaustion. His place in the microphone from 11AM until 11PM has been taken by Margaret Kirkby.

Stunt worker of 2UE, Barbara Woodward, in whose place “Togues From’” Norman Corwin, had been so successful, has received the Victoria League’s “Musician of the Year” award for her work. It will be broadcast in the near future.

When 2UE announcer Colin Lyman lost his voice during the Christmas party, it was reported that he had lost his voice during the Christmas party, which is being sponsored by the Federation of Australian Musicians, Inc., and the League. An announcer who has the voice of the radio in J. A. Bul Ltd., grocery manufacturers, who is sponsoring the “Radio of Two Cities” four afternoons week in the Children’s Session on 2HC.

A special competition is being conducted in conjunction with this feature, and the first prize is a bicycle valued at 14/-.

The 2HD Children’s Club has now attained a membership of over 500.

LITTLE IMMEDIATE TELE EXPANSION IN G.B.

(From our Special Correspondent)

London Nov. 28.—The BBC is reported to be planning an immediate expansion in G.B., perhaps on a small scale, in order to hold out very little prospect of expansion in the next two or three years.

At present, the TV stations at London, Birmingham, Manchester and Leeds are being used for experimental television. It is reported that the BBC, at least, is looking forward to the expansion of television to other parts of the country, and that a number of cities are being considered as potential centers for television broadcasting.

The expansion of television is due to the rapid growth of the technology of television broadcasting, which has made it possible to transmit high-quality images and sound over long distances. The expansion of television is also due to the increased demand for television programs, as a result of the increasing number of televisions in homes.

The expansion of television is likely to have a significant impact on the media landscape in G.B., as it will allow for more diverse programming and increased access to television content.

The expansion of television is also likely to have an economic impact, as it will create new jobs and opportunities in the television industry, and it will also provide a new source of revenue for the BBC and other television companies.

The expansion of television is also likely to have a social impact, as it will provide more opportunities for people to engage with the world around them, and it will also provide a new way to access news and information.

The expansion of television is likely to be welcomed by the public, and it is likely to be supported by the government, as it is seen as a way to promote the cultural and economic development of the country.

The expansion of television is likely to be a significant event in the history of television broadcasting, and it will be watched with interest by people all over the world.
Mr. W. H. Northam was appointed managing director of Johnson & Johnson Pty. Ltd. at the annual general meeting of the company on November 10. Mr. Northam joined Johnson & Johnson in 1943 and has held positions of manager for Queensland, sales promotion manager at Sydney, and general manager, Sydney.

Mr. R. D. Boesch, executive director of Marquard Broadcasting Services, arrived back in Sydney early last week after an extended tour abroad.

Mr. Walter Houie, who heads the Bothsun organization in Australia, is visiting the United States with his family. He is spending some interesting holidays in the midst of the woods.

Mr. W. H. (“Bill”) Northam, of Johnson & Johnson Pty. Ltd., and Meary, Claude Willmott and Bay Willmott, have been at the Club of Australian Broadcasters in Sydney last week after an interesting and educational tour of the United States.

Mr. G. M. Waylett is the new manager of the Pacific Department at the United Breweries in Sydney to-day. December 11. Mr. Northam returned last week from a business visit to New Zealand.

Mr. H. N. I. Loudfire, manager of the Sydney office of the Australian Broadcasting Corporation, will arrive at Sydney on December 12. The occasion was to introduce the advertising manager, Mr. A. C. Lynch, and the “Star” sales promotion manager, Mr. L. C. Kay. Mr. Lynch was formerly the company’s manager for Queensland and Mr. Craig manager for N.W.

Mr. A. F. Fitz, V.B.N. general manager, and a flying visit to the west so the word to Swan Hill last week.

Mr. Frank Higginson, manager of H.A. has resumed his duties after an overseas vacation in Melbourne.

Mr. Bert Beaver, manager of the 2GB station in Sydney, is in Melbourne last week.

Mr. A. T. Dow, manager of the Tasmanian Coastal Network, was in Melbourne last week. He had no further adventures with parakeets, but he nearly left his brief case in “Broadcasting Business” office.

Mr. Bert Dray, procurement manager for Albion Park, has returned to Melbourne after a brief visit to Adelaide.

Mr. F. W. Noble, manager of the ABC station in Sydney, is in Melbourne last week.

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Mr. L. M. McMillan, general manager of the National Bank of Australia, was recently elected chairman of the Association Bank (Australia) Ltd. on November 29. The new chairman is to be re-elected at a former executive factory.

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