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This edition will include the advertising rates and publishing data of all periodicals, trade, business, technical and professional papers. It will cover the rates and data of miscellaneous media advertising such as theatre slides and transport advertising, together with a list of Australian advertising agents, rules and regulations of organisations concerned with periodical and miscellaneous media advertising.

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BROADCASTING BUSINESS

To our Readers — A PROSPEROUS NEW YEAR

VAL XV, No. 12
44th Issue
December 26, 1946

Incorporating “Commercial Broadcasting”
Registered at the G.P.O., Sydney, for transmission by post as a newspaper.

H E R E ’ S one for the road.
It was a week before Xmas, and she stood for a long time outside the theatre, in front of a sign which read “Servicemen, 1/—.” Twice she counted the money in her purse, and then put 41— on the box office window.
“Could I,” she whispered, “please have four big sailors?”

WELL... well... well! As I was saying to the boys just now, we all feel like letting our heads go this week on some big idea. We’re all wishing our pals a “Merry Christmas”... and thinking up shiny new resolutions to break in the New Year.

(You’ve heard, haven’t you, of the fellow that went on the “waggon” and then found the going very hard? You haven’t? Well, I’ll tell you. He went to the doctor, and told his story.
“O.K.,” the doctor said, “I’ll give you something to strengthen your will power.”
“Hey, no,” this fellow said, “I want something to quieten my conscience!”)

Joking aside, the boys at 2UW have asked me to wish you for Xmas and the New Year, all that you would wish yourself... they gave me a quiet tip, too, that a couple of new programmes coming up for the New Year would be two more reasons why

most people listen to

2UW
YOU WOULDN'T GO TO A
CONFERENCE UNCOVERED...

AND YOU SHOULDN'T ATTEMPT TO COVER SOME OF AUSTRALIA'S MOST IMPORTANT MARKETS WITHOUT:

2AY
2GN
2GF
3BO
ALBURY
GOULBURN
GRAFTON
BENDIGO
TOWNSVILLE
CAIRNS
MACKAY
WARWICK

This network offers you eight stations—each with a concentrated audience in 8 of the major markets in Australia—each with DOMINANCE in its area—most of them ALL OF THE TIME!

If it's complete coverage of rich, responsive markets you're after this network of stations is your answer and you buy a ready-made audience of potential customers for your services or product.

All particulars from

AMALGAMATED WIRELESS (A'SIA) LTD.
SYDNEY
BRISBANE
MELBOURNE
Praise for Co-operation of Country Broadcasting Station

Are School Conditions More Degrading than Radio Programs?

AARDS Quiz

WHO are the managers of the commercial broadcasting stations in Australia?

WHAT broadcasting station charges the greatest amount per minute?

WHERE are the locations of every broadcasting station in Australia?

WHEN can you broadcast a political advertisement?

HOW many transistor programs are available to the national public?

Radio's Fine Selling Job Praised by Johnson and Johnson Chef

The broadcast advertising medium is doing a great job for Johnson and Johnson Pty. Ltd., the managing director of the firm, Mr. J. M. Caldwell, said last week at the 21 Club of Australia's December luncheon at Usher's Blue Room in Sydney on December 12. Mr. Northam was the Club's guest of honor for the function while other guests were Messrs. Claude Willmott and Ray Walters, representatives of the Australian Commercial Broadcasting Association; J. Martin, Chief Wireless Inspector; George Snape, President of the 21 Club, J. Taylor, Manager ZUW, and Reg Lane, general manager-elect of Macquarie Broadcasting Services.

Opportunity was taken by the Club members to congratulate their vice president, Mr. J. E. Ridley, upon his election last month to the presidency of the Australian Federation of Commercial Broadcasting. There are probably many outstanding examples of how our commercial stations are playing vital roles in assisting education in other parts of Australia.

This report is not the kind that we publish. There had been some criticism that the country broadcasting station would have made “WBBZ” a better name. That’s what we said in last issue and submitted our complaint. We see today that the station is a fine addition and welcomes the great quality of the station. That praise is what makes the news headlines and is taken for granted. And your criticisms of what people do in your station are not from the station’s daily press.

Radio’s fine selling job is praised by Johnson and Johnson chef.

FOR EDUCATIONAL FORESIGHT

AUTHORITIES LACK EDUCATIONAL FORESIGHT

With some politicians and some members of the public bodies in the town as well as a few parents and school administrators, there is a compulsion upon kiddies to attend our curricula public schools — there is no compulsion upon them to listen to radio programs.

In his annual report the headmaster of Orange High School (Mr. R. A. Golding) appealed for a new deal in education and referred to the inadequate periods of training for teachers, the too large classes, the buildings set for school houses, which, “would be condemned as factories or residential facilities for the youngsters, little that is beautiful.” Is it any wonder that children leave school with port.

With some politicians and some “authorities” lack educational foresight.

School Aid from 2GZ standard to 2GZ who were the managers of the commercial broadcasting stations in Australia.

Speaking History relating to the fine work of which has come to hand since our last at the adequate periods of training for teachers, be condemned as factories or residential facilities for the youngsters, little that is beautiful. Is it any wonder that children leave school with port.

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School Aid from 2GZ standard to 2GZ who were the managers of the commercial broadcasting stations in Australia.
The Shadow" Says Crime Does Not Pay

When Mr. Sheehy, Labor member from South Australia, attacked commercial broadcasting programs in Federal Parliament recently ("B.B."
Dec. 12), he chose an unfortunate (for him) example in quoting "The Shadow," for that serial is definitely a "crime does not pay" feature.

Referring to Mr. Sheehy's criticism last week, Miss Grace Gibson, whose program production organisation is responsible for the re-scripting and producing of the well-known American feature, said she could not understand what Mr. Sheehy was complaining about.

"Every episode of the series opens with the legend - 'Once upon a time you bring you the thrilling adventures of The Shadow...the hard and relentless fight of one man against the forces of evil. These dramatisations are designed to demonstrate forcibly to old and young alike that crime does not pay!"

In introducing the series after the commercial we open with:--

"The Shadow - mysterious character who aids the forces of law and order..." and the closing announcement is as follows:--

West week same time same place again you another strange and thrilling adventure in The Shadow's battle against the forces of evil! Be sure to listen for another thrilling Shadow story. As you sow evil so shall you reap..." and the closing announcement is as follows:--

The FFC is taking practical steps to aid FM development by deciding to issue special temporary licences for powers lower than those granted the high-powered transmitters are available.

The output of radio receivers with FM rose from 17,541 in September to 22,191 in October, according to figures just released by Radio Manufacturers Assn. Of the October output, 22,191 were console radio phonographs, 836 mantel models and 768 consoles without output phonographs.

The hearing before the FCC to decide whether color television goes commercial or remains experimental status commenced to-day, Dec. 9.

In spite of what the slightly pessimistic might whisper in your ear, the outlook for 1947 is definitely not gloomy. Allowing for production difficulties, and this and that factor, each passing week sees more goods available... less empty spaces on store shelves. But, with a greater variety of old lines and the advent of new ones, selling becomes a little more than merely supplying a demand. It means CREATING a demand. This no doubt explains the ever-increasing weight of advertising appearing in all media, including radio. If you are selling in the fertile Victorian market, 3K2's immense following will be glad to hear about your product.

NORTHERN N.S.W. QUEST

Three Stations Aid Local Talent

The extensive northern N.S.W. search for amateur talent culminated in the Grand Final on Saturday, Dec. 9, when a relayed broadcast from 2AD Armidale to 2NZ Inverell and 2TM Tamworth was made.

Finalists from Inverell and distantly were Mr. George A. Kerr, school teacher of Glen Innes High School, and 13-year-old classical pianist, Noel Webber, also from Glen Innes. Mr. Kerr was eliminated during the Grand Final for his baritone rendition of "The Road to Mandalay." Competition from the three centres, Armidale, Tamworth and Inverell, was very keen. The runner-up in the Grand Final was Ron Hemmings, 6th year student of Tamworth High School, for his playing of Oring's "Concerto in A Minor."

West Australian News

 físico from the 2CH breakfast session. Cliff Nicholas and Graham Hobe are now presenting the 2CH breakfast session. Hobe is best known in radio as '3K2' the former "Snicky and Toppy" team on 2AW where they were together for 14 years. He up-graded to have a program of his own on 2AW, which he then presented for five years. He is now living the life of a retired bachelor, devoting himself to music, art, the theatre, and work for causes he is interested in. His program is a lively and entertaining mix of all sorts of things, from music to current affairs to comedy sketches. He is a very versatile person and is greatly admired by his audience. His program is very popular and is listened to by many people in Western Australia. He is a great asset to the radio station and is very much missed by his audience when he is not around. His replacement is a very capable one and is doing a great job."
Banquet Commemorates Radio Founders

Attended by over 150 Institution members and guests representing the Service, Science and Industry, a successful banquet was staged by the Institution of Radio Engineers, Australia at the Wentworth Hotel, Sydney, on December 12 as part of its Commonwealth-wide annual commemoration of Radio Foundation Day.

Simultaneous functions were held in other cities by the various Divisions of the Institution and the occasion was marked on a National scale by an A.B.C. interstate relay at 7.45 p.m. of specially-recorded messages from Viscount Mountbatten of Burma, who is President of the British Institution of Radio Engineers, and Sir Ernest Fisk, who was first President of the Australian Body.

In his message, Lord Mountbatten paid tribute to the initiation of Radio Foundation Day by the Australian Body and anticipated that the movement would become world-wide.

Sir Ernest Fisk referred to his early association with the I.R.E. in Australia and recalled the early celebration of Radio Foundation Day in 1936, when the occasion was acknowledged by a special message from the Marchese Marconi, whose successful bridging of the Atlantic by radio on December 12, 1901, provided the inspiration for Radio Foundation Day.

Sir Ernest concluded by sending best wishes to all of his old friends and associates in Australia.

As a background to the function, the Institution organised an exhibition of radio and electronic equipment in the Wentworth Ballroom annexe and this included equipment ranging from aerial navigation equipment.

The assembly commenced at 6 p.m. with cocktails and an inspection of the exhibits, and at 8.30, the banquet commenced with I.R.E. President, D. G. Wyile in the chair. At 7.30, Mr. Wyile proposed the Royal Toast and after this was honoured, proceeded briefly to review the origin and significance of the occasion.

At 7.45, the sound system was switched over to take the A.B.C. relay and following this, the Hon. Oliver Frid, representing the N.S.W. Government, spoke to those present on the relations of the engineer to the community at large.

Mr. A. S. McDonald, Past-President of the I.R.E. and newly-appointed Chief Engineer of the Telecommunications Commission, then welcomed the guests on behalf of the Institution and the first response to this toast was by Lt. Black, R.A.N., representing Rear-Admiral G. D. Moore, C.B.E., R.A.N., on behalf of the Services.

Other speakers in response were Mr. J. J. Malone, Chairman of the Overseas Telecommunications Commission, on behalf of Communications, Postal and Overseas; Sir John Madison, D.Sc., B.E., President of the Institute of Physics, on behalf of Research and Engineering Bodies; Mr. J. J. W. Kennell, President of the Radio & Telephone Manufacturers' Association, on behalf of the Radio Industry & Trade Bodies; Mr. J. J. Brown, Supt. of Communications, Australian National Airways, on behalf of Civil Aviation; and Mr. J. M. Moses, General Manager of the Australian Broadcasting Commission, on behalf of the National Broadcasting Service.

Other guests present included Messrs. R. T. Allen (Truth & Sportsman); T. Armstrong (Supt. Wireless Branch, Sydney); H. G. Crook (President, Radio & Electrical Retailers' Association of N.S.W.); J. R. Edwards (Radio Press); C. C. Faulkner (馞 Sec. & Radio World); K. L. Godfrey (representing Mr. P. R. Godfrey, Chairman of the Electrical & Radio Development Association of N.S.W.); W. H. Bebbidewhite (Standards Association of Australia); J. M. Martin (Chief Inspector of Wireless, P.M.G.'s Dept. Melbourne); D. V. Mills (representing the Chairman, Sydney Division of the Institution of Engineers, Australia); Group Captain K. R. Parren (representing the Chief of the Air Staff); Dr. J. L. Pawney (Chairman N.S.W. Division of the Institute of Physics); P. D. Reddell (Supt. of Technical Education, N.S.W.); Inspector W. E. Salam (representing Mr. W. J. Mackay, Commissioner of Police, N.S.W.); and J. B. Theodore (representing Mr. E. O. Theodore, Consolidated Press).

LARGE QUIZ PAY-OFF

An all-time record for prize money in Australian radio was established this month by 2UE, when £730 was paid out in four days. The total consisted principally of two big jackpot prizes which had mounted over the preceding weeks.

It started with the "Telegraph Sports Parade" in the 2UE Theatre Friday Night Show, when the "Quiz Kite," jackpotted to £110, was won by a competitor who successfully answered three questions on current sports. This season carried a weekly prize of £10, which had not been won for 18 weeks.

A total of approximately £200 was paid out in smaller prizes in the following half-hour during the broadcast of "Superquiz."

On the following night, in "The Atlantic Show," Bob Dyer's "Crackpot Quiz" which offered £558 worth of much-in-demand merchandise including a refrigerator, a washing machine, gas cooker, set of golf clubs and balls, six car tyres and other prizes, was won when a 35-year-old schoolteacher successfully answered three general knowledge questions.

One other prize which he may yet win is an offer to a £5000 2UE "Double" on the Doncaster Syndicate Cup, the double to be named within a week of nominations.

Two days later, on the Monday, a listener walked into 2UE and claimed the £20 jackpot prize for finding one of Bob Dyer's lucky 11 notes. The listener was a bank manager who noted the number on his pad, kept watch for it, and found it!
The printing Press must be free because under any other system the poison of propaganda would destroy the mind and corrupt the will of the nation," declared Sir Keith Murdoch, chairman of the Herald and Weekly Times Ltd (owners of 3DB-3LY) in the course of his speech at the annual meeting of shareholders on Nov. 29.

"But of course the Press must be much more than merely free. It must be fact-finding, truth-telling, truth-seeking to the limit of human capacity and enterprise. It can deviate from this purpose only at the risk of its destruction.

"And we must remember that the atomic age is an age not only of destroying power and destruction but of joy, of good will and harmony. The printing Press must be free in all countries for all countries: only then will we get truth and good faith ruling. Only then will propaganda and disinformation be made impossible.

POWER INCREASES FOR COMMERCIAL STATIONS

Other Permits Expected to Follow

Power increases for commercial stations in 1947

Charleville and Cooma commercial stations 4VL and 2XL, have been granted an increase of power to 500 watts from the 200 watts upon which they are currently operating.

It is anticipated that the P.M.O.'s Department will shortly give a number of other power increases to certain country commercial broadcasting stations probably those in the shared-channel field.

Both 4VL and 2XL share the frequency of 929 k.c.s. Cooma station has announced its intention of moving on to the higher power in January that 4VL also will probably step up next month.

The commercial broadcasting stations of Australia have for years suffered from a distinct disability in the restriction of the P.M.O.'s Department to "peanut" power. In the face of that official policy, however, the National stations are operated on comparatively high powers ranging from 2,000 to 10,000 watts. Total wattage of the 29 National stations in Australia (exclusive of short-wave services) amounts to 150,000 whereas the total wattage of the 100 commercial stations amounts to only 62,000. The highest commercial station power allowed so far is only 2,000 watts and of these there are only 12 stations in that category and over eight are 1,000 watts. The rest range from 750 watts down to 100 watts.

It is understood that stations 3AW, 3CV and 2XR Roma (300 watts) which both share the same frequency channel, have been granted permission for increased power but just when the increase will be made has not yet been disclosed.

With the expected equalising of the seller's market and its effect on future business, the executives of 3AW and Macquarie have long-range motives in holding key times on key stations for those companies faced with merchandising problems likely to develop in the new year.

Some big shows have already been booked. In no sphere will 3AW be backward; sponsors will benefit from a more progressive programming policy aimed at making most people, most of the time, tune to 3AW...and leave it at that!
Cheque for Charity

The grand final of the 11th P. and A. Parade, sponsored on a chain of 15 stations emanating from 3KZ, by Maples, well known Melbourne Furniture Store, presented a great array of talent to a packed house at the Melbourne Town Hall on Sunday, December 8. Enthusiasts even stood for the whole performance, and the sponsors are to be congratulated in giving these artist such a chance to attain a step on the ladder of fame.

A variety of musical comedy gems played to a full house. Mr. A. Parades, before the 16 competitors were invited to enter the Listener's prize-giving night at the 3KZ studios were, the £200, £50, and prizewinners (adults, juveniles, and their guests).

Other items were given by Harcourt French, and Dudley Simpson, the pianist, contributed in small measure to the night's success, and announced the winners, and to receive, on behalf of the Hospital Appeal fund, a cheque derived from the final night of the Parade, held in the Town Hall, Sunday, December 9, when admission was by ticket only, and they were also invited to enter the Lord Mayor's Christmas Concert, a trip to America, was awarded, and the Army & Navy Stores, sponsored a great array of talent to a packed house at the Melbourne Town Hall on Sunday. The broadcast opened with a selection of musical comedy gems played to a full house, and the sponsors were the 3KZ studios were, the £200, £50, and prizewinners (adults, juveniles, and their guests).

With the experience she gained of social conditions all over the world, Sally Harten is identified with music that people have another link . . . .

VIC. I.O.A. XMAS DINNER

The Annual Christmas Dinner of the Victorian Institute of Advertising held in the Melbourne Town Hall on December 19 was a great event, together with the traditional hot turkey and Christmas bath, the annual social gathering of the advertising fraternity and allied trade professions.

After the main event, the dinner was truly Christmas in its atmosphere with the traditional hot turkey and Christmas bath, the annual social gathering of the advertising fraternity and allied trade professions.

Later, there was the drawing of the raffle for the V.I.A. Christmas Appeal and "Smoky" Dawson entertained with songs but the star turn of the evening was manager of J.S. Armit Prince's demonstration of the "Three Card Trick" and other feats of leg- ment.

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With the experience she gained of social conditions all over the world, Sally Harten is identified with music that people have another link . . . .

Joining MIGHTY SYDNEY with the RICH INDUSTRIAL NORTH

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

STATIONS

2KY and 2HD

SYDNEY

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

SYDNEY—STATION 2KY (M 6291):

NEWCASTLE

S. Allan (Cent. 4705).

Broadcasting Business, December 26, 1946


This is what he wrote:

Radio statistical research has shown a tiresome tendency to childish controversy, an approach that has been brought into behaviour by a last-minute maneuver at the close of a sterile wartime controversy which was technically formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the service, sold to radio stations by strong-arm district meetings with ill-concealed advertiser boycott, and finally ill-concealed an effort to resurrect the BMB fiasco, claims in a last-minute retreat, there is the third, and no doubt the last, joint validation.

This is what he wrote:—

...But stations will not again try to range all the listeners to a network if, as 90% of the broadcasters believe, it is not a cost effective use of their dollars. The actual field strength values indicative of the prevailing service standards in all areas are well known and recognized features of the familiar CBS listening area technique. Just as every experienced and competent time observer has found the more conservative and reasonable approach, many station managers have come to believe in the illusion of all contests and their maps in which they obtained as little as 5% per cent response.

The CBS listening area procedure by Paul Kesten in the early thirties, long before the full force of the able marketing and allocation developments corrected the enormous original disparity between CBS and NBC coverage, provided CBS with a selling claim for most of the area then claimed by NBC. The CBS listener questioning approach was an inspired and brilliant capitalisation of the listener’s willingness to declare himself a patron of any station whose letters he can distinguish, despite degree, title, and jokes and bad noise. The rural listener of to-day, encouraged by printed premiums and the thought of possibly still more prizes, is no less ready than in 1930 to claim regular listener status under the most tenuous circumstances. Out of competition of high-level station after another rolls in as the listener turns his dial, does his overtaxed memory fail to recall all the minor and rarely-used services?

Perhaps the first proposition made by the BMB questionnaire: “Listener to the extent of ________ percent of _______ [stations] _______ time—AT ANY TIME” was a question that the BMB figure for his county claim will carry any more weight than the original CBS map.

But it is unfair to BMB to blame it alone for its $1,250,000,000. The BMB figure at a last-minute maneuver at the close of a sterile wartime controversy which was technically formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the service, sold to radio stations by strong-arm district meetings with ill-concealed advertiser boycott, and finally ill-concealed an effort to resurrect the BMB fiasco, claims in a last-minute retreat, there is the third, and no doubt the last, joint validation.

The only stations that won’t stand behind that approach are those having neither useful coverage nor program following. BMB could do that effectively at a cost comparable to present methods because of the substantially reduced cost of selected spot surveys over the attempt to appraise what everybody does in every county of the U.S.

Ridley Urges Industry Co-operation to Solve Technical Problems

Among those responding to the toast of “The Guests” at the IRE Foundation Banquet at the Wilshire Hotel, Sydney, on December 12, was ABC’s President, John Ridley. Mr. Ridley urged both topological and to the problem and excerpts are presented as a personal presentation.

Opening his remarks, Mr. Ridley referred to the fact that he was speaking as representative of Australia’s 100 commercial broadcasters and went on to refer to the harmonious relations which exist between the commercial and national stations. In this respect, he mentioned Mr. C. E. A. Moses, who spoke earlier during the evening, and said of his own experience, that is all it takes to sell it all the U.S.?

In the absence of anything new about this dual listener and coverage survey kind because there is been a lot of initiative and belief too much at stake to permit BMB to get away with anything. The BMB figure for his county claim will carry any more weight than the original CBS map.

But it is unfair to BMB to blame it alone for its $1,250,000,000. The BMB figure at a last-minute maneuver at the close of a sterile wartime controversy which was technically formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the service, sold to radio stations by strong-arm district meetings with ill-concealed advertiser boycott, and finally ill-concealed an effort to resurrect the BMB fiasco, claims in a last-minute retreat, there is the third, and no doubt the last, joint validation.

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ENGINEERS DISCUSS WIRE AND TAPE RECORDING SYSTEMS

The ever-increasing interest in wire and tape methods of sound recording and reproduction was reflected in a series of Conventions held earlier this year in the U.S.A. by the American Institute of Radio Engineers and the Institute of Electrical Engineers. A general outline of some of the papers dealing with this subject is given below.

The characteristics of the various methods of wire and tape recording available were disclosed in numerous papers, displays and demonstrations during the Conventions. The advantages and limitations of the various recording media, such as round steel wire, paper tape which carried a magnetic material, steel magnetic tape and the mechanical methods of recording in grooves on film, were all disclosed. It became evident that the quality necessary for the satisfactory reproduction of high-quality radio recordings could be obtained with any of these methods, provided that the wire or tape was moved at a sufficient speed. A German-built instrument using embossed film was also demonstrated during the IRE Convention. This instrument used iron-oxide impregnated tape wound on regular 8 mm. film, and was apparently completely dispersed throughout the cross section of the strip. The tape developed by the Brush Laboratories consists of a blue-black coating of magnetic material on a paper strip 1/2 in. wide and is supplied wound on regular 8 mm. film reels.

These papers can be edited simply by tearing out any desired sections and splicing with Scotch tape adhesive. No break is detectable on playback. For example, an "album" of popular songs can be compiled on one uninterrupted reel; a complete half-hour radio program can be recorded or a series of symphonic arrangements can be compiled. Recordings on the tape can be "erased" at any time and new recordings made over and over again.

Upon completion of a record, the rewind button is pushed and within a few seconds the recording is ready for playback. Although each reel of tape can accommodate about one hour of playing the required rewind time is well under one minute. It was claimed that the new coated paper tape can be produced at less cost than previous magnetic recording mediums such as wire and metal tape.

The Brush Laboratories also perfected a new wire recording medium using a magnetic layer deposited on the surface of a highly ductile metal base (such as brass). This coating is electroplated by a special process to give it the necessary magnetic properties for recording. Brush has perfected a means of plating this wire in such a way that exceptional uniformity and linearity are obtainable. It was stated that the cost of this medium should be below that of the usual stainless steel wire.

The wire recorder was one of the most talked about systems during the convention inasmuch as close to thirty companies have been licensed to produce equipment using the ultrasonic blasting method, developed by Armour. As is well known, this system uses a stainless steel wire about 0.004 in. in diameter. The advantages claimed for magnetic wire recordings are: No needle scratch—low background noise level; no break in continuity as found with record changing; wipe off and re-use of wire; instantaneous play-back without processing; unlimited number of play-back; extended recording time; excellent fidelity without elaborate precautions or special skills in recording lightness, compactness, portability. In addition, any portion of a record can be erased and revised without harm to adjacent portions. The method of recording introduced by Armour combines a fixed high-frequency current with the audio signal—the high-frequency component being in the order of 30 kc per second. A series of minor hysteretic loops result. When the magnitude and frequency of the two currents are adjusted properly, the final permanent value of magnetism in the wire is dependent only on the instantaneous value of the low-frequency signal field, and is substantially linear through the origin, thus giving a straight-line recording characteristic. The high-frequency component does not appear in the final record. In this way, all even harmonics are eliminated.
Wire and Tape Recording Systems

(Continued from page 16)

RADIOEQUIPMENT

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

CENTRAL QUEENSLAND

To ensure that sales messages reach the 30,000 listeners in this rich responsive market, Sponsors must use 4LG the station with the huge coverage. 4LG sells to Central Queensland because 4LG's loyal listening audience are set in their buying habits by sales suggestions made by 4LG.

4LG CENTRAL QUEENSLAND

Owned and Operated by LONGREACH PRINTING CO. LTD.,

Sydney: FRED THOMPSON, B.2385
MELBOURNE: STANFORD ALLAN, Central 4708

RADIONIC PRODUCTS

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

Mr. Rex Reilfes, young Australian Journalist and author who has turned his hand to script writing in recent months, is joining the staff of Grace ceremonies. He has already scripted several important shows for national sponsors, such as "The Story of Australia."
WHAT'S WRONG WITH ADVERTISING?

(By Another Critic)

Advertising has been so long "at the crossroads" that most advertising men have got used to it, or, at least to hearing it said so.

Maybe it is at the crossroads still, doing the things that it has always done. I've a hunch that industry has been pouring over it for so many years on a seller's market.

Those days are fast nearing their end. It's time advertising stood up, took stock, and asked a simple question of itself—What have I done?

To-morrow advertising will have to sell, and sell honestly. It will have to come to vigorous life, bury the half-truths, the insinuendo, the trickery of exceptions; Not all advertising is deplorable; but all of it could be generally so.

Influence is an indispensable form of human exchange. Sixty percent of to-day's advertising and advertising production is worth, and should be short or long, and so on.

For it is an indictment of advertising as it is practiced generally today that the reader should exclude it, and, as a whole, it is an indictment of what should be a really-powerful and highly-respected form of human exchange designed to work hand in hand with the progress of human endeavor. Summed up, all the faults found with advertising are the faults to which numerous critics (mostly advertising executives) have pointed out in the main add up to "copy"—or perhaps the approach to "copy." Most advertising copy assumes too much levity—too much to do with the public. Too much copy is out of touch with public temperature.

If a product is good, its advertising must be good. A copy must be good; copy has responsibility to the product. Advertising plays an essential role in the distribution of goods and services; and, as such, it should be used to benefit the consumer and will be all the more profitable to those who are able to rid themselves of half-truths and all-too-obvious "tricks of the trade." Consumer knowledge of new and improved products is highly desirable to all, but the secret of living is the most important step towards that higher level of living.

After years of a dearth of goods, perhaps the public has a right to be suspicious. The sooner it can be trusted, the sooner that process can begin to live with it, deeply enough to be satisfied that it has a product that can be trusted.

There is no pat answer to the question of what is the difference between "good" advertising and "bad" advertising, but H. K. Reynolds, vice-president of the Big American ad. agency Foote, Cone and Belding, in a recent pep-talk to his staff pointed out the most important accountability which a good advertising man should have. They are worth reprinting here—

1. There must be complete honesty—no deep sense of obligation not only to the client who pays the bills, but even more so to the customers who keep the clients in business.

Until every advertising man realises that his most important job is to persuade the advertiser to come clean to his customers, advertise his products, and make little progress in selling itself to the public.

There must be common sense, but more important, the ability to use it. Many people, including the president of the company, have common sense, but when it comes to advertising, they usually lose it. Many advertising men also appear to lose their common sense. They start thinking in terms of tricky devices, but when they sit down before a type-writer to compose an advertisement, they start thinking in terms of tricky devices, how to get attention, whether to use straight copy or pictures and captions, whether to be short or long, and so on.

Every advertising "expert" knows that you can get attention by using attention-getting devices, but many advertising men are too busy employing such sure-fire but lazy techniques to sell products not connected with babies, dogs and pretty women, yet too many advertisers are using the ability to use it.

People are interested in products manufactured for their use. They are interested in those things that advertising men admit. Too many advertising writers place them- selves in the front of the product and don't let the reader see it, feel it or know it. They are so infatuated with tricks that they don't know when no trick is needed.

Common sense is a most important thing in advertising. The public must be the sense of humor. Perhaps the greatest lack in advertising today is the ability to use it. Too many advertising men are so infatuated with tricks that they don't know when no trick is needed.

There must be almost fanatic interest in the client's business and in the way they do business. Intuition has always been considered the exclusive privilege of the copy writer. This applies to the little bell that rings in your head when you get an idea that you know is good, like "Look at all three," or "Next time, try the train." Intuition is the little voice that wakes you up in the middle of the night and says, "Write this down." So you wipe the sleep out of your eyes while your wife grumbles and you grope around for a pen of paper and a pencil to scribble, "You take the highroad, I'll take the railroad."

On the other hand, intuition is knowing that "the train is a great selling idea," to be used at some future date. "You take the highroad, I'll take the railroad" is only a code word to be dropped after a year of bitter fighting. It has nothing to do with being negotiated. It is proposed to regularize all schools about the series when it is ready to start off about March next.

A WIDELY READ NEWSPAPER SATURDAY SUPPLEMENT

Covering Queensland of course You can do it the hard way, picking a station here and a station there . . . or you can do it the easy way, safe and sound, by "buying" it of the powerful Newspaper of the LAND NETWORK.

And don't forget that you CAN'T reach some of the most important consumer areas in Queensland unless you use the Q.N. group, because in lots of places, the local Q.N. transmitter is your ONLY commercial voice which can be clearly heard.

It's a lot easier this way.

LEN WILSON

Business Manager

THE QUEENSLAND NETWORK
There's quite a national flavor about the "Authors' Playhouse" feature play for broadcast on 2UE, December 20. Titled "Viola," it was written by Mary Hewitt, an ex-schoolteacher who lives in Maryborough, Queensland. Mrs. Hewitt is the first Queensland resident to be represented in "Authors' Playhouse." In an exchange of telegrams, Mrs. Hewitt said she enjoyed writing for radio--"a new and wonderful life--because it took her back to the school days in Western Australia.

The Weston Advertising Company. the judges (seated in another room) announce that following the first sequence, Littleton-Harvey-Simmins Agency, the second series under the title "Talent Tote" will commence on January 13 at 8 p.m. and will be compered and broadcast by Brockhouse's. Account is handled by the 4BC/SB Advertising for the 2UE/SB advertising.

Pauls Ice Cream and Milk Ltd. announce that following the first series of the story "The Legend of Kathy Warren," which has been broadcast from 4BC/SB each day Monday to Thursday at 11.15 a.m., they are now presenting the sequel in the second series under the title "Jane." This feature has proved a popular women's serial, and Pauls plan to present the whole series in sequence. Account is handled by Littleton-Harvey-Simmins Agency.

"Talent Tote" is another new show of the line-up scheduled by 3XY for 1947. "Talent Tote," a new quiz for radio talent, will commence on January 13 at 8 p.m. and will be compered by A.M. Johnson. A feature of this program will be the manner in which the prize money is awarded to competitors. Without being previously auditioned, competitors are to present their acts to a studio audience while the judges (seated in another room) will adjudicate. Points are to be awarded and the winner of the program, dividends will be declared in accordance with the points won by each person.

"Fantasia of the Air," commencing from 3XY on January 15 at 7.30 p.m., is a musicale to appeal to all tastes, presented by Alwyn Kuts. This program is sponsored by Mark's Furnishing Co. Pty. Ltd.

The Victorian Division of the Red Cross Society has sponsored two new features on WEZ and the station has extended its Sunday night broadcast from 10.30-10.45 p.m. to take the new one-quarter-hour session "The Golden Sanctuary." This feature is directed by Humphrey Bishop with choir and orchestra and commenced December 15. The second feature, "Who Is My Neighbour," broadcast from WEZ, Tuesdays, 9 p.m., commenced on December 17 and is a series of interludes embodying talks by Red Cross officers who have served with the organization in various countries throughout the world.

Program Business

J. A. D. Gibson and Co. Ltd., Sydney wholesale tea and coffee house, have taken another George Edwards dramatic serial program to continue their policy of an "end-of-the-week" days feature. The new program, "The Mask of Fate," follows the conclusion of "The Pace That Kills," in the same time channel, 6.45 p.m., Wednesdays and Saturdays, on 2UE. "The Mask of Fate," an original script by Max Okaye is the story of a female Jekyll and Hyde--a woman who, during the day, is the wife of a respected doctor, but who at night becomes a shadowy, menacing figure of the underworld.

Commercing January 13, The Royal Art Furnishing, Sydney retail furniture store, will sponsor a feature serial "Edmund Conquest," on 2UE at 7.30 p.m. The contract is for six months of 15-minute episodes broadcast Mondays to Thursdays inclusive. "Edmund Conquest" is a ZUE production and is set in the 18th century on the Barberry coast. Muriel Stonebeck and Miss Thistle have been cast in the leading roles and supporting artists include Kevin Brennan, Harry Howlett, Nancye Stewart, Moray Powell, John Busselle and John Gray.

The annual convention of the Australian Association of Advertising Agencies (Federal) will be held in Melbourne, possibly on November 18-21, 1947, general secretary Mr. John Humphrey announced last week.

Over £10,000 raised in 2CH Line's "Junior Information" Broadcast to Continue

The wonders of broadcasting never cease!!

Nov. 27th: Last 1 canteen of cutlery!! The owner advertised in every newspaper throughout Central Victoria but had no success in finding the lost article.

He tried ONE spot advertisement over 3CV—result—canteen was found.

On the same day 3CV broadcast an appeal for the return of a lost dog which was found within 30 minutes of the announcement going over the air.

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2CH The Central Victorian Station, reaching all the listeners in Central Victoria.
Generous Sponsor
Gives Xmas Dinner To 1000 Old Age Pensioners in Sydney Town Hall

Below: Preparing the Garratt White Christmas puddings for serving to the guests.

The directors of Garratt White Pty. Ltd. have launched a Christmas pudding appeal which has been received with enthusiasm by Sydney residents. Participants are invited to purchase a pudding at $2.50 each, with 50% of the proceeds being donated to the National Advertising Agency. The Garratt White Foundation, which is responsible for managing the appeal, has recently been established. The pudding is available at 1200 a.m. and runs right through to 9.30 p.m. on Christmas Day and 7 a.m. to 9.30 p.m. on Christmas Eve. The appeal aims to raise funds to support the work of the Garratt White Foundation.

Newcastle Christmas pudding mix is used, and the pudding is made from a traditional recipe. The Garratt White Foundation is committed to supporting other charitable causes in the future.

South Australia

All South Australian stations prepared attractive Xmas programs during the week. The best of these were heard on ABC, the University of Adelaide, and the South Australian Broadcasting Corporation. ABC will broadcast from Elder Park 7.30 to 11.30 p.m. on Xmas Eve, while SAA will broadcast from the ABC studios from 2.30 to 8.30 p.m. on Christmas Day. Highlights will be with John Jones’ Radio, “Wine and Food” at 8 p.m. on Christmas Eve, and a special Christmas program on Xmas Day.

Garratt White Christmas pudding mix is used, and the pudding is made from a traditional recipe. The Garratt White Foundation is committed to supporting other charitable causes in the future.

ChapPELL's

Extend to Directors, Management & Staff of Broadcasting Stations

Every wish for a Successful and Prosperous New Year

Chappell & Co. Ltd.

MUSIC PUBLISHERS

NATIONAL BUILDING, 250 PITT STREET, SYDNEY

Chappell's

Broadcasting Business, December 26, 1948

Broadcasting Business, December 26, 1948

23
TO OUR READERS—

We of “B.B.” sincerely trust you enjoy a Happy Christmas Season and that the New Year will bring you prosperity and happiness.

Mr. Ken Stephens, who some years ago was well-known in Sydney broadcasting circles through his association with ZUL and SZA and who is now established in the radio and electrical business and hankering activities in the southern states, is back in Sydney after a couple of weeks in Brisbane on business. He hasn’t been in Sydney for a couple of years so decided to extend his stay into a short holiday, planning to return to Queensland only in the New Year.

Mr. H. J. McClure, Tasmanian manager for the Australian Broadcasting Commission, who has been acting manager for Australia, has been transferred to Brisbane as acting manager for Queensland.

Mr. Leon Jackson, who has had a long and interesting association with Brisbane and Melbourne, has been appointed manager of the Melbourne station for the Radi•s Broadcasting Federation.

Mr. H. E. Crane, chief radio technical officer for the Shell Company, has left Melbourne on a six months’ visit to America and England, where he will investigate the latest developments in aviation, modern radio and laboratories.

The Pharmaceutical Society of Victoria has appointed Mr. R. J. H. Brown, a former manager of the Constitutional Club, as chairman of the 14th annual meeting on December 9.

Mr. R. E. McCallum, manager of the National Bank, has been appointed manager of the new radio station in Melbourne.

The Australian Broadcasting Commission has appointed Mr. H. F. T. Jones, who has held the position for 15 years, to the position of manager of the Constitutional Club, Melbourne.

Mr. W. H. Davis has taken over the management of the 2TR station at Port Augusta.

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We’ll Blow Our Trumpet

Mingay Publishing Company is proud of its achievement in publishing during 1946, the Newspaper Edition and the Broadcasting Edition of AARDS. These editions were compiled and published during a difficult period but the ready acceptance by advertisers and agencies of this service is a pleasing indication of the esteem in which it is held, and of its assistance to all buyers of advertising “time” and “space.”

And now coming up early in 1947, the Periodical & Miscellaneous Media Edition. This will complete the entire coverage of Australian advertising rates and data.

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

is invaluable to all buyers of “time” and “space”. During 1947 and each succeeding year, AARDS will be published annually in the three Editions, Newspaper AARDS, Broadcasting AARDS, and Periodical & Miscellaneous Media AARDS.

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