MR. TIME BUYER . . .

You must have the important statistical data of broadcast advertising at your fingertips to do justice to your sales message and to make your radio campaign effective.

Plan your radio campaigns with the aid of BROADCASTING AARDS

The Modern, up-to-date reference system used by enterprising "time buyers."

BROADCASTING AARDS provides in alphabetical listing the advertising rates and station data etc., of the 105 commercial broadcasting stations in Australia and New Zealand. BROADCASTING AARDS provides subscribers with information on geography, rents, markets, listeners' licences—essential facts not guesswork.

BROADCASTING AARDS is in its informative, accessible style in a portable media file for your office desk, your home, or under your arm when visiting clients. BROADCASTING AARDS is a "must" for all enterprising advertising men who seek an up-to-date reference of the sales medium of broadcasting.

A monthly supplement is issued to subscribers of BROADCASTING AARDS, advising of any changes in the rates and data appearing in the edition. In this way subscribers are supplied with the very latest information on broadcasting rates and data.

SUBSCRIPTION, INCLUDING THE MONTHLY SUPPLEMENTS,
Australia, £2/2/0; Other British Countries, £2/10/0; America, $10.00; Other Foreign Countries, £3/3/0. There are no free copies.

OBTAINABLE FROM THE PUBLISHERS

MINGAY PUBLISHING CO. PTY. LTD.
Box 3765, G.P.O., Sydney, N.S.W. Phone FA 7054

40 Broadcasting Business, April 3, 1947

Hi Fellers!

Did you hear about the chap who complained to his pal that his wife listened to the radio all day.

"She hasn't spoken more than a dozen words a day to me for more than six months," he said.

"I'm going for a divorce."

"Hold on," his pal said, "if that's all that the matter old boy, you'd better think hard before you do anything . . . you'll never find another one like that."

That's just a story—but here are some hard facts about the programmes broadcast especially for women today:

Pioneer Tours' sponsorship of "Anne of Green Gables" in the 2UW Women's Session four days a week, means that 2UW now has EIGHT top-line serials on the air in the morning programme. Look at the list—and the sponsors.

"My Husband's Love" (Sunlight Soap), "Hollywood Holiday" (Kelynco), "These Old Shades" (R. E. Battle), "Crossroads of Life" (Peril), "Mary Livingston, M.D." (Kraft), "Aunt Jenny's Real Life Stories" (Velvet Soap), "Anne of Green Gables" (Pioneer Tours), and "Lime-light and Shadow" (Jenyn's Cosmetics).

Measure that audience!

Most people listen to 2UW
INTENSIVE COVERAGE OF EIGHT PRIME MARKETS
BY EIGHT HOME-TOWN STATIONS

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

Reaching more people than ever before—and with a clearer signal—these eight stations give intensive coverage to eight markets bursting with sales potentials.

All these stations dominate the areas they serve. Each is the most listened to locally. Each is the only station located in its respective market.

There is only one way to cover completely and economically each of these important markets. That is with the network listed above. Leading agencies and advertisers are getting “on the beam” and placing more new national business than ever on these stations.

All particulars from
AMALGAMATED WIRELESS (AUSTRALASIA) LTD.
Sydney • Brisbane • Melbourne

Radio Drama Comes of Age in Australia

With the so successful culmination on Sunday evening last of Macquarie Network’s first Annual Award for meritorious acting in radio drama, the Australian radio theatre has really assumed its rightful stature. It should go on to new heights with such healthy encouragement to its radio players as this Annual Award provides. It is not just enough that our best players should earn high broadcasting fees. The stimulus of another form of recognition is to artists, the most powerful spur to their artistic development. That is something which the film industry in U.S.A. long ago learned. There the annual Academy Awards for top acting honors in films each year has proved its inspiration to film players. In American radio too, annual awards are made by various organizations with the fulfilled object of encouraging the very best talent to peak of their historic abilities.

So to the Macquarie organisation, Australian broadcasting, both national and commercial, owes this much—a tribute for a part well played in the general movement for the better development of Australian culture.

It is significant that all four artists who won the first set of Awards, while they won their “Oscars” for certain specific parts played in Macquarie productions, were freelance performers. Thus whatever encouragement, whatever development of their acting ability accrues from the stimulus of their recognition will be reflected, not in a confined channel of activity, but widely through the whole field of broadcasting, stage and films in Australia.

A strong move by broadcasting managements to encourage the better development of Australian acting and writing and production talents does not stop at that point. The Federation of Commercial Stations has in hand a project which when consummated will prove of inestimable value to the industry and to cultural standards in broadcasting. The first step in this direction is the organisation, now going ahead, of annual awards for the adjudged best Children’s Sessions or features on the commercial airwaves anywhere in Australia. Another section will be devoted to awards for the adjudged best Australian written scripts, in one division single plays and in another, serial scripts.

These features of our broadcasting system today are a very healthy sign and should be taken into consideration by those who are so apt to fling critical comments in the direction of our radio programmers whenever the least jarring note or incident crosses their hypersensitive ears.

The Achilles Heel of the broadcasters lies in the fact that they cannot escape the listener—he is everywhere all the time, listening and registering. The advertisement announcement for Tom Brown’s liver pills is broadcast with equal eloquence as is the announcement advertising a Rolls Royce—the broadcaster hasn’t the kind of facility that the press has of setting the pill ad. In agile type and burying it in a jumble of other advertisements at the foot of a big page. After all broadcasting is a very democratic medium (not everyone even knows to the pill ad) and the wonder of it is that so much really worthwhile matter and high class production is broadcast rather than that there be a space of sub-standard material on the air. One hundred stations broadcasting an average of 16 hours daily makes 1,500 daily hours of broadcasting, or 112,000 hours weekly, or 6,720,000 hours a year. It’s not bad for a young country.
Vital Days for Broadcasting

Our Radio in PSCB and Cabinet

"Melting Pot"

(From Our Canberra Correspondent)

Canberra.—Australian broadcasting will be in the political melting pot this week when the special Cabinet sub-committee of three appointed "to examine the technical, financial and other fundamental problems of a changeover to frequency modulation transmission" will meet. The Parliamentary Standing Committee on Broadcasting has been asked to complete its report on ABC finances so that this can be studied by the three Cabinet Ministers—the Postmaster General (Senator Don Cameron), the Minister for Information (Mr. Arthur Calwell) and the Minister for Supply and former Postmaster General (Senator Wm. Ashley).

A draft of the report was prepared at the end of the recent sittings of Parliament and members have been studying it during the Easter recess. Finally it is expected when the Committee meets during intervals of Parliament assembly this week. A majority report from the Labour members will form the chief guidance to the Federal Government, but it is certain that the representatives of the Liberal Party—Senator Hays from Tasmania, Messrs. Percy Spender (N.S.W.), W. Holch改革 (Vic.) and W. Falkinder from Tasmania—will submit a minority report. The Ministry, which the Cabinet has agreed to proceed with the broadcasting industry and the ABC.

There is no doubt that this "reasoned argument" will be needed during the next few days when the ABC is faced with the immediate problem of ABC losses being seized upon by some Labour Ministers and by a number of the private Labour members as the favourable moment to nationalise the commercial radio industry, either directly by early acquisition, or indirectly by changing broadcasting over to the FM system without granting licences to the existing commercial operators. A forceful case is being put by one Minister for the disbandment of the Australian Broadcasting Commission and its replacement by direct Ministerial control over a broadcasting department whose administrative head would be a Director-General. The Prime Minister (Mr. J. B. Chifley) is known to oppose nationalisation of all broadcasting, because at the stage he believes the Government has too many other commitments; and he has been impressed by earlier Broadcasting Committee reports on the place of commercial radio in the Australian set-up. He is also influenced strongly by the opinions of departmental officers like the Acting Director-General of the Postmaster-General's Department (Mr. G. T. Chippindall) who pointed out officially a few days ago that Parliament had recoiled from the existing commercial broadcasting service as a distinct unit of the broadcasting system.

Mr. Chifley is concerned at present with the financing of the Australian Broadcasting system, especially how to overcome the disastrous practice of meeting current ABC commitments by liquidating funds intended for post-war broadcasting buildings.

The main draft of the PSCB report now under consideration is understood to traverse the possibilities of increasing the annual commercial transmitting licence fee considerably, of increasing the listener's licence fee, of a third ABC network carrying sponsored programs and of heavier subsidies from Consolidated Revenue to the ABC.

Increases in the licence fees will be opposed by at least two Labour members of the Committee and by all the Liberals, leaving two other threats to the existing system. The implication of heavier subsidies from the Federal Budget and of possible sponsored sessions over national stations are clear and threatening to the commercial radio industry. The ABC chairman (Mr. R. J. F. Boyer) opposes both these proposals because "they will increase Ministerial control over the ABC." Before Mr. Chifley as Treasurer can be persuaded to go against opinions such as those of the Secretary in the Treasury (Mr. G. O. MacFarlane), Mr. Chippindall and Mr. Boyer, however, the PSCB must convince him that a new broadcasting department controlling the national stations directly and overseeing the commercials would be more economical. At this writing, data on this financial aspect is being assembled for consideration of the Committee members when they come to their final meeting on the ABC monetary question.

If possible, the recommendations of both the PSCB and the special Cabinet sub-committee will come before the Full Cabinet within the next ten days. Meanwhile a big question mark hangs over ABC Broadcasting House and many Government members have the nationalisation fever about what they call the "B" stations.

PUBLIC BODIES SEEK CO-OPERATION OF BROADCASTERS

The manner in which public bodies these days solicit co-operation of the commercial broadcasting stations in any project involving direct contact with the public should be a source of satisfaction to the managements of the stations and to their Federation. Recently the N.S.W. Road Safety Council approached the Federation advising of an extension of the publicity and educational campaign and asked for the Federation to nominate a representative to the committee. Mr. J. E. Ridley was elected from the N.S.W. division.

In Sydney also the Federation has been asked to nominate a representative on a committee organizing the 1947 Health and Recreation Exhibition. Mr. John Taylor will represent the broadcasters.
THE SYMPHONY OF CHEMICALS
Big American Sponsor who backs
Music to Sell

By HENRY H. REICHOLD
President, Reichhold Chemicals Inc.

When I first discussed details of the “Sunday Evening Hour” with my agency, Kenyon & Eckardt, there was some question about the dynamite-packed Sunday evening lineup on NBC, directly competing with our proposed symphony program. Illustrations were reviewed for that period—procedure which left no doubt that in ordinary radio it was the better part of valor to leave that hour in its lonely sustaining glory. However, ratings as such do not bother me at all. If that’s heresy, coming from a sponsor, make the most of it.

Further research revealed that several million listeners would listen to a symphony program at that time. These listeners, a minority in radio, but a sizable market anywhere in the world, obviously liked symphonic music to the exclusion of almost any other form of radio entertainment. They were the listeners who go to concerts, support symphony orchestras and buy musical merchandise. These were the listeners who went to concerts, support symphony orchestras and buy musical merchandise. These listeners were our potential subscribers for “Musical Digest,” a “town and country” type magazine selling at the luxurious price of 50 cents a copy.

Aiming at this audience allowed us to practise several rather unconventional commercial treatments on the program. First of all, I have always shied away from extraneous talk during my musical programs. All the conservation—what there is of it—should be about musical subjects. Hence our decision to omit intermission commentaries.

Additionally, it was decided to play standard qualified classical works, without cutting for time and making other adjustments usually obligatory for radio programs. This meant the programming of one major and at least two minor compositions on each broadcast. We were determined not to let anything spoil the beauty of the performance given by Dr. Karl Krueger and the Detroit Symphony Orches-

New Brisbane Station Opening Soon

Latest reports from Brisbane indicate that the new Labor Party station, in Brisbane, 4KQ, will be on the air by the close of this month. Every effort is being strained to open up the station before the State elections on May 9.

Staff executive positions have all been filled with Charles Hurndel as manager, Chris Jenkins sales manager, and Jim Woods program manager. In addition a number of good newcomers have been appointed.

Amalgamated Wireless A/ltd, have been appointed sales representatives for Sydney and Melbourne for the new station.

World Telecommunications Conferences

The U. S. State Dept. has announced that nearly sixty nations have been invited to send delegates to the World Telecommunications Conferences which will commence in Atlantic City, U.S.A., on May 15.

The conferences will comprise several sessions to last several months from May 15, when the World Radio Conference will commence. On May 15, the Plenary Conference will commence and will probably last from four to six weeks. The sessions will conclude with a World High-Frequency Conference—the first of its kind to be held.

The Australian delegation to these conferences is headed by Mr. L. B. Panning, Director General of Australian Posts & Telegraphs, and he is accompanied by a strong team of technical advisers from his department.

Huge Loss on A.B.C. Weekly

Costa relating to Australian Broadcasting Commission publications A.B.C. Weekly and Talk, were reported to Parliament last month by the Auditor General, Mr. A. C. Joyce.

In the first three months of its appearance (3 issues) Talk incurred a loss of £506. The total loss on the A.B.C. Weekly since beginning in December, 1945, had amounted to £156,443. Net loss for this period (1945-46) was £137,745 compared with £8,033 for the previous financial year 1944-45, although revenue was up over £1,000.
RAIN COULDN'T STOP OPERA FANS

Overcast skies and heavy Melbourne autumn rains failed to dampen the enthusiasm of more than 135,000 music lovers who thronged the Botanic Gardens on Sunday, March 30, at 3 p.m., to see and hear a unique open-air performance of Verdi's "Rigoletto." It was a record for a single day, defied the weather to see and hear an "Opera singer and an actor added to the in­dramatic performance of Verdi's most
singers, the record crowd sat en­with Ballarat Rotar Y and Red Cross, for relief for Britain, was BBA on Sunday, March 30, when, despite heavy programme commitments, a total sum was raised. With only 21 hours available between features during the afternoon and night, the Ballarat station closed at 10.30, with 24,612/6/- promised. A feature of the appeal which was conducted in conjunction with Ballarat Rotary and Red Cross, was the voluntary opening of many country exchanges to enable district listeners to phone in promises. At the time of going to press, contributions in the mail have raised the total to £5,022/6/-, a record for a single day cash appeal on BBA.

DAYS OF JOVIAL BRIGHT PROGRAMMES

On Sundays alone 4BC broadcasts 4 one hour pro­grammes, 10 half hour programmes and 5 quarter hour programmes, giving Brisbane its finest Sunday entertainment.

S.O.R. FOR THE PAST 5 YEARS

Matinee Unit Programmes are a feature of 4BC's afternoon sessions and are broadcast 3 hours Monday to Friday including 6 feature units. There is room for your sales message in the Matinee Unit Programme.

BALLARAT HELPS BRITAIN

First to co-operate with local Ball­arat authorities in the urgent appeal for relief for Britain, was BBA on Sunday, March 30, when, despite heavy programme commitments, a total sum was raised. With only 21 hours available between features during the afternoon and night, the Ballarat station closed at 10.30, with 24,612/6/- promised. A feature of the appeal which was conducted in conjunction with Ballarat Rotary and Red Cross, was the voluntary opening of many country exchanges to enable district listeners to phone in promises. At the time of going to press, contributions in the mail have raised the total to £5,022/6/-, a record for a single day cash appeal on BBA.

SYDNEY STATIONS COMBINE IN BLANKET APPEAL FOR BRITISH FLOOD RELIEF

For the first time all six Sydney commercial stations will throw in their lot together to provide an all day blanket appeal for charity funds on Sunday, April 20. It is for the Australian Red Cross British Flood Relief Appeal.

The appeal was opened on Sunday last in a half hour broadcast by well known Melbourne sporting identity Mr. Bol Green, who has been responsible for raising many thousands of pounds for charity over Mer­emembers and free-lancers have sig­nified their willingness to work out the day on the air.

Complete plan of the appeal was formulated by a committee of man­agers of the Sydney commercial sta­tions under the chairmanship of Mr. John Taylor, while Federation presi­dent, Mr. J. R. Ridley, sat in with a watching brief. Details of organiza­tion have been carried out by Mr. Colin Gilder, with the assistance of Mr. Mitchell of the ABC B N.S.W. office.

Last week cables were sent to Eng­land requesting Mr. John Watson (formerly well known in Australian radio circles) to endeavour to get speeches from the British Prime Min­ister, Mr. Attlee, and from Mr. Churchill, and other material which might assist the program.

Perth, April 11:—The W.A. Division of the ABCFCC carried out an all-day appeal on Saturday, April 12. Owing to the impossibility of synchronising times of all stations due to varying commitments, each station operated independently in the common cause, in the words of the blanked broadcast. Stations staffs worked in shifts to re­ceive phone calls and collate informa­tion regarding addresses and amounts promised by donors and the announce­ments at each station acknowledged over the air donations telephoned to their individual stations.

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Brisbane's No. 1 Station

4BC's Sponsored Daytime Sessions are outstanding. Starting the week (B.B.I), in conjunction with relay sta­tion 4SB (South Burnett), presents no less than 4 one hour programmes, 10 half hour programmes and 41 quarter hour pro­grammes. The hour pro­grammes feature bright musical programmes—the half hour programmes are headed by "Jane Young's Cottage" with 6 half hours weekly and the 41 quarter hour programmes include such outstanding features as "Barnaby Rudge," "The Legend of Kathy Warren," "Lime ligh ting," "R. Sull iva n ', "Heigh ts," and "Around the World with Father Time" and "West­ward Ho!"

SUNDAY STATION RELAY TIMES

4SB (SOUTH BURNET) RELAY TIMES

Monday to Saturday, 6 a.m. to 8 a.m.; Tuesday to Saturday, 6 p.m. to 11 p.m.; Monday to Saturday, 6 p.m. to 11 p.m.; Sunday, 1 p.m. to 5 p.m., 5 p.m. to 11 p.m.
MACQUARIE AWARDS CUT NEW STEP IN CULTURAL PROGRESS OF RADIO BROADCASTING

Brilliant Scenes Mark First Annual Presentations

The pomp and glamour that Macquarie organisation threw around the presentation night last Sunday for the winners of the first annual Macquarie Awards for radio artists was a worthwhile effort. All the atmosphere was there of a Hollywood first night. Crowds surrounded the floodlit Macquarie Building in Phillip Street and Fox-Movietone cameras were on the job to film the arrival of the Award winners and other notable of stage and screen, and the representative gathering of guests.

The Award winners were Miss Catherine Duncan for best star role (female) of the year, her part of Frau­lein Von Bernberg in "Children in Uniform," Mr. Peter Finch for best star role of the year (male), his part as Rene Latour in "The Laughing Woman," Miss Lysdall Barbour for best featured player in support role of Ellen in "Indian Summer," and John Nugent Hayward, best featured player in support role of Gribaud in "The Duke in Darkness."

These four brilliant artists were featured in the Macquarie Theatre play, Emil Zola's "Indian Summer," on Sunday night supported by John Cas­alon and Joan Lord.

The Macquarie Theatre Sunday night plays have already been broadcast from the 2GB Auditorium for over six years under the consistent sponsorship of Murdoch's Ltd., department store. At the conclusion of the play, Macquarie paid a tribute to the sponsors not only for their long association with the feature, and thanked the directors and management of Murdoch's for their courtesy in giving most of the time available that night to award proceedings.

Mr. R. E. Lane, 2GB-Macquarie general manager, introduced Macquarie chairman and managing director, Mr. R. E. Denison, to make the presenta­tions. Before doing so, Mr. Denison expressed his regret that Mr. H. G. Horner, who had fathered the Mac­quarie Awards project, was unable to carry out the actual presentations. He had, in fact, sailed for England the previous day with Mrs. Horner for a well-deserved holiday.

Miss Duncan and Peter Finch were each the recipients of 100 guineas and trophy, and Miss Barbour and John Nugent Hayward each received 50 guineas and medalion.

In accepting her award, Miss Dun­can, the former Melbourne artist, now domiciled in Sydney, said she felt she would like to make an award to Macquarie for being the first to institute this annual award to radio actors. It set the seal on radio drama as perhaps our only real national theatre—a theatre which goes to the people in every part of the Continent. It recognised radio actors and artists in their own right and encouraged them to set new standards in the craft. Miss Duncan also paid a tribute to pro­ducers E. Mason Wood and Laurie Ceci.

Mr. Frank Clewlow, Federal director of radio for the ABC, chairman of the Award Committee, which also comprised Miss May Hollinsworth of the Metropolitan Theatre, Mr. Harold Catherine Duncan and Peter Finch, winners of the first annual Macquarie Awards for radio artis­ts, were given a well-deserved holiday.

Bowden of J. C. Williamson Theatres and Mr. Jesse Collings, film and stage editor of the Sydney "Sun," told the audience that in arriving at the awards all four judges' opinions were unanimous, adding, "we were all very much struck by the extremely high standard achieved by all the actors and actresses engaged."

Following the function at the auditorium, the directors and management of 2GB entertained about 200 guests at a supper reception at the 2GB offices where a toast to Murdoch's was happily responded to by Mr. Alf Maltaloe.

FM STRIKES INTERFERENCE PROBLEM

FM station operators are encountering a problem of interference from each other's wavelengths when operating only one channel apart. Moves are reported to be afoot to influence the FCC to order operation of stations two channels apart instead of one as at present under the allocation of the 100 megacycle band for FM. That would present an overcrowding problem in the long run and far sighted operators and set manufacturers already see a distinct possibility of a re-allocation of FM to the 44-60 megacycle band now reserved for one of several television bands. Majority of the in­dustry engineers in original FM hearings before the FCC stumped strongly for the 44-60 mc. band which they claimed gave longer distance reception than the 100 mc. operation. FCC's determination to push FM up to the 100 mc. area has long pleased the FM enthusiasts.

Mr. A. E. White, director of the white & Gillespie group of businesses in Melbourne, now including White & Gillespie Record Processing Pty. Ltd. and Mr. E. A. White & Gillespie (Melb.) Pty. Ltd. and White & Gillespie (Melb.) Pty. Ltd. have been for the United States of America and England by the U.S. Marine Phones from developments in Record Processing technique and to purchase up-to-date plant.

The W. John Hyson Company, Melbourne, which supplies the EAW Sunday evening broadcast, "Thursday Night Hour," to the Recording Industry in the United States, has a provision for a regular National broadcast of this session—a matter which is receiving close attention.

Business is Good in Industry

The Family Stations of the Industrial Community

2HD Newcastle
Waratah 487-856
M6291

2KY Sydney
Stan Allon, Melb.
Central 4705

The Family Stations of the Industrial Community

2HD Newcastle
Waratah 487-856
M6291

2KY Sydney
Stan Allon, Melb.
Central 4705

40 Broadcasting Business, April 17, 1947 14
USA RADIO HIGHLIGHTS
(From Our Washington Correspondent)

Networks and stations showed an average seven per cent. increase in net time sales in 1946 over the previous year, the Federal Communications Commission has revealed in a preliminary report. The four big networks (CBS, NBC, ABC, Mutual) and their ten key stations showed net time sales of over $115 million on a gross of 190 million dollars—an increase of 2 per cent over the previous year. The five regional networks indicated a decrease of 10 per cent. Preliminary financial reports to FCC from 751 AM stations show an increase of 8 per cent. over the amount of net time sales reported by the same stations in 1945, FCC stated. This increase was the result of a 9 per cent rise in sale of station time to networks, an 8.1 per cent. increase in the sale of station time to non-network advertisers, and a 9.2 per cent. increase in the amount of net time sales paid to agencies. FCC added: "With respect to total broadcast revenues (that is, net time sales plus incidental broadcast revenues, such as sale of talent, and so forth), an increase of 8.9 per cent. was indicated over 1945 for the same stations."

The second stage of Westinghouse's "sky hook" broadcast and television relay plan, which was fully described in "BIB" Jan. 8, 1947, was entered recently when Charles E. Nobles, young Westinghouse engine who conceived the idea submitted to the FCC first engineering reports in support of the government contention that "satellite" vision is technically feasible. The bulky report of nearly 500 pages is titled "Results of Stratosphere Flight Tests on Frequencies of 1 mc, 197 mc and 514 mc." Westinghouse now hopes to show that steady retransmissions of good quality can be provided over an area of at least 460 miles diameter. They claim that one stratosphere plane would serve an area of approximately 103,000 square miles compared with best present day ground station coverage of a radius of from 35 to 50 miles.

Television was truly turned to light on March 18, when a sale set at the famous John Hopkins Hospital in New York late February, when for three days doctors from all parts of the world watched a series of operations through ten televiewers in rooms adjacent to the operating theatre. The demonstration marks the first important step toward eliminating crowded amphitheatres of most big hospital operating rooms and thus lessening risk of infections from onlookers. Another important aspect is that many more medical students than can at present be accommodated inside the operating theatres will not have to "queue up" for this vital part of their training.

FOOD PARCELS DRIVE
BY FOUR A'S

The 4A's second round-up for Food Parcels for Britain which was instituted by the Sydney Division following a welcome tendered by the advertising agency fraternity, has resulted in another magnificent response by the advertising agency fraternity, and has resulted in another magnificent response by the advertising agency fraternity, with the total funds for 156 food parcels had been collected and handed to the food forwarding authorities.

Mr. John Humphreys, 4A's general secretary, stated last week that the agencies effort in this good cause had not ceased at the 150 parcels but was being energetically pushed with on among the members.

The deep appreciation of fellow agencies in England for the parcels already received from Australian advertising agencies is shown in the scores of letters which have been received at 44A's headquarters.

Here are three extracts:

From R. F. White and Sons Ltd.: "We, the staff of the oldest advertising agency in the world, join in wishing you all in the Australian advertising world the heartiest greetings and good wishes for all time . . . In these days of stringent rationing, we, in the merchantile, deeply appreciate all that you are so generously doing for us here."

From Kempdell's of Glasgow: "All can offer you in return is our warmest thanks and hope that we may have the opportunity soon of repaying this nice gesture of our Brothers in Trade in the Southern Seas."

From Crawford's of London: "The arrival of your wonderful parcel has created a lot of excitement in this organisation, and we want to thank you very much indeed for your thoughtfulness in sending this to us . . ."

YOUTH PROGRAMS

In furtherance of the Victorian Broadcasting Network to encourage youth programs, YTB Sale has formed a Junior Choral and Drama Club. Their first broadcast presentation, "The Emperor's New Clothes," was particularly well done and it is proposed to broadcast further presentations by these young people in the near future.

WHAT IS "GEN"?

All the ex-R.A.A.F. boys know. It's the latest INFO., more commonly known as the "G.G." Here then, is the latest "GEN" or "G.G." on 3YB:

1. Recently granted exclusive broadcasts of the City of Warrnambool Centenary Celebrations. 
2. Outside broadcasts successfully carried out in one week (March 23 to 30th).
3. On Easter Sunday, 3YB made its first all day Appeal (9 a.m. to 5 p.m.) for the Warrnambool Base Hospital. £1,356 raised from 1,400 subscribers.
4. Breakfast Session Announcer, Ken Walne, recently conducted a 3d. appeal for £50 to purchase Radio Set for Children's Ward in Warrnambool Base Hospital. 4,000 three-pences subscribed in three weeks!

5. Value of Dooring products for Warrnambool and surrounding districts exceeds TWENTY MILLION pounds per annum. 45,000 cows milked twice daily. The Nestle's factory at Warrnambool alone treats more than 100,000 gallons of milk daily.

The above is "GEN", "GOOD . . .!"

LIST 3YB TO COVER THE RICHEST WESTERN DISTRICT DAIRYING MARKET.

3YB "CITY OF WARRNAMBOOL" WESTERN DISTRICT UNIT OF THE ARGUS NETWORK

Head Office: 365 Elizabeth Street, Melbourne.
Phone: P0 411. Phone: WW 8943.
Why the Critics?

(By Lex Lippmann)

Quite recently I was trying to evolve an article to point out to readers just why there is so much criticism of some types of advertising on the air while printed almost daily in the newspapers where are advertisements about the nature of which would not be tolerated by the most pocket-poor of our Australian commercial stations, and which go unchallenged (probably because so little noticed!) by the critics.

I had the theme all put when slap-bang on my desk came a monthly bulletin put out for clients by station WIRA in Fort Pierce, Fla., U.S.A., with the self-same idea portrayed in the form of an actual newspaper-radio slap-slap incident over there. So here is their story instead of mine:

"Our old Grandfather always told us never to argue with anybody ... that the other fellow would have the last word withal. We have followed faithfully that departed literary issue with Jack Kofoed over what he had to say about radio advertising in his Mtum Herald column.

"And we thought you, as a merchant who invests in radio to deliver his advertising message, would be interested in the rather significant results of our exchange of comments.

"Mr. Kofoed's columnistic objection to physician-tested cigarettes, hustling bustling soap and other advertising copy which he credits to radio but which likewise appears regularly in newspapers and magazines and on billboards, matchbooks and other mediums across the nation led us to the logical conclusion that a radio advertising message gets through it instead of there million other Americans). In fact, we were so thoroughly convinced that such was the case that we disregarded old Grandpa's advice and wrote to Mr. Kofoed.

"And here is his answer ... the last word ... as quoted from the January 26th Mtum Herald.

... Tom Wilson of Station WIRA, in responding to Mr. Kofoed thinks my diatribe against certain types of cigarette, soap and beauty radio advertising really indicates that I am impressed by it. On the contrary. The same sort of stuff in newspapers and magazines can be passed by without ruffling a story one is reading, but not when it hits you ever ...'

ueur: 'Mr. Kofoed!

"You just can't 'pass by' radio advertising. When it hits you ears like an oral bomb,' it gets through it somewhere, and you carry it wherever you go ... carriage it to the advertiser's place of business ... and that means RESULTS!

"So in a way our old Grandfather was right. The other fellow did get the last word ... the word we gratefully repeat here so that you too may profit by it.

"And our thanks to Mr. Kofoed for a fine illustration of the power of radio advertising!"

BRITAIN'S DOLLAR HOLDINGS

Britain's dollar shortage is unlikely to become acute in the next twelve months since, according to Reuters financial correspondent in London, existing dollar credits amount to about £3,186,357, which includes a residue of £1,120,156 for eight companies in particular give the trend, the number of companies involved being shown in brackets.

<table>
<thead>
<tr>
<th>RESULTS!</th>
<th>CROWDS RUSH SYNDAY STORE</th>
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<tbody>
<tr>
<td>Engineering (8)</td>
<td>£1,120,156</td>
</tr>
<tr>
<td>Newsprint (1)</td>
<td>. . . 750,000</td>
</tr>
<tr>
<td>Entertainment (1)</td>
<td>. . . 300,000</td>
</tr>
<tr>
<td>Manufacturing (7)</td>
<td>. . . 480,750</td>
</tr>
<tr>
<td>Retail (3)</td>
<td>. . . 340,106</td>
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<tr>
<td>Transport (1)</td>
<td>. . . 368,180</td>
</tr>
<tr>
<td>Mining (5)</td>
<td>. . . 93,200</td>
</tr>
<tr>
<td>Investment Trust (2)</td>
<td>. . . 37,440</td>
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<tr>
<td>Miscellaneous (3)</td>
<td>. . . 50,000</td>
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<tr>
<td>Total</td>
<td>. . . £3,186,357</td>
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ELLA SHIELDS AT V.I.A. LUNCHEON

Guest speaker at the V.I.A. luncheon held on April 10, at the Victoria Palace, Melbourne, was the theatrical star, Ella Shields. Introduced by the V.I.A. President (Mr. D. MacDougall), Miss Shields referred to her creation, 33 years ago, of the famous character of "Burlington Bertie." In her address, Miss Shields said she intends to stay in Australia, but has no intention of retiring, because that might conflict with her great love of meeting people.

The president announced that plans are on their way for the projected club rooms of the Institute.

NEW CAPITAL ISSUES

New capital issues made by Australian companies during the first quarter of this year amounted to £4,216,357, which is almost half the total for the whole of 1946.

During the three months, thirteen two companies announced new share issues aggregating £3,186,357 and one company raised a debenture issue of £409,000. In 1946 the total was £8,770,907, which included £8,070,600 share capital and £100,000 debenture issue.

A fairly wide range of industry has been permitted to raise extra capital during the past three months. The largest amount for any group is the £1,120,156 for eight companies in engineering activities. The following particulars give the trend, the number of companies involved being shown in brackets.

- Engineering (8)
- Newsprint (1)
- Entertainment (1)
- Manufacturing (7)
- Retail (3)
- Transport (1)
- Mining (5)
- Investment Trust (2)
- Miscellaneous (3)

Total: £3,186,357

COURTSHP AND MARRIAGE

Haslam's Pty. Ltd., whose memory stores are in several Sydney suburbs, recently concentrated a fortnight's campaign of spot radio advertising over 2UE and 2UD to draw attention to the opening of their sixth store, at Fairfield.

Details of the bargains available attracted so much attention that women lined up from 6 a.m. waiting for the doors of the new store to open at 9 a.m., by which time Mr. G. Haslam, fearing for the safety of the plate glass windows, was forced to seek police help. At the peak, 3,000 women milled around the store, blocking the road to traffic.

The advertising campaign, restricted to radio, was placed by J. Walter Thompson Pty. Ltd.

Advertising is a specialized technique for mass communication and exists for two reasons—because it is fast and because it is cheap.
When Sam Biber wrote his book and radio talks series "The Romance of Furs" he actually wove into it, wordlessly but in wealth of experience, the romance of Samuel Biber.

At the age of 13 Sam Biber left behind him the grimy streets of London, "jumped a ship bound for the Americas." Today he is one of the leading furriers in Australia, an authority on fur-bearing animals of all countries, a man of wide commercial interests in Sydney and even a director of a radio program producing company.

It was in America that Mr. Biber first touched fur. He worked up and down the north and southern American continents in ships, between times taking time off ashore to work in the fur trade and all the time gaining knowledge and more knowledge about fur, furs and furred animals. Then backwards and forwards from America to London, working on ships—a steward. Finally he worked his way to New Zealand (that was aboard the famous old S.S. Remuera), and there began his first active steps to fur fame.

But there was no fur trade in New Zealand in those days and a man had to live. So Sam Biber became a municipal employee in Wellington—working on the tram! However that was not for long, and soon afterwards his was the job of establishing the first fur workroom in New Zealand. It was at Kirkaldie and Staines, Wellington. The war came and Sam Biber joined the N.Z.E.F. in 1915. He was invalided home to N.Z. and discharged in 1917. His little bit of deferred pay and other savings enabled him to start the Imperial Fur Co., "exporters and importers of Fine Furs." Two years later he came to Australia and established Davis and Biber, which subsequently, in 1920, became Biber Furs Ltd., with subscribed capital of £30,000. Mr. Biber has always been a firm believer in advertising and has made many attempts to make our various fur-bearing animals, such as phalangers ("possums"), squirrels, water rats and platypus, conspicuous. All of these, he says, should be bred under captive conditions and experimented with to produce new and glorious furs. He has made many attempts to make our various governments see the wisdom of such development, but all, so far, in vain. Restrictions against the breeding of our best fur bearers stand in the way of an industry that could be worth millions of pounds to the nation.

In holiday mood Sam Biber is an ardent swimmer, but there is nothing he likes better in the sporting line than watching a good game of cricket. His membership of such clubs as the A.J.C., S.T.C. and Tattersalls and the R.A.C.A., however, "Radio," employs him as a story-teller of the fur trails in the romance of fur. And for a number of years, first on 2GB and later on 2UE, he conducted his own sessions telling tales of the fur trails in the romance of fur. And quite recently he formed Biber's Radio Productions, of which he and his wife and well-known radio writer John Appleton are the three directors. They will produce documentary types of program features, for which there is a good demand in Australia and overseas.

To some people it may seem strange that Sam Biber, furrer, is a lover of animals, but that's the way he says it is. He is an ardent campaigner for the breeding of fur-bearing animals in captivity rather than that they be slaughtered by cruel methods in their native state. If the fur-bearing animals were bred in captivity, he explains, they could be put to death painlessly in the lethal chamber when the time came to take their furs. He deplores the wicked waste of an Australian national asset in the indiscriminate destruction of so many of our valuable fur-bearing animals, such as phalangers ("possums"), squirrels, water rats and platypus. All of these, he says, should be bred under captive conditions and experimented with to produce new and glorious furs. He has made many attempts to make our various governments see the wisdom of such development, but all, so far, in vain. Restrictions against the breeding of our best fur bearers stand in the way of an industry that could be worth millions of pounds to the nation.

HOSPITAL APPEAL

On Easter Sunday, 3YB Warrnambool, conducted its first all day Appeal for the Warrnambool Base Hospital, from 9 a.m. to 5 p.m. £1,356 was raised from approximately 1,490 subscribers.

Over a period of years, 3YB has given splendid assistance to the Hospital through its women's club and now hopes to make the Radio Appeal an annual event.

Man behind the Advertising: No. 7

Samuel Biber — Biber Furs Pty. Ltd.

RADIO VETERANS' ASSN.

Steps are being taken in Sydney to constitute a Veteran Wireless Operators Association along much the same lines as the American organization of the same name, which has been functioning successfully for more than 20 years. Tentatively it is proposed that membership should be limited to wireless operators who were at sea in merchant ships 25 years ago or more. The organizers request anyone who comes within this category to contact either Mr. R. G. Wyles, Philips Electrical Industries of Australia Pty. Ltd., 69 Clarence Street, Sydney (address to Mr. G. O. P. O. Box 1937, Sydney), or Mr. Fyn Watt, 14 Spring Street, Sydney, where further particulars will be supplied.
TUNING FORK CONTROL FOR HAMMOND ELECTRIC ORGAN

Chief engineer, Mr. Murray Stevenson, of 2UE Sydney, has solved the problem of frequency variation in the power supply which has been seriously affecting the operation of the station’s Hammond electric organ since the commencement of Sydney’s power supply difficulties.

Lately it has been impossible to maintain the frequency of the alternating current supply at its normal constant value of 50 cycles per second. The effects of fluctuation in frequency of the supply are most noticeable where synchronous motors are used to maintain constant speed. As the name implies, synchronous motors keep in step with the supply frequency, and if this is constant as is normally the case, the motors maintain constant speed.

A common example is the electric clock which under normal conditions keeps very accurate time, but present day variations in the frequency of the electric power supply become evident as losses in time indicated by electric clocks connected to the system.

Another less common but more difficult situation arises when musical instruments such as the Hammond electric organ are operated from an electric supply in which the frequency does not remain constant. Such instruments rely on the constant speed of a synchronous motor for the production of musical tones of the right pitch. Where clocks, can be reset at convenient intervals, the problem is not so easily solved with an electric organ, since it is out of tune at all times when the frequency of the power supply differs from its proper value of 50 cycles per second.

Mr. Murray Stevenson, chief engineer of 2UE, has solved this difficult problem by using an electronic oscillator to supply current of the correct frequency to the synchronous motor in the Hammond organ. Such an oscillator has been installed by 2UE for use in conjunction with the Hammond electric organ with the result that the organ stays in tune with other musical instruments at all times irrespective of change in frequency of the electric power supply system.

The oscillator unit consists of a two-stage push-pull amplifier using a pair of 6L6 valves in the output circuit. Positive feedback is applied to maintain oscillation and a tuning fork, which is tuned to precisely 50 c.p.s., is incorporated in the feedback circuit so that oscillation occurs at 50 c.p.s. The amplifier output frequency is therefore maintained constant even though the frequency of the supply from which it draws its power varies.

A supplementary feature of this system is the ease with which the pitch of the electric organ can be changed if necessary by merely adjusting the tuning fork in the control unit.

Magic Eye Race Commentator

Broadcasting his selections for the Sydney Cup from 2UE, Cliff Cary, 2UE’s sporting editor, gave Proctor as the winner with Rainbird second and Spam third; and that was the way they finished. But honours of the meeting went to the ASC commentator, Ken Howard. Most of the people who saw the Doncaster were of opinion that either Wellington or Crusader had won. Ken singled out Blue Legend a furlong from the post and as the horses flashed past the finishing line he broadcast “a photo finish—Blue Legend first.” In the Last Pencourage Handicap on Sydney Cup Day, Bundagen and Arrowsmith went stride for stride in the final few yards. When the photo finish was semaphore, Howard commented “they’ve called for a photo but it’s London to a brick on Arrowsmith.” Bookmakers on the course laid 10/1 against Arrowsmith getting the verdict.

MELBOURNE GOOD FRIDAY APPEAL NETS OVER £31,000

Despite current industrial troubles and the subsequent shortages of spending money, this year’s Children’s Hospital Appeal conducted by 3DB and “The Sporting Globe” raised the magnificent total of £21,411/11/7 between 9 a.m. and midnight on Good Friday.

Although less than last year’s record figure of £41,961, this year’s effort is £2,000 in excess of the 1945 total of £23,964.

In the past six years, 3DB has raised more than £140,000 through these efforts.

Two hundred girls from offices and telephone exchanges handled 1,000 calls an hour on 50 phones throughout the day. Two tellers from the National Bank, aided by members of the 3DB and “The Sporting Globe” staffs, had a strenuous day counting donations brought into 3DB’s office.

Licensees, staffs and customers of hotels were well to the fore—as in previous years—with combined donations of more than £18,000.

Garage proprietors, through the Victorian Automobile Chamber of Commerce, contributed £200 raised by donations from motorists for free air service during the year.

Country listeners contributed thousands of pounds through a well-organised chain of 100 agents in provincial areas. Another splendid response came from sporting bodies of all descriptions. Well-known sportsman and patriotic worker, Johnny Walker, arrived at the studio during the evening with £450 in cash which he had collected during the year.

An heirloom diamond pendant was offered for auction by 70-years-old Mrs. A. D. Power, of Camberwell, and realised £60/10/-. Children also helped. Pupils of the Tyer Street, Preston, State School contributed £111. A gang of youngsters contributed 1,000 pennies collected during the year.

SCHRAM BROADCAST

Sponsored by A. J. Whitley, agent for Dalgety Watch Co., Melbourne, and Palmer House Hotel, Schram, concert held in the Melbourne Town Hall on Tuesday, April 26 at 9.30 p.m., was broadcast by 5KA Melbourne, and by ABC Melbourne and Sydney, and by 3BC Geelong.

5KA
The Voice and Choice of South Australia

In South Australia it's 5KA!

PROGRESS

REPRINTED FROM "RADIO CALL," 3/4/47.

The Voice and Choice of South Australia

5KA
The Voice and Choice of South Australia

[Image: In South Australia it's 5KA!]

[Image: The Voice and Choice of South Australia]
HERE is another chapter in the 2GB Success Story!... A story that has been contributed by the nation's leading advertisers. Actually written by the ad-men themselves. After all, who could write a better story of the success of 2GB?

For the past 21 years, advertisers have shown their confidence in the successful selling power of 2GB and the first three months of 1947 is positive proof that 2GB is doing the job bigger and better than ever before.

In the first three months of 1947, fourteen new sponsored programmes, totalling seven and a quarter hours of new business every week have been placed with 2GB.

That's a contribution in a big way to the 2GB Success Story... and this avalanche of NEW business... here it is...

"MAN MANAGEMENT" (Goodlands), Monday to Friday, 8.30 to 8.45 a.m.; "RACING AND SPORTING PREVIEW" (Club Razor Blades), Saturday morning, 10.00 to 10.30 a.m.; "HALL OF MEMORIES" (Mr. A. J. Van Boss), Tuesday, 11.00 to 11.15 a.m.; "DME SWEET HOME" (Anthony Horderns), Monday to Thursday, 12.45 to 1.00 p.m.; "THE MAGIC CARPET" (Golden Fleece Carpet Co.), Sunday, 1.45 to 2.00 p.m.; "BLESS THIS HOUSE" (Anthony Horderns), Sunday, 4.45 to 5.00 p.m.; "TALES OF THE PACIFIC" (H. E. C. Homan), Monday and Wednesday, 5.45 to 6.00 p.m.; "JUST FOR YOU" (Feltex), Sunday, 6.45 to 6.45 p.m.; "MARRIAGE REGISTER" (Mark Mayne), Sunday, 6.45 to 7.00 p.m.; "YOU THE JUDGE" (Ampol), Monday and Wednesday, 6.45 to 7.00 p.m.; "THE ROMANCE OF CANADA" (Biber Furs), Tuesday and Thursday, 6.45 to 7.00 p.m.; "SHELL SHOW" (Shell), Wednesday, 8.00 to 8.45 p.m.; "RENDEZVOUS WITH GENIUS" (Seppelts), Wednesday 8.45 to 9.00 p.m.; "HISTORY'S UNSOLVED MYSTERIES" (Sydney Morning Herald), Wednesday 9.00 to 9.30 p.m.

IN ALL YOUR PLANS FOR PROFITABLE SELLING, INCLUDE

BUSINESS IS BOOMING ON THE NATION'S STATION!
**Versatile Recording—INSTALLATION AT B.E.A.**

Following the easing of war-time restrictions on materials and personnel, and in response to demands for improved facilities to conform with the ever more exacting requirements of modern transcription production, Broadcast Exchange of Australia, well-known Melbourne recording organisation, some time ago decided to re-vamp their technical facilities and embarked on a developmental project that entailed more than duplication of their existing equipment. This project has now been completed, and as the apparatus and facilities now installed are representative of the latest practices in the recording field, some details are given as a matter of general interest.

The basis of the new installation at B.E.A. is a group of four American-made "Presto" transcription recording machines. These machines are installed in pairs in two separate recording rooms and are each complete with automatic equalisers and microphones. The machines provide four combinations of feed and recording adjustments of 56, 112, 120 or 136 grooves to the inch, with either outside or inside starting positions, at either speed of 33 1/3 or 78 r.p.m.

The frequency response of the recording equipment has been standardised to two types. Radio feature programs are recorded to the American N.A.B. standard, or what is generally referred to as "Orthacoustic," while all 78 r.p.m. pressings or acetates and 33 1/3 acetate recordings are recorded to a standard lateral frequency response with a "crossover point" of 500 c.p.s. It is of interest to note at this juncture that extremely satisfactory playback frequency response may be obtained by using the A.W.A. pick-up equaliser type R.8028 in conjunction with any of the accepted brands of transcription pick-ups.

Standard lateral recordings can be played with an additional 5.5 k.C./s. scratch filter, if it is installed. "Orthacoustic" feature recordings should only be used with an "Orthacoustic" equaliser, and any scratch filters should be switched out of circuit in order to utilise the full frequency range of these recordings.

Particular attention was paid to the design of the "Dramatic Control" panel, which contains nine faders, each with "pre-cueing" facilities, via a separate amplifier and loudspeaker; red warning lights indicate when any control is not set in normal position. Faders are readily accessible for cleaning and servicing. Four turntable, two transcription and two of the variable-speed types are used, with controls on each pick-up for high and low-frequency control — a combination of these adjustments being used to control certain sound effects. An interconnection panel is installed whereby all recorded sound effects and bridging music is heard in the studio by a loud speaker located on the top side of the microphone, fed by means of a special amplifier that isolates the microphone output from the rest of the recording equipment. This factor is found to greatly assist the mood of the actors in many ways.

With the aid of the various adjustments to the "pick-up" response characteristics and very critical control, very satisfactory results can be obtained. "Dramatic Control" includes the usual "dubbing" of a number of copies from a master recording, thereby producing very high-grade replicas by this process.

The amplifier system is modelled on advanced broadcast transcription recording practice and its performance has been built to a standard ahead of present-day requirements, having in mind the coming needs of frequency modulation. The finish of the amplifier appearance is a radical departure from the usual black or grey, being done in matte chrome on brass panels, providing a pleasing contrast to the black controls, patching panels and telephone facilities.

All speech channels are amplified to a reference level of 600 milliwatts at 500 ohms, and are then fed into a splitting amplifier for the purpose of electronically isolating an "out-going relay" and separating the speech channels on each of the four cutting-head amplifiers.

Every speech circuit, amplifier input and output, speaker line, cutting head, faders, etc., all terminate on to testing jacks on patching panels whereby any section of the plant can be isolated by means of plug and cord for the purpose of maintenance and performance tests. Duplication of circuits is carried to a point whereby any probable breakdown can be isolated on these patching panels and eliminated by means of plugging into an appropriate reserve circuit in a matter of seconds.

A meter panel containing eight meters clearly indicates amplifier voltages and the general performance of critical circuits, with additional facilities for testing the current flow of any valve in the plant, even whilst recording takes place.

Particular attention has been paid to the correct termination of incoming landline recordings; ten private permanent landlines are installed to various points, such as the commercial stations, outlying studios and the program room. Input facilities to the amplifiers are in duplicate, with trimmably-adjustable landslides at each point. This duplication is a safeguard in an emergency against a landline becoming faulty during a lengthy recording. This particularly applies to recordings taken simultaneously to a broadcast and which cannot be duplicated. A phone call to the appropriate station can enable a cross fade to a second landline input and the recording proceeds without interruption.

The landline equalisers are of B.E.A. design, resonate at 9 k.C./s., and have proved efficient on short local lines and on underground cables to remote locations, restoring operating conditions to the equivalent of a local set-up. This landline correction has been proved more critical for recording than any other medium for the reason that nothing can restore brilliance to a record if the overtones and high notes lost on the landline are not cut out on to the disc whilst recording.

Two studios, one capable of handling musical and dramatic production, the other for talks and commercial recordings, complete the installation. These studios are acoustically treated with Perforlite and rock-wool for absorption of unwanted reverberation. An assortment of microphones for cardiod, spherical or bi-directional pick-up, depending on the class of recording, are used.

The report reveals that 18.5% of all the network's broadcasting hours was used for sponsored programs originating in Canada and U.S.A.—a drop of 2.8% over the previous year but representing an increase of $40,000 in actual earnings. U.S.A. networks fed in 1,367 hours of sponsored programs and 1,245 hours of unsponsored material, while C.B.S. provided only 32 hours to M.B.B. and C.B.S.

The major networks in U.S.A. have decided, following C.B.S. chairman Paley's outspoken appeal to broadcasters to put their house in order, at last year's N.A.B. convention, to soft peddle murder and gangster serials which have been the cause of so much criticism from social organisations in U.S.A. C.B.S. has already turned down a huge half hour sale on the grounds that the network has enough crime doesn't pay sags already airing. N.B.C. has decided to agencies and would-be sponsors of crime serials that they will stand pat on the two already airing, and will add no more. A.B.C. has adopted a policy that if a new crime series goes on it can only do so by removal of another.

**Canadian National Service Shows Deficit, Too**

(From Our Washington Correspondent)

Washington, D.C., March 28: The Australian Broadcasting Commission is not the only government broadcasting utility which is suffering the pangs of annual deficits. The Canadian Broadcasting Corporation which is somewhat the equivalent of the A.B.C., in its very delayed annual report for the financial year ending March 31, 1946, shows a deficit of $78,425 or about $26,000. (The A.B.C.'s last deficit for 1945-46 was $14,902.)

C.B.C. chairman A. Davidson Dunton, attributed the deficit to a decrease in receiving set licence fees, less commercial program revenue than anticipated, (the C.B.C. takes limited sponsored programs) and increased overhead due to greater payments to artists, musicians, salaries and pension fund.

The report reveals that 18.5% of

**There's only one answer in Central Victoria**

**By Day**

Leading Retail stores are spending their entire appropriation with 3CV and getting the results.

Relaying the entire 3AW-Macquarie shows from 6.30 p.m.—with the new nightly news-and Shell Show—ops in popularity.

**By Night**

**Your Macquarie Man Will Help You.**

Broadcasting, Business, April 17, 1947
Presented in association with the "Strand Shopping Basket," a daily feature on 2CH, Sydney, the actuality broadcast, "Speaking of the Strand," is creating considerable interest in the Strand Arcade each Friday.

This innovation enables passersby in the Strand to "see" their views at the 2CH microphone and at each broadcast a big crowd gathers to hear the views of someone else and also to hear what various 2CH personalities have to say.

Bob Pollard compères the show and interviews people selected at random from the crowd, on topical subjects. Cash awards and theatre tickets are distributed to those who broadcast. Hilda Morse, who conducts "Melody Matinees," and Sid Everett, conducting the 2CH mid-morning session, also participate in the broadcast, chiefly with commercials. Cliff Nicholls, who presents the 2CH breakfast session, also takes part.

Sponsors of "Speaking of the Strand" are the Chic Salon, Economic Vacuum Cleaners and Lilian Park. All three are associated also with Strand tenancies, including the Strand Bag Shop, Bakers Pty. Ltd., Toove Jewellers and Patricia Dunn in the "Strand Shopping Basket" presented daily at 11 a.m. by Sid Everett. All report good results.

AUSTRALIANS DOING WELL IN SOUTH AFRICA

In an interesting letter to the editor of "B.B.," Juan Cortez, formerly of Macquarie and now of Cortes Radio Programmes, Johannesburg, writes that the advent of commercial broadcasting in South Africa is still a matter for speculation.

He reports that his organisation, during January and February, sold more than 600 quarter-hour transcriptions to the South African Broadcasting Corporation alone. These include the "Edgar Wallace" series, "Peter Chance," "The House That Margaret Built" and "Victoria, Queen of England." Cortez's own material has also been sold to Burlington Productions of Melbourne, and to the National Service in New Zealand.

Juan Cortez states that Marjorie Gordon (whose season he is managing) is meeting with great success there. Incidentally, she was born in Jo'burg.

It is also learned that Leal Douglass, ex-Sydney, is doing some radio and film work in South Africa before going on to London.

SOMEONE SAID... Actually, nothing sells a product so well as the product itself. Advertising cannot create one single point of superiority. What advertising CAN do is to speed up the process of getting a good product well known—and it can do it faster and cheaper than any other method. But no amount of advertising can sell a product that cannot be sold without advertising.

For "presence" in recordings... for the realism that must be retained in recorded programmes... trust Kinelab.

Three leading Sydney stations and numerous producers entrust the recording of their most difficult feature shows.
INFORMATION IS BEST PUNCH IN ADVERTISING COPY

"How silly it would sound if a salesman talked like many an advertisement! That he does not is because he is face to face with his prospect; he knows the simple, natural terms in which he has to phrase his sales talk. This is the gap in space and in understanding between him and his prospect that lies between the writer of the advertisement and his ultimate reader." so writes Dr. Daniel Barch in "Advertising and Selling," USA, after he conducted an investigation of the "pulling" power of informative vs. compared with not-so-informative press ads. In all he analysed 838 magazine advertisements to find that they go to put facts in your advertisement.

-Difficulty of the advertising writer is partly that he is addressing not an individual buyer but a type of buyer. He cannot aim too precisely; he must fire with a shotgun rather than with a rifle. On the other hand, the copywriter has the advantage that he can use a larger vocabulary than the salesman, because practically all persons have larger vocabularies than speaking vocabularies. However, this advantage should be used by the copywriter to help him choose words that most aptly describe the uses or characteristics of a product from the point of view of the prospective customer's understanding. This advantage should not be used merely to surround the product with verbiage that pleases the vanity of the writer or client but speaks a language that is different from that of the reader and prospective buyer.

"It has been amply demonstrated in selling that the most successful salesmen are those who are the most helpful to their customers. Those who sell the most goods are, by and large, the salesmen who speak most convincingly of the benefits their prospects will get from the product they are selling. Advertisers that are designed to sell should take a similar approach. It should be helpful to the reader if it is to induce him to buy; he should impress him with helpful suggestions and not merely because him with meaningless words."

From his analysis, Dr. Barch found that advertisements which were above average in both information and reader interest had three times as great sales power as advertise which were below average in both information and reader interest of the range of 168 to 58 or close to it. Advertisements above average in information and average in reader interest had nearly twice the sales power of advertisements below average in both information and average in reader interest. The sales performance index being 138 to 79.

In the case of some products, such as cosmetics or cigarettes, among which differences between brands are subtle or difficult to state in factual terms, copy technicians rely chiefly on reader interest. High reader interest may go a long way to offset the absence of information. However, it does not follow that proper mingling of information and reader interest would not be a more pertinent sales combination than reliance chiefly on reader interest.

Dr. Barch comments:--

"It is not easy to understand why copywriters often lean so heavily upon hokum in their writing when they can as easily include useful information. This is something of an overstatement, of course, because it is not entirely an effortless matter to include useful information. The latter may require making a study of the characteristics of the product, learning how it is grown or fabricated, and some inquiry into how the product is used by customers or how it might better be used. But perhaps there is merely lastness on the part of copywriters who scotch information for words, who bridge lapses in their knowledge with nicely-turned phrases.

"Perhaps they are not lazy, but believe that it is better to be less than soberly helpful. This point of view is hard for many of us to understand, but it is common enough, and it is a point of view that does more harm to the advertising business than any other single factor. It tends to emphasise superficiality when information and the sound use of it are of paramount importance."

"It is curious that advertising writers and their employers have never given this matter the attention it deserves. Certainly it is a basic fact that it is possible to write just an interesting an advertisement with as little information as without it, and to know that the difference is partly helpful information presented in an interesting manner actually sell more goods than simply go to advertising cost three times as much."

-- 26 Broadcasting Business, April 17, 1947

BREIF CLUB
New Officers Elected

At the first meeting of the new Board of Management of the B.R.E.I.F. Club of Sydney (Broadcasting Radio Electrical Industrial Fellowship Club), held on Thursday, April 19, the newly elected President, Mr. Oswald Mingay, was duly inducted into the Chair by the retiring President, Mr. Eric Dare (Mullard). Mr. Bob Herring (Eveready Batteries) was elected Senior Vice-President and Mr. "Bill" O'Brien (Breville Radio) was elected Secretary.

Mr. Roger Enemark (S. A. Maxwell & Staff) was re-elected Honorary Secretary and Mr. John Rubie (N.S.W. Manager for Phillips Electrical Industries) was elected Honorary Treasurer.

Mr. A. E. Trobridge (Vesta Batteries) was elected Assistant Honorary Secretary and Mr. A. R. Allen of Vesta Batteries, Assistant Honorary Treasurer.

Mr. Clarrie Ives (A.O.E.) was elected to the Board of Management to fill a vacancy.

Talks Committee: Mr. Leo Beaton, Chairman, and Messrs. A. R. R. Fox (A.W.A.), Leo Finn, Ed. Burnett (Phillips Valves).

Sports Committee: Messrs. Clarrie Ives (A.O.E.), Chairman, and G. K. Herring (Eveready), Burnett (Philips Valves), L. E. Boston, and Max Jones (ERGDA).

New B.R.E.I.F. President, Mr. C. W. F. Minzay

Mr. John Rubie, the newly elected Treasurer, was asked to investigate suggestions made by the Auditor and to report to the next Board Meeting.

The B.R.E.I.F. Club Hall is in the hands of the Social Committee of which Mr. Wal. Roots (B.T.C.) is Chairman, he will investigate likely places and dates for later this year.

The appointment of a Publicity Officer and Publicity Committee was held over until the next Board Meeting, on the second Tuesday in May.

MORE AID FOR THE NEEDY

Women's Club Ball in Memory of Mr. Bert B. Russell

The speaker for May 5 luncheon will be arranged by Mr. Beaton and his Committee.

Mr. John Rubie, the newly elected Treasurer, was asked to investigate suggestions made by the Auditor and to report to the next Board Meeting. The B.R.E.I.F. Club Hall is in the hands of the Social Committee of which Mr. Wal. Roots (B.T.C.) is Chairman, he will investigate likely places and dates for later this year.

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More than just a Radio station. 4RO is looked on as a personal friend by the town and country listeners of the rich Rockhampton District. This accounts to a large degree for the amazing pulling power of this station in an area where there is wealth from huge primary industries—dairying—grazing—mining—cotton and timber... Wise advertising men all over Australia have realised this and today 4RO is equally proud of its national programmes and locally sponsored features both during daytime and night.
“If I had the chance to do it over again, I believe I would have chosen a different path.”

Maxwell, 78, who was a former rowing coach and later became a successful businessman, told The Age that his decision to pursue a career in business was not a result of disappointment with his athletic career. Instead, he said, it was a natural progression from his time at the University of Melbourne, where he was a member of the rowing team.

Maxwell said that his love for rowing began during his years at school, where he was a part of the school’s rowing team. He continued to row throughout his time at university and was even invited to join a team in the United States, which he declined due to his studies.

After graduating from university, Maxwell decided to pursue a career in advertising. He worked for a few years at a large advertising agency, where he learned the ins and outs of the industry. He eventually decided to start his own business, which he did with great success.

Maxwell said that his love for advertising came from his time spent working on the advertising team for a major corporation. He enjoyed the challenge of creating effective advertisements that would capture the attention of potential customers.

Maxwell said that his love for advertising was bolstered by his love for the arts. He enjoyed spending time reading and listening to music, which he said helped him to develop his creativity.

Maxwell said that he was proud of his many achievements in business, but he also knew that he would have been just as successful in any other career. He said that he never regretted his decision to pursue a career in advertising, and he would do it all over again if given the chance.

Maxwell died at the age of 82, leaving behind a legacy of success and innovation in the advertising industry. His work continues to be celebrated by his peers and his family, who remember him as a man of great talent and dedication.
South Australia

STH. AUST. DEFICIT

The Premier (Mr. Playford) has revealed that the State deficit for the first nine months of the financial year amounted to £471,000, with £471,000 of the corresponding period of 1946, Chief reason given for the improved position lies in the increased Commonwealth grant for this year.

116 NEW COMPANIES

A total of 116 new companies, with a nominal capital of £1,812,000 in all, have been registered in South Australia for the first quarter of this year, and it is likely that 1947 will eclipse last year's record.

GRAPHITE

A new graphite company, Western Carbon Co. Ltd., with nominal capital of £60,000, has been formed in Adelaide and will operate the Koppio graphite lease of £973/11/10 to representatives of the Adelaide Children's Hospital and the Somerton Crippled Children's Society. The proceeds of the third cheque totalling £973/11/10 to the representative of the Somerton Crippled Children's Society.

BIG CHARITY

AUSTRALIAN EXPORTERS' FEDERATION

The Australian Exporters' Federation has played in the Lincoln.

AUSTRALIAN CAR

Launched on Tuesday, April 8, when it was inspected by the Royal Adelaide Exhibition Board, is the service station renovation of the Broadcasting Federation this week. Inquiries have already been made between the Victorian sections of both bodies. The Victoria (A.F.) form and possibly the state of the broadcast services tend to tighten up the accreditation position in the second serial series recently taken over by the accreditation bureau of the ANTA.

AGENCIES

Stressed by the radio studio of the Adelaide Children's Home, a service of 52 weeks, sponsoring and costumes. Both for twelve months.

CONTRACTS

Contracts for *Bullock's Sports Round Up?* Friday nights half hour sport review, commence with *Australian Breweries Ltd.*, for a further 16 weeks by Johnstone and Co. Ltd., with nominal capital of £4,000, have also elected to sponsor a half hour per week, 7 p.m. Account handled by NobleBarton Advertising Agency.

Labour: and Wages, distributions of earnings: Friday, Johannesburg, have purchased another series of special features featuring "Fairfax's Five and a Half Hours" to broadcast for quarter to quarter periods, and have engaged the services of Mr. E. L. Wilson of the Union of Australian Workers. This company consists almost exclusively of the Goldberg Agency, and is the service agency.

Cochs & Kindermans in Brisbane and *Macs & Co.*. Macs and Co. Ltd., suppliers of all the newest, replacement and modern premises at Commercial Union Building, have extended their contract for 52 weeks, Lunch Time Music on 2GN.

Stakeholders, Goodwill, soft drinks and ice manufacturers, renewed 12 weeks, featuring Mrs. Beatrice "Dorothy," half hour Sundays, 11.45 on 3BC.

-'The Patsy Annie' Baby Shop, Goodwin, has continued to sponsor the popular "The Patsy Annie" series, Monday-Friday, 12.30-1 p.m., 60 minutes, for 12 weeks, Lunch Time Music on 2GN.

Mrs. W. W. Baxter, "Priest in the Night" Goodwin, fiancée of the popular "The Priest of the Night," has continued her contract for 12 weeks, 12 noon, on 2PR.

R. R. Gray & Son, Saddlers and Leather goods, manufacturers of Goodwill, have extended their contract for 12 weeks, Saturday mornings, 11.45 on 2BC.

Morton Bros., Sports Dentist and Hockeystore, have extended their contract for 12 weeks, Tuesday mornings, 7.45-8 a.m., 45 minutes, for 12 weeks.

Harry Taylor, General Draper of Warrnambool, has signed "The Warrnambool Retailer" program for 52 weeks, 5 p.m. on 2UZ.

Quarter hours 10 and 15 and 20 and 25, Wednesday, March 12th, and then the official opening of the "Warrnambool Radio Show," conducted by Mr. John Foster, will be relayed through the usual 1252-3UZ.

BROADCASTING STATIONS

'THEY KNOW-4BU

-3

Sydney Representative: S. O. CLARKE
O'Brien House
Phone 7283

Melbourne Representative:

VICTORIAN BROADCASTING NETWORK

239 Collins Street
Phone Central 4124

Follow the Example of the
MAN ON THE SPOT

Bundaberg business men are spending more and more on 4BU, which means them, that an "On the Spot" study

THEY KNOW-4BU is the Firm Favourite with District listeners

-4BU Listeners are asking for 4BU Advertising's

6-4BU

BUNDABERG

QUEENSLAND CENTRAL OF THE MACQUARIE NETWORK

SOUTH: REPLY: MAGQUARIE

RAY: REPLY: MAGQUARIE

4BU BUNDABERG

MEADOWBANK (SYDNEY) N.S.W.

PHONE KYDE 343

**ON and OFF**

**By GEORGE MATTHEWS**

To help Australian authors, F. J. Palmer & Son, in conjunction with N&W Bookstall, have asked 26E's 82 Melbourne Road to act as a drop-off point for the ten best manuscripts received, setting up a competition for London's International Academic & Trade Fair with Professor Boardman's Art, Macquarie Networ and for 2B Big Sister. Audition discs have now been produced and are being advertised for entries. Sixteen auditions will be held at the Thelma theatre in Melbourne, with Fred Tupper at the microphone. Prize, a second-class 3AW trip, will be awarded to the producer of the best entry. 

**NEW MOTHER:** Having resuscitated "First Light Fancy," Macquarie Networ now plans to revive "Big Sister." Audition discs have now been produced and are being advertised for entries. Sixteen auditions will be held at the Thelma theatre in Melbourne, with Fred Tupper at the microphone. Prize, a second-class 3AW trip, will be awarded to the producer of the best entry.

**PALMER:** The "First Light Fantasy," Sydney Theatre Programme, has been resuscitated and is again to work with George Edwards Productions. The firm's next show? Yes, a re­hearsal of "Three winning novels to be pub­lished," 17/6 Foreign.

**SAKINCHER:** Twenty-two aspirants for spots in the Thelma theatre Programme have turned up for auditions at the Thelma theatre in Melbourne. The first broadcast was scheduled for April 15, coinciding with the opening of the wrestling season. Preceded by the Shell Show and Mel­bourne Quiz Kicks Quest, this new feature provides 3AW with a particularly strong opening.

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**THE QUEENSLAND INSTITUTE OF PUBLIC AFFAIRS has contracted for 165-200 minutes broadcast three nights weekly on Queensland and N.W. country stations. 3iP, 3IV, 4A, 4B, 5A, 4Y, 4OY and 2MW. The feature is "Highlighting the Headlines," a mini­ature March of Time written and produced by Noble-Bardlett Advertising, who handle the account.

**Tape:** Two original plays were presented during the London season by the VBB. "First Robin Redbreast," written by Miss Dorothy Bowden, and "Fate of the Bat," written and presented under the supervision of Mr. Wilfred Spargo. Sponsored by local firms, local artists took part in both productions.

**NEW YORK STATES:** License totals for single shows are shown in col. with additional supplementary licenses for these "second sets." 10 / -.

**NEW SOUTH WALES:** License holders for their "second sets," 26 issues, 10 / -.

**SOUTH AUSTRALIA:** License holders for their "second sets," 26 issues, 10 / -.

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The Making of Radio Make-believe

Behind the Production Scenes in a Recording Studio

This is the story of "Hester's Diary"—not the kind of story the general public would read or about any other big radio transcription, but it is the story of the making of a production for the air, of the toil and the care and the enthusiasm that go into all of it from the time the script writer turns in his completed script to that moment when the finished disc revolves upon some distant turntable takes life and shape and colour the sound, at the touch of a pickup needle—a modern Galatea.

The story is the story that has not before been told in these pages. It is the story of the making of "Hester's Diary" to AWA—what happened from that point onward is pretty much the same as would happen to any acceptable serial script turned in to any program producing and recording organisation.

So for our purposes, Mrs. Howell's short, pithy description of the routine will best tell the story.

"We like to read through quite a number of episodes already written before making a final decision about accepting a script," she told "BB.

And even after that we like to discuss with the author the complete synopsis so that we have a preknowledge of the direction in which the various characters will develop. That is very important for the producer: it is a great help to us in selecting the cast, especially in long runs where the characters may grow up from childhood to old age.

"Casting," said Mrs. Howell, "is quite a ticklish problem, and one which is not always solved by the mere selection on the particular artists whom the producer from experience and knowledge thinks will fill the bill. Very frequently scenes are auditioned with the selected artists just to make absolutely sure that they are sympathetic to their parts."

At the stage when the cast has been selected the authors are advised as to the date on which they may pick up copies of their scripts and also the date and time and place for rehearse and recording, which is usually timed to give the players several days' "home" reading of their parts.

At the AWA Recording Studios in Clarence Street, Sydney, 15 minute episodes of serials are recorded at the rate of six episodes a day.

When the authors "on call" assemble at the studio for recording they are presumed to have familiarised themselves with their various character parts and "Operation Platter" (as it is sometimes facetiously called) proceeds usually upon an extraordinarily even and matter-of-fact patee. Make for example our observation of events one afternoon recently in the making of "Hester's Diary." The cast, or each of them as were required for three episodes scheduled for making gathered in the studio. The sound-proof studio reverberated with the thunder of rustling foliage sheets of script as the players filed in a few minutes final silent reading of their parts. Then the producer entered. There followed a short conference with the players, instructions, a word of advice to this or that, encouragement to another; final alterations which she had made in the script since the players had picked up their copies—perhaps a jarring note removed or an incongruous piece of dialogue to be altered or omitted. With all scripts marked accordingly the producer returned to her booth behind the big glass panel that gives a clear view of the studio. She touched a button on the panel and a light flickered in the studio. The players were suddenly alert, listening.

"We'll read through once for timing," Mrs. Howell said. "Then everything came to the players through the inter-studio microphone. They took up their positions near the microphone. First the narrator, and then, as each character enters the story they in turn or together stepped silently and briskly into microphone position, to read their parts (only is must), and doesn't sound like reading!"

Meantime, in the producer's booth, sound-recorded sound effects or musical "bridges" were interpolated, fed into dressing for the parts, the atmosphere created by purely musical constructions on stage. All these compare with the music for daily scenes. That's what the microphone, for an audience; and in most cases not even the sound effects that are dubbed in to create the "scenery" of radio.

The story of "Hester's Diary" was written by the successful actor-producer-writer, John Appleton. The story opens on New Year's Day, 1869. At the invitation of their brother Charles, Hester and Deborah, under the eagle eye of their elder married sister, Catherine, had come down to London after the Christmas festivities at "Ramford Priory," for the purpose of attending a New Year's Function to be held by the officers of the Third Regiment.

At The Ball, the great moment comes to Hester when the young man, Darnley, who had entered her life some four years before, also arrives as a guest. She is shocked when he does not even recognise her, and is obviously the faithful attendant of the Hon. Alice de Burgh.

(Continued on page 35)
Queensland

NEW INDUSTRIES AT ROCKLEA

The Minister for Post-War reconstruction, Mr. Dedman, has announced the establishment of an industrial research and development laboratory approved by the Cabinet sub-committee on secondary industries. The laboratory will be known as the Rocklea munitions factory. Dominion Motors of Queensland are one of the manufacturers whose earth-moving and automotive equipment and would also use the buildings for the reconditioning of motor cars. National Products Ltd., of Brisbane, for the manufacture of concrete tiles, synthetic resins, etc., has also been approved while a third lease has gone to Mr. R. A. Pemberton for the provision of novelty woodwork articles. Mr. Dedman said the Rocklea munitions factory would ultimately be acquired by the Queensland Government.

WILLING WORKERS IN QUEENSLAND

First hand observation has convinced Mr. H. Grenville Graham, British industrialist, that Queensland people are willing workers and that into their work as the English people, despite the sub-tropical climate of the State. Mr. Grenville Graham is currently making a tour of Australia to assess its market potential because his interest had been aroused by Mr. Bruce Pie whom he met some two years ago in England. Mr. Grenville Graham has the ability to produce clothing accessories such as fgings, pocketings, bias bindings, piping, etc., used in the manufacture of clothing, bedding, boots and shoes, motor car and hats. Mr. Graham will select a site in Brisbane for his production of various clothing accessories.

SUGAR INDUSTRY ENDEARED TO QUEENSLAND

Chairman of the Queensland Sugar Cane Fries Board, Mr. W. Forgan Smith, has announced that the sugar industry is expecting increases in peak tons of cane. The Queensland sugar mills had not revealed any changes of circumstances which would justify an alteration to the Board’s previous judgment. This means that the mills peaks for the 1947-48 sugar season will not be altered. Mr. Smith also said that the draft charter to be discussed at the international trade conference at London, which the Commonwealth government had already refused to result in a reversal of what had been the Board's policy since 1945. The sugar agreement would go and with it the benefits of Imperial preference. He added that this was a programme which emanate from the State Department in Washington and not from Britain, said that it was a weighty matter serious from Australia’s point of view.

LAND WORKERS’ HIGH RATES

In a recent broadcast from the BBC, Mr. Colin Clark, economic ad viser to the Queensland Government, stressed the number of men now employed in primary and grazing industries. The number of men per 100 acres of land was almost total about half a million and there was room to increase this number to a million and a quarter, said Mr. Clark. They earned bigger incomes than we thought, said Mr. Clark, because of the fact that we did not have so many raw materials here. People, however, were prepared to pay prices for the products of the Primary and Grazing Industry. To increase this number to a million and a quarter, paid a salary of £100,000 a year, said Mr. Clark.

CONFLICTING VIEWS ON PROGRESS

When commenting recently on a statement by the former Queensland People’s Party, president, Mr. G. Ward, the Queensland Labour Minister, Mr. G. Michael, a Q.P.P. leader, Mr. Pie, both clashed on their remarks on the secondary industry outlook in Queensland. The minister said that the war-end secondary industry in Queensland has expanded considerably and that the Government is offering more opportunities than the highly industrialised southern States. They were impressed by the fact that we did not have so many raw materials here. People, however, were prepared to pay prices for the products of the Primary and Grazing Industry. To increase this number to a million and a quarter, paid a salary of £100,000 a year, said Mr. Clark.

State by State Progress Review

Items of Interest to Businessmen

Queensland

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Western Australia

LUGGERS AHOY!

The 1947 pearling season opened at Broome on March 31 with the sailing of the luggers. Commercial pelagic lugger, Meaux, Morgan, McDaniel and Okas. Owing to bad weather conditions and crew difficulties, the luggers were not able to sail as early this year as was expected.

NEW BUSINESS

The new pearling room at the Perth P&O features fluorescent light ing and a specially designed ceiling to reduce noise. Three large tables made in the Perth postel workrooms have been installed. There are 20 positions at present occupied by girls, compared with 18 in the former pearling room, but 28 are provided and it is expected that these will be sufficient to meet the demands of the service for about 20 years.

PERTH IS GROWING

The construction of a new suburban station in Perth has advanced midway between Maylands and Bayswater has begun and about 4,000 cubic yards of earth will have to be removed in the process.

AIR RADIO TESTS

The University of Western Australia has accepted Civil Aviation’s special testing unit, C47, which has recently been in Perth for a short period. Said to carry radio testing equipment than any other aircraft in Australia at present, this plane is the first of several ordered by the department for testing air-facilities throughout Australia. Civil Aviation has been represented by a well-known Western Australian, Mr. E. H. Fry, who is acting as superintendent of Civil Aviation in W.A.

DINING CAR EQUIPMENT

As part of the move to improve the dining car service on the State railways, the W.A. Government Tender Board, on behalf of the Railway Department, has accepted a tender by Flower, Davies and Johnson Ltd. of £1,000 to supply four sets of air-conditioned dining cars and two kitchen cars, and the company has been awarded a contract of £2,975 for the special equipment, which is set for four sets of electrical equipment for dining cars.
Purely Personal

The Brisbane manager of the Atlantic Union, Mr. J. W. Kelly, accompanied by a number of guests at a cocktail party, at Lennox's Hotel, Saturday afternoon. In his absence on behalf of his organization to conduct the commencement of "The Atlantic Union," Mr. W. J. Nye, secretary of the Brisbane staff, was in charge of the event.

Mr. & Mrs. H. J. Johnson, Mr. & Mrs. M. J. G. Jameson, Mr. & Mrs. M. H. D. Draper and Mr. Bruce Teplow; Mr. & Mrs. J. D. Godfrey, Mr. & Mrs. W. L. Prouse Knox, Mr. & Mrs. Roy Good, Mr. & Mrs. D. H. White, Mr. & Mrs. W. R. Moon, Mr. & Mrs. B. W. Scott, Mr. & Mrs. T. A. D. Morgan, Mr. & Mrs. J. W. Armstrong, Mr. & Mrs. A. M. Flower, Mr. & Mrs. W. H. Goddard, Mr. & Mrs. E. W. M. Bennett, Mr. & Mrs. W. A. G. McKeown, Mr. & Mrs. H. G. Turner, Mr. & Mrs. R. W. W. Morgan, Mr. & Mrs. J. G. Williams, Mr. & Mrs. H. A. Griffith, Mr. & Mrs. E. W. R. Morgan, Mr. & Mrs. W. H. Goddard, Mr. & Mrs. E. W. M. Bennett, Mr. & Mrs. A. M. Flower, Mr. & Mrs. W. H. Goddard, Mr. & Mrs. H. G. Turner, Mr. & Mrs. R. W. W. Morgan, Mr. & Mrs. J. G. Williams, Mr. & Mrs. E. W. R. Morgan.

Immediately after the cocktail party at the Parmelia Hotel, Lord Mayor of Macquarie and 2GB, left on Saturday for London, because the Beclser twins are easy to pick compared with the Woolff twins.

During his recent visit to South Australia, Mr. Roy Good, formerly assistant manager for the Macquarie Network Station ABC, Parkes, spent a few days in the city, where he was greatly impressed by the station's magnificent effort in raising funds for a new Children's Hospital. Mr. Good was supported in his efforts to build and maintain goodwill which was mainly responsible for that station's recent l y. Marjorie and Barbara would like to win 2UE's Talent Quest.

"Hesters Diary"—(Continued from page 35)

Wishing to return to their pined-terre, she is forced to entertain one of the gay Deborah's cast offs. He was a young Ensign named John Carmichael, and this was the man whom Hester, egged on by her younger sisters, and as fearful of a step ether as her older sister, eventually follows to New South Wales, in 1813.

The vessel she was travelling on, "The Olympian," was attacked by a French privateer, but a favourable wind, and the coming of a storm, helped therebels to escape capture. Four people were lost overboard—which was considered a fair average—in the storms of the trip from Sydney to Port Jackson, during nearly six months' travel, the "Olympian" dropped anchor in Sydney Cove.

From here, Hester, very lonely and somewhat frightened, started a very strange and new life. She was married under the Vice-Regal patronage of Governor and Mrs. Macquarie, but her husband was suffering from bad health, having caught the fever of the bad air, "malaria," and because of this, and because under Governor Macquarie's rule, no officer could be granted land, he resigned his commission and became a "free settler." At this point, when she and her husband became identified with the early life of the Port Jackson Colony, "Hester's Diary" reaches the conclusion of Book 1 but four other books follow to total 260 episodes.

STOP PRESS

FSCB REPORT

Although it is understood Prime Minister, Mr. Chifley, has promised the Broadcasting Committee on ABC to consider the possibility of extending ABC's time of operation,誊 has yet taken place as special Cabinet Sub-committee and factors says it is not expected. Mr. Chifley's late return from Perth and illness of a member's position of one of the cabinet's group seems to have delayed action.

Mr. H. C. Gamage, Minister for Registration, and Mr. J. J. Armstrong, Secretary for Trade, have been added to special Cabinet Sub-committee on Broadcasting.

COLOR TEL. OUT FOR FIVE YEARS

Washington, D.C.—The FCC has turned thumbs down on CBS's application for licence to set up kinescope service in color. Leaving RCA well set in front with current agreement of black and white which is standard service in US for at least five years, RCA contends through a legal fling that "Approximate Colour" process of electronic color in laboratory stage two years away for public application. CBS had spent about two million dollars on their experimental (mechanical) color method.
MORE HASTE and NO WASTE

For 'more haste' when planning advertising campaigns, the AARDS Service is an invaluable aid. AARDS is designed to supply the most comprehensive information on advertising rates and data, of all press, and radio media, in the most organised and informative manner in the history of Australian advertising.

Businessmen, to whom time is important, have said—"It is much easier and quicker to use the speedy reference medium provided by AARDS"—"The information in AARDS is reliable and always up-to-date, and the Service is now used in lieu of the filing cabinet methods"—"AARDS is the greatest Service ever offered advertisers"—"AARDS is a wonderful contribution to the simplification of an advertising agencies daily tasks"—"AARDS is always in use, it is really a time-saver."

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Hi Fellers!

It's hard to believe this one, but a feller told me it happened. It was this way.

She was a very young bride—and she'd lived all her life on a lighthouse. When her new husband brought home sausages for tea, she said she'd never cooked them before.

"It's easy," hubby said. "Fry them—like fish."

When the meal was served, he looked at his plate—and at his wife.

"I know it doesn't look much darling," she said, "and I did it like fish, too—but there's not much left on those things after you've cleaned them."

But, as I said, there's always a first time.

There's always a first time, too, in radio... a first contract, a first sponsorship success—and a first time on 2UW.

That's an experience most advertisers remember, because they find that 2UW Service (plus, of course, the 2UW Audience!) means more than words... it means a personal service which is not satisfied unless the advertiser first is happy about it all.

If you don't know what 2UW Service can do for you—well, there's a phone on your desk.

MOST PEOPLE LISTEN TO 2UW

WEST AUSTRALIAN MARKET DATA ISSUE

BROADCASTING BUSINESS

Thursday
MAY 1, 1947

Incorporating "Commercial Broadcasting"
Registered at the P.O. Sydney. For transmission by post as a newspaper.