

★ PUBLISHED EVERY SECOND THURSDAY ★

COMMERCIAL BROADCASTING

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

Vol. 15, No. 26 (429th issue), Thursday, July 25, 1946

Hi Fellers -

R. S. W.
PARLIAMENTARY
LIBRARY

Who drove the car?



Did you ever meet a really absent-minded feller?
I've just heard of a bobby-dazzler.

When he arrived home at night on foot, his wife asked him:
"Where's the car?"

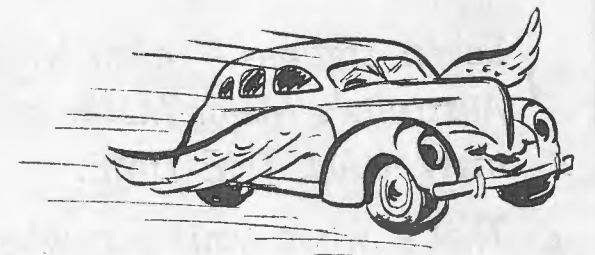
"Good gracious me," he said, "Did I take the car to town
to-day? I remember that when I reached the office in a
car I turned around to thank the gentleman for giving me
a lift . . . but there was nobody there. I wondered where he
had gone."

I'll bet he wasn't an ad. man . . . you've got to be pretty wide
awake these days to keep ahead of the other boys in the game.

Some of the brainy fellers, of course, try to make a certainty
of it—when they're planning a campaign they always think first
of 2UW . . . because they know that their job is more than half
done, if they are lucky enough to get the right spot on 2UW.

The 2UW fellers can't always fit them in, of course, in the peak
times; but a lot of these brainy chaps seem to reckon that a
second-best time on 2UW is worth more than a purple certificate
somewhere else.

Maybe they're right, too . . . because everybody knows that
taking it all round, at any time, day or night,



most people listen to **2UW**

Sponsors and Broadcasters Urged to Co-operate to Beat Unfair Attacks Against Radio

Kellogg Chief tells How Aust. Success Influenced U.S. co. to go on the Air

Mr. Bert Roach, managing director of Kelloggs in Australia revealed at the 21 Club luncheon at Usher's Hotel in Sydney on July 11, that the Australian company's successful use of the broadcasting medium for advertising was instrumental in getting the "home company" in America on to the air.

Mr. Roach was one of the several guests entertained at luncheon by the 21 Club of Australia. Other guests, welcomed by the chairman, Leo Finn, were Messrs. Alan Weekes, director J. Walter Thompson agency, Charles Batten, manager 5KA Adelaide, John Twyford, manager 2NZ Inverell, and Oswald Mingay, managing editor, Mingay Publishing Co.

Proposing the toast to Messrs. Roach and Weekes, Mr. Maurice Chapman said that both Kelloggs and J.W.T. were very old friends of broadcasting, and he recalled Kellogg's first feature sponsorship—the serial "Howie Wing, Saga of Aviation," back in 1934. The company, he said, was one which had since then made a considerable contribution to radio broadcasting.

Mr. Chapman said that these days commercial broadcasting seemed to be anybody's "Aunt Sally." Anyone who wanted to have a good old pop at radio could do so via Information Minister, Mr. Calwell, or some other politician. It was time that broadcasters and sponsors pulled together in a common fight against much unfair and uncalled for criticisms. If all sponsors were of the calibre of Kelloggs and agencies as wideawake as J.W.T., the task of broadcasting stations in protecting their interests would not be so hard. Both those organisations had a wide and deep understanding of broadcasting which they had amply demonstrated — and both had definitely contributed in large measures to program values in broadcasting.

Responding, Mr. Roach said that he was pleased and proud to be a guest of The 21 Club. He thought that his company had done a great job for radio—so much so that the Australian

company was instrumental in "selling" the American parent company the idea of using radio as a major medium of advertising. He went on to explain that before the "great Australian experiment" (Howie Wing) the Kellogg companies in Canada, U.S.A. and Great Britain could not find much in their advertising budgets for radio. But on a trip to Honolulu in 1934 he was able to induce his principals to OK a radio campaign for Australia, and he brought back with him "Howie Wing."

"Well, by gosh! that program soon built up a membership of youngsters of over 125,000 and all of 'em with badges!" Mr. Roach continued. "And that proved to our home office back in the States that radio had pulling power and they went in and signed up a five million dollar contract for a feature called 'The Circle', featuring all the Hollywood Stars."

Mr. Roach said that Kellogg's big program now in America is another Hollywood feature "Hollywood Breakfast", with Tom Brennan, and he went on to relate his own interesting experiences when he tried to get in to see that show last year, and gave an amusing account of the show itself. Actually half the show is sponsored by Kelloggs and the other half by Lux.

Mr. Roach said he wondered how the heck they could sell wheatflakes and soapflakes just like that and put the proposition to Brennan. "Well," said Brennan, I know it's a screwy program; I don't know why they like it, but they do, so what! I don't know how they digest it!"

Supporting the response, Mr. Alan Weekes referred to Mr. Chapman's timely comments. He referred particularly to one well known newspaper columnist "who takes a crack at radio—and cracks hard—at least

once a week." Some columnists seem to be unaware of the fact that sponsored radio can not only do a good selling job but a good social job as well. He instanced such programs as "Mary Livingstone" in which the Health Department co-operated and important social subjects for the Health Dept., were written into the script to become actually part and parcel of the program.

"The longhaired intellectuals are cracking radio for all their worth, and like the Commos, seem to be out to smash radio," Mr. Weekes declared. "We should get out and tell the people more real facts about radio. For instance from America we learn that the most popular daytime programs are those with a social service angle—and such programs are provided there and here—and that recent investigations showed that 51% of people who listen to radio programs are college graduates; so it would be safe to assume that the majority are intelligent people. I agree that sponsors and broadcasters should do something about these attacks that are continually being made upon broadcasting. We should not sit down and take it when ill informed columnists take a crack at us."

INDIAN RADIO LICENCES

The number of Broadcast receiver licences in force in British India at the end of March, 1946, was 205,130 as against 199,589 at the end of March, 1945. Altogether 18,780 licences were issued during the month, of which 4,895 were new licences.

ACTOR ISSUES WRIT

Arundel Nixon, the radio actor, last week issued a writ claiming £5,000 damages from Station 2GB. Cause of action is not disclosed.

Earlier in the week Mr. Nixon was reported by the Sydney "Daily Telegraph" to have alleged he had been summarily dismissed from the cast of a radio play "Love Me Sailor" which was under consideration for broadcast.

Why 3YB, Warrnambool

Because over nine thousand license holders call 3YB "their station"—it is the most effective cover of one of the richest markets in Victoria . . . richest in dairying, lamb-raising, grazing, potato, onion and flax growing country. Well known names at Warrnambool too—Nestles factory, Glaxo, Trufood, Kraft and Warrnambool blankets all have factories there. In addition, Warrnambool offers you some fifty odd thousand potential listeners.

Why 3UL, Warragul

Because a range of mountains "protects" Warragul from outside radio reception. Because of these mountains 3UL was built. If you hope to sell in rich Central Gippsland and cover the personnel of thirty-three timber mills, the State coal mine and the world famous Yallourn Electrical Undertaking, and some one hundred and fifty two thousand potential listeners, the use of 3UL becomes a geographic necessity.

Why 3SR, Shepparton

Because 3SR Shepparton, the 2,000 watt station, gives you a POWER PLUS "cover" of the Goulburn Valley in north-east Victoria, the Ovens or Kiewa Valley and the Southern Riverina deep into N.S.W. In addition, 3SR boasts of a Friendship Club with over ten thousand members in 27 established branches—an audience like this is an "insurance" on sales.

Why The YB-UL-SR Network

Because in addition to the three, undisputedly good "covers" 3YB—UL—SR . . . you are offered, as a further "insurance" on profitable sales figures, a 10% discount when using the three stations simultaneously. Aye, mon, the Argus Victorian Country Network has a grand story, and it be canny buying ye be doing.

THE ARGUS VICTORIAN COUNTRY NETWORK

365 ELIZABETH STREET,
MELBOURNE
PHONE: FO411

V. M. DINNENY,
HERALD BUILDINGS,
66 PITT STREET, SYDNEY
BW8493



Advertising Notables —

Mr. FRANK GOLDBERG,
Governing Director,
Goldberg Advertising
(Aust.) Pty. Ltd.,
Sydney, Melbourne, and
Wellington (N.Z.)

Mr. Goldberg entered advertising through the printing trade in London in 1903, later becoming compositor, foreman printer and reader.

In 1909, he visited New Zealand, where he became Advertising Manager and, later, Manager, of the Hutt & Petone Chronicle, attending at the same time the Wellington University studying Economics and business subjects.

In 1912, he visited U.S.A. on behalf of a large N.Z. organisation and, on returning to Wellington in 1913, he hung out his shingle as an advertising agent, with accreditation quickly following.

In those days, Frank specialised in retail advertising, and was influential in helping to raise the status of the advertising practitioner in the eyes of the then very "sceptical-of-advertising-men" New Zealand businessman.

Success quickly followed success, and it was then that the foundation of what was to become one of the largest advertising agencies in Australia and New Zealand was well and truly laid.

Past-President of the Australian Association of Advertising Agents, a member of the War Effort Publicity Board since its inception, attendance at a number of world advertising conferences during his 12 overseas trips, is but a small cross-section of Mr. Goldberg's personal service to the advertising profession.

A Reminiscence.

In my early days of selling, I encountered a retailer who "didn't want to see any of those crooked advertising people around." He brusquely left me. I called out, "Do you mind if I rest awhile and look at my own samples?" His acquiescence was a grunt. Nevertheless, his curiosity brought him to peer over my shoulder. "Are these your adverts?" he asked. "Yes," I replied, "but I can do better for you." I signed him up—and he is, to-day, still one of my clients.

With Ashley's, Aust. Cosmetics Pty. Ltd., Buckingham's Ltd., Clinton-Williams Pty. Ltd., Dunlop Rubber Co., Godfrey Phillips, Goodland's Pty. Ltd., Ice Manufacturers, Mark Mayne Pty. Ltd., Metropolitan Diaper Service, Nestlé's & Anglo-Swiss Milk Co., Payne's Confectionery, Paul Duval, Snowball Bros., Thermo-Ray, Truth & Sportsman Ltd., and Waddington's Pty. Ltd., Radio 2UE is prominent in the advertising schedules of Goldberg Advertising (Aust.) Pty. Ltd.

LET THE FRIENDLY VOICE OF RADIO 2UE HELP
YOUR SALES MESSAGE COMPLETE ITS JOB

**PADDISON IMPRESSES AMERICANS
AND CANADIANS**

**Federation President Homeward
Bound**

Mr. A. C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations, now homeward bound from the U.S. accompanied by his co-director Mr. George McCauley, of Transcontinental Broadcasting Co. (2KA-2KM), made a very good impression upon the broadcasting fraternity in America and in Canada.

"Broadcasting" magazine of June 10 carried an "Our Respects To—" special feature all about him and the clear picture he had given to Ameri-



Mr. A. C.
Paddison
President
A.F.C.B.S.

can broadcasters of what goes on in broadcasting in Australia. In fact they said this about him: "... the exuberant Australian whose presence seems to have raised the spirits of broadcasters on this side of the Pacific."

Earlier issues of the American and Canadian trade press followed the movements of Messrs. Paddison and McCauley through the U.S. and Canada. At Quebec where Mr. Paddison attended as a guest of the C.A.B. Convention, he was reported to have delivered a spirited and impressive dinner address in the course of which he stressed the importance of freedom of the air and freedom of speech as well as giving the Canadians a clear picture of Australian broadcasting.

In a letter to the editor of "C.B." received last week, Mr. Paddison said he had witnessed a telecast of the

Louis-Conn fight "and it was so terrific I would doubt whether television will get a second chance with Mike Jacob's box office! The image orthicon camera did an amazing job... as soon as they switched to the old type the image became blurred. There was an estimated 2,000 set audience in New York with a few hundred in Washington, Schenectady and Philadelphia, costing Gillette 75,000 dollars—but it was a good investment." Mr. Paddison said that the really terrific development in America is color television. C.B.S. results are miles ahead of early technicolor (films). Economic problems, though, remain unsolved. He added that F.M. was in a "deplorable plight for a variety of reasons, but primarily Petrillo and the failure of manufacturers to incorporate it in new sets. Latest estimate is about 9 per cent. only and that is over-generous on personal observations. Earliest delivery is about 90 days..."]

**CHURCHES AND NEW
A.L.P. STATION**

Acceptance by the Queensland Council of Churches of an offer of free time on the new Australian Labor Party broadcasting station in Brisbane contains the proviso that the application by the council for a license shall not be prejudiced, says the annual report of the council, which states that it has renewed and reaffirmed its previous application for a broadcast licence.

Other provisos to acceptance of the ALP offer are: that freedom of speech be granted; that the constituent churches of the council accept the offer.

The council will receive one Sunday in three, sharing with the Church of England and the Roman Catholic Church a half-hour each week.

**C. F. Marden
Announces
Retirement**



Mr. C. F. Marden, general manager of Commonwealth Broadcasting Corporation Pty. Ltd. (2UW) and Commonwealth Broadcasting Corporation (Q'land) Ltd., announced last week his retirement from that position effective the end of this year. At the same time it was announced that Mr. John Taylor, now manager of 3AW Melbourne, had accepted the appointment as general manager of 2UW.

Mr. Marden would not comment upon his future plans, nor confirm or deny any of the many rumors which had circulated associating his name with another high appointment.

Chairman and joint managing director of the English-Hoover company, C. B. Colston, recently opened a new Hoover factory in Scotland for the manufacture of fractional horsepower motors, and at the time of the opening ceremony he quoted an article which had appeared in the London Daily Mail to the effect that "American invention has produced a device using a fractional horsepower motor whereby twin beds can be moved together and separated again by pressing a button." Whether the result is expected to be a reduction in divorce cases is hard to say, but it is definitely an indication that we are really in the electrical age.

BONUS to AIR TIME

Letter to the Editor

ANDERSON OF AAB DISCUSSES BMB

Dear Sir,

In your issues of 13th and 27th June, prominence was given to certain types of information obtained, or being obtained, by the Bureau of Broadcast Measurement (Canada), and the Broadcast Measurement Bureau (U.S.A.).

It probably will be of interest to your readers to know a little more about these developments, and just what information is, or will be made available, by these Bureaux.

On 1st January, 1946, the Canadian Broadcasting Corporation published a brochure of "C.B.C. Networks Coverage" based on surveys by the B.B.M. (Canada). This brochure states that the data were assembled by the B.B.M. (Canada), representing The Association of Canadian Advertisers, Canadian Association of Advertising Agencies, Canadian Association of Broadcasters and The Canadian Broadcasting Corporation, and represent the latest figures of the B.B.M. to date.

Three definitions are given in the brochure, as follows:

"RADIO HOMES" are households equipped with one or more radio receiving sets.

COVERAGE PENETRATION is defined as the percentage of radio homes which potentially can be reached effectively by network stations. These figures are not to be interpreted as reporting the actual number of radio homes reached by an individual program on these network stations, or the probably coverage of a proposed program, but rather the average potential or maximum audience obtainable by network stations within a given area.

NETWORK COVERAGE is determined by the number and location of radio homes by counties and census divisions who listen on an average of once or more during any one week to network stations.

It will thus be seen that the B.B.M. (Canada) assesses the average potential, or maximum, audience obtainable by a station, by crediting it with all radio homes which listen to it on an average of once or more during any one week.

It is thus a measure of Station Cov-

As the Anderson Analysis of Broadcasting (AAB) is the survey organisation recognised by the Australian Association of National Advertisers and that Association has a big stake in the development of the broadcast medium of advertising, some weight must be given to Mr. Anderson's comment in this letter on the subject of the parallel organisation of his in America—the BMB.

The Anderson Analysis of Broadcasting has an advisory board of governors consisting of representatives of the AANA (G. Ekblade, managing director of Wrigley's A/sia Pty. Ltd. and A. R. Caughey, advertising manager, Kraft Walker Cheese Co. Pty. Ltd.), The Victorian Association of Accredited Advertising Agencies (N. V. Nixon, managing director, N. V. Nixon and Co. Pty. Ltd.), and The AAB (George H. Anderson, proprietor) with AANA secretary C. Roy Stanley secretary of the AAB Board of Advisory Governors. The Board of Governors actually determine the methods to be adopted by the AAB in securing information about listening to radio programs and broadcasting stations, and also determine the form and scope of the various regular AAB reports issued to subscribers to the AAB service.

It is understood that the Constitution of the AAB Advisory Board of Governors makes provision for the appointment of representatives from the Accredited Advertising Agencies Association (Federal), to the Federation of Commercial Broadcasting Stations and the Australian Broadcasting Commission and that invitations to appoint members to the Board have been issued to these organizations.

erage determined by a minimum standard of actual listening.

In the U.S.A., the same type of measurement has been adopted by Broadcast Measurement Bureau, which was formed by The Association of National Advertisers, with a membership of 367 companies; The American Association of Advertising Agencies, with 167 members, and The National Association of Broadcasters with 667 members.

Thus, in the U.S.A. also, similar interests are operating through the B.M.B. (U.S.A.) to obtain the same information as in Canada, i.e., the coverage of stations as determined by a minimum standard of actual listening.

In a brochure issued in January, 1946, by the B.M.B. (U.S.A.) it is emphasised that the figures which will be obtained cannot be used as a substitute for Program Rating, which are essential to advertisers and agencies for a specific approach to time buying.

So it will be seen that, in the main, this new form of measurement does not purport to show the circulation of a station, as the term is applied to newspapers, but rather to show a figure into which Ratings may be pro-

(Continued on page 13)

RADIO Flashes

"JACKEROO JOY" From 3AW TONIGHT

A new musical session is scheduled from 3AW at 8.30 p.m. every Friday night with a setting around a campfire.

Joy Nichols is starred as "Jackeroo" and her troupe of "Jackeroos" will be singing and dancing.

MAC ROBERTSONS

TONIGHT'S COLGATE SHOW FROM C'WELL

The first Jack Davey quiz show to be broadcast from Camberwell will be on the air from 3AW-CV at 8.15 p.m.

PALMOLIVE

It is regretted that no more seats are available for the Town Hall broadcasts of the Colgate Palmolive Quiz shows in Melbourne, owing to the tremendous public requests for reservations.

TODD DUNCAN As 3AW Guest

The famous baritone will be appearing on the air from 3AW-CV at 8.15 p.m. on Tuesday.

DUNLOP

Backstage in Radio by Kay

I don't agree with what the A.B.C.'s Acting Federal Director of Variety said in this paper last week about the scarcity of good local comedians.

If the gang now tied to the comic makers does not get laughs then I wager Jack Davey will have then a few serious contenders for his new "Sour-Puss" Colgate session when the said show comes to the Camberwell, Williamstown and Brunswick Town Halls next month.

I asked Bob Quinn of AW's Record Library what were the up-and-coming overseas comedians now heading for the air.

from Danny Taboo under none better—so I still hitch my wagon to the gate stars.—(Advt.)

COLGATE

New Radio Family to Know — The Smiths

WE HAVE AND TO HOLD is the new name of the Smiths. This is the first time they have been heard by 3AW.

T.B. GUEST

News About NICK CARTER

Nick Carter, who has been in the news for some time, is back on the air from 3AW-CV at 8.15 p.m. on Tuesday.

NESTLÉ'S

BROADCAST Forecast

George Trevare Featured

The nightly "Hit Tunes of the Hour" on 3AW at 7.45 on Tuesday, March 5, will include George Trevare, who is at present leading the State Theatre Orchestra.

His number will be "I'm Happy in an Unhappy Land" — composed by Tom Snow.

CADBURY

John Masters Recommendation

Exotic music of the Tropics for this Sunday afternoon's "Tropical Tapestry" at 3.15, promises to transport one to the West Indies in a romantic mood.

On March 3rd, the programme will include:—

- The opera and movie star, Carlos Ramirez.

FOY & GIBSON

"LEAVE FASS" Comes to Melbourne

Jack Davey's Protex Programme, which is to be broadcast from Camberwell, Williamstown, The Malvern and the 3AW Radio Theatre will offer its usual rich award to the winners.

PROTEX

For tickets enclosing stamped self-addressed envelope can be accepted.

MAPLES

Melody Tours

The world is the stage this Thursday night on the air at 8.30 p.m. on 3AW-CV. The top guest will be the famous soprano, Mrs. R. J. G. G. G.

VICTORIAN R'WAYS

The Constant Nymph

Margaret Kennedy's best seller, which is now heard on 3AW at 9 p.m. Tuesdays, has been ably dramatised by E. Mason Wood, who brings to life the pages of Tessa's diary in the cast are:—

CAST

NARRATOR: John Casaban
LEWIS: Marion Johns
TESSA: Richard Ashley
TREGORIN: Pat Harrington
PAULINA: Babe Scott
CHAU SCHMIDT: William Scott

MAXAM

PIANIST: Kate Sanger
SANGER: Jacob Sanger
SEBASTIAN: Florence Sanger
UNCLE CHARLES: Uncle Charles
CARTY: Carty

THE NORTHS at 7

Mr and Mrs North find a fur coat in the bear's den during a new play on the air at 7 p.m. on 3AW-CV.

CYSTEX

CAST

BETTIE DICKSON
GEORGE RANDALL
GEORGE HEWLETT
WARD LEOPOLD Raso
MURIEL STEINBECK

CALTEX

"Youth Speaks" this Friday

at 9 p.m. on 3AW-CV.

Back Seat Drive

o one is better qualified than "Mrs. O'Boys" when it comes to driving a car. The results cause quite a stir when Mrs. O'Boys drives down Cuthbert Street on Wednesday night at 7.30 p.m.

Women in the n

is the new play on the air at 8.15 p.m. on Tuesday.

BONNINGTONS

I've Been Hearing Things

Amateur Quest Finals

to be held to fame" finals on 3AW-CV on Tuesday, March 5, at 8.15 p.m.

PACIFIC CHENILLE

Rod Gaintoru, Macquarie Network notes to the winners, who are voted by audience acclaim.

The sketches broadcast will feature the winners of all the previous presentations.

"Kotinka" is AW's Musicomedy

Next Wednesday, July 17, at 9 p.m. on 3AW-CV, the new musicomedy "Kotinka" will be broadcast.

NEW QUIZ MASTER

Owing to the temporary absence of John Dease, due to illness, AW's Sunday night "Quiz Kids" will be asked the listeners' questions by Peter Barry, the time being from 8.15 to 9 p.m.

JOHNSON & JOHNSON

OLD

Saturday night's stay-at-home will interest the family show. Ter Dear gets romantic reminiscences from young couples.

The advertiser gets Victoria's biggest broadcasting plum with Macquarie's AW-CV blanket of Victoria. Then, in addition, all the metropolitan papers carry the station's programmes which are publicised by a vigorous merchandising of display spaces of reader interest. The regular advertising circulates from

"AGE" and "ARGUS" (av.)	250,000
"LISTENER IN" and "RADIO TIMES" (comb.)	140,000
Av. weekly bonus circ.	390,000

This publicity is naturally augmented by strategic posters in the city, on 550 trams, and radio pointers.

3AW-CV

Serving a population of 1,387,000 within 50 m. * Central Victorian listeners number 225,000 within 50 m.

Best Buy because of Macquarie's MAJORITY AUDIENCE

The cost-per-thousand-listener on these Macquarie stations may be checked with the surveys to reveal that they offer the best investment for bulk coverage. Follow the Nation's leading advertisers and be with 3AW-CV— and be "AT HOME WITH ALL THE FAMILY."

8 Commercial Broadcasting, July 25, 1946

Commercial Broadcasting, July 25, 1946 9



WHERE WEALTH IS CREATED ...

2KY and **2HD**

SYDNEY

NEWCASTLE

Cover the

Most Productive Areas in Australia

2KY—1000 Watts—1020K/c—Clear Channel
Affiliated with 250,000 Wage Earners

2HD—500 Watts—1140 K/c—Clear Channel—Continuous Service
Serving 200,000 Population with a £6,000,000 Wage Cheque

SYDNEY REPS.: 2KY, M 6291

MELBOURNE REPS.: STANFORD ALLEN, Cent. 4705

BRITISH GOVERNMENT BANS SPONSORED RADIO INQUIRY

(From our London Correspondent)

The Labour Government has refused an inquiry into the operation of the B.B.C. which would have involved, among other things, a survey of the possibility of sponsored radio.

The demand, led by Mr. Churchill and M.P.s of all parties that the B.B.C. Charter be reviewed before its renewal was rejected as was a House of Lords resolution to the same point.

A powerful volley was fired at the B.B.C. by Sir Frederick W. Ogilvie, former Director General, who in a letter to *The Times* said—

"What is at stake is not a matter of politics but of freedom. Is monopoly of broadcasting to be fastened on us for a further term? Is the future of this great public service to be settled without public inquiry into the many technical and other changes which have taken place in the last ten years?"

"Freedom is choice. And monopoly of broadcasting is inevitably the negation of freedom, no matter how efficiently it is run, or how wise and kindly the boards or committees in charge of it. It denies freedom of choice to listeners. It denies freedom of employment to speakers, musicians, writers, actors and all who seek their chance on the air. In tolerating monopoly of broadcasting, we are alone among the democratic countries of the world."

Sir Frederick continued that, during his term of office as Director-General of the B.B.C.—from 1938 to 1942—his chief impressions were the evils of the monopoly system and the gallant work of a very able and delightful executive staff in trying to overcome them.

The B.B.C. itself, good as it was, would gain vastly by the abolition of monopoly and the introduction of competition. So would all the millions of listeners, who would still have B.B.C. to listen to, but would have other programs to enjoy as well. So would all would-be broadcasters gain.

The only possible losers would be the various Governments of the day. Governments are thoroughly suited by the Charter as it stands. What better could any Government wish for than to have at the end of the street a powerful and efficient instrument which has all the appearance of independence, but which, by the existing provisions of the Charter and licence, it can control at will?

Speaking on the matter in the House of Lords, Lord Brabazon said that he

would like to see some other organisation beside the B.B.C. in this country, and urged the Government to hold an inquiry.

Dealing with sponsored programs, Lord Brabazon thought it would be wrong to introduce advertising into the B.B.C. But it was no use living in a fool's paradise, or saying, "We are above advertising," because people were going to get it in Britain.

Opposition to sponsored programs, he said, came first from the B.B.C., which did not wish to be investigated; secondly, from the Post Office, which was horrified at any new technique; thirdly, from the Services, who believed that all wavelengths belonged to them on the ground of national security, which was nonsense. But the biggest objectors were the Press. Some sections of the Press thought they were going to lose advertising through sponsored radio, which may or may not be true. But if they were going to lose advertising, they would lose it whether the stations were in Britain or abroad.

Replying for the Government, the Earl of Listowel, Postmaster-General, pointed out that the whole question of broadcasting policy was now being considered by the Government whose White Paper on policy in relation to renewal of the B.B.C. Charter would be published shortly.

Sponsored programs, he said, had been rejected as a general and permanent feature for providing program material for the B.B.C. The difficulty about competitive broadcasting, as compared with the B.B.C. monopoly, was the technical one of the lack of sufficient wavelengths, and this problem could not be ignored, because it made a number of competitive stations impracticable.

Are you Regular—in your reading habit?

A subscription of 10/- a year will bring you "C.B." every fortnight.

Lever Bros. Dropping "Big Sister"

Move Follows Similar Step-out
IN U.S.A.

Lever Bros. are dropping sponsorship of the famous daytime serial "Big Sister" effective August 16, but will retain the same time channels on forty-four stations throughout Australia for the presentation of "Crossroads of Life."

It is understood that certain broadcasting interests are negotiating for the purchase of the Australian rights of the "Big Sister" scripts, and consequently that feature may return to the air later under some other sponsorship.

As reported elsewhere in this issue, Lever Bros. in America recently stepped out of the "Big Sister" sponsorship which was immediately snapped up by Proctor and Gamble.

Radio director Alex Thompson, of the Lintas advertising agency handling the business for Levers here, told "C.B." last week that Levers' new show "Crossroads of Life" is being written and will be produced by Lyn Foster who has been producer of "Big Sister" in Australia since its inception. "Crossroads" will use the same cast as were featured in leading roles of "Sister" including Thelma Scott, Nigel Lovell and Peter Finch, with the addition of a fourth lead in Lyndall Barbour.

Stations in the set-up are:—

New South Wales: 2UW, 2AY, 2BH, 2GN, 2GZ, 2KA, 2KM, 2KO, 2LM, 2LT, 2MW, 2NZ, 2TM, 2WG, 2WL.

Victoria: 3DB-LK, 3BA, 3BO, 3HA, 3MA, 3SR, 3TR, 3UL.

Queensland: 4BK-AK, 4IP, 4BU, 4CA, 4MK, 4RO, 4TO.

South Australia: 5AD-MU-PI-SE.

Western Australia: 6IX-WB-MD, 6TZ, 6KG.

Tasmania: 7BU, 7EX, 7HT.

NEW LEVER BROS. HEAD

Mr. Charles Luckman was appointed President of Levers Bros. (America) on July 1. Mr. Luckman joined Pepsodent in the middle 1930's and in 1936 was vice-president in charge of Sales. He was made president in 1943 and last January, in addition to the Pepsodent position, was appointed executive vice-president of Levers Bros., one of radio's biggest advertisers in America. Mr. Luckman was mainly responsible for the swift rise to popularity of comedian Bob Hope, who became associated with Pepsodent in 1938.

"CAN WE HELP YOU?"

You should see the mail which comes cascading in for this novel new radio show by JOHN DUNNE

ALREADY A PROVEN AUDIENCE SUCCESS

Since the first Wednesday since it was broadcast, the response from listeners to "Can We Help You?" has been overwhelming.

Both by telephone and by mail listeners have acclaimed this entertaining new radio hour.

Designed on the same successful formula which made "Amateur Night" and "Service Appeal Hour" such radio winners during the war years, "Can We Help You?" is more than equalling them in popularity. It has been described as a ses-

sion which "Humanises Classified Ads." It retains that charm of surprise which listeners love so much, as one never knows exactly what to expect next.

The format consists of appeals by John Dunne on behalf of listeners for whatever they may happen to want, be it a human skeleton, a copy of a song, a set of corsets . . . anything at all.

No matter whether listeners to buy, or to sell, or to know something, if they are lucky in

the draw for a broadcast . . . out of the hundreds of letters received . . . John Dunne will make a winning appeal for them.

On the entertainment side, Tommy Jay comperes an ever-changing team of outstanding Guest Artists . . . names which are household words in radio . . . who provide a feast of good listening.

We'd like you to tune in next Wednesday at 9 p.m. to this brilliant new feature.

"CAN WE HELP YOU?" . . . EVERY WEDNESDAY, 9 p. m.



Melbourne Representatives:
OATEN-WARD (Ernest J. Oaten - Dudley H. Ward), 379 COLLINS STREET, MELBOURNE. Phone MU4725.

ANDERSON DISCUSSES BMB

(Continued from page 9)

Undoubtedly, in theory at least, we in Australia would be well advised to follow the Canadian and U.S.A. examples, but whether the cost involved would make it a commercial proposition is another matter.

For instance, it might be found that Sydney stations have a coverage extending well past the 25 mile limit along the coastal belt north and south of Sydney and in the Blue Mountains, whilst in Melbourne the station at Geelong might conceivably have a useful coverage along the eastern shores of Port Phillip, but whether the cost of finding out this information would be worth while could not be determined until the actual figures are available.

In respect of certain country districts, however, the information undoubtedly would be invaluable to all concerned.

From a research point of view, the finding out of the facts is not a difficult problem, while the cost would no doubt be reasonable if it were shared by the majority of stations, national advertisers and advertising agencies.

The value of such a project can perhaps best be shown by quoting from the transcript of the presentation made by Hugh Feltis, President of B.M.B. (U.S.A.) during the autumn of 1945 when soliciting broadcaster subscriptions and discussing the operations of the Bureau with advertisers agencies and marketing men, as follows:—

"First, and I think this is important—it evaluates a station with all other stations on a uniform base. It makes for clean-cut selling instead of extravagant promotional claims.

"Secondly, it gives the subscriber an advantage over the non-subscriber inasmuch as a subscriber is going to be received by the advertiser and by the client with complete respect for the station data he discusses. He gets acceptance by the buyer.

"Third, I think that from the very outset of our first published report station management will receive a uniform yardstick with which to appraise its relative standing. If your B.M.B. Index is 90% in a county and another station is getting a 60%, you know exactly where you stand. As these studies continue, as we get successive studies, you will be able to see where you are doing better and where you are doing worse.

"Four, it should be of value to the program and promotion directors. It should enable them to see where their programs and promotion are effective and where they are not. And to do something about it."

(Sgd.) GEO. H. ANDERSON
The Anderson Analysis of Broadcasting.

A.A.B. SURVEYS ON THE LEADING PROGRAMS IN SYDNEY

The particulars shown hereunder have been supplied by The Anderson Analysis of Broadcasting and represent extracts from their regular A.A.B. Ratings Reports.

These Reports are based on information obtained from two consecutive surveys, each survey being of seven consecutive days duration.

In these Reports, programs are ranked in their order of popularity only if they are broadcast during two consecutive surveys.

Where, however, a leading program is temporarily displaced and is not broadcast during one survey, it is included for information purposes in its relative order of popularity.

Leading 15 of All Night Sponsored Programs—

157 Broadcast During Both Survey Weeks (May and June, 1946)

PROGRAM	WEEKLY FREQUENCY	May-June 1946	Previous Report	Year Ago
Australia's Amateur Hour	1 x 60 mins.	1	1	1
Lasting Loveliness	1 x 15 "	NR	NR	5
Leave Pass	1 x 30 "	2	2	3
The Singing Cowboy	1 x 15 "	3	5	5
Calling the Stars	1 x 60 "	4	NR	2
Cashmere Bouquet Show	1 x 45 "	4	3	12
Doctor Mac	3 x 15 "	6	7	10
Why Worry*	1 x 15 "	7	9	18
Vagabonds of Song*	1 x 15 "	7	9	18
Mrs. 'Obbs	4 x 15 " Serial	8	3	4
Telegraph Sports Parade	1 x 60 "	8	10	X
Hit Tunes	4 x 15 "	10	5	7
Macquarie Radio Theatre	1 x 60 "	10	NR	21
Drama of Medicine	1 x 15 "	12	20	37
Nick Carter	4 x 15 " Serial	13	7	X
Lux Radio Theatre	1 x 60 "	13	NR	12
Judge Marshall's Family	1 x 30 "	13	24	44

Note:—NR. = Broadcast during one Survey week only and therefore not ranked
X = Not Broadcast. *Broadcast once during survey.

Leading 10 of All Day Sponsored Programs—

155 Broadcast During Both Survey Weeks (May-June, 1946)

PROGRAM	WEEKLY FREQUENCY	May-June 1946	Previous Report	Year Ago
Big Sister	5 x 15 mins. Serial	1	2	5
Radio Rhythm	1 x 15 "	2	1	1
My Husband's Love	4 x 15 " Serial	3	3	3
Hollywood Holiday	4 x 15 " Serial	3	3	X
Kitchen Kapers	5 x 15 "	3	7	X
Do You Remember	4 x 15 "	3	6	7
Witch's Moon	4 x 15 " Serial	3	3	X
Comedy Time	3 x 15 "	8	9	X
Terry and Sue	3 x 15 " Serial	9	10	14
Title Teasers	1 x 30 "	9	12	X
The Harmony Makers	1 x 15 "	9	15	X
Music for Mothers	2 x 15 "	9	12	9

Note:—X = Not Broadcast
MEDIANS. A "Median" is a special type of statistical average and represents the average number of Radio Homes listening to the sponsored programs of the types stated.

The following figures are based on an estimate that there are 332,000 Radio Homes within 25 miles of the G.P.O., Sydney.

Night.—All Programs	30,000 Radio Homes approximately
60 minute Programs	56,000 " " "
30 minute Programs	31,500 " " "
15 minute Programs Serials	74,500 " " "
15 minute Programs Non Serials	26,500 " " "
Day.—All Programs	16,500 " " "
60 minute Programs	20,000 " " "
30 minute Programs	13,500 " " "
15 minute Programs Serials	51,500 " " "
15 minute Programs Non Serials	16,500 " " "

Lady Latham Receiving a Cheque for £41,460



oodwill..

ALL RECORDS SMASHED IN CHILDREN'S HOSPITAL APPEAL

The final amount received in 3DB-LK's 1946 Good Friday Appeal was £41,460.

Outstanding note was the overwhelming evidence of the warm-hearted regard listeners have for 3DB-LK and their staffs.

Each person who gave to this great appeal is thrilled with its success and feels goodwill to 3DB-LK.

3 D B - L K

The Herald Stations, 36 Flinders Street, Melbourne. Phone: FJ2118-9

PRESS GIVEN TWO IMPORTANT "PRE-HEARS"

New Sponsored Features Important in Development of Australian Culture

Previews or "pre-hears" of big programs for the benefit of the press and business executives associated in some way or another with the sponsored feature is coming into vogue again in Sydney and Melbourne, and it is possibly a very wise move. Particularly is it necessary for radio to take the press, in the persons of radio column writers, into its confidence on important programs so that such writers will assimilate a proper perspective on features before they endeavour to interpret public reaction to such features.

Had not Lever Bros. and Beckers Pty. Ltd. decided to present "pre-hears" of their respective two new programs "All Australian Hit Parade" and "Authors' Playhouse" a fortnight ago, it is doubtful whether the radio columnists would have had a proper appreciation of just what lies behind those two new programs and the significance of both programs in relation to Australian cultural development.

The two programs are handled by two different agencies. In the case of "All Australian Hit Parade," it is the Lintas Agency which handles portion of the Lever Bros.' account, while The Western Co. agency handles the Beckers Pty. Ltd., account for Bex. But by a strange coincidence, both programs were auditioned for press and other representatives on the same day, within half an hour of each other, in the same building—29 Bligh Street, Sydney. Both programs are vitally and primarily concerned with the development of Australian talent—on the one hand music, and on the other dramatic writing. Both offer encouragement to Australian composers and writers by giving everyone who think they have ability in either direction opportunity to have their works produced or orchestrated and "aired."

Lintas used the Australian Record Company main studio to audition "All Australian Hit Parade," while upstairs in the main 2UE studio the management of 2UE, Miss Wilson, managing director of Beckers Pty. Ltd., and Mr. W. O. Richards, managing director of

The Weston Co., entertained guests at the "Authors' Playhouse" audition.

Both programs have been forward reviewed in "C.B." within the past eight weeks.

Mr. W. McPherson, managing director of Lever Bros., was host at the "All Australian Hit Parade" party, while Mr. Alex Thompson, radio director of Lintas, explained the aims of the program which replaces "Judge Marshall's Family" on one of the Lever's time channels through all States. Mr. Thompson said that it was important for the press to sometimes understand the motive behind some radio programs. In this new program under the Lux sponsorship, it was admitted that there was a desire by the sponsors to sell Lux, but it was not an unnatural thing, nor impossible, for there to be another motive.

In "All Australian Hit Parade," the desire of the sponsors was to encourage Australian musical talent. Lever Bros. were responsible for the Lux Radio Theatre which gave actors and actresses good employment, and also a competition in play-writing had been conducted and a number of Australian scripts accepted for production in the Lux Radio Theatre. Then there was "Australia's Amateur Hour," which had not only been a top-rating show for years, but one which gave opportunity to people who would otherwise never have a chance of having their talents recognised. In this latest feature, Lever Bros. hoped to complete the cycle by encouraging and fostering Australian song writing and Australian music generally, and to give due recognition to Australian musical works. Few people, he added, realised just how much good popular Australian music had been written. It would surprise many to learn that the agency had on hand at least 12 months' supply of Australian works for presentation in this program.

"Authors Playhouse" commenced on 2UE, 2KO and 3UZ on July 5, on 4BK-AK July 18 and is scheduled for starting on 5KA-AU August 2, and on 6IX-WB-MD on November 1.

"CAN YOU TAKE IT" ON THE WAY OUT

Dyer Show to be Replaced by Musical

Switch from Bob Dyer's comedy show "Can You Take It" Monday nights to a new musical feature for Persil "Monday at 8," makes the third important rearrangement of Lever Bros. broadcast programs in Australia which have been lately taking shape or place. Lever's "All Australian Hit Parade" and the replacement of "Big Sister" by "Crossroads of Life" are reported elsewhere in this issue.

In "Monday at 8" (p.m. of course), Monte Richardson will be featured not only as a conductor of his own style of musical arrangements but also as a comedian. Richardson is master of a naive type of humor which is very appealing.

As a musical presentation, emphasis will be given to the middle bracket of light music, ranging neither to "low" nor "high" brow. An orchestra of twenty pieces is aimed at, which should provide room for wide application. Kevin Brennan will also be featured on the program. There will also be guest soloists (in the first show on August 12 it will be Joseph Barnes) and a permanent singing quintet.

Production at the 2UW Radio Theatre will be in the hands of Gordon Bell for the Lintas agency, which handles the account. Peter Bathurst has been engaged as announcer for the feature. The thirty-six stations and same time channels will carry "Monday at 8." There are:—

New South Wales: 2UW, 2AY, 2BH, 2GN, 2GZ, 2KA, 2KO, 2LT, 2WG.
Victoria: 3DB-LK, 3BA, 3BO, 3MA, 3SR, 3UL.
Queensland: 4BK-AK, 4IP, 4BU, 4CA, 4MK, 4RO, 4TO.
South Australia: 5AD-MU-PI-SE.
Western Australia: 6IX-WB-MD, 6KG, 6TZ.
Tasmania: 7BU, 7EX, 7HT.

COMMERCIAL NEWS

N.S.W. REGISTERED COMPANIES
WHYTE, A. T. M. PTY. LIMITED—Reg. 7/6/46. Cap.: £5,000 in £1 shares. Objects: To carry on the business of advertising and publicity agents, etc. Subscribers: Alexander T. M. Whyte and Alexander B. Samuelson (1 share each). Reg. office: Sydney.
FREETH, VINCENT H. PTY. LIMITED.—Reg. 25/6/46. Cap.: £10,000 in £1 shares. Objects: To acquire the business carried on under the style of Vincent H. Freeth & Co. Subscribers: Vincent H. Freeth and Francis A. T. Kelly (1 share each). First directors: Vincent H. Freeth and Francis A. T. Kelly and Hedley Cousins. Reg. office: Sydney. (Lodged by Kevin Ellis & Co., 10 Martin Place, Sydney.)

TELEVISION WILL NOT HURT CINEMA INTERESTS—Says B.B.C. Chief

(From our London Correspondent)

London, July 2: The fact that television could go on, despite any opposition from entertainment interests and a personal belief that ultimately it would increase interest in sport, the cinema, and the theatre, rather than harm these existing entertainments, were offered to the Imperial Press Conference in London on June 29 by Sir William Haley, Director-General of the BBC. This is obviously, at one and at the same time, a direct challenge to the interests which have been watching television, and an invitation for co-operation. So far the sporting and theatrical entertainment world has refused co-operation and banned artists proposing to take television engagement. Whether this move will clear the air remains to be seen.

HAS COME TO STAY

"The one thing we cannot envisage," said Sir William, "is the stifling of television. Television has come to stay. We approach this problem in as broad and statesmanlike a way as possible. Television will go on. It is an integral part of broadcasting, and not an art separate from it.

"We intend to press on as fast as physical resources allow with the task of making it available to as many homes and over as widespread an area as we possibly can."

He pointed out that the BBC had no desire to impinge on any existing entertainment interest, and did not believe that television would do so. By spreading an acquaintance with and taste for many different kinds of entertainments, it could not fail to help all entertainment, and in the long run both the cinema and the theatre would benefit.

Regarding monopolies, Sir William said that the responsibility of the BBC to the community was both to satisfy and to lead; to satisfy current demand, and to lead in raising standards of appreciation.

The secret of leadership in broadcasting was that of always being ahead of the public, yet not so far as to be out of touch. Of all the great

purposes British broadcasting must unsparingly serve, none was more important than that of the Commonwealth.

"Let us never underrate the power of broadcasting to help the peoples of the Commonwealth better to understand each other," he said. "Our main duty is to the truth. We may not possess it wholly; we must never cease to strive after it. It is our effort to put through the world's ether a continuous, unemphasised antiseptic flow of truth."

DOUGLAS AIR CRAFT COMPANY RELEASE AUSTRALIAN-WIDE CAMPAIGN

The Douglas Air Craft Co.—the largest manufacturers of air craft in the world, and whose six huge air plants produced one-sixth of the U.S. combat planes during the vital war years of 1943 and 1944—have instructed Dorland International Pettingell & Fenton agency to handle its foreign advertising. The instructions have already been issued to a selected group of Australian newspapers.

The ad-theme is built around the Company's post war transport, and is designed to support air line operations wherever their planes are in service.

While the main objectives of the campaign are to acquaint the aviation industry and users of transport with the new DC-6, the Company's 300-MPH liner designed for global travel and the four-engined DC-4, the commercial version of the world-famous Skymaster, the Douglas engineering contribution to progress of aviation in the last quarter-century also will be stressed.

Selection of Dorland International Pettingell & Fenton—one of the oldest agencies in Europe, with offices in London, Paris and other European capitals as well as extensive foreign connections in South America and Australia, was made only after an intensive search of the field of top-

Newspaper Combine Gird Loins for Battle to Win Back Ads. from Radio

"Radio is facing the toughest fight it ever had for its share of an at least temporary shrunken national advertising dollar", says a recent issue of VARIETY, which goes on to report a group of 16 newspapers, including some of the most powerful in the country, and representing every major market in the U.S.A., has banded together to wage an intensive campaign for more national advertising in their sheets.

Curious angle of the transaction is the fact that of the 16 newspapers all but two are directly affiliated with broadcasting stations.

Regardless of this strong radio tie-in, however, no secret is made, though the formal announcement says nothing about it, that the purpose of the group is to take the advertising pitch away from both radio and national circulation magazines, and try to get more national advertising business for the daily newspapers.

The group is even using a radio term in its very title, calling itself the American Newspaper Advertising Network. When word of the organization's formation reached radioites in New York, there were reports of a "fifth" network about ready to go on the air. However, that's not it. ANAN, using "network" in its title, is a straight newspaper deal.

The General Electric Co. have announced that they will be producing black and white television receivers and transmitting equipment to be available in August or September. The expected price for the 10" direct view picture tube model will be about 300 dollars. Other sets including those for projection will also be produced soon. Television transmitters and related studio equipment will be delivered to broadcasters early in 1947.

flight company executives acting under the personal supervision of President Douglas.

Informative data regarding all Radio Stations where newspaper campaigns have now been released is in the hands of Dorlands.

USE OF RADIO TO BE EXTENDED IN FIGHTING BUSH FIRES

Several years ago, when country stations first agreed to break their programs on receipt of an authentic appeal for help, Broadcasting Station 2GZ received a letter from an authority in their area advising that, as a result of the station's prompt action, destruction of a whole village was averted.

Since those days N.S. Wales Bush Fires Advisory Committee has had wholehearted co-operation of country commercial broadcasting stations and the recent demonstration of fire-fighting co-operation between a central commercial station and mobile transmitters working with fire-fighting units ("C.B." 13/6/46) carried the effort a big step forward.

Now, in co-operation with the BFAC, the Wireless Institute of Australia has enlisted the help of radio amateurs in providing even more efficient radio communications during the bush fire hazard season.

Shire Councils have been informed that radio equipment is available from the Disposals Commission at low cost and have been urged to buy No. 109 sets (for carrying in trucks) and No. 108 or No. 208 sets (which are the Army "pack" sets).

Already some country commercial stations have taken a commendable lead in association with Shire Councils in establishing a radio network within their shires and the Wireless Institute has had a wavelength allotted.

The system evolved in Burrangong Shire by Station 2LF appeals to the Committee as being very suitable. A direct line has been installed between the Shire Clerk's office and the radio station, the Shire Clerk being virtually Chief Warden for the Shire. A mobile radio set has been obtained with Shire funds to operate between the fire area and Station 2LF, while a "pack" set (also provided by the Shire) is available for use by the captain of the brigade actually combating the fire. This mobile unit will enable the captain to talk from the fire front to the base set which in turn will be able to relay messages quickly to the Shire office.

The advantages are obvious. The Brigade Captain will be able quickly

Cousens Denies Treason before Supreme Court Charge Laid Under Ancient British Law

This week in Sydney began the legal trial of Major Charles Cousens whose brilliant military career has culminated in a charge of high treason being laid against him, because he is alleged to have broadcast over the Japanese radio whilst a prisoner of war in Japanese hands.

Before the war Cousens was an announcer on 2GB Sydney.

Cousens was charged at Central Police Court, the charge being based on the Treason Act of 1351. He was remanded to August 6. Later in the day on application to the Supreme Court he was granted bail. Cousens' senior counsel, Mr. Bradley, K.C., immediately then commenced proceedings aimed at quashing the prosecution on the grounds that it was beyond the jurisdiction of the N.S.W. courts.

In an affidavit before the Supreme Court Cousens denied that in Japan or elsewhere he traitorously contrived against his country or that he had intended to aid or in any way assist the Japanese, and most emphatically refuted any such suggestion or allegation. He put himself before the court as a loyal British subject and a loyal member of the A.I.F.

School Children Given Their Chance in Radio

A feature of 2GN's children's program is the weekly concerts by the children of the various schools, convents and homes for boys and girls.

Listeners were delighted recently with the very fine performances given by the children of St. Saviour Church of England Home for girls and by the girls of Our Lady of Mercy College. Both programs were arranged by the Sisters in charge. Next to be broadcast is a concert by the pupils of the Presbyterian Ladies College, Goulburn.

to call for reinforcements or to advise that further help is necessary as well as to notify the need of refreshments or medical assistance.

Station 2DU Dubbo has also been active in fostering a local plan.

PARKINSON TO SPEAK AT BREIF LUNCHEON

The monthly luncheon of the BREIF Club will be held at the Wentworth Hotel on Monday, August 5, at 1 p.m., when Mr. C. E. Parkinson, works manager of AWA Radio-Electric Works at Ashfield will be the guest speaker.

Mr. Parkinson has recently returned from an extensive visit to Great Britain and the U.S. and his observations and investigations into industry should form the basis for an interesting talk.

The BREIF Club Ball will be held at the Wentworth Hotel Ballroom on Thursday, September 26. Tickets are £1/1/- each and proceeds will go to the Legacy Club.

HOW RADIO STATION WORKS

The second lecture in the series arranged by the 21 Club of Australia to outline the operations of commercial radio was given by Mr. Alan Fairhall, manager director of Station 2KO Newcastle, on Monday evening, July 22.

The interest that the advertising agencies are taking in this series of informative lectures was again evident with the large attendance of members of the advertising profession who rolled up to hear Mr. Fairhall explain "The Mechanics of Radio As Applied to Advertising."

This lecture was illustrated with lantern slides which helped to make clear some of the technicalities of broadcast transmission and its importance in relation to the use of broadcasting as an advertising medium.

Mr. J. Malone, Deputy Director Posts and Telegraphs, was a guest at the gathering and was given a cordial reception by the audience.

The next lecture in this series will be given by Mr. M. B. Chapman who will speak on "Production of Commercial Radio Programs" on Monday, August 5.

MORE FREQUENCY BANDS FOR AMATEURS

The Director of Posts and Telegraphs has announced that additional frequency bands have been allotted to experimental wireless stations, and licences may now conduct transmissions within the following bands:

7,150 to 7,200 kc/s.
14,100 to 14,300 kc/s

These bands are in addition to those previously allotted.

BREIF CLUB GOLFO

The BREIF Club of Sydney will hold its golf outing to-day, Thursday, July 25, at The Lakes Golf Club.

This Is How We Spell "Coverage."

Concentrated population . . . crystal-clear transmission . . . and a Five-Station hookup blanketing central and south-eastern Queensland.

That is the coverage which the Queensland Network offers you—that is how we spell "coverage."

You simply cannot cover Queensland without using the Queensland Network because in some of the most important consumer areas the Queensland Network Station is the only commercial voice which can be heard.

2 Million Listeners in one "Buy"

THE
Queensland Network



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

15 YEARS OF ACHIEVEMENT

**2
W
L**

2WL celebrated its 15th birthday on July 15th. During these years 2WL has given a complete coverage of the rich industrial and dairying markets of the South Coast of New South Wales.

2WL recognises that the first essential in becoming great in anything is to gain public acceptance of that fact. 2WL's dominant position to-day is proof of this and a tribute to the Station's pulling power and efficiency.

2WL thanks all those who, through their support, have contributed to the outstanding success of the service during its 15 years of operation and, at the same time, it assures them of its continued efforts towards still better broadcasting.

The South Coast Station!

A UNIT OF THE MACQUARIE NETWORK

TRIBUTE TO FANNING, WARNER AT MELBOURNE DINNER

New P. & T. Head Guarded on FM — Television

Everyone must face up to inevitable changes in the broadcasting field but he would not forecast what would happen in the development of FM and television, the Director-General of Posts and Telegraphs, Mr. Larry Fanning, told a gathering of radio and broadcasting people in Melbourne last week.

The occasion was a "trade dinner" at the Hotel Australia, organised on behalf of Melbourne's radio and broadcasting fraternity by "C.B.'s" Melbourne representative, Miss Touzeau, to pay tribute to Mr. Fanning following his recent elevation to the top post of the Post Office, and to Mr. Arthur Warner, managing director of Electronic Industries, upon his election to the Victorian Legislative Council.

Mr. Fanning in response to his toast, said that he regarded the honour of that night's gathering and their reception of the toast as a tribute to the P.M.G.'s department's service to the community and to the country. It was significant that nobody suggested that the department should be turned over to private enterprise! As this was the first official function he had attended since his recent appointment as director-general, he was very glad to be among so many friends and so many customers. The Post Office was the largest buyer of materials and he commended the industry on their enterprise in supplying the requirements of the Post Office. The job done by private enterprise during the war period was outstanding, and permitted the Forces and the Essential Services to play their part in that struggle. So well was this done that there were now over 50 channels between Sydney and Melbourne as compared to 18 prewar.

Mr. Fanning said that only four men had held the top Post Office job in the past 46 years and he felt honoured to be the fifth.

In respect to the recent reports by the Parliamentary Standing Committee on FM and Television, he said he had read the mass of evidence by experts of the Post Office and by the trade and the recommendations by the Parliamentary Committee, all of

which caused some confusion at first glance, so he would not forecast what would happen. Nevertheless all must face up to changes in the broadcasting field. This would require experiments by the P.O., which considered that FM was here and something had to be done about it, but they did not intend to proceed with undue haste. What the P.O. would do, had yet to be decided. Television was mentioned by Mr. Fanning with a questioning tone as to whether it should be adopted, and in any case it might be wise to wait and see what happened to it in U.S.A.

WARNER RESPONDS

Responding to his toast, the Hon. Arthur Warner thanked all his friends, including many in the trade, who had helped his campaign. The help he received was astounding and he appreciated it to the full.

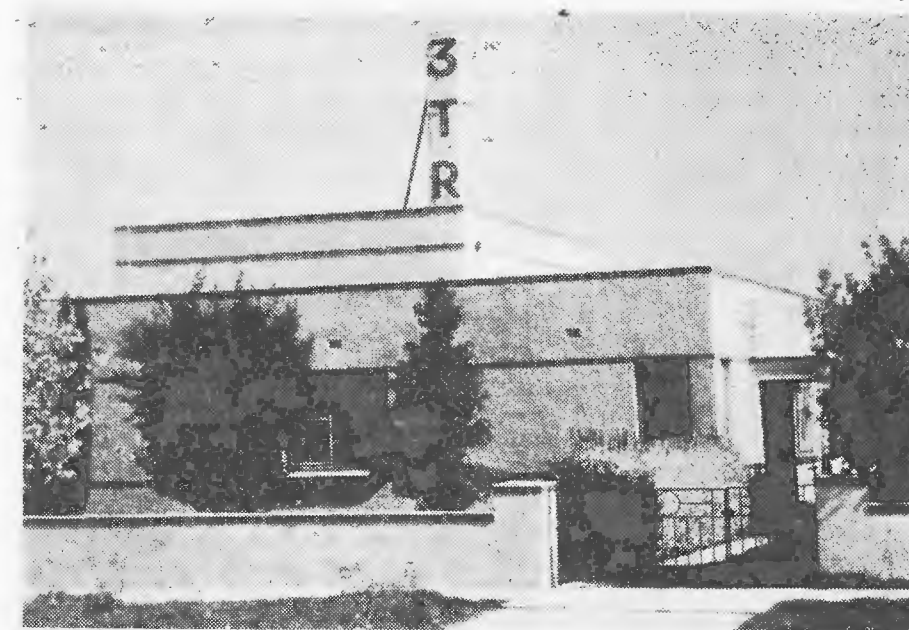
Mr. Warner said he was astonished at the view held by some trade organisations that they were non-

political. Trade Unions were political and so should employer organisations be. Trade associations were there to watch everything concerning trade and unless they got into politics then they would find that unions would dabble in their business.

All legislation tended toward socialism. Labour does all it can to carry out its socialistic objectives. He found that politics was entering too much into his business so he decided to get into politics. A lot more businessmen should also get into politics. He instanced the State Electricity Commission's entry into the trading arena. If the trade associations had been more active with representatives in Parliament, that Act might not have been so drastic. Over the past 10 years the SEC had been very active in selling appliances but not so active in supplying power, which was their function. The present power rationing was an example. While having a great respect for civil servants, he said their job conflicted with private enterprise.

In the Victorian State Parliament there were over 350 Acts but 1100 regulations which had not been tabled, but became effective without being debated by Parliament, which was all wrong. "We are governed by regulation," said Mr. Warner.

ARTISTIC SETTING FOR THIS COUNTRY STATION



At Sale, Victoria, the local commercial station studios and offices of 3TR occupy their own block, which, as shown above, is set in artistic surroundings of specially planted shruberies. The interior of the block is as cleanly and efficiently designed as the exterior which features the modern line of architecture.

Why Should Radio Seek a Circulation Measurement?

Asks — ROBERT H. LEDING, Research Associate, Sheldon R. Coons (N.Y.) in "PRINTERS' INK"

There is probably no branch of the advertising business to which more high-powered thinking and high-priced showmanship have been devoted than the selling of advertising media. The evolution of media salesmanship is a fascinating study. Originally, we are told, publication space was sold on the basis of prestige alone, and the presentation of such evidence as sworn circulation statements was considered beneath the dignity of our leading publications.

But even before the Audit Bureau of Circulations was established, circulation statements were classed among the most powerful weapons in the arsenal of the space salesman. Yet, under the spur of competition, publishers with huge circulations to sell found to their sorrow that mere circulation figures were not enough. Elaborate analyses had to be made not only of circulation and editorial content but of readership; until today the buying if not the selling of space threatens to become more of a science than an art.

Radio stations have found themselves under constant pressure from the buyers of advertising media to develop some measurement of their competitive standing which would be comparable to the newspapers' ABC statements.

In their eagerness to meet this demand for a better statistical basis for measuring station effectiveness it seems to me that the broadcasting stations are overlooking already established assets of their own. Circulation, as every experienced space buyer knows, is only one of a dozen complex factors by which the advertising effectiveness of a given medium must be measured.

Within the last two years several hundred broadcasting stations under the auspices of the National Assn. of Broadcasters employed the Sheldon R. Coons office to study distribution and

the application of broadcasting to retail use. The findings were embodied in a presentation to the retail merchants of the country devoted almost entirely to explaining the effectiveness of broadcast advertising. Largely as a result of the broadcasters' success in increasing their retail billing, the newspaper industry is now organizing its resources to promote greater effectiveness in the use of newspaper space.

It is fair to ask therefore what benefits may be expected to accrue to the broadcasting industry, its stations, its networks, or its advertisers through this paradoxical reversal of a trend. If with nothing more to sell than its effectiveness radio has in the past been so successful in selling time to experienced buyers of space, it may well be asked what additional advantage is to be gained by attempting to adopt a circulation measure that is essentially alien to its character.

What Does Radio Circulation Mean?

The circulation of a printed medium is easily defined. It is the total number of copies distributed to purchasers and subscribers within the normal period of publication.

Printed publications are distributed complete—"in a lump"—they are not distributed by pages or paragraphs. Radio is listened to by programs or at best by time periods—equivalent to paragraphs or pages in a printed publication. Nobody listens to any station's total broadcast output day after day except paid monitors.

More important than this is the fact that it is impossible to know exactly just how many people are listening to a given station at a given time. "Circulation" as applied to broadcasting therefore becomes almost meaningless. Broadcasting has listeners, a measure of effectiveness comparable to publication readers—which publications have already found to be

far more important than any measure of circulation.

Since the only purpose in measuring circulation is to produce evidence of the advertising effectiveness of a medium, it is worth while to look back briefly at some of the measures of effectiveness that broadcasting has used in the past.

In its early days radio's biggest thrill lay in the ability it gave people to listen to what was going on many miles away without any tangible means of connection. Distance was what everyone was talking about, and applause cards were proudly displayed by radio stations as evidence of coverage even though they covered most of the continental United States to say nothing of adjacent territories.

Fan mail is still used by radio stations as evidence of effectiveness, and while recognizing its limitations, it cannot be denied that the 1,395,535 dimes recently collected as the result of a single broadcast are tangible evidence of broadcasting's effectiveness.

To me it seems that the very fact that broadcasting can instantaneously cover vast distances and reach uncountable numbers with a single message is still one of its greatest assets. The effectiveness of any printed advertisement is limited by the circulation of its medium. A radio program, if it is good enough, is only limited by the number of radio sets which can be reached by its broadcast signal. If circulation limits a medium, why drag it in to evaluate a medium that is not thus limited?

What do Current Radio Circulation Measurements Really Measure?

There can be no quarrel with those who feel that "fan mail" is an unscientific way to measure radio circulation. The sampling techniques used in the current circulation surveys can, on the other hand, be accepted on good authority as adequate to the purposes contemplated.

In interpreting the findings of these surveys confusion of thinking becomes evident.

One school of thought proposes to

get a measure of radio circulation by asking people, first: "What stations do you listen to regularly?" and second, "What stations do you listen to most?" separating daytime and nighttime listening.

Another group considers this language too indefinite and proposes to get the answer by asking, "How many times a week (daytime and nighttime) do you listen to any station that you listen to once a week or oftener?" (A rather confusing question!)

In Canada where "listening once-a-week" has been used as the unit for measuring radio circulation, it has been found that so many stations meet this test, that significant differences between stations are obscured. On the other hand, inaccuracies multiply as people try to remember how many times (more than once) a week they listen to a given station, and these data are not being released either in the Canadian or American experiment.

"What stations do you listen to regularly?" is also a broadly descriptive phrase which is likely to include any station within satisfactory range of the set. Like its rival phrase, it gives an incomplete measure of possible listeners but no measure of station circulation that can be applied to any specific program.

The phrase "listen most," while giving no numerical basis of comparison, at least calls for a definite expression of preference. If it does nothing else, it provides the advertiser with an indication which of the leading rival stations is most likely to furnish him with a ready-made audience.

Tests are now being made to determine whether this measure of station preference does not actually parallel the distribution of listening time. If this is established, it may indeed prove to be as close an approach to radio circulation as any measure can be.

But this will still have no significance when applied to a specific time over a specific station. To the advertiser who wants to know how many people are listening to his program these measures offer little help.

The current measures of radio circulation therefore provide at most a very rough index of potential audience and station preference. They do not give the measure of program circulation that is the only measure of any significance to the advertisers.

Furthermore, while each offers a uniform method, this is by no means the common denominator for all stations. The "listen regularly" and "once-a-week" methods are found to penalize the most popular stations and some of the smaller stations, and the "listen most" method fails to give less popular stations an equal oppor-

Accurate Projection of Actual Audiences may yet be Achieved

unity of being reported. Finally, both methods provide us with estimates subject to the inevitable bias of mailed questionnaires.

A Physical Measure Already Available

Since the method of circulation measurement now being most advocated gives little more than an inaccurate picture of potential audience, the question is raised why the industry ignores the one truly scientific measure of coverage that is available. From its earliest days radio has made use of field tests to determine the strength of the signals broadcast by a transmitter in any area. The instruments and techniques are being developed so that not only signal strength but noise level as well as interference from other stations can be measured.

These tests are used in locating radio transmitters and maintaining the quality of broadcasting service. The results are usually plotted on maps to show the contours within which signals of a given strength can be received. While the half-millivolt contour (i.e. the area within which a signal of a half millivolt or more is available) has been accepted as the limit of adequate broadcast reception, it is recognized that this is too low for noisy and congested city areas, and that in quiet rural areas where conditions for reception are more favorable, it may be too high, and a signal of less than a half millivolt may be sufficient.

In any case, however, it is perfectly feasible to set scientific standards for adequate radio reception in any area. Contour lines do not have to be limited to the half millivolt standard, but can be shown at many different levels so that in areas where station signals overlap the relative strength of the competitive stations can be shown. This will make it possible to determine accurately how many radio families can be reached with a competitively satisfactory radio signal by any station under normal conditions. It provides a measure of potential audiences based on physical tests to a degree of accuracy that can be scientifically controlled. It gives a measure of true coverage that cannot be questioned.

What About Actual Listeners?

Information on mere physical coverage, however accurate, still will not answer the advertiser's question, "How many people are listening to my program?" Accurate information

on physical coverage does, however, provide a base from which sound estimates may be projected.

In an attempt to give the advertiser an indication of the degree to which his program is being listened to, first Crossley and then Hooper devised the surveys and program ratings associated with their names. Although it is a common practice to project these ratings to produce estimates of "total audience" this practice is statistically indefensible. More recently the Nielsen Company has undertaken a service by which a continuous mechanical record is kept of the stations listened to by a small cross-section of families. Though they are continually being improved, none of these surveys is representative enough to permit projections of total audiences on a nation-wide basis.

Surveys of listening to specific programs, however, provide the only hope that accurate estimates of total program audiences may some day become possible. In any case, it is always possible to conduct local coincidental surveys on an adequate sampling basis. With accurate contour maps, it might be possible to project a representative sample from such studies to a national total. But a much broader base than is now available would be necessary.

Once it becomes possible to estimate the actual number of people listening to a specific program over one station at a given time, the advertiser has a measure of the effectiveness of this medium second only to that enjoyed by the mail-order house. No other medium can give him more.

Measures of circulation have far less value than measures of actual listeners, for only actual listeners have any ultimate significance to the broadcast advertiser.

Broadcasting's Greatest Asset

It seems unnecessary to remind the broadcasting industry that what it has to sell is time on the air, and that its entire success has been based on how well that time on the air has been used to produce listeners and sales. But it is equally true that there is a physical limit beyond which no radio station can increase the audience available to its assigned signal strength.

Printed media are not subject to any such limitations to the increasing of their circulation. Once the present paper shortage is over, a vast increase in the circulation of printed

(Continued on page 30, col. 3)



MARKETS OVERSEAS FOR OUR SHOWS

Interesting American Angle on "Down Under" Features

While American transcription interests are casting about for foreign outlets for their shows and apparently finding plenty of trade and/or exchange barriers barring the way, Australia is slipping one in here and there in different parts of the world.

According to "The Billboard," informative American amusement industry newspaper—

"Outlet for transcription business in the British dominions is encouraging, with foreign exchange restrictions expected to be lifted in the 'reasonable future' according to Charles Michelson, Empire's exchange control now in effect does not permit Australian and other dominion pounds to be changed into dollars to pay for U.S. programs.

CHAPPELL SPECIAL RECORDINGS

for Films • News Reels • Broadcasting

Brilliant Special Recordings

By

THE WORLD FAMOUS

QUEEN'S HALL
LIGHT ORCHESTRA

Directed by

CHARLES WILLIAMS

Also by

THE BAND OF H.M. LIFE GUARDS

Directed by Lieut. A. LEMOINE

THESE Recordings are designed to meet the requirements of Film Producers, Newsreel Companies and Radio Producers who use Records for Background Music. Of particular interest are the many atmospheric titles which have been specially composed in the most modern manner.

Catalogue Free Upon Request

CHAPPELL & CO. LTD., 250 Pitt Street, SYDNEY

R
C
P

The Best Results are Assured by
The Recording Centre

with their high standard of Technical Service

Direction: H. A. MARSHALL, M.I.R.E.

Film House, 251A Pitt Street, Sydney

M
A
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L
O

"Michelson also predicts that wax companies will find increasing competition from live talent in Australia. "The Shadow," for instance, is waxed in the Antipodes with local actors—the script being a refurbished version of the regular American story. According to Michelson, this use of local talent for a show like "The Shadow" is a departure. "Currently," Michelson adds, "we can't ship wax to Australia — other than sound effects—but we are trying to have this ban lifted through Washington."

"South American outlook to Michelson is good, with 'Shadow' scripts being sent to Brazil where they are translated into Portuguese and sponsored by Gillette Blue Blades on the four-station national net. Other good territories are Rio, Sao Paulo and Ruerto Rico. He's also representing SESAC's transcription library in South America.

"One phase of the international business Michelson expects to flourish is importation of foreign programs to U.S. 'All the radio brains aren't in the United States,' he says."

Currently Michelson is handling the "Star Theatre," Macquarie half-hour production.

"The Shadow" is one of the top-raters on the 326 American stations over which it goes live, though originally is was a transcribed feature. Grace Gibson Radio Productions have produced the show on disc here (sponsored by Vacuum on 2UW and 3UZ) and at the time Michelson forwarded the scripts he suggested that if the Australian production came up to the standard of the American show consideration would be given to using the Australian version and discs for "foreign" and other overseas markets. Since then Michelson has received sample platters from Grace Gibson Productions and has cabled back his congratulations on the excellence of production.

"We are waiting and hoping now that there may be an overseas market for our locally-made show," Miss Gibson told "C.B." last week. "Reg Johnson, our producer, has done a splendid job on production."

Miss Gibson has already tested the American market for her Australian-produced "Drama of Medicine" of which some sales have been made in U.S.A., though the un-American accent in the show is thought to be against its rapid acceptance there.

Other Australian producers, notably George Edwards, have found markets in sisters of the Empire, New Zealand and South Africa, for features.

Around the Studios

Grace Gibson Productions report that QANTAS, who sponsor "The Story of Flight" in Australia, have asked permission for the feature to be broadcast in Britain. Idea is probably to play is over the B.B.C. as a documentary and, of course, minus commercials."

Morris West, of Australasian Radio Productions, has been asked for a further 52 episodes for 3XY of "Doctor Mirakel" and "True Stories." These two very good and popular features look as though they should have a long run.

Production Dept. of Radio 2UE has sold "Music in the Tanner Manner" (half hour musical package) to 4BK Brisbane, and to 5KA Adelaide.

Maurice Francis Productions have sold their "Masters of the Universe" (atomic age thriller) to 2KY for Sydney release.

Commencing Tuesday, July 30, "The Amazing Simon Crawley,"—a George Edwards Production—will be broadcast from 7HO two nights weekly, Tuesdays and Thursdays. The sponsor is the Port Huon Fruit Juices Pty. Ltd., and the account is serviced by Paton's Advertising.

When Charles Batten, manager of 5KA-AU, South Australia, was in Sydney during the past fortnight, he was successful in securing from Grace Gibson Productions the South Australian rights for "The Shadow"—locally produced thrill package based on American scripts. Feature is one of America's top-ranking shows, and under Vacuum Oil sponsorship is already making its presence felt in the Eastern Australian States. It's the type of show that should go down well also in South Australia.

CORRECTION CORNER: In this section last issue ("C.B." 11/7/46) in an article on McWilliams Wines and "The Bright Horizon" program reference was made to the platters having been made at A.W.A. studios. That was incorrect. Some of the earlier half hours were, but in recent years the show has been cut by Australian Record Co. The show in fact was one of the first which A.R.C. committed to disc by the panacoustic system of recording.

Sound— sealed and delivered

Once the recording studio has cut the master disc your programme—whatever the brains, sweat and money you've put into it—is sealed in the groove. There's nothing more you can add.

If the disc is an A.R.C. PANACOUSTIC you know you've held everything, for we say of this recording (the highest world standard) that the sound is so near to perfection that for all practical purposes nothing is lost.

There is no surface noise either—for all your customers know it's straight from the microphone.

Forge a strong link between performance and transmission—record your show the PANACOUSTIC way.

A complete service right through to the discs on your desk.

A.R.C.

PANACOUSTIC RECORDING

AUSTRALIAN RECORD COMPANY PTY. LTD.

Office, 29 Blich Street, BW6953, B5139.

Factory, 2-8 Harrington Street, B5213.

Station Reps:

Stan, Allan, station and newspaper rep. in Melbourne, certainly covers the ground when he gets moving—and does he move! Phoned "C.B." Brisbane office last week. This is how he put it—"This is Stan, how are you? Arrived in Brisbane this morning, leaving for Mackay this afternoon to attend the Retail Traders' Association gathering; my next hop is to Charleville, thence to Longreach. Be back in Brisbane at the end of July before winging home

to Melbourne." That's Stan. Allan being "cover boy" to radio stations with whom he is actively associated in his business of representation.

Well-known country and interstate station rep. in Sydney, Mr. Don Scott, was given a warm welcome when he attended The 21 Club of Australia luncheon at Ushers last Thursday week. Don has been a member of the Club almost from its inception, but owing to a series of illnesses had been unable before to attend any of the Club's monthly functions.

Mr. Chief Engineer,

MONEY IS INVESTED NOT SPENT WHEN YOU PURCHASE "RADIONIC" EQUIPMENT

Whether it be spares or complete equipment contact

RADIONIC



PRODUCTS

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243

For all Equipment and Replacement Parts

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MEADOWBANK (SYDNEY) N.S.W.

THE RADIO SPECIALISTS

To the Broadcasting and Allied Industries—Homecrafts can supply you with those replacement parts you require with a prompt and efficient Service. There is no delivery delay when you entrust your supplies to

HOME CRAFTS PTY. LTD.

Branches in All States

Head Office:—MELBOURNE, 290 Lonsdale Street, and at 211 Swanston Street, Melbourne, 139 Moorabool Street, Geelong, 307 Sturt Street, Ballarat; 100 Clarence Street, SYDNEY, 26 Hunter Street, Newcastle; 247 Adelaide Street, BRISBANE, 140 Adelaide Street, Brisbane, Toowoomba, Ipswich, Dalby and Rockhampton, Qld.; 161 Pirie Street, ADELAIDE; Hobart, Launceston and Burnie, TASMANIA.

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne

BBC to get "Ashes" Broadcast From Sydney Station

Arrangements made by 2UW in co-operation with City Tattersalls' Club meant that the BBC listeners in England heard the presentation of the Rugby League "Ashes" in Sydney on Friday, July 19th.

The "ashes" (the remains of a Test football) are contained in a ceremonial silver urn, and when the English Rugby League team reached Sydney early this year, the urn was deposited by the manager of the team, Mr. H. Gabbatt, with City Tattersalls' Club, Sydney.

After England had won the first two Test matches, thus retaining the ashes, a formal ceremony was arranged for the return of the ashes to the Englishmen's custody. This was planned to take place during the broadcast of the "Telegraph Sports Parade" from the 2UW Theatre on Friday, July 19th.

It was arranged, at the same time, that the ceremony would be relayed to the BBC for re-broadcast in England, but these plans were subsequently changed to give the BBC an actual record of the proceedings.

This recording was made from the actual broadcast, and was despatched to London the following morning, by air.

Lux Producer Sees Talent Hope in New Theatre Group

Mr. Harry Dearth, Producer-Director of the Lux Radio Theatre, and Manager of J. Walter Thompson's Radio Department, is as much at home in the legitimate theatre as he is in his present sphere. He was a prominent figure at the Preview Presentation given by the Mercury Theatre Players at the Conservatorium recently, when well-known radio actors collaborated brilliantly in the production of three plays of international reputation and flavor. In the souvenir program Mr. Dearth writes: "I see the Mercury Theatre as an important forward step. As a radio producer, I have met thousands of young people trying for a foothold in the profession. . . such an enterprise as this will greatly improve their chances. Radio is in vital need of more top drawcards. Out of such an enterprise as this they may come."

Mr. Dearth's remarks will receive the enthusiastic endorsement of his colleagues.

TELEVISION USED AT BIKINI

Some observers in task force ships, fifteen miles from Bikini Lagoon, watched the recent atomic bomb explosion through television screens. The television tower was located three miles away from the target area, and the screen showed palm trees in the foreground approximately 2 inches tall. The television camera operated for four minutes after the explosion, indicating that the atomic bomb did not interfere immediately with television reception, at least, on the wavelengths used. The cause of the failure of the television circuits after a period of four minutes has not been determined, but it is suggested that it may have been a rain of radio-active particles from the atomic cloud which at that time spread like an umbrella over the area.

PCJ'S NEW SCHEDULE

It is reported by Philips Electrical Industries that Station PCJ Hilversum, Holland, is now operating its world wide transmissions on a new schedule. PCJ can be heard in Australia each Tuesday between 6 p.m. and 7.30 p.m. on the 25 and 31 meter bands.

The NEW SHOW

MY TRUE STORY

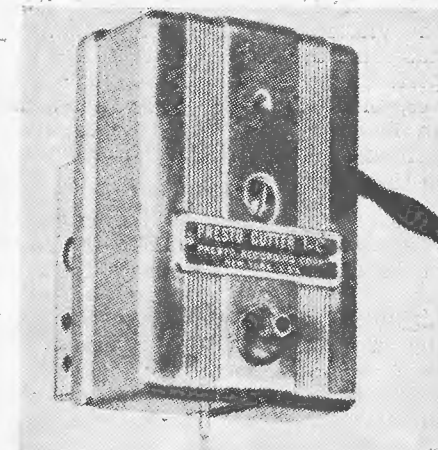
Real life human interest stories with a wide appeal. This show has sold in Vic., Qld., S.A., W.A. and N.Z. and is now available for N.S.W.

You cannot afford to miss this excellent production with its proven audience appeal. . . 104 self-contained 15 min. episodes. Ring for an audition NOW!

AUSTRALASIAN RADIO PRODUCTIONS
294 Smith St., COLLINGWOOD, VIC.
JA6255. Telegrams "Fanfare"

FREDERIC I. L. BARNES
42 Pitt Street, Sydney.
B6315—B6316

PRESTO Type 1-C Cutting Head



IN 1937 PRESTO offered the recording industry the first cutting head designed specifically for recording on cellulose coated discs. This head, designated as the Presto type 1-B, made it possible for the first time to produce instantaneous recordings that conformed with current standards for high fidelity broadcast transmission. All of the improvements made during three years of research and practical experience with the 1-B head are now combined in the new 1-C cutting head. The sensitivity has been increased so that the head operates at maximum efficiency at an input level of plus 20 db. The sound level recorded by the 1-C head has been increased to the theoretical limit, making an improvement of 6 to 9 db in playback level and dynamic range. This gives from 4 to 8 times the power output previously obtained from the records. The normal response range has been extended from 6,500 cycles to 8,000 cycles and with simple equalizer circuits, it can be extended beyond 10,000 cycles. The harmonic distortion generated in the 1-C head is so low that it forms a negligible percentage of the total distortion generated by the best reproducing pickups and needles. The flexibility of the response curve of the 1-C head makes it particularly well adapted for re-recording sound from discs to film and other applications where an unusual recorded frequency characteristic is required.

The 1-C cutting head is constructed of the most suitable materials throughout and the moving parts are machined with watch-

makers' precision. Each head is adjusted by hand and individually calibrated. The frequency response, distortion and power sensitivity are determined by actually cutting a test record. With occasional remagnetizing and cleaning, for which there is no charge, the cutter may be expected to give years of satisfactory service. A nominal charge is made for converting existing 1-B heads to include the improvements in the 1-C.

SPECIFICATIONS

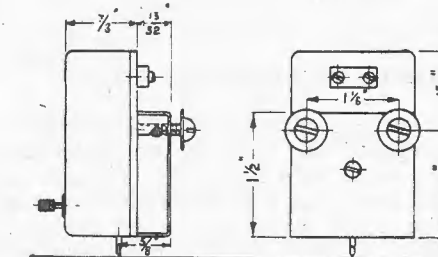
CONSTRUCTION: The armature moves against a knife edge bearing and is damped and centred between the pole pieces by calibrated steel springs which are locked in adjustment at the factory. The magnet is made of a special alloy selected for high permeability and long life. The field coil which energizes the armature is wound on a machined spool and impregnated to protect it from dust or moisture. A rubber sheath around the needle hole retards the accumulation of magnetic dust. Two mounting screws are provided at the rear of the case.

FREQUENCY RESPONSE: The response compensates accurately for the characteristics of Presto cellulose coated discs when cut at 78 RPM giving a uniform response from 50 to 8,000 cycles.

DISTORTION: Less than 4% at 100 cycles, 1.5% above 1,000 cycles. Measurements taken from a fully modulated groove cut at a pitch of 96 lines an inch.

FINISH: Cover, die cast.

POWER REQUIREMENTS: Completely



modulates the groove at an input level of plus 20 db when cutting 112 lines an inch, plus 22 db when cutting 96 lines an inch. (Ref. .006 W.)

IMPEDANCES: Available for 8, 15 or 500 ohms.

MOUNTING DIMENSIONS: Shown in fig. 2.

SHIPPING WEIGHT: 1 lb.

SOLE AGENTS:

A. M. CLUBB & CO. PTY. LTD.

76 CLARENCE STREET, SYDNEY. B3908

Distributors:

Melbourne: S. E. Tatham, 178 Collins Street.

Adelaide: Newton McLaren, Leigh Street.

Brisbane: Campbell Advertising, Adelaide Street.

State Governments, too, Must Advertise

Victorian Institute of Advertising's Half Yearly Dinner

The first half-yearly dinner since the Victorian Institute of Advertising has come out of recess due to the war period, was held at the Victoria Palace, Little Collins Street, Melbourne, on Thursday, July 18, with Mr. Bruce Bellamy (president of the Institute) in the chair.

There was a large and representative attendance of all those interested in advertising in Victoria. National advertisers, local advertisers, advertising agents, sales managers, advertising managers and media representatives were also there. Mr. Sid Morgan represented the Federation of Commercial Broadcasting Stations.

Among the prominent visitors was the Honorable P. L. Coleman, M.L.C., who represented the Premier of Victoria; Mr. T. R. G. Fletcher, Assistant Canadian Government Trade Commissioner in Melbourne, and Miss Esther Soong, of the Chinese Trade Commission; Mr. J. E. Vincent, of the Australian Association of Advertising Agencies (Federal); Mr. Charles Banfield, Commonwealth Loans Director.

Mr. Bellamy said that the Institute now had 243 members, of whom 180 had joined since it resumed activities in February last.

STATE PARLIAMENT.

Mr. Ron Ansell (O'Brien Publicity) proposed the toast to the State Parliament. He stressed the necessity for all to realise the full significance of the State Parliament, and the part that it plays in the daily lives of everybody. He accused Victorians of not being sufficiently interested in their State Parliament. Although during the war years the accent was on the Federal Parliament, there was now a gradual returning of the responsibility to the State. He emphasised the necessity for the State Parliament to openly and publicly advise the people of its problems, and what it was doing, and in this direction he stressed the necessity for good advertising. The vehicle of professional advertising had been used extensively by the Federal Government during war time, said Mr. Ansell, and was still being used to-day, so the State Parliament need not be timid because the experiment had been tried and proved successful. The Federal Government found professional advertising a quick and efficient means of obtaining results in raising loans, effecting salvage, applying rationing

and many other operations.

"I recommend to the Honorable Mr. Coleman who is representing the State Parliament at our dinner tonight, that we people of this State who are proud and will continue to be proud of our State should be shown by well-directed publicity that our electors administrators in the State Parliament are fully aware of all problems confronting them, and are taking active steps to achieve desired solutions. I realise such a plan could not be effective without cost, but such cost would be secondary in importance to the value of State Parliament's selling itself and its indispensability to the electors it represents. In return they will gain the respect and goodwill of the public."

Responding, Mr. Coleman said that as Assistant Treasurer of Victoria, he was deeply conscious of the great part that advertising men can and do play in commercial life. He thanked Mr. Ansell for the suggestions and was pleased to tell the gathering that the Government had already discussed this question with some representatives of the Institute. As an instance of the Government's appreciation of propaganda, it was hoped that very soon the Premier, Mr. Cain, would be able to give a weekly "fireside chat" over radio stations. The Government also recognised that experts in advertising should handle the problem of adequate publicity by way of good advertising for the Government.

Mr. Coleman said the Victorian Government was trying to make the State of Victoria independent of N.S.W. coal. The development of the Victorian brown coal deposits and the use of pulverised brown coal was a subject of paramount importance to the Victorian Government, and was being attacked in a very effective manner. In respect to electricity rationing, he made it clear that while the Government was in favor of rationing, it had no constitutional authority to say just how the rationing would apply, although the Government was being made responsible for the actions of the State Electricity Commission. He strongly advocated the repeal or amendment of all acts that gave authority to Boards and Commissions, and he asked for a return of that authority to Parliament.

GUESTS.

The toast of the guests was very ably given by Mr. Jervis Manton. The first guest to reply was Mr. T. R. G.

Fletcher, Assistant Canadian Government Trade Commissioner, who raised a great laugh from the audience when he said that he had been told by Mr. Palmer, the previous Trade Commissioner in Canada, that to send him to Melbourne was a real shame—but it was nothing compared to the "blizzardly cold North."

He praised the Institute for its contribution to advertising.

REP. FROM CHINA.

Applause greeted Miss Esther Soong, a very charming Chinese lass, and a still greater applause was accorded her excellent speech when she sat down. Her main theme was the necessity for a strong commercial relationship between Australia and China, and the possibilities of a big reciprocal business if only the Australians will go after it and cater for the Chinese market.

The toast to "the Press" was given by Mr. Robert Simpson and responded to by Colonel A. Spowers (*Argus*), both in very appropriate and well received terms.

Although there was an official representative of the commercial broadcasting stations present, it is much to be regretted that the tremendous part that radio has played, and its importance as an advertising media, was not recognised on the toast list, otherwise the Victorian Institute of Advertising's function was a great success.

Wrestling Re-opened

With the re-opening of the Wrestling season at Sydney Stadium, 2UW arranged for a resumption of the broadcast description service which was featured on Monday nights in the pre-war wrestling boom.

The broadcast is handled by Keith Dumbier from the original 2UW position at the ring, and the broadcasts are under the sponsorship of J. Farn Price, well-known Sydney watch specialist, the business being placed by W. B. Lawrence Advertising Agency.

Tamworth Proclaimed a City

Tamworth, sometimes called the commercial centre of northern N.S. Wales, has been proclaimed a City. The Mayor, Alderman G. W. Collins, announced last week he had received a telegram from the local Member, Mr. W. A. Chaffey, M.L.A., informing him of the elevation.

Sydney Quest for Talent

Marking the close of the fourth quest for talent since the broadcasts were instituted by 2CH in 1944, the "Sydney Amateur Hour" Grand Final Concert was held in the 2CH auditorium on Thursday, July 18, between 8 and 9.30 p.m., when 16 Grand Finalists, comprising 81 artists, competed for the main prizes of £100, 1st; £30 2nd; and £20 3rd.

Mr. Roland Foster, of the N.S.W. Conservatorium of Music, was adjudicator, and at the close of the concert, praised the competitors on the high standard of the talent presented. At the same time in his review of the finalists' talents he spared no one, prior to announcing the placing of first, second, and third.

Mr. Foster paid a tribute to 2CH for making the contest possible and for assisting to further the efforts of amateur performers.

The 16 Grand Finalists included two choirs, a quartette and a trio as well as solo vocalists and instrumentalists, selected from semi-finalists, who were, in turn, chosen from over 300 competitors who had faced the microphone over the previous six months.

For his adjudication Mr. Roland Foster heard the program as a broadcast performance.

First place and winner of first prize of £100 went to the Gladys Ives' Loana Choir who sang "Rain." Second prize (£30) went to Mr. Charles Unsworth, baritone of Auburn, who sang "O, Star of Eve" from Tannhauser, and third prize (£20) went to the Three Cavaliers Police trio, comprising Constables Hoban (of Bellevue Hill), Gold of Coogee) and Tyrrell (of Banksia), who sang "The Way with Every Sailor."

Since the Sydney Amateur Hour was first instituted in 1944 more than £750 has been paid out in prize money. A large proportion of this money has been used by winning competitors for the purpose of furthering their studies and the broadcasts have also provided a stepping stone for amateurs to enter the professional ranks.



The conductress of the Gladys Ives' Loana Choir receiving first prize of £100 from composer Bob Pollard. Adjudicator, Mr. Roland Foster, is in the background.

BROADCASTING BUSINESS

2UE SYDNEY

Fisher & Co.—416 x 100 words, Mon. to Fri., breakfast, 100's Sat. (breakfast 25's); Mon. and Wed., women's (Phosphorine and teething powders).
Nestle's—93 x 100 words, 12 weeks, "Sunshine," "Chocolate," "Milo."
Sid Ross Studios—104 x 100 words, Wed. luncheon, Friday evening.

MACQUARIE NETWORK

Fisher & Co. (J. B. Perceval)—2WL announcements, breakfast, Mon. to Sat., A.C.A. Pty. Ltd. (Trans Radio)—2HR, 2CA, 2WL, announcements breakfast, Mon. to Sat. Announcements, day.
Australian Cosmetics Pty. Ltd. (Goldbergs)—5DN-RM, pref. announcements, Mon., Wed., Fri., breakfast.
Beckers Pty. Ltd. (Weston)—2 HR 15 min., Tues., Wed., Thurs., 6.15 p.m.; 4BU 15 mins., Fri., Sat., Sun., 6.45 p.m.
Bruce Small Pty. Ltd. (V. H. Freeth)—3HA pref. announcements, Mon. to Sat., breakfast.
E. Griffiths Hughes Ltd. (Warwick)—2WL, 3HA, 3SH, 3TR, 4BU, announcements breakfast.
Peters Ice Cream (A. Smyth): 2PK renewal, 15 mins., 6.30 a.m., Mon. to Thurs.
British Medical Labs. (Russell-Morris)—5DN/RM announcements, sporting.

3UZ MELBOURNE

Tasmanian Fur Co.—100 words, afternoons, 52 weeks (Stevenson Advertising Service).
Tintex Dyes—5 mins., "Colors in Music," breakfast (A. T. M. Whyte Advertising).
Baco Manuf. Co.—100 words, 52 weeks (Paton Advertising Service).
Beaurepaire Tyres—10 mins., "Sporting Session," evening, 52 weeks (Bayne McKay Advertising).
Coles & Garrard—5 minutes, breakfast, "Console Classic," 52 weeks (Stevenson Advertising).
Vacuum Oil Co.—30 mins., evening, "The Shadow," 52 weeks (Paton Advertising).
Crystal Shirts—100 words, breakfast, 6 months (W. E. Smith Advertising Agencies).
Wardrop, My Tailor—30 mins., evening, "Lands of Romance," 52 weeks (K. M. Campbell).
Lourmay Cosmetics—1 min., breakfast, Pen's, and daytime, for 2 months (George Patterson).

Homcrafts Pty. Ltd.—5 mins., breakfast, 52 weeks; 15 mins., evening, "Hits of the Week" (O'Brien Publicity Service).
Shell Co. of Aust.—100 words, breakfast, evening, 52 weeks (United Service Publicity).
Berlei Ltd.—100 words, Pen's session, 52 weeks (Warwick Advertising).
World Agencies—50 and 100 words, Pen's, evening, 52 weeks (Hansen Rubensohn Ltd.).
Orchestrelle Co.—25 words, evening, 52 weeks.
Hicks Bros.—15 mins., evening, "Women Who Work," 52 weeks (Richardson-Cox Advertising).
The Hydro—100 words, Pen's session, 6 months.

2CH SYDNEY

New business released on 2CH includes: Lane's Emulsion Co. (Patons, Melbourne), announcements, women's.
Evelyn Jowett, announcements, women's afternoon.
Slazengers Ltd. (L. V. Bartlett), announcements, breakfast.
Davis Gelatine Co. Ltd., 10 mins., women's afternoon.
Ceigoa Pty. Ltd. (R. & K. Powell), pref. announcements, evening sessions.
Northern Collieries Ltd., sessions, evening, morning.
Jasol Chemical Co. (Jackson & Wain), sessions, women's afternoon.
Australian Cotton Manufacturing Co., announcements, daytime.

2GN GOULBURN

The Modern Laundry and Dry Cleaners, Goulburn—156 x 15 minutes (women's), featuring A.W.A. transcription "Ask Ann Carter."
The Chief Clothing Company (Goulburn) Pty. Ltd.—52 weeks to publicise monthly dances held on behalf of charitable organisations in the district.
Hollis & Co., chemists—15 mins., "Women's Activities," Mondays, Tuesdays and Wednesdays. A series of talks to mothers by the sister in charge of the Baby Health Centre, Goulburn.
Lemons, Departmental Store, Goulburn—Renewed 15 mins., 52 weeks, 7.30 p.m., Tuesdays, Wednesdays and Thursdays.
Trevitts Pharmacy, Goulburn—52 weeks, changed from spot advertising to sponsored sessions and have chosen as their first program the A.W.A. feature "When Dreams Comes True."

RAIL DEPARTMENT'S THANKS TO RADIO

When communications were cut off during recent heavy snowfalls in N.S.W. southern areas, 2CA of the Macquarie Network proved of great assistance in providing help under conditions of great hardship.

The management of 2CA have received the following letter from the District Superintendent of the Goulburn Traffic Branch of N.S.W. Railways as a tribute to the work done by the station during the time of

emergency:—

"I wish to convey to you the thanks of the Commissioner and the Chief Traffic Manager for the assistance given this department through your broadcasting efforts during the recent heavy snowfall. Apart from the lines being blocked, all communication was cut off and very valuable information was received over the air from 2XL Cooma, consequently on receipt of your requests, by Cooma listeners."

Once again commercial radio, with its broad and consistent support from listeners, proves itself as an invaluable asset in an emergency.

Loyal Companions . . .

With morning, afternoon and evening programmes, 3XY enjoys a large audience of loyal listening companions. This is proved by consistently big mails for request and competition programmes. This audience can be your audience—already made receptive to your message through the goodwill of . . .

3XY

163 Spring Street,
Melbourne
Central 6612

Sydney Rep.: Mr. Rick Barnes
Ground Floor, 42 Pitt Street,
Phones: B 6315-B 6316.

4BU BUNDABERG

offers Sponsors a complete and effective coverage of the Central Coastal Queensland Market.

Cattle, Dairying and Sugar, plus a host of secondary industries, makes this area serviced by 4BU an enticing market for Sponsors.

The Market-wise Sponsor uses

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network

Representatives: Sydney—Macquarie Network.
Melbourne—Macquarie Network.

Agency Round-up

Congratulations, says Frank Goldberg

"Congratulations on the herculean task of publishing such a very valuable record as this Newspaper Edition of AARDS—the first of its kind in this country. It is not only a compliment to those responsible for its compilation but the management must be congratulated on its courage and initiative for this contribution to the cause of advertising. I have seen and received every similar publication throughout the world and I am sure that colleagues in other countries, particularly in the U.S.A., will not only send their felicitations but also congratulations on such a wonderful effort, especially in view of the fact that AARDS was compiled during a period in Australian history when conditions were a long way from normal."

[Thank you, Mr. Frank Goldberg, for those comments about the Australian Advertising Rate and Data Service (AARDS), which is an output of Mingay Publishing Company, publishers of "C.B." Mr. Goldberg was referring to the Newspaper Edition of AARDS, just published. The Broadcasting Edition is on the way up:—Ed. "C.B."]

Mr. Sidney Baume, a former manager of 3UZ Melbourne, who has been practising as an advertising consultant in Sydney for many months, has opened his own advertising agency with A.N.P.A. and Federation accreditation.

John Saul, popular radio personality, has joined the production staff of J. Walter Thompson Australia Pty. Ltd. As an actor, Mr. Saul is very well known, and as a producer he has already proved himself capable and resourceful.

New offices of the Walter Thompson agency in Melbourne will be officially opened to-day, July 25. Directors Ted Moloney, Tom Carruthers and Alan Weekes have gone down to attend the cocktail party "office warming" to be given in the spacious air-conditioned rooms, Century Building, Swanston Street.

Mr. Geo. Patterson, governing director of Geo. Patterson's Pty. Ltd., was in Melbourne for the Colgate-Palmolive Unit's opening show in the Prahran Town Hall on Tuesday, July 9. Messrs. Gordon Marsh, director, of G.P., and Mr. Ron Beck, director of radio productions for Colgates, are remaining in Melbourne for the Unit's season in the southern capital.

Mr. John Clemenger, of Clemenger Advertising, Melbourne, underwent a minor operation at the Mercy Hospital on July 15. He expected to be back on the job within five weeks.

Paton's (Melbourne) Advertising Service held their Staff Dance at the Maison de Luxe on July 13, and was greatly enjoyed by all those who attended the function.

. . . PROGRAM BUSINESS . . .

Quiz Champ Sought

F. H. Faulding and Co. Ltd. are now conducting, over 3DB-3LK on Wednesday nights at 7.30, a quest for Victoria's quiz champions in various subjects. Elimination rounds are now in progress to determine the State's history quiz expert. After the eight primary rounds, there will be quarter and semi-finals with a grand prize for the winner of £50. The runner-up will receive £20. In addition, there are weekly awards of two guineas, one guinea and 10/6. Quiz has approval of the Director of Education. Questions are set by a history authority from the Melbourne University, who is also present in the studio during the broadcasts to settle any disputed answers. The session's compere is Eric Pearce. After history has been covered, champions in other subjects, such as geography, will be sought. Agency is Alan A. Martin, of Adelaide, where a similar idea is in operation.

New Family Serial for Grace Bros. Daytime

Another interesting series of pictures of family life will be broadcast from 2GB every Monday to Thursday, from 11.00 to 11.15 a.m., commencing August 19, under the sponsorship of Grace Bros. "Forever Young" is the title, and it has as its background a homely American family whose daily life is substantially the reflection of family life as it is lived in every English-speaking country. Story is of the Young family, father, mother, daughter and son.

"Women Who Work"

The new feature, "Women Who Work," which commenced at 3UZ on Wednesday, July 17, will be broadcast every week at 7.15 p.m. This quarter hour session, compered by Roly Barlee, brings to the 3UZ microphone women doctors, lawyers, dentists . . . women who are in industry or on the land . . . and who are doing interesting jobs in all spheres. Hicks Brothers, chemical makers of "G2," are the sponsors, and the account is serviced by Richardson Cox Advertising.

Newspaper Buys "Popular Fallacies"

Aiming at the explosion of a lot of old superstitions, 2GB has introduced to Sydney, the Donovan Joyce Production "Popular Fallacies", which is being aired under the sponsorship of the Sydney Morning Herald, Tuesdays and Thursdays, 9.30 p.m.

For years, many people have entertained the idea that stuffing a hollow tooth with burnt paper would prevent it from aching. White men thought that African natives suffering from rheumatic trouble were following an old superstition in eating crushed ants to cure themselves. One is a false idea, the other sound. There's no premise for believing that burnt paper will cure a toothache, but since crushed ants' bodies contain formic acid, it seems that the primitive Africans had reason on their side. Central character in "Popular Fallacies" is a kindly old professor whose knowledge of things appears to be universal, and it is surprising just how many listeners' accepted beliefs will disappear under the spotlight of his cold, hard facts. "Popular Fallacies" will be heard from 2GB every Tuesday and Thursday night at 9.30.

Own Your Home

The Association of Co-operative Building Societies is sponsoring a 10 minute talk every second Sunday by their General Secretary, Mr. Wallace G. Pooley, on all aspects of home building. It is intended in this session to advise listeners on the selection of land, on the design suitable, on the relative value of the different materials, on the different types of construction.

New Technique for Commercials Pleases United Artists

On the air over the last few weeks have been some dramatically unusual commercials. The ordinary 100 and 25 word spots have been transformed by the use of clever atmospheric sound effects that suggest the eerie quality and mystery of the United Artists' production, "Spellbound." These dra-

matized spots have been produced by Radio 2UE for United Artists.

The Managing Director of United Artists (A/sia) Pty. Limited, has expressed intense satisfaction with this new technique, and has ordered an extra set of recordings with a view to sending them to Mr. David O. Selznick. United Artists are now practically unique in the Australian film industry in their marked approval of radio advertising; their success in the use of this medium might well augur other film companies following their lead.

"Hot" News on Wire

Macquarie's "on the spot" news coverage got a push in the right direction last week when dramatic interviews and descriptions of two sensational fires in Sydney went on to the wire recorder. One was the M.U.L.O.O.F. fire in Sydney which was handled by Macquarie's associate roundsman, Johnny Walker, and the other was the big Annandale fire which completely destroyed the New South Wales Egg Board depot.

After having become established as a daily feature with 2GB and some associate Macquarie stations, Macquarie newsreel has been extended to embrace both day and night channels. Under the Macquarie roundsman, Peter Barrie, the newsreel now has Johnny Walker as associate roundsman, and the program has a featured spot in the 7 p.m. news service as well as 10 o'clock special broadcast. The new times were introduced as a result of public demand for a chance to hear regularly the "on the spot" news scoops which Peter Barrie and Johnny Walker have proved can be put across to radio audiences in an entertaining fashion. A typical example of the spot news technique pioneered by Barrie and his staff on 2GB ("C.B." 30/5/46) was provided by the Annandale fire which was reported at a time when Peter Barrie was on his round gathering news for the night session. An urgent ring was received from the Macquarie news room at the "Sydney Morning Herald" giving advance news of the blaze, and within a few seconds of the information, the Macquarie Newsreel contact man was on the 'phone chasing Barrie's city movements. He was located within five minutes, and on receiving his destination from the office, packed his gear and dashed off to Annandale, securing a complete story of the fire from his own and onlookers' descriptions.

Television Great Success at London's Victory March

On Saturday, June 8, London's Victory celebrations were witnessed, according to the press reports, by many millions of people, despite the down-pour of rain and the tremendous crowd which is said to have created a record.

The B.B.C. television service opened on the previous day, and the transmissions which took place during the Victory March are understood to have been a great success.

This re-introduction of television, which has been out of action during the whole of the war period emphasises the tremendous importance that television will have on the lives of the people, when on such gala occasions as this, people can sit at home in com-

fort and see any item that is televised within a fifty miles radius.

According to press reports, some of the best views of the Victory Parade were obtained by thousands of people miles away from the parade, through television.

Customers gathered with glasses in hand in at least two hotels, which had television sets.

It is believed that there are a little over 20,000 television sets operating in Britain, all in the counties around London. New receiving sets on sale in London at the present time are said to range about 60 guineas, plus purchase tax, but it will be almost Christmas before production gets properly into its stride.

A Rich Sales Market!

CENTRAL QUEENSLAND

And Your Sales Medium

4LG CENTRAL QUEENSLAND

Owned and Operated by LONGREACH PRINTING CO. LTD.,
LONGREACH

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

JJA

service

★ **Feature:** "VICTORIA, QUEEN OF ENGLAND"
A Hepworth Production

★ **Sponsor:** THE JENYNS PATENT CORSET PTY.
Makers of Jenyns Corsetry marketed
throughout Australia

★ **Station:** 4BC — 4SB — 2UW — 3UZ — 5AD —
5MU — 5PI — 5SE — 6PM

Two quarter-hours wkly. Morning women's
sessions.

If the product is marketed in Queensland, our thirty years' experience of Qld. territory and media could be invaluable to Southern advertisers and their agents.

ACCREDITED AGENTS FOR PRESS, RADIO, THEATRE SCREENS, OUTDOOR PRODUCTION.
JOHNSTON JONES ADVERTISING
EXTON HOUSE, QUEEN ST., BRISBANE

Why Seek Circulation Measurement?—

(Continued from page 21)

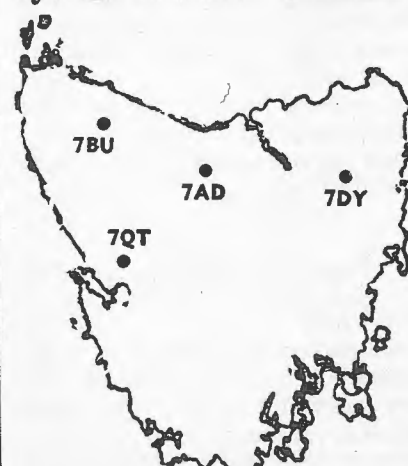
media is to be expected. Why does the radio industry therefore choose just this time to build an artificial measure of an artificial "circulation" which must always remain toally different from printed circulation and which in the last analysis is not a true criterion of its effectiveness as an advertising medium?

Radio advertising owes its success to its ability to broadcast a living program with all the realism, suggestion and persuasiveness that can be put into the human voice or be appreciated by the human ear. This is the most obvious factor in broadcasting's success which is being neglected in the straining to produce "circulation" figures.

Listeners radio must have, and does have. But if broadcasting expects to continue to succeed, it might more profitably devote its funds and its thought to developing its advertising effectiveness than to worrying about its circulation figures. Studies of program listening habits and their relation to product sales seem to continue to offer the soundest and most promising means of measuring the effectiveness of broadcast advertising.

TASMANIAN COASTAL NETWORK.

7BU 7AD
BURNIE DEVONPORT
7QT 7DY
QUEENSTOWN DERBY



ASK STANFORD ALLAN or A. L. FINN
MELBOURNE SYDNEY
WHY
EVERY NATIONAL CAMPAIGN
MUST INCLUDE THE
TASMANIAN COASTAL
NETWORK

AROUND THE WORLD IN RADIO

Overseas trade journals in recent weeks have revealed considerable retraction of radio advertising appropriations which covered some of the big shows on American radio networks. Included amongst features which Levers have cancelled on C.B.S. is the famous "Big Sister" daytime strip. Proctor and Gamble quickly snapped up the sponsorship. Some other big "bankrollers" are reported to be pulling in their horns, the move generally showing an indication of a desire to step down their inflated talent costs rather than dissatisfaction with the medium.

In America there is growing prejudice by national personalities against recording of news conferences. Latest refusal came from former President Herbert Hoover, who would not let three wire recorders take his prepared statement at a news conference. He said he could not permit his voice to be heard on the air prior to the scheduled radio appearance a week later. Gen. Omar Bradley would not let wire recorders take his words at a news conference. He offered no reason. San Francisco radio newsmen can't understand why news-conscious personalities permit quotation and photographs in the press but deny radio the right to record their words. One suggested reason is that they cannot use the old "I was misquoted" gag when the words are on a recording.

The French press has frequently frontpaged suggestions for complete reorganization of the present set up and programs. Dr. Toulouse, leading French psychiatrist, insists that scientific audience tests be taken. He claims to have perfected a machine which by recording alterations in breathing when suspended on listener's chest, automatically reveals which part of the program impresses him most.

Tums' Pot o' Gold program which rocked American radio in more ways than one some years ago, is slated for a reappearance in America, according

to The Billboard. It is said to be in the vamping up stage for the same sponsoring company, Louis B. Howe Co. The original program's basic idea—that of giving away large sums of money to people in the home—will be retained. The recipients were chosen by telephone numbers indicated by the turn of a wheel. The show collected a gigantic audience (naturally) and some of the American trade thought that the idea generally was not in the best interests of radio. A show somewhat similar and called "Pots o' Gold" was broadcast a few years ago by 2CH in Sydney. In that show a studio audience participated in a variety presentation on stage and a member of the audience would nominate "the name" so-many lines from the top of a specific column in the telephone book while another member selected the page with a paper-knife. The compere thereupon phoned the number indicated and if the subscriber answered "Pot of Gold" (indicating they had been listening to the program) that subscriber would receive £10.

Plans for the establishment of a great chain of high-powered stations to stride Canada, at a reputed initial cost of \$8,000,000, will be submitted to the Canadian government by the Canadian Broadcasting Corp. While Davidson Dunton, CBC chairman, reports *Variety*, will not discuss the rumoured plans, it is known from technical sources that CBC has ordered equipment for three 50,000 watt transmitters for Toronto, Winnipeg and Calgary.

Having suffered a terrific set-back in advertising revenue since the advent of broadcasting and particularly in recent years, American newspaper interests are starting to fight back to recover their losses—if they can. At a meeting of the American Newspaper Publishers' Assn. in April, a new ANPA campaign was outlined by A. D. Stanford, director National Division ANPA's Bureau of Advertising. He said that in 1929 newspapers shared 54% of total national advertising revenue; in 1943 only 29%—a shrinkage of 120 million dollars a year.

BRIEFLY THIS

● **SNAPPY STORY CORNER:** Small daughter Lauris is very puzzled as to how Poppa Jack Gurry (Sporting Editor of 3UZ) can speak on the wireless across the road at the same time as through their own!

● **Success of the Colgate-Palmolive Unit's Melbourne itinerary is so great that the 16 performances—arranged to take place in leading Melbourne suburban Town Halls—were all booked out even before the Unit arrived in Melbourne. There is a waiting list for 15,000 for tickets. First performance Prahran Town Hall, Tuesday, July 9.**

● **Miss Evelyn V. Quinlan, of South Yarra, whose Australian historical drama, "A Horseman in Arcadia," was one of two runners-up in the Lux Radio Theatre Play Competition, will fly to Sydney this Friday (July 26) in order to be present in the Lux Theatre when her prize-winning entry is presented on Sunday evening, July 28. John O'Malley is the star.**

● **When Todd Duncan, famous American baritone, went to 2UE recently to make a recording for the Films Session conducted by Margaret Kirby and Brian Newman each afternoon, he was presented with a gift of Australian books from the staff.**

● **The record total of £40,755 promised by 3DB-LK listeners in this year's Good Friday Appeal for the Children's Hospital was received in full—plus an additional £705, making the total money handed to Lady Latham, president of the Hospital, £41,460. Since 1942, 3DB's Good Friday Appeals for the kiddies have raised £108,000. An outstanding feature of this year's appeal was the fact that, apart from a few large amounts for generous bodies such as the Liquor Trades, the Tramway employees, the racing fraternity and others, the final amount was raised by a multitude of small donations from individual listeners.**

● **"Heckle Hour" is to be resumed at 3DB after a lapse of four years, during which it was suspended for security reasons. Derek Prentice is to be chairman, and income tax will be first subject for debate on July 27.**

Victoria

"Wild Life," the Crosbie Morrison feature broadcast over 3DB—and sponsored by Healing's, is heard nationally on the Major Network from 6 p.m. to 6.15 p.m. The account is serviced by Claude Mooney agency.

Standard Cars Ltd., of 568 Elizabeth Street, Melbourne (account serviced by Claude Mooney), sponsor a five minute spot, "Musical Comedy Memories" broadcast from 3DB immediately following the 7 p.m. news on Saturdays, commencing July 13.

Ray Woods, ex-A.I.F., has returned to his former position with the 3XY record library after five years with the Army. Brian Carlton, who served with the Army for a similar period, has rejoined 3XY on the announcing staff. Both of these lads were associated with Amenities during the latter part of their service, and Brian was with 9AC Torokina for some time.

The HAHA Club (Help Austin Hospital Club) Ball, held on Friday night, July 12, resulted in a £300 increase over last year's figure of £1,100. It was held in the St. Kilda Town Hall and the committee, headed by president Norman Banks, put all they had into making this function a tremendous success. The £1,400 will go towards the building of the children's special block at the Austin Hospital which will be financed by money donated by 3KZ listeners. Included among radio personalities present were Roy Rene, Jack Burgess, Hal Lashwood and Theo Walters, of the visiting Colgate-Palmolive Unit.

The speaker for the Royal Empire Society's luncheon on July 25 was Major W. H. Anderson. Broadcasts from 3KZ are made from 1.30 to 2 p.m. from Melbourne's Empress Cafe, Swanston Street, on the second Thursday of each month, when these luncheons are held. Major Anderson, who is of the British Department of Information, spoke on "Australian Misconceptions Concerning Post-war Britain."

Approximately £1,000 was raised on Sunday, July 14, when the staff of 3AW played 3XY football in aid of the Food for Britain Fund. Over 15,000 people attended, including Colgate-Palmolive stars, who witnessed 3AW's win, 55-44.

Co-operation of J. C. Williamson Ltd. is being given 3AW to present the stars of the "Dancing Years" in a new Ivor Novello play, "Murder in Mayfair," in a special broadcast early in August. The play has never been performed in Australia before, and it is hoped that "Murder in Mayfair" will go on interstate relay.

Mr. E. L. P. Jeffrey, sales manager of 3AW, was a visitor to Macquarie headquarters while in Sydney last week.

As a result of the announcements made in the "Amcal Cavalcade of Memories" in the two special editions broadcast from 3UZ on Wednesday, July 3 and July 10, over 2,000 applications were received for the Kodachrome souvenir photographs of Ron Randall—the star of "Smithy," Australian-made talkie showing at the Melbourne State.

Bess Nicol, of theatrical fame, being a sister of the well-known comedian Don Nicol, and herself an actress of distinction, is the latest addition to the V.B.N. staff and has been placed in charge of the women's sessions at 3SH Swan Hill. She succeeds Jeanne Battye (Mrs. Alfred Frith) who has joined the nursing profession.

Doreen Riley has settled down in her new job in charge of the 3TR women's sessions. While at 3HA Hamilton, she met with a very serious car accident and has been out of radio (but very much in harness—plaster of paris) for about six months. She made a remarkable recovery.

The Advertising Arts Ball will be held in the St. Kilda Town Hall on October 3. The President of the Committee is Mr. Bruce Bellamy, of Vacuum Oil, and members have been drawn from the Federation of Broadcasting Stations Accredited Advertising Services, the Students Club, the Column Club, the Victorian Institute of Advertising, the Master Process Engravers, the Outdoor Advertising Association, the Master Printers, the Australian Association of National Advertisers, the "Age," the "Argus," the "Herald" and the "Sun."

After a lapse of four years, 3DB's popular "Heckle Hour" has been revived on Saturday nights at 8 o'clock, under the sponsorship of Payne's. Chairman is Derek Prentice. The first subject (July 27) was the highly topical and controversial "Would an Overall 40% Reduction in Income Tax now be Preferable to Increased Social Services?" The speakers were Mr. Harold Holt, M.H.R. (affirmative) and Mr. Brian Fitzpatrick, University Lecturer and Executive Member of the Council for Civil Liberties (negative). Prior to its suspension late in 1941, due to national security regulations, Heckle Hour enjoyed many years of popularity with Saturday night listeners to 3DB-LK, and was referred to as "the Yara bank of the air." Prentice, new chairman, was for several years a member of the Oxford Union Debating Society.

Richmond Brewery (N. V. Nixon Advertising) are now sponsoring Eric Welch's ringside descriptions of the wrestling matches from the West Melbourne Stadium on Wednesday nights at 9.30. Big time wrestling with overseas and local matmen has been resumed after an absence during the war years.

Queensland

An interesting debate on relations between Britain and Russia as they are and as they might be is being organized through 4BK/AK for July 31. The idea emanated from the Royal Society of St. George, and invitations have been issued to the Institute of Public Affairs and the Communist Party to supply the necessary speakers. The debate will take place in the main auditorium at 4BK.

During his recent business trip to Queensland, Mr. Roy Heath, Macquarie Network Relations Officer, covered a large number of stations in the course of his N.S.W. and Queensland itinerary. One of Sydney's busiest radio personalities, Mr. Heath made a number of interesting contacts in the Queensland capital.

Tom Foley, one time sporting journalist in Melbourne, and recently Deputy Director of Information in Queensland, has joined the staff of 4BK/AK as sports editor. Mr. Foley has already established himself as a radio personality in Queensland as 4BK's turf commentator since that station resumed racing broadcasts in May last. In his new position at 4BK, Mr. Foley succeeds Mr. Kel Gillespie, who is about to take up an appointment as turf editor with the Adelaide "News."

From our Staff Correspondents

Aircrafts Pty. Ltd., Archerfield Aerodrome, are sponsoring 25 word announcements in breakfast and evening programs on 4RO, 4BU, 4MB, and 4SB for 12 months. Account is through Campbell Advertising.

Noble-Bartlett Advertising advise that their clients, Brisbane Cash & Carry, Adelaide St., City, have bought three 1/2 hours weekly on 4WK for 12 months.

Despite power restrictions interfering with the 4BH plan of football broadcasts, Chief Announcer George Hardman took the plunge into thousands of ardent fans who stormed the field during the second England v. Australia Rugby League Test Match, and, standing on rather a frail table, managed to send down the line to 2GB a thrilling description of the fast and furious play, even though he couldn't broadcast it to Queenslanders via 4BH.

Direct announcements in sessionettes in the 4BC early morning session are being used in a new campaign by the Willis Radio & Electrical Co., of Wickham Street. On alternating mornings on alternating weeks, 50-words are being used for radio repair and new sets. Campaign is prepared by Littleton-Harvey-Simmins Advertising.

A Queensland-wide quest for radio and vaudeville talent is being launched next month by the Incapacitated and Wounded Sailors and Soldiers' Association in connection with its £25,000 appeal.

Western Australia

Mr. N. A. Parker, A.M.I.R.E., who has been the editor of the technical section of "The Broadcaster" since 1934, has retired from that position. He has been succeeded by M. G. W. Butterfield, A.M.I.R.E., who is well known in radio circles both in a professional and an amateur capacity. As an amateur he is better known as VK6GW. His wide experience makes him familiar with the usual troubles and requirements of technical readers.

Hear that Bryn Samuel carried off the chairman's trophy at the radio traders' golf meeting the other day. The match was played at Mt. Yokine where an excellent luncheon was provided.

Station 6PM brings entertainment to the men at Hollywood Hospital every Tuesday night in a 45 minute variety show. Featured from the Red Cross auditorium, "Here's Hollywood" consists of quizzing, community singing, featured guest artists and a concluding unit of requests from the men themselves for Chris Gosper at the piano and Geoff Manion vocalist. Kevin Whitby conducts the singing and Geoff Manion is quiz master.

The eye-witness descriptions of the Melbourne races by Eric Welch and Perth races by Ted Collingwood, together with the rapid results service from Adelaide and Sydney metropolitan meetings, has taken on very well with West Australian listeners. The next step in the development of the 6IX-WB-MD sporting coverage comes with the announcement of the commencement of "Racing and Trotting Round-up." This is being conducted in an informal discussion manner by Ted Collingwood, "Corinthian" of the West Australian, and Joe O'Halloran, "Trenton" of the Daily News, with announcer Lionel Lewis as compere. Walsh's, a prominent Perth men's wear store, is sponsoring this new Friday evening feature, broadcast from 9.30 to 10 p.m. Besides anticipations, and similar information, from time to time leading identities connected with racing and trotting will be brought to the microphone.

Retail Advertising Survey

Indicative of the continued advertising trend in various media is the third annual survey of advertising expenditures conducted jointly by *Editor and Publisher* and the National Retail Dry Goods Association says NAB Reports from U.S.A. The following are excerpts quoted from the survey report:

"A drop in the newspaper's share of the advertising dollar will not necessarily mean decreased linage . . . The retail trade has indicated that if an ample supply of goods is available, total advertising will be increased over 1945. In that case, expenditures in newspapers while proportionately less in relation to other media, would be greater in linage and dollars.

Newspapers Decline, Radio Increases

"Newspapers, always the retailers' medium, lost some of their lead over other media during 1945, and will continue to lose during 1946, it is indicated. Since the first survey in 1943, newspapers have shown a steady decline, and radio and direct mail an irregular but gradual increase.

Retailers to Boost Radio Budget

"The 171 stores replying to the questionnaire this year foretold an average reduction in newspaper expenditures of 1.7%, according to their estimates of their 1946 budget division. They plan an average of .7% for radio and 1.1% for direct mail.

All Sections Report

The 171 stores who replied to the survey this year (11 more than participated last year and 55 more than took part in the first survey) represent all sections of the United States and Canada. They vary in size and type from large department stores in major cities to small shops in small towns.

Public Relations Copy Continues

"Asked, Are you more or less favorable to non-product institutional or public relations copy than you were last year? Slightly more than half of the retailers replied yes, indicating

that they had been pleased with the results of such copy during the war years. As for continuing to use such copy, 75 retailers stated yes and only two gave definite no's.

Brand Name Advertising

"In line with the growing importance of brands to the consumer and the development of brands in many new lines, all but one of the 167 retailers who answered a question on their attitude toward brand advertising signified strong belief in brand name advertising. Similarly, that same number declared they would use brand advertising in 1946.

"Some of the retailers added, however, that they would advertise only those brands that were their own store brands. Some also remarked that they would be selective in their brand advertising, giving space 'only to those brands which warrant it.' One retailer commented, 'Yes, but in a limited way, since we feel our store name has more prestige with our customers.'"

Color Television Passes Test

New York: According to Frank Stanton, President of the Columbia Broadcasting system, a recent test conducted by CBS demonstrated that the last major technical obstacle to the formation of a color television network had been overcome.

He said CBS had transmitted successfully ultra-high-frequency color television 450 miles over present American Telephone & Telegraph coaxial cable facilities from New York to Washington and back.

"The startling fact that programs in full and vivid color can satisfactorily be carried without modification of present television coaxial cable systems means that color networks can be formed as rapidly as black-and-white networks," Mr. Stanton said.

"Transmission of color programs, by point-to-point radio has presented no problem, in view of radio's less stringent frequency restrictions. The feasibility of using existing and future cables brings all known means of networking color television into the realm of fact," he declared.

The test consisted of colored motion pictures and slides sent to Washington and back over the coaxial loop set up by A. T. & T



"Calling Cleaner 999—Proceed at once to City Square, the Cavalry Parade is over." —From "Radio News"

Principles of CATHODE FOLLOWER DESIGN

Contrary to general belief, cathode follower circuits are not new. British patents covering the application of cathode followers to time base circuits were issued ten years or more ago. During the war, however, this interesting circuit arrangement found many useful applications—for instance, in impedance matching, video coupling, automatic frequency control, F.M. detection arrangements, radar and oscilloscope uses.

Input to the valve is at the grid, but output is from the cathode. Thus there is no phase reversal, and the phase follows that of the grid input. Hence the term "cathode follower."

This circuit enables a step down from high output impedances to extremely low line impedances without attenuation of frequencies between 15 cycles to several hundred million cycles.

Although gain from a cathode follower stage is less than unity, this represents no more voltage loss than would occur in the conventional resistance coupled stage—or even transformer coupled stage—designed to pass the same range of frequencies with high fidelity.

Fig. 1 shows the circuit of a conventional cathode follower. Compare Fig. 1A—a standard phase inverter circuit with the cathode follower in Fig. 1. Note that in the phase inverter the grid is floating, and in the cathode follower there is a condenser from anode to earth. Theory on the phase inverter will be found in that excellent book "Radiotron Designers' Handbook" edited by Mr. Langford-Smith. At the moment, we are concerned mostly with the bypass condenser in the cathode follower, which offers a low impedance to earth for A.C., so that the circuit becomes (for

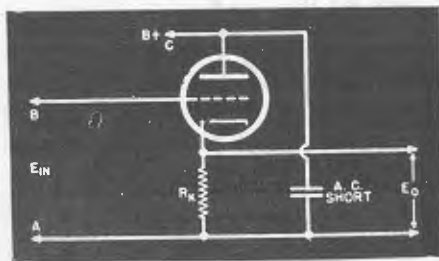


Fig. 1. Basic cathode follower circuit

A.C.) basically that shown in Fig. 2.

The resistor R_p represents the internal resistance of the valve. This is between cathode and plate. Looking at it from another angle (since the plate is earthed to signal voltages), the plate resistance is between cathode and earth, and it is therefore in parallel with the cathode resistor R_k . This is shown in Fig. 2.

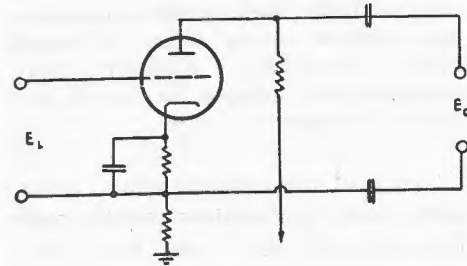


Fig. 1a. Basic circuit of phase inverter.

Since a voltage change dE_g multiplied by the valve's amplification factor represents a certain plate voltage change, we can say that the plate voltage as between the grid and plate of the valve is equal to the grid input voltage times μ . Replacing the grid input voltage by a fictitious generator, and giving this generator a voltage μE_g , the circuit in Fig. 3 represents the actual conditions. This makes it easier to work out the design equations, in addition to which it is possible to assign polarity. Now for a discussion on what happens:

On the positive half cycle of the input voltage the grid becomes positive with respect to the cathode. An increase of grid voltage, however, causes the valve to conduct more heavily and greater conduction causes an increase in cathode potential. When the cathode goes positive, it effectively reduces the initial upward swing of the grid by reducing the actual potential difference between grid and cathode, and degeneration thus takes place. This controlled degeneration reduces distortion, and therefore improves the fidelity of the output. This is an important feature of the cathode follower.

A very interesting thesis from a simple mathematical angle appeared in a recent issue of "Radio News" to

whom acknowledgments are made. In this treatment, which appears hereunder, the degeneration voltage is referred to as e' (e prime) and, calculating stage gain, the following relations are quoted:

$$\begin{aligned} e_g &= e_m - e' \\ i_p &= \mu e_g / R_p + R \\ e_o &= i_p R_k \end{aligned}$$

Gain is a ratio of output voltage to input voltage, or

$$G = e_o / e_m \text{ which is approximately equal to } R_k / (1G_m + R_k) \dots \dots \dots (1)$$

Equation (1) is approximate and serves for design purposes. Appendix 1 and 2 give two rigorous derivations of the expression for gain as worked out using Figs. 3a-b. Both evolve into equation (1) when certain assumptions are made.

In fact, it may be shown that the gain of a cathode-coupled stage is equivalent to an ordinary plate-load coupled stage using a tube whose amplification factor is $\mu / (\mu + 1)$, or less than unity, and whose plate impedance is $1 / (\mu + 1)$ times the normal plate impedance.

While the above statement is obviously true upon inspection of appendix 1, the simple substitutions are given here for the benefit of the reader.

The equation for gain in an ordinary plate-load coupled stage is:

$$G = \mu R_k / R_p + R_k \dots \dots \dots (2)$$

If the amplification factor (μ) of this stage is $\mu / (\mu + 1)$ and the plate resistance is $R_p / (\mu + 1)$, then substituting in equation (2) gives:

$$\begin{aligned} G &= (\mu / \mu + 1) [R_k / (1 / \mu + 1) (R_p + R_k)] \\ &= (\mu / \mu + 1) [R_k / (R_p / \mu + 1) + R_k] \end{aligned} \dots \dots \dots (3)$$

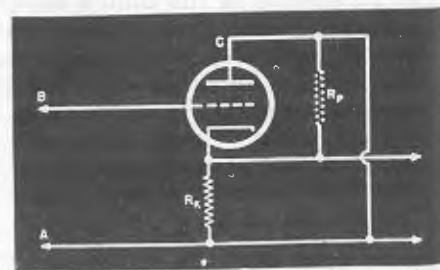


Fig. 2. A.C. representation of Fig. 1.

(Continued on opposite page)

CATHODE FOLLOWER DESIGN

If μ is much greater than 1, then we may say without appreciable error that $\mu / (\mu + 1) = 1$ and that $R_p / (\mu + 1) = R_p / \mu$. This assumption is made by considering μ much greater than 1. It is known, however, that μ / R_p equals G_m . Therefore R_p / μ equals $1 / G_m$.

Completing the rewriting of equation (2) we find that gain is equal to $R_k / (1G_m + R_k)$ which is found to be identical with equation (1), the expression for the gain of a cathode follower.

It is found from the above expressions that the gain approaches unity as the cathode resistor (R_k) becomes large compared to R_p . It is noted in experiments with both high- and low- μ triodes (6SF5 and 6L5-G with a μ of 100 and 17 respectively), that

match to low-ohm lines will be close enough to enable almost any cathode resistor to be used. This is untrue, however, since it is quite obvious that the tube must be operated upon the straight portion of its curve.

It is possible to apply the calculated equations only as long as the stage is operated class A. It is also known that a correct impedance match for video frequencies must result in the output stage presenting an image of the line's impedance looking back into the stage.

A new analysis would be necessary if improper bias were used, or if the stage is to be driven to the extent that the grid draws current.

The equation for R_k is worked out in appendix 3. It is found that in order to match an impedance of Z_i ,

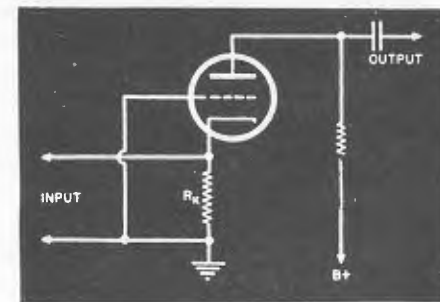


Fig. 5. Coupling a low impedance source into a high impedance circuit.

It has been found that such a circuit may be used to couple a low-impedance source to high-impedance input circuit with a good match, no distortion, and no phase shift. Such a use might occur where video signals were involved and no transformer of the desired characteristics could be located.

By placing a steady bias on the grid of a cathode follower and feeding the low-impedance source into R_k , the resulting plate output voltage of the stage may be fed into the high-impedance circuit with the proper match and correct frequency response. See Fig. 5.

APPENDIX 1

$$\begin{aligned} e_{in} &= e_g + i_p R_k \\ e_o &= i_p R_k \\ i_p &= \mu e_g / (R_p + R_k) \\ G &= e_o / e_{in} = i_p R_k / (e_g + i_p R_k) \\ R_k [\mu e_g / (R_p + R_k)] / e_g &+ [\mu e_g / (R_p + R_k)] R_k \\ \mu e_g R_k / e_g R_p + e_g R_k + \mu e_g R_k & \\ &= \mu R_k / R_p + R_k + \mu R_k \\ &= \mu R_k / [R_p + R_k (\mu + 1)] \\ &= (\mu / \mu + 1) [R_k / (R_p / \mu + 1) + R_k] \end{aligned}$$

If μ is much greater than 1, then $\mu / \mu + 1 = \mu / \mu$ or 1 and $R_p / \mu + 1 = R_p / \mu$ But $\mu / R_p = G_m \therefore R_p / \mu = 1 / G_m$

Thus gain approximately equals $R_k / (1 / G_m + R_k)$

APPENDIX 2

$$\begin{aligned} i_p &= \mu e_g / R_p + R_k \\ e_g &= e_{in} - e' \therefore i_p = \mu (e_{in} - e') / R_p + R_k \\ e_o &= i_p R_k = \mu R_k (e_{in} - e') / R_p + R_k \\ e' &= e_o \therefore e' = \mu R_k (e_{in} - e') / R_p + R_k \end{aligned}$$

Solve for e'

$$\begin{aligned} e' (R_p + R_k) &= \mu R_k (e_{in} - e') \\ e' R_p + e' R_k &= \mu R_k e_{in} - \mu R_k e' \\ e' R_p + e' R_k + \mu R_k e' &= \mu R_k e_{in} \\ e' (R_p + R_k + \mu R_k) &= \mu R_k e_{in} \\ e' &= \mu R_k e_{in} / [R_p + R_k (\mu + 1)] \\ e' &= (\mu / \mu + 1) [R_k e_{in} / R_p / \mu + 1] + R_k \\ G &= e_o / e_{in} = e / e_{in} = (\mu / \mu + 1) [R_k / (R_p / \mu + 1) + R_p] \end{aligned}$$

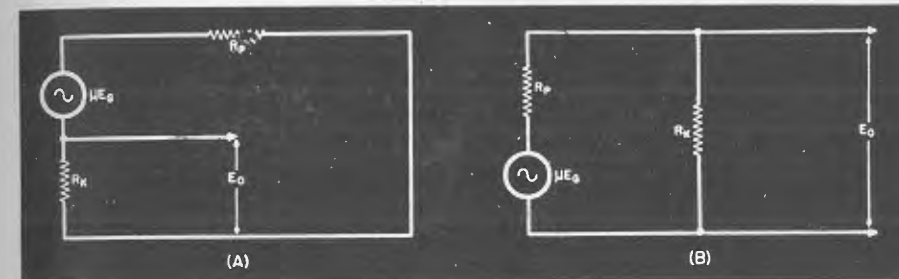


Fig. 3 (A) shows the electrical equivalent of Fig. 1 in the form most familiar to radio students, and (B) the same circuit as it appears in present-day textbooks.

the stage gain changes very slowly with varying values of cathode resistances.

From equation (3) it can be seen that the resistive circuit is equivalent to two resistors in parallel—the fictitious resistance $R_p / (\mu + 1)$, and R_k . See Fig. 4.

If R_k is much greater than $R_p / (\mu + 1)$, and μ is much greater than 1, then Z_o is approximately equal to R_p / μ which in turn approximately equals $1 / G_m$.

This expression affords a convenient method of determining whether a particular tube will offer the required output impedance.

The above conditions have led to bold statements that an impedance

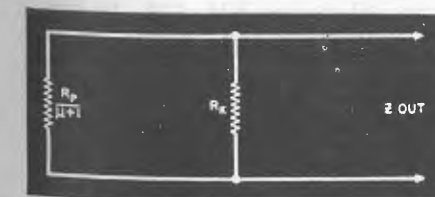


Fig. 4. Method of determining output impedance of the cathode follower.

CATHODE FOLLOWERS

(Continued from page 35)
APPENDIX 3

$$Z_o = R_k (R_p/\mu + 1) / [R_p/(\mu + 1) + R_k]$$

$$[(R_p R_k) / (\mu + 1)] / [(R_p + R_k) (\mu + 1)]$$

$$= R_p R_k / (R_p + R_k) (\mu + 1)$$

$$Z_i = R_p R_k / (R_p + R_k) (\mu + 1)$$

$$Z_i [R_p + R_k (\mu + 1)] = R_p R_k$$

$$Z_i R_p = R_p R_k - Z_i R_k (\mu + 1)$$

$$Z_i R_p = R_k [R_p - Z_i (\mu + 1)]$$

$$R_k = Z_i R_p / R_p - Z_i (\mu + 1)$$

If μ is much greater than 1, then Z_i is small compared with μZ_i , and

$$R_k = Z_i R_p / R_p - Z_i \mu$$

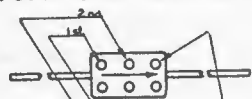
$$= Z_i / [1 - (Z_i / R_p)]$$

$$R_k = Z_i / [1 - (Z_i G_m)]$$

CONDENSER COLOR CODES

The marking of fixed condensers in the American RMA color code has been expanded to give additional information. Condensers marked with three dots are understood to be of 500 volt rating and 10 per cent capacitance tolerance. The first two dots are the significant figures of capacitance and the third is the decimal multiplier.

RMA COLOR CODE



Color of Dot	Volts	Significant Figure of Dot	Decimal Multiplier	Tolerance
Black	—	0	1	—
Brown	100	1	.10	1%
Red	200	2	100	2%
Orange	300	3	1,000	3%
Yellow	400	4	10,000	4%
Green	500	5	100,000	5%
Blue	600	6	1,000,000	6%
Violet	700	7	10,000,000	7%
Gray	800	8	100,000,000	8%
White	900	9	1,000,000,000	9%
Gold	1000	—	.1	5%
Silver	2000	—	.01	10%
No Color	500	—	—	20%

On condensers marked with six dots the upper three dots are significant figures of capacity in mmfd multiplied by the multiplier indicated by the lower right hand dot. The remaining dots are tolerance and voltage rating. The following examples will help to make the foregoing clearer: Three red dots = 2200 mmfd, with 500 volt rating. Six brown dots = 111×10 , i.e. 1110 mmfd., 1% tolerance, 100 volt rating.

THE PHASITRON

With most prices rocketing it comes as a surprise to learn that F.M. Transmitters will sell for 10% less than pre-war prices. This announcement is made by General Electric Co. (U.S.A.) who state that the simplification of the equipment, and consequent reduction in manufacturing costs is made possible by the development of a new modulator valve called the "Phasitron," which converts A.M. to F.M. directly.

TELEVISION TESTED IN CAR

Dr. T. T. Goldsmith of Allen B. Dumont Laboratories, in America, has equipped his 5-passenger sedan with a television set mounted in the rear seat, affording interesting data on interference, standing waves, and other 50-90-mc phenomena. If he travels radially from the New York transmitters, the picture brightens and vanishes at fixed wavelength intervals; when moving tangentially this phenomenon disappears. Teleset on wheels has also revealed critical nature of antenna location; moving car a few inches or feet gives surprising difference between excellent and poor picture reception.

NEW F.M. RECEIVER

A new radio circuit for frequency modulation receivers which makes it possible for the first time to build a receiver that realizes the advantages of FM at a cost comparable to that of standard band receivers was described by Stuart Wm. Seeley, manager of the Industry Service Division of RCA Laboratories, in a paper delivered to the New York Section of the Institute of Radio Engineers.

FM sets produced before the war, Mr. Seeley pointed out, required the use of one or more tubes whose functions were solely that of noise suppression. They contributed nothing to the volume of the receiver output. Furthermore, he declared, to make these extra tubes fully effective, considerable amplification of the received signal was necessary. Although both of these requirements added noticeably to the cost of FM receivers, noise continued to be present when the strength of a received signal fell below a certain point called the threshold level.

According to Mr. Seeley, the new

RCA circuit, called a ratio detector, is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners and domestic appliances, or natural, such as atmospheric static.

Mr. Seeley added that the new circuit is not only free of a critical threshold signal level, operating equally effectively on strong and weak stations, but its incorporation in a receiver eliminates the need for additional tubes and parts that formerly were considered necessary in frequency modulation receivers. It is this simplification, he declared, that should reduce the manufacturing cost of FM receivers to a point comparable with that of receivers covering standard broadcast bands.

Coincident with the announcement of the new circuit by Mr. Seeley, the RCA Victor Division stated that the development would be embodied in future models of RCA receivers.

(RCA Photophone represent RCA in Australia.)

F.M. PROGRESS

Frequency modulation in the United States is swinging into action. A step in this direction has been taken by a number of American communities of 200,000 population or more. Committees are made up of owners of present radio stations, radio dealers, radio servicemen and newspaper radio editors. These committees investigate the possibility of F.M. in their own area, and other groups of department store executives, of factories and all industrial concerns contemplating establishing F.M. radio stations are invited to meet with the committee.

The purpose of these community "F.M." committees is to establish a score of F.M. transmitters in the United States — to determine actual costs of ownership and operation, and to accelerate F.M. progress.

An arrangement offered by one group of American radio experts is to make all radios F.M.-A.M., to retain the present system of A.M. and, in addition, offer a nationwide F.M. chain and offer F.M. stations to virtually every community. Radio fans could then tune in on A.M. when they desired a wide choice of entertainment and on F.M. when they preferred pure tone.

AWA *They're coming off the line!*
* 2000 WATT BROADCAST TRANSM.
for initial operating ratings of 500 t

AND THE LATEST IS FOR 4BH OPERATING ON 1000 WATTS

THE FIGURES REVEAL THE FACTS BEHIND THE OUTSTANDING PERFORMANCE OFFERED IN THE NEW A.W.A. 2 K.W. BROADCAST TRANSMITTER

DELIVERY FROM STOCK MID SEPT. SUBJECT TO PRIOR ORDERS. SPECIFICATIONS AND QUOTATIONS SUPPLIED ON APPLICATION.

AMALGAMATED WIRELESS (A/SIA) LIMITED
AUSTRALIA'S NATIONAL WIRELESS ORGANISATION
47 YORK STREET, SYDNEY 167 QUEEN STREET, MELBOURNE

MEASUREMENTS CARRIED OUT DURING ACCEPTANCE TESTS OF THE 4BH TRANSMITTER ARE AS FOLLOW:

FREQUENCY RESPONSE (50% MODULATION)		HARMONIC DISTORTION (95% MODULATION)	
C.P.S.	db	C.P.S.	%
30	-1	50	2.4
50	-0.3	100	1
100	0	400	0.9
500	0	1,000	1
1,000	0	5,000	2.7
2,000	+0.2	7,500	3.1
4,000	+0.5		
6,000	+0.3		
8,000	-0.2		
10,000	-1.3		

NOISE LEVEL (BELOW 100% MODULATION) . . . -68 db

SPECIFICATIONS AND QUOTATIONS ON APPLICATION TO:

AMALGAMATED WIRELESS (AUSTRALASIA) LIMITED
AUSTRALIA'S NATIONAL WIRELESS ORGANISATION
47 YORK STREET, SYDNEY 167 QUEEN STREET, MELBOURNE

Purely Personal

Mr. G. T. Chippindall, secretary of the Department of Supply and Shipping, has been promoted to Assistant Director-General of the Postal department. He will succeed Mr. L. E. Fanning, who has been promoted to Director-General of Posts and Telegraphs.

You can't beat these breezy Americans with their wonderfully entertaining humor and in this class you can put Bert Roach of Kellogg's who displayed his ability in this direction at the recent 21 Club luncheon at which he was the guest. Alan Weekes of J. Walter Thompson, who was also at the 21 Club luncheon, rather missed his vocation as an advertising man and should have been on the stage as a mimic. He can tell a good story. Don't ask him how the trout are biting these days. Incidentally, Maurice Chapman of 2CH looks as if he is going to get some fishing lessons from Weekes, though when it comes to beach casting our money may go on "Chapple."

The managing director of Perry Engineering Co. (Mr. Frank T. Perry) has been nominated by Associated Chambers of Manufacturers as one of two manufacturers' representatives on the industrial mission to India. The other nominee is Mr. C. A. M. Derham, of Melbourne, a former president of the Victorian Chamber of Manufacturers. The delegation will leave Australia in September.

A good host is 2UE manager H. ("Paddy") Campbell-Jones, who has the happy knack of always being able to produce a surprise at a party as well as all the necessary things to make the party gee. So it was after the "Author's Playhouse" audition at 2UE recently after which the guests adjourned to "Paddy's" office for refreshments. On this occasion the surprise was the presence of famous Australian film star Shirley Ann Richards who "dropped in" for a few minutes to meet C.J.'s guests, who included of course Beckers Pty. Ltd.'s managing director Miss R. Wilson.

Mr. Fred Daniel, a director of Macquarie Broadcasting Services and associated companies, has completed his service with the N.E.I. Film Unit and is once again devoting his attention to Australian film production—though in what specific direction he would not disclose to our scribe who met him at Ushers Hotel the other day where he and Mrs. Daniel were staying.

Federation president, Mr. Alf Paddison, and Mr. McCauley, directors of 2KA and 2KM, who have been visiting America and Canada, will probably arrive back in Sydney early in August. Latest cable from them stated they hoped to leave the west coast by Marine Falcon on July 28.

Tasmanian Coastal Network manager Arthur Towner, when in Sydney found it difficult to live down his exploit in Melbourne where he was very instrumental in capturing a brace of pickpockets. The news had spread ahead of him and Arthur had the devil's own job keeping track of his brief case whenever he was doing the rounds of the ad. agencies. Anyway the little Tasmanian proved in Sydney that his feet were as good as his fists were in Melbourne judging by the ground he covered during his few days' stay.

Miss Coral Wood, business manager of 2UW, has returned to Sydney after visiting all the stations of the C.B.C. in Queensland.

Mr. C. Roy Stanley, secretary of the Australian Association of National Advertisers in Sydney, has returned to his office after a bout of flu which bowled him over a couple of weeks ago.

Mr. Keith Macdonald, manager of 5AD and "The Advertiser" network in South Australia, was out of his field but far from out of his depth one evening recently when he featured on an ABC program—"The Program I'd Choose," arranged by James Glennon on 5AN-CK. He has a keen musical sense, and naturally being manager of a commercial station set-up, really knows what listeners appreciate and knows too just how to put it over.

Basil Henry, of "C.B.'s" associate paper, "Radio & Electrical Retailer" and who is well known in agency circles, has been laid up with an attack of bronchitis but is now speedily recovering and should soon be back on the job.

Lesley Pope, young radio actress, and Sydney Piddington, on 2UE's sales staff, were married on Friday, July 19, at St. Mark's, Darling Point.

Macquarie general manager, H. G. Horner dashed off to Melbourne on a business visit last week (July 15) after only having returned a few days from a couple weeks' holiday in the mountains. No doubt reported changes pending in the management of Macquarie's Melbourne outlet, 3AW (as reported elsewhere in this issue), had something to do with H.G.'s southern visit.

Seen around A.W.A. headquarters at Sydney recently was Mr. J. K. Lowe, manager of 2GF Grafton in close contact with A.W.A. country stations' superintendent, Mr. R. K. Harris. The popular Grafton station will be introducing several innovations in the near future both for local and district consumption. Already improved service has been given to listeners in Coff's Harbor and Dorrigo areas and it is proposed to give other outlying places programming and servicing, which will include recording facilities for advertisers and listeners alike.

Coming Back to Sydney

Mr. John Taylor, who is to take charge at 2UW (see announcement page 7)



Colina Lynam interviews Mr. H. L. Harris, M.A., LL.B., Director of Youth Welfare, who was the first guest-adviser in her "Your Child's Career" session heard from 2UE every Wednesday at 11.15 a.m.

CLASSIFIED ADVERTISING

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

POSITION WANTED.

Announcer, ex-Serviceman, 27, employed by large Country station, desires change position. Prefer North Coast N.S.W. or Queensland. Copy, Continuity, Programs Sales. Discs available. Reply to N265 c/- Box 3765 G.P.O., Sydney.

Announcer, wide experience all types studio and outside work. Requires position country station any State. Constant, conscientious. Excellent references from late employers, sponsors. Honorable discharge R.A.A.F. Age 25. Audition discs available. Reply Box 123, c/- "Commercial Broadcasting," Box 3765, G.P.O., Sydney.

JUNE LICENCE FIGURES

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

NEW SOUTH WALES.

New Issues	4,089	(512)
Renewals	46,478	(1,895)
Cancellations	3,655	(226)
In force at 30/6/46	550,068	(25,796)
Increase	434	(286)
Licence % popn.	18.97	

VICTORIA.

New Issues	2,445	(—)
Renewals	35,013	(1,546)
Cancellations	2,353	(114)
In force at 30/6/46	396,800	(19,085)
Increase	92	(—114)
Licence % popn.	19.71	

QUEENSLAND.

New Issues	1,843	(114)
Renewals	15,933	(382)
Cancellations	2,255	(40)
In force at 30/6/46	186,396	(4,790)
Increase	412	(+74)
Licence % popn.	17.28	

SOUTH AUSTRALIA.

New Issues	1,637	(219)
Renewals	14,747	(1,135)
Cancellations	567	(6)
In force at 30/6/46	152,466	(12,258)
Increase	1,070	(+213)
Licence % popn.	24.24	

WESTERN AUSTRALIA.

New Issues	1,100	(130)
Renewals	9,731	(379)
Cancellations	784	(13)
In force at 30/6/46	101,964	(4,565)
Increase	316	(117)
Licence % popn.	20.80	

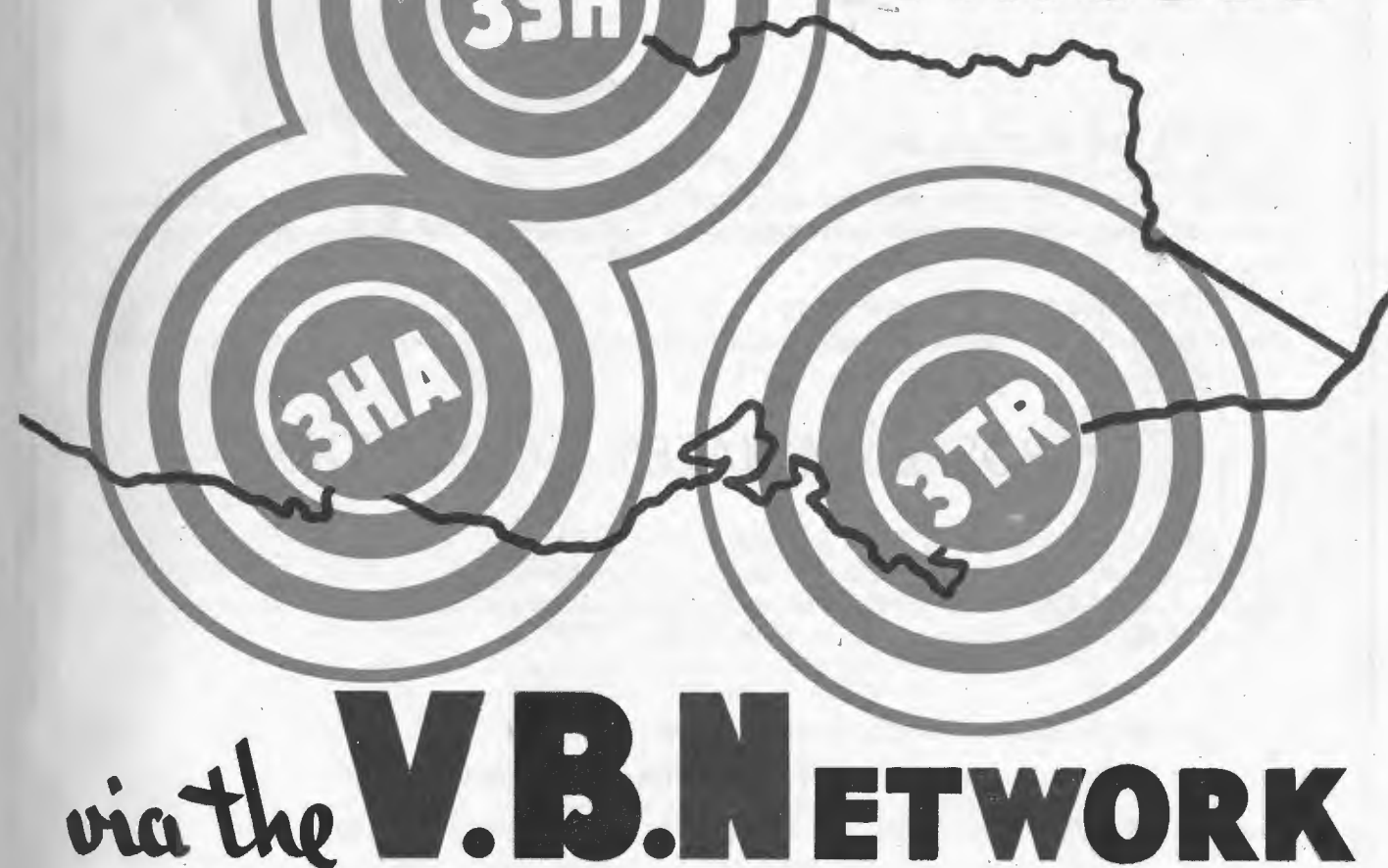
TASMANIA.

New Issues	508	(69)
Renewals	4,794	(207)
Cancellations	498	(55)
In force at 30/6/46	49,200	(2,792)
Increase	10	(+14)
Licence % popn.	19.83	

COMMONWEALTH

New Issues	11,622	(1,044)
Renewals	126,696	(5,544)
Cancellations	10,112	(454)
In force at 30/6/46	1,436,894	(69,288)
Increase	1,510	(+590)
Licence % popn.	19.34	

Be known in the, BEST CIRCLES

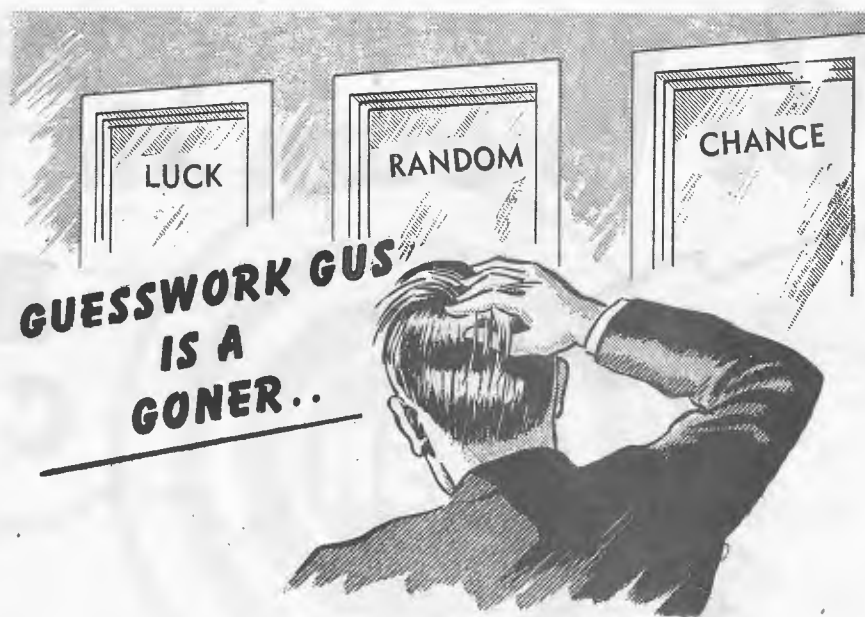


Be right on the mark for the most comprehensive coverage of Victoria's vast country potential! Geographically located to ensure the widest audience for their top-line features, the three V.B.N. stations are the logical choice for your new programme or direct announcements. Contact your nearest V.B.N. office for available time.



The VICTORIAN BROADCASTING NETWORK

Head Office: 239 COLLINS ST., MELBOURNE PHONE: CENT. 4124
Sydney: Macquarie Broadcasting Services 136-138 Phillip St. Phone B 7887



Modern advertising media provides an array of facilities limited only by the advertiser's power of speedy choice of the right medium or combination for his campaign requirements.

You cannot depend on guesswork when you have a sales message to put over . . . nor can you waste time making lengthy investigations into the facilities available. You want information . . . circulation . . . coverage . . . cost . . . markets . . .

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COMMERCIAL BROADCASTING

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Vol. 15, No. 2 (431st issue), Thursday, August 8, 1946

Hi Fellers
This was service

R. S. W.
PARLIAMENTARY
LIBRARY



Did you hear about the kind-hearted farmer and his "Lost Week-end?"

When he reached home he staggered down to the shed, put "Strawberry" into the stall, and started on the milking.

But somehow his hands wouldn't work . . . somebody was hitting him on the back of the head with a hammer, the floor was moving up and down, and all the world was whirling round in wide, dizzy circles. Presently "Strawberry" looked round.

"Look, pal," she said, "I know just how you feel. You just hang on there, and I'll jump up and down."



Was that Service? . . . REAL Service, I'd say!

It's the kind of Service you get from the boys at 2UW. . . Mind you, they won't undertake any milking jobs for you, but when it comes to radio advertising—then you can bank on the service you'll get from 2UW.

Praps that's one of the reasons why 2UW gets so much of the big business in radio . . . advertisers know that 2UW is just as much interested in the success of their programmes as they are themselves.

As for the audience—well, listener service is

A Major Reason Why
MOST PEOPLE LISTEN TO **2UW**