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Does Your Sales Message Reach the Desired Markets?

If your answer to the second question is in the negative, then you cannot afford to underestimate the power of broadcast advertising.

SUBSCRIBE NOW
to the

BROADCASTING EDITION

of the

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

and have an efficient basis of market and other data to plan the coverage and costs of an advertising campaign for radio.

By using Broadcasting AARDS, time buyers can assure themselves of quick, timely reference to specific facts on any matter connected with the purchase of time on any commercial broadcasting station in Australia or New Zealand.

And note:—

There are two other editions of AARDS, both of which in their respective fields are designed to assist advertising men in the selection of advertising media.

NEWSPAPER AARDS:— available now and gives the insertion rates and publishing data of 665 newspapers throughout Australia.

PERIODICAL & MISCELLANEOUS MEDIA AARDS:— available at a later date and will give the rates and data of Periodicals, Trade Press, Theatre Slides, Transport Advertising and other advertising media.

Monthly supplements containing current amendments to the respective editions are posted to subscribers so as to keep their copies up-to-date.

Subscription to each edition of AARDS is:—

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COMMERCIAL BROADCASTING

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

Vol. XV, No. 7 (436th issue), Thursday, October 17, 1946

Hi Fellers!
Look what's cookin'!



No gags this time, fellers . . . there's something really big cooking at 2UW—and that's not joking.

I thought I'd be able to tell you all about it this time, but it's not quite ready yet. The boys at 2UW are just teeing-up the last of it, and they'll be ready to shoot any day now . . . and boy, is it something!

See you next time—with knobs on!

I'll really show you why



most people listen to

2UW

8 STATIONS with SELLING POWER

8 MAJOR BUYING MARKETS

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

These 8 Stations give you the **NEEDED COVERAGE** in some of Australia's richest markets.

The 500,000 people living in the primary coverage area of these 8 Stations like—and listen to—their top line programmes.

They have everything an advertiser needs—coverage, programmes, service facilities, listeners and they get **RESULTS**.

When you buy time on these stations you get full value for your money; the rates are reasonable and the coverage is good.

All particulars from

AMALGAMATED WIRELESS (A'SIA) LTD.
 SYDNEY BRISBANE MELBOURNE

COMMERCIAL BROADCASTING

The Broadcasting Business paper of Australia, devoted to the promotion of commercial broadcast stations and circulating fortnightly to the broadcasting, advertising and business community. Established 1934.

THURSDAY, OCTOBER 17, 1946
 Vol. XV. No. 7 (436th issue)

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MANAGING EDITOR, Oswald Mingay; EDITORIAL STAFF, Lex Lippmann, Jack Angus, Edwards; ASSISTANTS, Gordon Breakspear, Mingay, R. Meadows; ADVERTISING, Basil Barry; ACCOUNTS, Miss Evelyn Davis.

MELBOURNE REPRESENTATIVE, Beatrice Touzeau, Assistant, Eva Godfrey, Room 6, 1st Floor, 96 Collins Street, Box 1774, G.P.O., Phone Cent. 2642. Telegraphic: OSMINGAY, MELBOURNE; ADELAIDE REP.: Joy Cochrane, Room 401, Commerce House, Featherstone Place, Box 985, G.P.O. Phone Cent. 7944. BRISBANE REP., Phyllis le Brocq, Room 4, 2nd Floor, 115 Queen Street, Box 782, G.P.O., Phone B 5320; PERTH REP., Elizabeth Farrington, Room 6, 1st Floor, T. & G. Building, St. George's Terrace, Box J656, G.P.O., Phone B 5320.

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EDITORIAL

AN AUSTRALIAN FCC—WHY NOT?

With the return of the Chifley Government to power, broadcasters' interest will centre on the new Parliamentary Standing Committee to be appointed. There is speculation on whether the same old team will get the posts or whether some new blood is to be introduced.

One thing is certain—the granting of FM broadcasting licences will rest with the new Committee, for within the term of this Government frequency modulation will be introduced in Australia for the purpose of its widespread development as a broadcasting medium.

In the hands of the Parliamentary Committee will rest the fate of all applications lodged with the PMG for FM operators' licences. That doesn't seem to make sense in a scientifically-advanced community but that's the way of it. This trade newspaper has long advocated the establishment in Australia of a competent body modelled along the lines of the American Federal Communications Commission for the purpose of deciding such and other important matters relating to broadcasting. Naturally there would be more public confidence in the deliberations and decisions of trained and expert personnel dealing with such a complex and scientific activity as broadcasting, than in those matters being left to the mercy of sometimes biased, sometimes inept, and, almost invariably, inexpert politicians.

In the issuance of new broadcasting licences it will be difficult for the Parliamentary Standing Committee to avoid bias. The Committee is composed of representatives of the Government and the Opposition. It is natural to suppose that the Government members of the Committee will lean towards applicants who are supporters of the Government while the Opposition members of the Committee will undoubtedly see great merit in the applications of those prospective newcomers who are not particularly supporters of the administration. Both sides are fully conscious of the power of broadcasting. One thing they are not, apparently, conscious of is that the public is awakening to the fact that broadcasting is too important an instrumentality to be kicked around by politicians. The divergence of views of the representatives of the respective political parties on the Committee has already been made painfully evident in several of the Reports to Parliament made by previous Parliamentary Standing Committees on Broadcasting.

It seems certain that the clamour from some groups for more broadcasting channels to enable them to get their fingers into the pie will be met and appeased by the present Government. Whether sound judgement or political expediency will be the ruling factor in the FM allocations to be made is a question of conjecture at this stage. Established AM broadcasters, the pioneers in the business, should be the first to be given definitely favoured consideration. After that, wise counsel could possibly result in a limited number of new FM broadcasters being allowed to enter the field.

Whatever happens competition is going to become more vigorous in the future so far as commercial broadcasting is concerned, even amongst the AM stations now operating before the introduction of FM. Wartime luxury budgets on advertising have already felt the cut of the pruning knife. If even only a fraction of the 168 aspirants for commercial station licences were to be satisfied by an over-indulgent Broadcasting Committee there would be chaos in the industry. Some stations would fail, because of there not being enough business to go around in the smaller markets, and some neophytes who are being cajoled into radio ownership will not find it the key to the mint they have been led to believe it is.

THE OBJECTIVE . . .

. . . production perfection

THE ACHIEVEMENT . . .

. . . production far better
than the usual best

With to-day . . . and to-morrow . . . this leadership becomes even more marked . . . which is the more readily understood when the personalities behind the achievement are known.

Here you are introduced to four key personalities of Australia's most outstanding radio production unit.



Paul Jacklin

From Cambridge University, Paul Jacklin toured England and America with Repertory Theatre Companies in the capacity of producer and actor. He then joined the South African Broadcasting Corporation where for 3 years he was in charge of production. He came to Australia, joining the A.B.C. as producer, and subsequently, upon being discharged from the Army, he linked up with Radio 2UE as Production Manager. The influence of his vast experience in England, America, South Africa and Australia is reflected eloquently in the strong and efficient production unit which is Radio 2UE's to-day.

In 1946, to increase his already great experience in all spheres of broadcasting, he made a personal and on-the-spot keen study of the latest radio production and presentation methods in America. In this, he took part in many of the leading American programmes in a production capacity, in addition, studying the mechanical side of musical and programme presentation, and the latest developments in script writing and general programming.

The policy underlying his research is always directed to this end . . . that Radio 2UE provides Australian advertisers with the best possible vehicles for their products' sales message.

Howard Craven's many years of experience as actor-producer on the stage, screen and radio expertly fit him for his position of Associate Producer to Paul Jacklin. With an instinctive faculty for getting "under the skin" of every production he handles, whether musical or dramatic, Howard Craven has proved a brilliantly successful producer.



Howard Craven . . .

His sensitive understanding of his fellow-artists, combined with an ability to get the most out of a script, ensures that perfect balance so characteristic of Radio 2UE productions.

Des. Tanner's musical career commenced with 10 years' intensive study of piano and violin at the Sydney Conservatorium. Later becoming a leading exponent of both the Wurlitzer and Hammond Electric Organs, in his capacity of A.B.C. Chief Organist he toured Australia. Upon discharge from the Army, he joined Tivoli Theatres in charge of stage presentation and music. Now as Musical Director for Radio 2UE, his outstanding arrangements for all types of orchestra, coupled with his gift for composition, ensure the best and latest in musical presentations for Radio 2UE's clients.



Des. Tanner . . .

Imperative for the smooth operation of any competent production unit is a production-executive with a lively awareness of clients' interests, plus an ability to assess and deal with all organisational problems. And such is Mr. Sam See.

Mr. See has been associated on the business side of A.C.I., Densified Woods and Hadfields Steel Works, and the wide experience gained in his association with these firms, combined with his acknowledged status in the musical world, add up to a production-executive well equipped to play his part fully and well in Radio 2UE's production team.



Sam See . . .

IF IT'S A RADIO 2UE PRODUCTION, IT'S A BETTER PRODUCTION

RADIO MANUFACTURER URGES INDUSTRY CO-OPERATION

Mr. H. C. Trenam, who is shortly returning to England after 14 years in Australia as managing director of STC, and who was guest of honor at the BREIF Club luncheon at the Wentworth Hotel, Sydney, Monday, Oct. 14, said at the luncheon if he had anything critical to say about Australia and the radio and electrical industries it was that there was a lack of industry co-operation which should be remedied.

He stressed the importance of an industry facing-up to common problems. Maybe Australians did not relinquish any of their individual freedoms but time might prove that it would be worth while sacrificing some of those freedoms to protect the interests of an industry as a whole.

Later, Mr. Fred Thom, managing director of Thom and Smith, in moving a vote of thanks to Mr. Trenam for his address, applauded the suggestion of co-operation and said he would like to see any move in that direction extended to embrace all interests involved such as the broadcasting stations, the Post Office. He felt that most executives in the industries would welcome such a move but leadership towards that end was lacking. He regretted Mr. Trenam was not remaining longer in Australia to lend his forceful energy in that direction but he hoped that Mr. Trenam's successor, Mr. Dan McVey, would take up the thought.

Mr. Trenam spoke in highly-appreciative terms of the hospitality shown to him when he first arrived in Australia, and was continued through the years by business people, including his "competitors" in the industry. That was something which, he felt, English particularly London—business folk could learn from Australia. He knew how difficult it was for visiting Australians to get around in London business circles and he looked forward to doing something towards making their lot easier when they came to England. He thought there was already a move for an Australian club in London and if that was so, he would assist it in every way. If no such club were formed, he would endeavour to found one where Australians could come and be sure of a warm welcome and some assistance to meet business people.

At the luncheon, the chairman and BREIF president, Mr. Eric Dare, announced that a cheque for over £200 would be presented to Legacy Club this week, resulting from the recent BREIF Club Ball. Also that on the evening of October 24, Mr. Ray Allsop would deliver a film lecture on television and FM at Science House.

There were several visitors at the luncheon including Cr. O. J. Nilsen, governing director of 3UZ, Melbourne, brought along by 3UZ rep. Mr. Eric Wood, Mr. J. Boxhall, a director of APRA, brought along by Mr. Ernest Lashmar, and Mr. Jack Davis (music publisher), introduced by Mr. T. S. Woodbridge.

RADIO STATIONS SHOULD HAVE EDITORIAL POLICY, SAYS NAB EXECUTIVE

Outstanding condemnation of American broadcasting stations' "wishy washy" policy in avoiding editorial leadership was voiced by A. D. Willard Jr., executive vice-president of the National Association of Broadcasters in September. Addressing the Ohio Association of Broadcasters news clinic, Mr. Willard disclosed an industry swing towards adoption of station editorial policies which is an attitude long shunned by broadcasters in America (and in Australia, too! . . . Ed. "C.B.")

The association's aggressive stand developed when Robert T. Mason, owner of WMRN Marion, O., asked Mr. Willard "what could be done to enable radio to attain the prestige which is accorded newspapers through editorialising."

"NAB will do everything to hasten the day when every radio station will build the same position newspapers have built in their editorial policies, and standing up for what they believe is right," Mr. Willard said. He recalled that under the decision in the Mayflower case stations voluntarily gave up editorial privileges, the FCC asserting in the case that no station should have an opinion of its own on controversial matters.

"We have paid the penalty of abiding by this rule," Mr. Willard said. "Why is it that in most communities to-day a newspaper is a more important factor than a radio station? We don't represent anything in many respects as a result of accepting the Mayflower decision.

"If a paper sees a condition in its

VBN withdraws from Macquarie Network

"To Operate Independently"

The Victorian Broadcasting Network has withdrawn from membership of the Macquarie Network to operate as an independent group.

This news was confirmed by Mr. Rupert Fitts, general manager of the VBN, who came over to Sydney at the end of last week.



Mr. Rupert Fitts Mr. S. O. Clarke

The VBN is a powerful country network of three stations strategically placed at Hamilton (3HA), Sale (3TR) and Swan Hill (3SH). The network has provided country coverage for Macquarie in Victoria for several years.

As we go to press this week, Mr. Fitts announced Mr. Stanley O. Clarke, formerly of Macquarie who has started in business on his own account as a broadcasting station and newspaper representative, will represent the VBN in Sydney as from Monday next, and can be temporarily contacted at the Age office, 117 Pitt St., Phone B2831.

community that should be remedied, it gets up and fights. We're wishy washy. The only thing we're 'agin' is sin—and it has to be so obvious we are almost sure there is no contender on the other side of the question. The newspaper stands for what it knows to be proper and right in its community and has gained prestige in standing for those things during the years.

"The time has to come soon when radio will accept the same responsibility. It's your right and duty to determine what your program structure will be. If you want to fight for something you think is right, it's your right to get up and fight for it.

"No one has ever disputed the Mayflower decision, though the Commission has admitted that the ruling could never stand in court. Some stations and networks have already begun to have editorial policies and have so labelled them."



The Genij of Victoria



10% chain discount to users of all three.

Maybe you don't believe in the Arabian Nights, but this is no fairy tale, as many national advertisers are proving to their satisfaction. Yes, they're veritable genii these Argus stations, they offer you such a complete cover—3UL covers rich Central Gippsland, Warrnambool the fourth largest city in Victoria—3SR . . . the 2,000 watt station . . . deep into Southern Riverina and covers the Goulburn, Ovens and Kiewa Valleys and north-eastern Victoria. Conjure up sales in Victoria. Rub up your lamp and see things clear in Victoria.

THE ARGUS VICTORIAN COUNTRY NETWORK

Head Office: 365 Elizabeth St., Melbourne. Phone F0411. Sydney Rep.: V. M. Dinneny, Herald Bldgs., 66 Pitt St. Phone BWA

★ LACK OF MERCHANDISING IS WEAK POINT IN COMMERCIAL RADIO ★

NOEL LEGGATT (OF NYAL) POINTS TO BETTER BROADCAST SELLING

In a luncheon address to The 21 Club of Australia last week in Sydney, Mr. Noel Leggatt, general manager of Frederick Stearns and Co., said that radio advertising lost out badly when attention was not given to merchandising.

Mr. Leggatt, who was guest of the Club at Usher's Hotel Premier Room, said that he did not presume to be able to tell radio people how to run their business but would like to point out one or two matters which he thought would be of interest to them.

"First we should compose two points of view," he went on. "You people regard radio advertising as an end in itself. We, and other manufacturers or distributors regard it as just an instrument in selling—a means to an end.

There are some angles on this phase which I feel are being neglected—not only by the stations but also by advertising agencies and the advertisers themselves. One is the merchandising side of radio. Why there is that neglect I do not know, nor can understand. By merchandising, I mean that side which will enable the retailer to tie-in with the advertising of the manufacturer or supplier."

Mr. Leggatt, defining merchandising, said that whereas advertising moved people towards merchandise, merchandising moved merchandise towards the people.

Radio advertising takes care of the first point, but what about moving the merchandise towards the people?"

Mr. Leggatt went on to observe that advertising in recent years had been preoccupied with surveys and market research. Surveys were very necessary, no doubt, but there had

developed a disposition to regard surveys as the be-all and end-all, which should not be so. Audience surveys are a very useful guide for the advertiser but in the final analysis the sales figures are still the real yardstick by which we should measure the effectiveness of our advertising. Advertising, whether in radio or press, cannot be absolutely effective if there is no merchandising tie-up at the point of sale or retail outlet.

"Our own experience," Mr. Leggatt continued, "is that it is not so necessary to tie-in directly with the broadcast program but we find the important thing is to display the lines that are being advertised at the time they are being advertised. We assume—with ample justification!—that thousands of people do hear our sales messages over the radio. A percentage of those people will go along to the store and buy the advertised product. A percentage of them are only half sold but would almost automatically buy the advertised product if there was a point of sale display to encourage it."

Mr. Leggatt referred to counter displays and show cards, window cards and the like as excellent point of sale tie-in material.

"We work through our sales force," Mr. Leggatt went on describing sales and distribution policy for Nyal products, "and encourage chemists to use special displays. It is part of our service to the retailers to keep them in touch with what is being currently advertised and to help them make sales by tie-in displays."

Mr. Leggatt advised that broadcasters themselves should insist that merchandising tie-ups be carried out in relation to any broadcast advertising campaign. They should suggest that advertisers set aside portion of their appropriation for that purpose. The whole future of commercial broadcasting depends upon what amount of merchandise the radio programs will sell.

"It would be quite refreshing if some radio station came along to an advertiser and instead of just selling him some time or a program brought out some merchandising ideas along with the program. You could use merchandising ideas also to pep up existing programs. It is not enough to sell an advertiser some time and leave it at that. You should follow through right to the retail outlet. Don't just leave that side of it to your client or

his agency—neither of them may be aware of the importance of merchandising. Some agencies lack any knowledge whatever of merchandising."

Moving a vote of thanks to the speaker, the 21 Club vice-president, Mr. J. E. Ridley, said that Mr. Leggatt's ideas on merchandising were worthy of the utmost attention by broadcasters. He was a very successful authority on the subject of merchandising and his comments were timely. A lot of the difficulties which had been encountered in broadcasting may have been more easily overcome if there had been a better understanding of the manufacturers' points of view.

Mr. Ridley said he agreed with what was apparently in Mr. Leggatt's mind in that surveys did not tell the whole story and would have a limited value until they could show whether the advertising was actually selling the goods. His own experience of survey interviews was that they asked a lot of questions about programs but never a mention about the commercials or sponsors of the programs.

A lot more could be done to improve commercial announcements, Mr. Ridley added. Some agencies and some advertisers seemed to think that everything was all right so long as they had a good program—but the benefit of a good program was often destroyed by inferior or incongruous commercials tagged on to it.

Mr. Fred Thompson, supporting the vote, commented how closely Mr. Leggatt's ideas coincided with the aims of The 21 Club's recent series of lectures which aimed to train young men and returned Service personnel in advertising agencies how to use broadcast advertising with the fullest advantage of its power. He suggested that Mr. Leggatt be invited to deliver a lecture on merchandising in the Club's next series of lectures.

2KY

Sydney

2HD

Newcastle



SPORT

A. S. B. SERVICE—SPOTLIGHT ON SPORT—TODAY IN SPORT—
MILESTONES AND MEMORIES OF SPORT—WITH ROD AND REEL—
BOXING—WRESTLING

The Sporting Stations for 500,000 People

SYDNEY: M 6291

MELBOURNE: CENT 470

FIRST BMB REPORTS SOON IN AMERICA

Executive Secretary Explains Some Major Points of Proper Usage

The American advertising industry is eagerly awaiting the publication of findings of the first field work of Broadcast Measurement Bureau, which should be ready in a few weeks from now. The Australian industry also will be interested from the point of view of learning what real service to broadcast advertising might be lent by adoption of similar methods and measurements here.

Explaining some Audience index values of BMB Reports, the BMB executive secretary, Mr. Philip Frank, recently told ad. men and agency executives in USA that BMB was organized jointly by the AAAA, the ANA and the NAB for the purpose of making a uniform measurement of radio station and network audiences.

The material will be published in three forms:

1. Station Audience Reports:—Each report will be for a single subscribing station. It will include day and night BMB audience maps showing all counties and measured cities in which 10% or more of the radio families listen to the station one day or more a week, together with detailed information regarding the size of its day and night BMB audiences in each area.

2. U. S. Area Reports:—Here one may look up any county or measured city (about 1,000) and find all the stations having day or night audiences in the area, together with the BMB audience figures for subscribing stations.

3. Network Report:—This report will show the day and night BMB audiences of each of the four major networks and subscribing regional networks in each county and measured city.

How to Use

These are the BMB materials with which the advertising and radio industries will work. How will they be used? Even before publication nine separate uses for BMB have been brought to light. In this article we will discuss the first three.

The first decision the advertiser makes regarding radio is whether to use it. In the past more acceptable actual data have been available on other media than on radio with the result that in a consideration of various types of media radio has been at a distinct disadvantage. BMB will be a factor in helping to correct this situation.

It should not be inferred, however, that "BMB audience" is comparable with "ABC circulation." No one yardstick can measure both space and radio media since they are not measurable in the same terms. Nevertheless advertisers and agencies are continually called upon to compare these media. And they are doing this with what they term the present unacceptable material. BMB will help because it is the most fundamental measurement in radio just as ABC is the most fundamental measurement in space media. And both measurements are uniform for the media they serve, ABC for all publications, PMB for all radio stations and networks.

Evaluating Stations, Networks

Having decided to use radio advertising, advertisers and agencies can turn to BMB for an overall evaluation of stations and networks. This can be done on the basis of total BMB audience day or night or by a comparison of the audience-cost ratios of various stations—an efficiency factor that might be expressed as cost per thousand BMB.

Such a factor might serve as a guide for evaluating radio in much the manner in which milline rates serve as a guide to newspaper values and cost per page per thousand and circulation measures magazines. Both milline rates and magazine costs per page per thousand vary widely. A *Vogue* or *New Yorker* can command a higher rate per page per thousand than a more widely read mass medium by virtue of the selectivity of its readers. The same might apply to radio stations.

Just as small town, low circulation newspapers have higher milline rates than big city, large circulation newspapers, so small city, low power stations may have a higher cost per thousand BMB than big city, high power outlets; and a cost per thousand BMB comparison between stations of these two different types may be as unjustified as a comparison between the milline rates of metropolitan and small town newspapers if used as the only yardstick.

Perhaps a more useful comparison can be made between stations of the same power or between stations in the same size cities. But here again wide yet justifiable differences may be found in the cost per thousand BMB

of a high power station serving a densely populated metropolitan area and a station of like power serving a predominantly rural area. And in comparing stations in the same city similar wide yet justifiable differences may exist as between a high and a low power station in the same community.

Other Comparisons

Still another comparison, stemming from the possible inadequacies of the methods just discussed, is between stations with the same BMB audience, regardless of their power or the size of their home cities. Thus, it might be possible to draw valid cost per thousand BMB comparisons between all stations with approximately the same BMB. This is not to suggest that rates should be standardized on a cost per thousand BMB basis. Other factors, such as the nature of the market, programming, competitive media and the like, may warrant the use of stations with above average cost per thousand BMB.

The geographical extent of a station's actual audience can be compared with the geographical boundaries of its potential audience by comparing a station's BMB audience map with its engineering survey map. Assuming a half millivolt contour as representing a station's potential listening area, a comparison of this contour with the station's BMB audience area will indicate how many of the counties in its listenable area are in its audience area. This is a geographic measurement. As between two stations with virtually the same contours, one may have more BMB audience counties, yet the other may have a larger total audience because it has far more listeners in those fewer counties in which it is listened to.

How to Reach a Market

An advertiser interested in several markets may question whether the station he is using for one market suffices for another or whether he needs a local station in the second market.

Reference to the Area Report will disclose the size of the distant station's audience in the local market as well as that of the local station. If the distant station required perhaps for a large metropolitan area,

(Continued on page 25)

News Announcing is only Half the Story

No matter how excellent a news-reader may be . . . and with announcers such as John Sherwood and Dom. Harnett, 2SM listeners are well served . . . the presentation of news is still only one side of a news service.

For news must always be right up-to-the-minute . . . accurate . . . and reliable. These responsibilities fall upon the shoulders of the organisations gathering the news.

Although 2SM news is obtained from the most highly-efficient news organisations in Australia, we have recently augmented these services with an increased local coverage of our own.

Our own staff of first-class journalists are now operating local areas and bringing straight to the microphone on-the-spot, factual news of the day before it hits the headlines.

Yes! There's more to a radio news service than the vocal presentation. And the News on 2SM is excellent in each department. It's another of many listener-services.

Improved Independent NEWS SERVICE



TO SELL MORE

Melbourne Representatives:
OATEN-WARD (Ernest J. Oaten - Dudley H. Ward), 379 COLLINS STREET, MELBOURNE. Phone MU 4725.

WHAT KIND OF ENGINEER ARE YOU?

In U.S.A. men of other occupations have refused to be outdone by the politicians or obsequial engineers. America's dignified Society of Automotive Engineers has noted the use of its title by such up-and-comers as the "rat, cockroach and bedbug eradicators," whose organisation is known progressively as the American Society of Terminating Engineers.

Other "engineers" now include: sleep engineer (bedding manufacturer), imaginer (idea-man), custodian engineer (one who furnishes creative janitorial service), esthetic-engineer (an artist), pediatric engineer (a corn-cutter), civilization-engineer (a scientist), flour-engineer (perfume manufacturer), and social-engineer (one who appreciates that one important function of education is the release of the potential energies in human nature"). Abstract from "The American Language; Supplement 1"; H. L. Mencken, reproduced in "Electrical News & Engineering" (Canada).

ADVERTISING ARTS BALL

The Advertising Arts Ball, organised by the Melbourne Advertising Arts Charities Appeal, was held in the St. Kilda Town Hall on Thursday, Oct. 3. On the committee were representatives of the Victorian Institute of Advertising, the Advertising Students' Club, the Australian Association of National Advertisers, the Accredited Advertising Agents' Association of Victoria, the Outdoor Advertising Association of Australia Inc., the Victorian Master Printers' Association, the Master Process Engravers' Association, the Column Club, the "Age", the "Argus", the "Herald", the "Sun" and "Truth".

In pre-war years, booking was open to the public, but this year, after preferential booking was given to the advertising profession, the ball was completely booked out, with a waiting list for cancellations. About 100 guests attended the function, representing all branches of the Melbourne advertising world. Colorful posters, with multi-colored balloons and leis, provided the décor and prominent on the stage, flanking the bandstand, were two Ginks—symbols of the advertising industry.

Guests were received by Mr. Bruce Bellamy (president) and Mrs. Bellamy, assisted by Messrs. H. B. Israel and T. J. O'Brien (presidents) and their ladies. The Ladies Club was represented by Mr. H. B. Warwick (vice-president of the club) and Mrs. Warwick.

The ticket secretaries were Mrs. M. Goodwin (Claude Mooney Advertising), and Miss Margaret Doyle (Vacuum Oil). Interest and popularity were added to the evening by the distribution at midnight of "Gink's Gazette"—a special and traditional publication of 12 pages, with news—personal and impersonal—of the advertising industry. Tivoli contributed to the gay floor show, and the ball was highly successful from every angle.



Equipment built up for Recent 2UW "Walkie Talkie" Coverage of Big Golf



Since publication of the story ("Walkie-Talkie Golf Coverage," p. 28, "C.B.," Oct. 3) of 2UW's mobile broadcast cover of the championship golf at Rose Bay, Sydney, the accompanying photos of the equipment have come to hand. Above is shown the central transmitter-receiver, with special line-switching and patching gear to feed the 2UW line and the local sound system, in charge of technicians Austwick, Stephenson and Pearson, while inset at left is a close-up of Keith Dunbier, 2UW's sporting commentator, interviewing one of the competitors with the aid of a 5lb. crystal-controlled 5780 kc/s. transmitter-receiver. Ex-Army readers will have no difficulty in recognising the basic equipment employed.

RANDAL WHITE IN HARNESS IN MELBOURNE

Mr. Randal M. White, new general manager of 3AW, has officially assumed responsibilities. He said that Melbourne has such a reservoir of talent in its million people that the station expects to give a fresh impetus to local production.

"Already we are planning a new series of night shows of network quality," said Mr. White. "These are going to break new ground and I think listeners will welcome the change. The greatest peace-time project in front of broadcasting is the making of citizenship, and the development of the social significance of radio. We will not neglect these in our search for fun and sport.

"We all see the rapt attention the juniors give to listening, and I think they should be given something worth while too."

Technical improvements, too, are scheduled. Mr. White has already approved of some engineering developments for the station and some interesting announcements are expected from the station soon. Mr. White is also Melbourne manager for Macquarie.

Mr. Randal White New General Manager of 3AW and Macquarie in Victoria



£31 A MINUTE FROM RADIO APPEAL

First-class evidence, if any is needed, of the pulling power of radio comes to hand from Casterton, Victoria, where funds were needed to help finance the building of a new hospital.

3HA in Hamilton, 40 miles away, was brought into the picture and put over a special appeal. Result—over £2,324 was raised during a total period of 70 minutes, at an average rate of something better than £31 a minute.

Radio Station Merchandising Defined

. . . as the things a radio station can do to increase the effectiveness of the advertising it carries."

See "Commercial Broadcasting," page 11, Oct. 3rd.

3XY

BACKS UP ITS ADVERTISERS' CAMPAIGNS WITH A SOUND PUBLICITY & PROMOTIONAL POLICY COVERING DAILY AND PERIODICAL PRESS, & ALL FORMS OF OUTDOOR DISPLAY

163 SPRING ST., MELBOURNE
Central 6612.

Sydney Rep.: Mr. RICK BARNES
42 Pitt St. Phone: B6315.

What is Television?

B.B.C. Program Director's Clear Analysis

Some say television is a new art, a new medium of mass impact, some say it's another form of broadcasting, some say it is entirely different from and will move in a different field to broadcasting. BBC program director Dennis Johnston says it's broadcasting and in a recent issue of "London Calling," this is how he says it:—

Television is not a moving picture that talks, but a broadcast that you can see; believe it or not, there is a very big difference between the two. "Some people try to explain it away by saying that it is just a matter of the size of the screen. But after puzzling over this phenomenon for some years, I have come to the conclusion that it is something far more subtle than that, and that the operative word is broadcasting.

"We are apt to forget in our excitement over this new toy—vision—that television as an art has its roots in broadcasting, and that all the problems that it presents, when you come to analyse them, are problems neither of stage or screen but of broadcasting.

Broadcasting is now probably the most universal and popular of the arts. It functions for the entertainment of an audience numbered not in thousands but in millions. But—and here is the point—they are millions of individuals, and not masses of people sitting in rows of seats as they do in the theatre or in the cinema, reacting together.

"People are receptive in quite a different way when they are alone—or nearly alone—from when they are in a crowd, and the accomplished broadcaster will always recognise this fact. However many millions there may be listening to him, he speaks to them intimately, as individuals, and not as to a public meeting.

"But when I described broadcasting as an art, I really meant that it is a quarter of an art. It is an art—to my mind, at any rate—that wants just a little something else to make it complete. And that thing surely is vision!

"Looked at in this way, television is not the illegitimate offspring of either stage or screen. It is neither a theatre, peered into through an inadequate oblong keyhole, nor the local cinema piped into the home, like gas or electric light. It is the natural end of broadcasting. It is broadcasting set free from the limitations of the ear alone."

VACUUM'S NEW SHOW ON 50 STATIONS

"Opera for the People" on Major Network

Under the sponsorship of Vacuum Oil Company, the new Major network show "Opera for the People" will take the air on November 19 on a network of 50 stations. Tuesdays, at 8 p.m. has been selected as the channel on the network but country stations have arranged differing times.

The new show is said to be the most costly yet produced in Victoria.

The original plan for the show was designed just before the war but held up awaiting happier times. The success of the Melba program emboldened Major Network to proceed with the plan fitting in with the famous 3DB Botanical Garden shows, "Music for the People," which has attracted crowds of more than 100,000 to Melbourne's lovely gardens.

The treatment of the famous operas will be quite new to Australian radio and, so far as is known, has not been used anywhere in the world. The story of the opera will be dramatised in English and all the singing will be in English. Some of the operas will be condensed to one half-hour, some to two and, in cases like "Faust," which contains about twelve popular numbers, three half-hours will be used. Dramatic values of the plots will be developed adequately, narrations being used sparingly.

An orchestra of thirty, large choruses and a big company of actors and principal singers will be employed. The shows already produced are said by all who have heard them to set a new standard in musical-dramatic shows. At any rate, it would seem that "Opera for the People" makes a new contribution to the effort to produce good music and drama in popular form.

Hector and Dorothy Crawford, producers of "Melba" and other notable programs, were chosen to produce "Opera for the People". Many of the stars of the Melba show, including Glenda Raymond, will be heard. A wealth of lovely young voices exists in Victoria and many will be given their first opportunity to sing in opera.

Operas in process of production are "Faust", "La Boheme", "Rigoletto", "Barber of Seville", "Pagliacci", "Mariana" and "La Traviata."

Throughout the series the orchestral and vocal accompaniments will be provided by the Australian Symphony Orchestra and the Westminster Singers. The script will be supplied by John Reid, scripter of "Melba". The narrations, binding musical and dra-

CHAIN GROCERY FINDS RADIO PAYS

Housewives Ideas Exchange

Goodlands Pty. Ltd., well-known Sydney grocery house, with branches throughout the metropolitan area and beyond, have during the past three years become one of the most extensive local advertisers on the air in Sydney, particularly on 2UW.

A still further extension of their broadcast coverage was decided last week when Goodlands took an additional series of 5-minute sessions on 2UW at 5.55 p.m., Monday to Thursday, making a total of 11 x ¼-hours and 4 x 5 minutes on 2UW each week.

Goodlands some time ago took sponsorship of 5 x ¼-hours weekly, Monday to Friday on 2UW, at 10.15 a.m., for the presentation of "Kitchen Kapers."

Some months later, they took over also the 8.05 a.m. ¼-hour on 2UW, Monday to Saturday, making a total of 11 x ¼-hours in the morning session each week. The latest extension provides for a five-minute musical presentation at 5.55 p.m., Monday to Thursday.

The original conception of "Kitchen Kapers" was the interchange between housewives at home of household hints. Six prizes were offered each week for the best hints received (the prizes were £1/1/-, 10/6 and 4 lottery tickets) and many hundreds of entries were received.

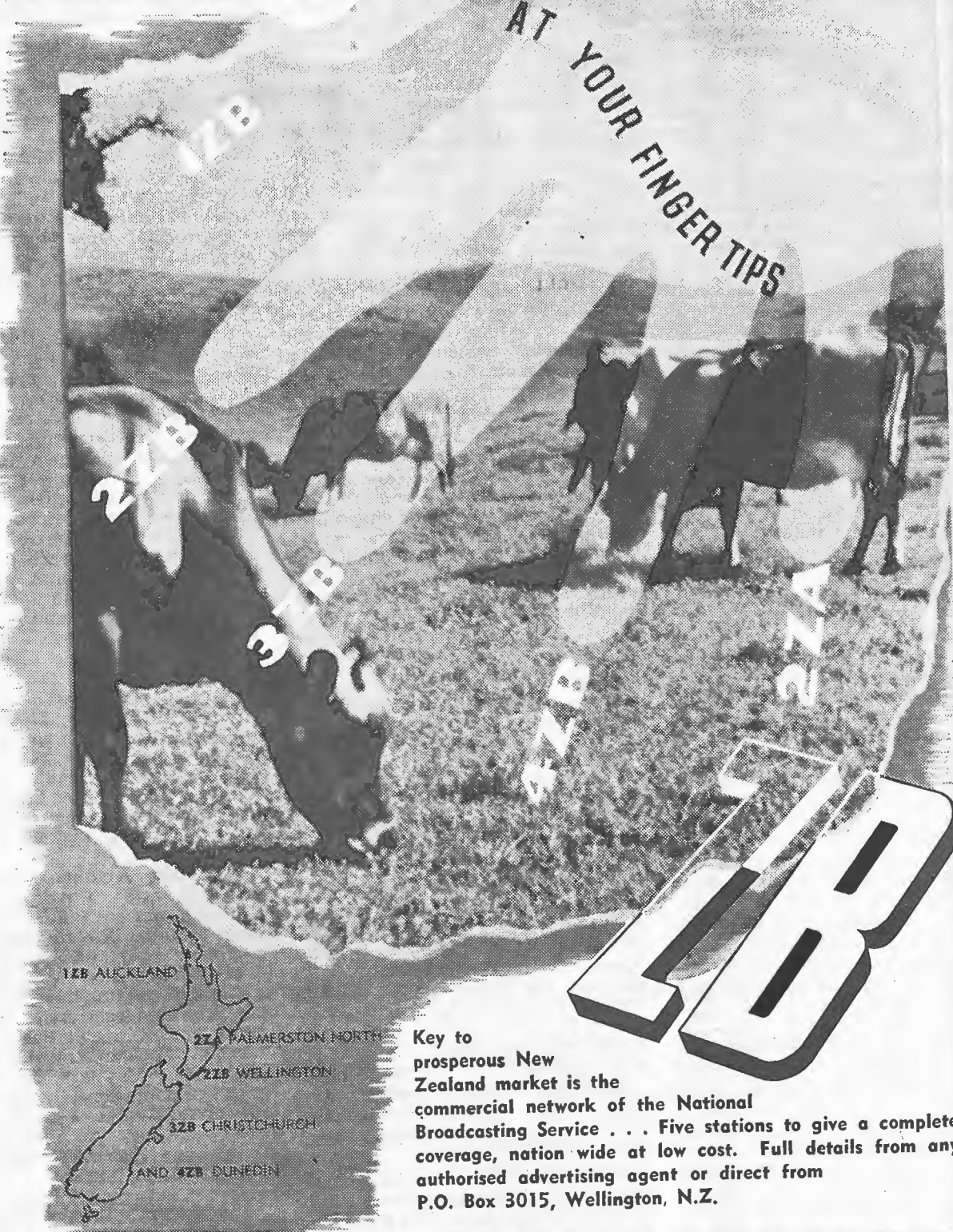
That phase of the session is still maintained, but the idea has now developed into an interchange of ideas between housewives. Listeners needing advice or help on special domestic problems are invited to communicate with the session, and the most interesting requests are broadcast each day with an invitation to other housewives to supply answers to the requests.

In a time channel, following immediately after "Crossroads of Life" (the successor to "Big Sister"), Goodlands "Kitchen Kapers" has attracted and held a big audience of Sydney's housewife listeners.

The 8.05 quarter-hour is a musical program broadcast under the title of "Hit Tunes, Old and New," in which the most popular melodies of yesterday and to-day are blended in a bright presentation. The latest booking on 2UW—the 5-min. session at 5.55 p.m.—suggests that Goodlands have found that radio advertising is a profitable investment.

matic sequences together, will be handled by Eric Pearce, 3DB's feature announcer. The account is handled by Patons.

PRODUCTIVE NEW ZEALAND



Key to prosperous New Zealand market is the commercial network of the National Broadcasting Service . . . Five stations to give a complete coverage, nation wide at low cost. Full details from any authorised advertising agent or direct from P.O. Box 3015, Wellington, N.Z.

NATIONAL BROADCASTING SERVICE (COMMERCIAL DIVISION)

U.S. RADIO'S RESEARCH TECHNIQUE "BLAMED" FOR DECLINE OF PRESS AS NATIONAL MEDIUM

The failure of newspapers to match radio's research and sales techniques was largely responsible for their loss of broadcasting of preference as a basic advertising medium for national advertisers.

That was the view put forward by Neil H. Borden, professor of advertising at the Harvard Business School, in the September issue of "Harvard Business Review."

Mr. Borden points out that while radio's novelty and glamour may have initially attracted the attention of mass-product advertisers, "the steady growth of the medium to its pre-eminent position has not rested on so insecure a foundation. Rather, radio growth has come in large part because objective evidence has shown advertisers the effectiveness of specific programs undertaken by them."

To satisfy the desire of clients for objective evidence of consumer response to advertising programs," Mr. Borden writes, "advertisers, agents and the broadcasting networks have carried on projects of experimentation and research that have outstripped those applied to other media. . . . From many interviews the author and his co-workers gained the indelible impression that the increasing use of radio by large advertisers has come from a conviction of its effectiveness as a part of their selling programs."

Newspapers, Mr. Borden states, have not, in their research, "initiated adequate experiments or gathered sufficient data on newspaper usage to provide convincing sales presentations to national advertisers. Instead, their selling has continued on an intensive, intra-industry competitive pattern which was fashioned in earlier decades when newspapers constituted the dominant medium for national advertisers appealing to mass markets. . . . For the most part the efforts of newspapers soliciting staffs and of representatives' solicitors have been directed at the competitive level of individual newspaper against individual newspaper."

In contrast to this competitive selling by newspapers, he goes on, "the selling approach both of radio networks and of magazines, while in part competitive with other networks and other magazines, has in large part been primary. While sales presenta-

tions have pertained to the individual network or magazine, they have made full use of arguments designed to convince the advertiser of the value to him of using network broadcast advertising. For instance, radio networks have stressed the success attending broadcasts and the value of the auditory approach."

RANDELL OF THE "OVERLANDERS"



Ron Randell, well-known radio and screen player, who will shortly leave for America to fulfil a contract with Columbia Pictures in Hollywood, photographed at the 2CH microphone during its broadcast of the World Premiere of "The Overlanders" at the Sydney Lyceum Theatre. Many notables were brought to the 2CH mike during the description of the proceedings, and were interviewed by Bob Pollard (on left of mike).



"Sally" addressing delegates at the State Schools' Conference in Melbourne on Sept. 24. Left of "Sally" in the picture is Mr. Hawker, secretary of the Aust. Council of School Organisations and at right is Mr. J. T. Gray, president of that body.

Radio Newspaper from "Junior 3AW"

Further details are to hand of the radio newspaper "Australian Youth" which, with other cultural moves by "Sally" of Junior 3AW, created such a good impression on the delegates at the recent State Schools' Conference held in Melbourne (see p. 20, "C.B." October 3.).

"Australian Youth" is affiliated with the Essendon High School monthly paper of that name and planned by "Sally" of Junior 3AW. This radio version is contributed to by the Essendon High reporting staff and members of Junior 3AW.

The Essendon High School's "Australian Youth" is edited by Dr. M. Goulbergh, Ph.D., F.A.W., and is published with the approval of the Education Department. It has a staff of 42 reporters, whose ages range from 13 to 17 years, and "Sally's" idea in linking Junior 3AW with "Australian Youth" is to add further to the opportunities of these 42 young journalists, to gain practical newspaper experience and to provide an outlet for the talents of members of Junior 3AW.

The first air edition of "Australian Youth" was broadcast on Oct. 3 from 5 to 5.30 p.m., twenty minutes of which were taken up in dealing with contributions of news and special items of interest, interspersed with the theme music, "Waltzing Matilda." Ken Inglis, of Essendon High, secretary of the Junior 3AW Broadcasting Council, permanent editor of the radio edition of "Australian Youth," and Betty Potts, of P.L.C., permanent air reporter, conducted the session and there were guest speakers from the actual staff of the Essendon High paper.

3 U Z M E L B O U R N E

"ARE YOU AN ARTIST"

MELBOURNE'S FAVOURITE
LIVE TALENT SHOW

Enters **6th** Year
Its of

PRESENTATION

THANKS TO

PATOLAINE

AND

JOHN CLEMENGER AGENCY

B.B.C. TESTS F.M.

In view of the probable importance of frequency modulation to broadcasting as a means of improving overall coverage, as well as quality of reception, the B.B.C. decided just before the end of the war to carry out field trials in Britain, and the policy has now received official endorsement from the Government.

The first series of tests was planned in the 45 Mc/s band and two 1-KW. transmitters were built in the B.B.C. Research Department laboratories. One was installed at Alexandria Palace in London and one near Oxford. One of the transmitters was later moved to Moorside Edge, near Huddersfield, for tests in hilly country. It was later decided to provide two additional transmitters to work in the 90 Mc/s band.

The following tests have been carried out or are in progress:— propagation tests; fading measurements at various distances; comparative tests on F.M. and amplitude modulation; signal-to-noise ratio tests; practical listening tests with different types of receivers and in the homes of ordinary listeners.

The Head of the Research Department of the B.B.C.'s Engineering Division, H. L. Kirke, M.I.E.E., revealed these facts in the second number of "The B.B.C. Quarterly." In an account that is also an illuminating survey of the pros and cons of F.M., he detailed the various tests and analysed the results—disclosing, incidentally, that between June and October of 1945, and again from November to March of this year, the B.B.C. Home Service was experimentally radiated on F.M. for three-and-a-half hours every evening.

Frequency modulation necessarily connotes the use of very-high frequencies and one of its main advantages is the opportunity it offers of relieving the congestion in the medium and long-wave broadcasting bands. It is not, as Kirke emphasises, a cure for all the ills of broadcasting, and it is but one of a number of possible methods of modulation.

But the B.B.C. tests, he reports, have yielded valuable results. They have shown, for example that F.M. has a considerable advantage over A.M. in reducing ignition, electrical, and atmospheric interference; that "broadcasting on very-high frequencies, and particularly with F.M., does provide the possibility of high-fidelity recep-

A.W.A. REORGANISATION PLANS

Details of the reorganisation of Amalgamated Wireless (A/sia) Ltd. and compensation payable by the Government to the company on acquisition of the overseas telecommunications services will be placed before shareholders at the annual meeting of the company on October 21.

A.W.A. proposes to capitalise the compensation payable by the Commonwealth for compulsory acquisition of the company's beam and overseas telecommunications services, together with the goodwill. An issue of shares will be made to shareholders, other than Government shareholders, and such shares will not carry voting power, leaving share control with the Commonwealth Government.

The company proposes also that a reserve including goodwill credited in the revaluation of telecommunications assets, may be capitalised and distributed among shareholders, other than Government shareholders.

To provide for the issue, nominal capital is to be increased to £2,250,000 by the creation of 1,250,000 new shares of £1 each.

Following the announcement of A.W.A.'s reorganisation plans, the company's shares advanced rapidly on the Sydney Stock Exchange and regained the ceiling price. The rise to the maximum 75/3 was 5/0½, including a recent dividend of 9½d.

tion"; that, while the adaptation of the domestic set to receive F.M. transmissions would increase its cost, the increase is not likely to be prohibitive; and that "a reasonable number of frequency-modulated very-high frequency transmitting stations could be arranged to provide a service throughout the United Kingdom."

The tests continue. A number of fading measurements were made during the BBC experiments but as the data were incomplete—continuous field-strength recordings at a variety of distances from the transmitter over a long period of time are necessary—a series of long-term experiments is to be undertaken.

(Taken from "London Calling," July 25.)

FOUR A's ACTIVE

The central executive in Sydney of the AAAA (Federal) has been very active lately and a very healthy batch of applications for membership will be dealt with at the next meeting.

The organisation's first issue of a monthly "Current Affairs Bulletin" was issued to all members at the close of September, and early reaction indicates much appreciation of the service.

The Government Department of Youth Welfare and Labor and Industry in NSW recently took advantage of the good offices of the Association by submitting a booklet on advertising for the Associations' approval and suggestions before distributing it. Mr. Ralph Maynard, chairman of the Four A's Educational Committee "vetted" the work for the Department. The Association followed up with an offer to provide a lecturer on advertising matters in the Department's future courses of lectures to the youngsters.

Another matter which is engaging the attention of the executive is the question of establishing a code of minimum standards of service which may be expected by a client from his advertising service agency. This is somewhat involved with the Association's further desires for establishing more rigid rules of accreditation. On the latter subject, suggestions have been forwarded to the ANPA and are being considered by the Accreditation Bureau. The Four A's is anxious to improve accreditation standards to heighten the professional status of advertising men.

Both Western Australia and Queensland have formed their respective State divisions of AAAA (Federal). In Queensland, the division is headed by Mr. C. A. McMillan, chairman, with J. H. Jones, deputy-chairman; Messrs. Edmonds, hon. treasurer, and A. J. Campbell, secretary. In Western Australia, Mr. N. E. Hutchison is chairman and Mr. A. Collett, hon. sec. and treasurer.

A.W.A. SHOWS £143,027 PROFIT

The accounts of Amalgamated Wireless (A/sia) Ltd. for the year ending June 30, 1946 disclose a net profit of £143,027 after charging £84,075 to depreciation. This compares with £142,901 for the previous year, when depreciation took £99,307. A dividend of 8% absorbs £78,842.

Revenue for the year was £1,019,184, approximately £3,000 less than the previous period.

The company proposes to increase its nominal capital to £2,250,000 by the creation of 1,250,000 new £1 shares.

It's not just a matter of luck!

You cannot trust to luck in planning your radio coverage in Queensland. You need facts—hard facts—to give you a clear picture of just what is required to cover this tremendous consumer market. Facts like these:—

The five stations of the Queensland Network give you a straight-line approach to four-fifths of the total population of the State, including some of the most important areas, such as Rockhampton—which you simply cannot reach unless you use 4RO. The one certainty is that if you use the five stations of the Queensland Network, you can reach a potential audience of a million listeners in one buy.

A Million Listeners in one "Buy"

THE
Queensland Network



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

Mr. Advertiser,

Is Your Product Inferior?

How Does It Sound on the Coalfields?

- ★ The coal miner and his family want, and buy, nothing but the best.
- ★ Don't make your product sound second rate by mixing it with summer static and electrical interference.
- ★ Make your sales message as good as your product. You're sure of a strong interference-free signal from the centre of the coalfields if you

PUT IT OVER 2CK

The Market is worth It

Sydney Representative: John B. Hamilton, 24 Clarence Street. Phone BX 1051. Box 599 G.P.O.

Sydney Media Manager Stresses Importance of Commercial Announcement

In his recent address before The 21 Club of Australia, Mr. Tom Carruthers, media manager of J. Walter Thompson Aust. Pty. Ltd., stressed the importance of "spot radio" and then went on to say something upon the proper selection of announcements to fit programs. Below are those comments and conclusion of his address—the first part of which was published last issue ("C.B." Oct. 3).

"Many of us know of advertisers who before the war could only afford to use one-minute announcements, but to-day are sponsoring programs costing up to six times their initial investment in radio. They started using sponsored programs before the advent of heavy taxation and mainly because of the selling job done for them by spot announcements.

"For several years, National advertisers with £5,000 to £9,000 to spend have been unable to spend it effectively on radio because good spot times were not available. Some of this new money was diverted to other Media.

"This is bad for radio. There must be 'nursery' times for the small advertiser. Some of you may agree with the suggestion that stations and network managements would be thinking ahead if they reserved quarter or half-hour times as fixed channels for national advertisers using spot announcements. They need not be uniform times. The national advertisers selected should preferably be potential users of sponsored programs. I know this raises plenty of difficulties, but they are not insuperable.

"Audience ratings need not suffer if this policy is adopted. Instead of jamming spots between recorded musical numbers, audience building programs could be developed by the stations or networks and spots inserted in program breaks. For example: if a 1-hour channel is made available seven times a week, each channel could carry three commercials—a total of 21—which would be shared by six advertisers. Three advertisers would get three announcements per week and the remaining advertisers would get four announcements per week. In my opinion, this is the minimum frequency of the selling message which could be used.

"I hope every buyer of radio time will interest himself in the commercials. It is all too obvious that many writers and producers consider them a necessary evil and treat them accordingly.

"To the time buyer, the commercial must be the entire reason for his client's use of radio. It will certainly be the deciding factor on the continu-

ing use of radio. The commercial has to sell goods or else.

"If the copy writer does his job properly, he will analyse the product, its market and its uses until he decided upon the product's outstanding "plus"—its greatest selling appeal. He will then proceed to produce the best way to emotionalize that "plus"—and hammer it home in every commercial.

"There must be intuition also—in a deep sense of obligation—not only to the client who pays the bills, but even more so to the customers who keep the client in business.

"There must be common sense, but more important the ability to use it. Most people have common sense but when it comes to advertising, they usually lose it. Never forget that listeners are interested in products manufactured for their use. Too many advertising writers place themselves in front of the products and won't let the listeners see it, feel it or taste it. They are so infatuated with tricks that they don't know when a trick is not needed.

"There must be intuition also—in intuition is not the exclusive property of women, it is the little bell that rings in the writer's head and tells him when he has hit on a sales winner.

"There must be perspective—the ability to differentiate between the important and the insignificant and be guided accordingly in writing the selling copy.

"There must be faith—faith not only in the product but also in the fundamental good judgement, good taste and common sense of the people expected to buy it.

"The selling effectiveness of radio is vitally important to all of us who have a stake in this medium—to station personnel, advertisers and advertising agencies. It is up to each of us to see that radio is bought and used properly. There have been too many instances of radio being condemned as a medium when the commercial, or program, or time were really at fault.

"We have seen how important is the commercial. Perhaps I have helped remind you of the value of wise selection of stations and times also. I hope too that I have convinced you that the buying of radio time is not a spare

time job for the accountant or some one else who is good at figures, it is not something to be handled by that bright secretary of yours. The buying of radio time requires creative thinking on the part of one who has been trained in selling and merchandising, one who knows other media and is never satisfied until he gets all of the available facts and then acts on them.

"The radio time buyer also has an important public-relations function which is too often overlooked. With a business as closely knit, personalized and confined to a limited area as is advertising, news travels fast and personalities usually make the news. Add to this that one of the important functions of an advertising agency is to advertise its clients on their public relations problems, and it seems obvious that they should consider of prime importance their own relations with the outside. In the eyes of the seller of goods or services, the time buying departments often fall down badly on this job.

"To improve agency relationships with the outside takes hard work, time and an abundance of patience. Qualifications for the ideal approach to this agency relationship problem are many and varied. However, one word can summarise a fundamental pre-requisite for the time buyer who makes the primary contact with station representatives. That's respect. There are two aspects to the word:

"He should have the respect of the people in his own organisation. Without the weight of his own people back of him, the time buyer is woefully handicapped in his relations with those calling on him daily. And they soon discover how much weight he does carry.

"Secondly, he should have the respect of the radio industry. He earns that respect only by calling his shots as he sees them and as honestly as he knows how. He can't buy every station, but he can give some of the reasons why his answer is "No". And if each case has been fairly considered and each presentation heard, no intelligent salesman is going to beef too much or too long. No one likes to lose business, but the real kicks come when the brush-off is obvious, or the time buyer is afraid to say why when he doesn't buy."

AFCBS CONVENTION TO HEAR AGENCIES

Negotiations between the Australian Federation of Commercial Broadcasting Stations and the AAAA (Federal) will result in the Four A's having a delegation in Hobart during the AFCBS Convention in November to consult with a sub-committee of Convention on any matters of common interest which may crop up during the Conference.

Transcriptions and Recording

RECORDS TEACH "MIKE" TECHNIQUE

About the middle of November, Pythian Sound Recording Co. expect to release an album of five double-sided records intended to impart the elements of microphone technique. These records should be of great assistance to any person called upon to broadcast who has not previously had any training or experience in the art. The scripts for these records—which may be played on any gramophone—have been written by Agnes Dobson, well-known actress and producer, who has been associated with the Adelaide Repertory, the A.B.C. and many radio plays.

SPECIAL XMAS FEATURE FOR YOUNG CHILDREN

Artransa have announced the production of a Xmas feature, "Kookaburra Stories" with special appeal to young children. Produced from original stories by Macquarie writer Bob McKinnon the feature is 26 fifteen minute self-contained stories. Each story is dramatised with Australian

birds and animals as the principal characters. Production has been put behind the stories giving the correct Australian bushland atmosphere. John Nugent Hayward is in the role of an old Kookaburra who narrates his experiences to the other bushland characters gives a sterling performance. Anthony Horderms and Son will sponsor the program over 2GB commencing in November. Audition discs are available from Artransa Pty. Ltd., 136 Phillip Street, Sydney.

INSTRUMENT CATALOGUE

Transmission Products Pty. Ltd., 126 Miller Street, North Sydney, has produced a new illustrated catalogue depicting a number of precision instruments manufactured by that company. The catalogue is made in loose-leaf form to allow for the insertion of additional material as made available. The existing catalogue deals with Type 125 Wheatstone Bridge, Decade resistance boxes, audio and power transformers, audio control equipment, and radio servicing equipment. Copies are available on application.

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

R
C
P

The Best Results are Assured by

The Recording Centre

Another Service! Latest G.E. Mod. 51 Wire Recorder now available to producers.

Direction: H. A. MARSHALL, M.I.R.E.
Film House, 251A Pitt Street, Sydney

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RECORD PROCESSING CO. PTY. LTD.

MODERN METHODS ENSURE
HIGHER FIDELITY · FASTER SERVICE

185-187 BECKETT STREET, MELBOURNE, C.1, VICTORIA

RECORDINGS FOR F.M.?

Recent discussions regarding the introduction of frequency-modulated V.H.F. broadcast transmissions have raised a query as to the ability of disc recordings to handle the extended audio-frequency range made possible by such transmissions.

A part answer to this query comes to hand in an overseas report, which states that gramophone records made by the Decca Company in Great Britain now operate over the frequency range 25-12,000 c.p.s., the improvement being obtained by the use of a new design of cutter head, using the moving-coil principle, and special amplifiers.

It is understood that these discs have actually been available for about twelve months, but owing to supply difficulties, attention has not been drawn to them extensively. Further news of this development is awaited with interest.

SYDNEY GIRL'S SCRIPT INTRIGUED CORWIN

Following the news about John O'Malley, radio actor, having a play accepted for the Bex "Author's Playhouse" series from Radio 2UE, came Barbara Woodward's announcement that Norman Corwin was sending her "Tongue of Fire" to the United States for presentation over the Columbia network.

"Tongue of Fire" was broadcast from 2UE on September 20.

The day Corwin arrived in Sydney she left a bundle of scripts including "Tongue of Fire" at his hotel for him to read. She left a note saying that she couldn't stay as she had some research to catch up in at the Public Library.

Later Corwin revealed he'd picked up "Tongue of Fire" and was so impressed with the first few lines that he'd read it right through, glanced at the note she'd left about being at the Library, and had tore straight over there hoping she'd recognise him. With her head buried in a book at the end of the Library, the unassuming Miss Woodward didn't see him.

Barbara comes from Grafton—a brother a Rhodes scholar, and herself an Arts graduate with English honours from Sydney University—and has been employed with Radio 2UE for 12 months as a staff writer.

CHANGE OF SPONSORSHIP

For Melbourne only at present, the sponsorship has been changed of "You An Artist?"—a John Cleme production. "Adelyn" (White Manufacturing Company) are withdrawing and "Patolaine Products" commencing their sponsorship of this session Oct. 20.

EDUCATION IN ADVERTISING

Four A's Federal Agreement with Advertising Assn. of Australia

An agreement between the Australian Association of Advertising Agencies (Federal) and the Advertising Association of Australia, which is an educational organisation, will contribute in no small measure to the educational facilities and standards in the advertising profession in Australia. Primarily the agreement provides for the full recognition by Four A's Federal of AAA Degrees of Advertising.

Mr. John Humphrey, Federal secretary of Four A's, pointed out last week that in the initial stage it is intended that proprietors of agencies and senior executives would be admitted without examination to the degrees of "Fellow" and "Associate", depending upon their years of experience; and only juniors would be required to sit for an examination.

"The Four A's regard this matter of advertising education as being most important now and in the future," said Mr. Humphrey. To ensure a continuity of purpose the Association will appoint not less than four nominees to the General Council of the AAA and not less than two nominees to the Education Board of the AAA.

"The work of education will not stop short at the executives but must go on down to the Juniors", he added. Every effort will be made to induce juniors in agency creative departments to study and sit for a licentiate examination as their first step towards the higher degrees of "Associate" and "Fellow."

CONSERVATORIUM CO-OPERATES ON RADIO PLAYS

The Albert Street Conservatorium in Melbourne is co-operating with Junior 3AW in providing a half-hour play each week, under the direction of Laurel Berryman, who conducted the first Women's Session on radio in Western Australia. Later she came to Melbourne, where she was appointed Assistant Program Director at 3UZ, subsequently resigning to do freelance work, and assist in the Conservatorium productions.

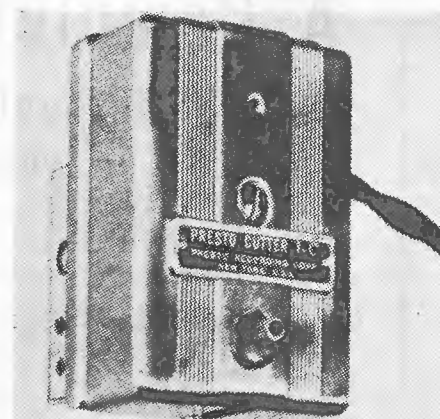
The Conservatorium Players—who broadcast every Friday at 5.15 p.m. from 3AW—are culled from the dramatic and musical classes. The series of junior plays scheduled from Junior 3AW includes "Pandora's Box", "The Boy who Became Emperor" and "The Story Without End," and others of a similar calibre.

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.

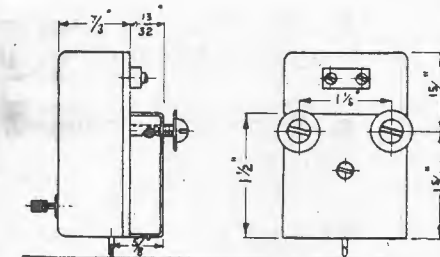
SPECIFICATIONS

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.

A Complete Service right through to the discs on your desk

If you are a buyer of radio advertising programmes or commercials, A.R.C. Service may be just what you need.

What A.R.C. Offers:

- Knowledge of "what goes on." Continuous practical experience of recording top-flight programmes and commercials. The trained mind, the steady hand, the sure touch.
- Complete, world-standard recording. Finest technical equipment, modern studios, all the facilities you could ask for.
- Contact with writers, producers, players, people in every department of the "game."
- A complete service right through to the discs on your desk.

Why not let us do some of your worrying for you?

A.R.C.

AUSTRALIAN RECORD COMPANY PTY. LTD.

Offices and Studio: 29 Bligh Street. Factory: 2-8 Harrington Street, Sydney. Phones BW 6953, B 5139 and (Factory) B 5213

BRIEFLY.....

● Former member of the Royal Navy who was POW for nearly four years at Hong Kong, and hospital-shipped out to Australia on liberation, and then spent some time in hospital here has written to 2CH about the "Stand of the Services" program, says: "I was astonished at the excellence of the performances and I have not missed a broadcast since that time" (his discharge). He added his previous listening had been to BBC fare, which was very different, and "in my opinion 2CH in particular, and Australian broadcasting generally, is simply tops."

● Mildura station 3MA has instituted an interesting weekly program which gives youngsters a chance to air their views on matters of topical interest and public importance. It takes the form of a debate between students of the Mildura High School. First in the series was "Should the ABC broadcast sponsored programs"

● The ABC is apparently trying to "go all Australian." Advs. have been appearing in press and over the ABC calling for applicants with good Australian voices to fill 25 positions throughout the Commonwealth. ABC, incidentally is pushing ahead with plans for buildings in all States, latest move being the purchase of a new site in Hobart.

● There's a move afoot in Sydney to get going an inter-station tennis competition. There will be no dearth of interest, good players, trophies. Les Decent at 2KY has some preliminary details in hand; would like to get a meeting with other tennis enthusiasts around the stations—expects the ABC could join in too. Melbourne stations have many inter-station sporting contests such as cricket and golf—Sydney stations have nothing.

Thanks!

Russ A. Becker, c/- The Union Sydney University, writes: "Having been now a reader of 'C.B.' for almost over two years I feel that it is high time I expressed an opinion on it. Over that period the improvement in content has been very considerable and hence worthy of appreciation. I consider 'Commercial Broadcasting' to be a definite contribution to the field of broadcasting business literature and a valuable part of the industry."

(Thanks Mr. Becker for this shout out of the blue!—Ed. "C.B.")

BMB SYSTEM EXPLAINED

(Continued from page 9)

has an adequate audience in the local market, no local station may be called for. Unless of course, the advertiser wants to support an important local dealer or take advantage of the local station's unusual merchandizing setup or for some other reason not connected with its audience.

If on the other hand the findings prove that a local station is needed in a market, BMB will show which of the local stations has the largest audience, both total and in the market. It might be that the station with the largest audience in the market likewise has the greatest excess audience outside the market, which might or might not be usable to the advertiser. Audience in the market, excess audience outside the market and station costs must all be considered jointly. Cost per thousand BMB audience in the market, a variation of cost per thousand total BMB audience, may well be one of the deciding factors.

It must be understood, of course, that a station's audience is not the only factor to be considered in buying time and that BMB findings must be weighed in conjunction with other considerations.

Matching Distribution, Sales

Radio is both a national and a local medium and lends itself to purchase on the basis of a product's actual or potential distribution or sales in various areas. This is particularly important in the case of advertisers with clearly defined distribution areas. Such advertisers might well prepare distribution maps and select that network or those stations whose BMB audience pattern most closely coincides with their distribution maps.

An advertiser with national distribution but uneven sales may prefer to use an average of several past years' sales as a yardstick rather than a more recent distribution breakdown, setting sales levels either on the basis of dollar sales or per capita sales.

Still another method is to use total sales of the product rather than of the advertiser's particular brand, on the assumption that product sales represent a closer approximation of brand sales potential. In any event, if the product has a national sales potential the advertiser can prepare a map and see which network's audience map most closely resembles the sales map.

The advertiser can use the same method in his spot campaign, with even greater flexibility, localizing advertising pressure where needed.

Where detailed distribution and sales figures are lacking, the advertiser of a product with predominantly urban or rural appeal may buy time

with a view to getting particularly good BMB penetration in cities or rural areas as the case may be.

Or, reversing this policy, the advertiser may seek good penetration where his sales are weakest with a view to bolstering them, counting on a minimum audience penetration to hold his sales where they are already strong.

Almost all radio advertisers use other media and can enhance the value of their entire advertising campaign by the coordination of media. Similar breakdowns are made of magazine and newspaper circulation to evaluate strong and weak points.

Supplementing Media

It has already been pointed out that no network is likely to perfectly match sales or distribution. BMB will indicate where network audience penetration is inadequate to meet the local need and therefore where supplementary spot broadcasting is called for.

And, having determined the places where spot is needed, BMB can help in the next step, the partial evaluation of the most suitable station in each of these areas. In places where sales are good but network audience penetration is indicated by BMB figures as not up to the percentage requirement designated for the particular campaign involved, an additional station with greater penetration can be considered. Then all factors, such as available time, general programming and competitive programming must be weighed before making the decision.

The advertiser can even go a step further. As between two stations with the proper BMB penetration in the local market, the audience of one may extend further afield than that of the other. The one station's BMB audience in the outlying areas may be measured against the audience requirements in those areas and against what may be the higher cost of that station.

BMB can also be used to help tie in radio with other forms of advertising. The advertiser using newspapers whose circulations are concentrated in city zones, but who desires to develop sales in outlying areas, may select radio stations whose audiences are chiefly in rural areas. Should the reverse be desired, if farm papers or billboards in outlying areas are used, stations may be selected whose audiences are concentrated in urban centres.

Allocating Radio Costs

BMB will help advertisers and agencies to allocate the costs of radio advertising more fairly to each sales district, an important consideration

in winning approval and support for the radio campaign from all levels of the advertiser's sales organization.

If a close correlation exists between each sales district's sales and its BMB audience, costs may be allocated entirely on the basis of BMB. For example, let us assume that the particular station lineup being used represents a total BMB audience of 20,000,000 and time and talent costs run to \$1,000,000. That comes to five cents per BMB family and each sales district is assessed accordingly. This illustration is based on allocating half the advertiser's cost on the basis of BMB and half the cost on the basis of sales. The agency might, however, allocate a larger or smaller percentage on the basis of either of these two factors.

But usually sales are a factor in allocating costs. A sales district with a particularly high BMB may have a new dealer whose sales are low. That sales district would be unable to bear the cost if allocation were made strictly on the basis of BMB.

Where sales and BMB must be taken into consideration, the allocation of radio costs is also simple.

Continuing the example already used, let us assume a 20,000,000 BMB audience, total sales of \$10,000,000 and total radio costs of \$1,000,000.

As has already been pointed out, cost allocation strictly on a BMB basis comes to five cents per BMB. Allocating costs strictly on a sales basis would come to ten cents per dollar of sales. But using these values would run the total allocation up to a total of \$2,000,000 rather than \$1,000,000, since each sales district would be assessed the full cost of the radio campaign on the basis of BMB audience and again on the basis of sales. So the values are halved and each sales district is assessed 0.025 per BMB plus 0.05 dollar of sales.

If a sales district has a BMB of 20,000 families it is assessed 20,000 × 0.025 or \$500. And if that same sales district accounted for \$15,000 in sales it is also assessed 15,000 × 0.05 or \$750 for a total assessment of \$1,250.

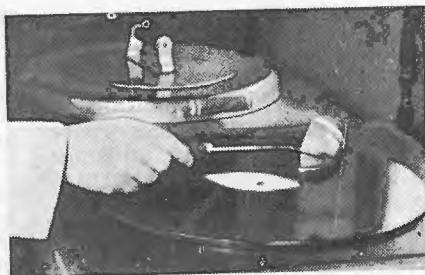
ABC 6 A.M. TO MIDNIGHT

A big extension of broadcasting hours is planned by the A.B.C. to commence next Wednesday, October 20. As from that date in each capital city, one transmitter will operate from 6 a.m. to 7 a.m. and two transmitters from 7 a.m. to 11 p.m., then one transmitter again from 11 p.m. to midnight. Regional stations will carry a complete program from 6 a.m. to 12 midnight. Total increase is 35 hours a week for metropolitan A.B.C. stations and 15 hours a week on regional transmitters.



Only wax masters give
the highest fidelity
recording and Columbia
has perfected a
new method of preparing
wax blanks

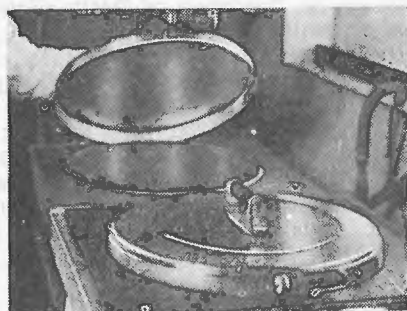
THE new principle involves the use of highly finished plate-glass discs which, when heated to a suitable temperature, are coated with a thin film of specially prepared recording wax.



Applying liquid wax to heated glass disc.

The even flow of this wax over the glass is carefully controlled in an air-conditioned chamber, and the plate is then gradually cooled until the hardened wax provides a perfect mirror-like surface.

This process is used exclusively by Columbia, and ensures that every recording reflects in "absolute fidelity" the original performance. No other method of recording gives the high fidelity of wax masters.



Removing dust-proof cover from finished disc.

If you want the
best recordings for your
radio programmes let
Columbia make them.

You are cordially invited to telephone our Recording Manager and arrange for a personal inspection of the Columbia recording and processing plant.

Columbia
THE FINEST NAME ON RECORD

Recording Studios

COLUMBIA GRAPHOPHONE (AUST.) PTY. LTD. HOMEBUSH, N.S.W. (TEL. UM 6671)

AUGUST LICENCE FIGURES

This tabulation of Australian licence figures as at August 31, 1946, gives the totals for each State and for the Commonwealth, and includes free licences for 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 | 5,846 | (765) |
| Renewals | 54,747 | (2,396) |
| Cancellations | 3,611 | (575) |
| In force at 31/8/46 | 556,388 | (26,784) |
| Increase | +2,235 | (+190) |
| Licence % to population | 19.10 | |
| VICTORIA | | |
| New Issues | 5,168 | (220) |
| Renewals | 39,860 | (1,830) |
| Cancellations | 81 | (1) |
| In force at 31/8/46 | 404,998 | (19,341) |
| Increase | +5,087 | (+235) |
| Licence % to population | 20.04 | |
| QUEENSLAND | | |
| New Issues | 2,775 | (157) |
| Renewals | 17,272 | (417) |
| Cancellations | 51 | (87) |
| In force at 31/8/46 | 190,574 | (4,922) |
| Increase | +2,724 | (+120) |
| Licence % to population | 17.55 | |
| SOUTH AUSTRALIA | | |
| New Issues | 1,528 | (205) |
| Renewals | 15,921 | (1,617) |
| Cancellations | 1,036 | (—) |
| In force at 31/8/46 | 154,126 | (12,700) |
| Increase | +492 | (+205) |
| Licence % to population | 24.40 | |
| WESTERN AUSTRALIA | | |
| New Issues | 1,091 | (80) |
| Renewals | 9,434 | (396) |
| Cancellations | 561 | (14) |
| In force at 31/8/46 | 103,513 | (4,771) |
| Increase | +530 | (+68) |
| Licence % to population | 21.05 | |
| TASMANIA | | |
| New Issues | 893 | (131) |
| Renewals | 5,014 | (247) |
| Cancellations | 208 | (26) |
| In force at 31/8/46 | 50,357 | (2,968) |
| Increase | +685 | (+106) |
| Licence % to population | 20.18 | |
| COMMONWEALTH | | |
| New Issues | 17,301 | (1,563) |
| Renewals | 142,248 | (6,796) |
| Cancellations | 5,543 | (653) |
| In force at 31/8/46 | 1,459,956 | (71,500) |
| Increase | +11,753 | (+914) |
| Licence % to population | 19.69 | |

WORKERS LIKE MUSIC

A census taken among 900 factory employees at Foster's shoe factory in Chippendale, Sydney, revealed that only 20 voted against a continuation of music during working hours.

Publicity was given to this census at the same time as two statements made by Dr. J. G. Drew, Sydney Metropolitan medical officer of health, who said that music programs in some factories was worse for the nerves than the noise of machinery.

Combining the more-lengthy comments from both sources, the conclusion is found that criticism directed at an unscientific approach to music in factories is warranted, but that when programs are planned to suit the types of employees and the type of work and machinery noise to be overcome, music produces an increase in production of anything from 10 to 20%.

OUND THE WORLD IN RADIO

Chicago television station WBKB recently issued a television rate card showing the commercial rate for 1 hour \$100; for ½ hour, \$60; for 15 minutes, \$40. Spot commercials, of two minutes duration will sell at \$20 for films and \$30 live, Capt. Eddy said. All charges are discountable to agencies at the standard rate, he added. In outlining the station's commercial plans, Capt. Eddy said charges were based on the 450 known receivers in the Chicago area, with an average of 10 listeners per set. As sets increase, charges will rise accordingly. For example, with 5,000 to 15,000 sets, the hourly commercial rate will be \$200, increasing to a top of \$1,000 per hour for 35,000 sets or over.

Commercial radio for India was tipped by a JWT executive from the agency's Calcutta office during a recent visit to America. With the evolution of an independent Indian government he foreshadowed the end of All India Radio (basically a satellite of the BBC). Broadcasting in India, he said, had untold possibilities in the commercial field but its obstacles, he admitted, were formidable. Mixture of tongues and the fact that only 30 million of the 400 million population were literate in one language, was one vital proposition which would have to be faced.

The US State Department has approved 40 American plays for presentation in Berlin during the 1946-47 season with the object of teaching the Germans some American culture. Already seven other US plays have been presented in Germany during the occupancy. The idea should appeal to the Australian authorities and some effort in that direction would not be amiss.

WASHINGTON. Australia's new ambassador to the U.S., the Hon. Norman J. O. Makin, on Sept. 5 handed the U.S. Under Secretary of State, Mr. Clayton, a cheque for \$20,000,000 as his first official act. This was intended as a partial payment on Australia's lend lease settlement, leaving a balance due of \$7,000,000 which will be paid in the form of real estate needed by American Embassy and Consular offices and in scholarships for American students studying in Australia.

Commercial television is moving along at snails' pace in USA by comparison with the earlier development of sound broadcasting. Nevertheless, experimental video transmitters are in operation in all portions of the spectrum, according to the FCC. Some idea of video costs can be gained from the recent listing of prices for Image Orthicon tube cameras. For these RCA quotes \$29,000, du Mont \$28,000 and General Electric \$29,500. CBS in September demonstrated its new live color television camera proving it could produce clear full-color pictures of high definition on the ultra-high frequencies. Mechanical system employed involves the same synchronised rotating discs in the camera and the receiver that were used in the network's color film demonstration six months earlier.

Bing Crosby's contract with Philco and the American Broadcasting Company provides for the "groaner" to be heard via transcriptions on at least 600 outlets comprising all stations of the ABC web plus others. Contract allows him to do also live broadcasts for non-competitive products.

It was recently announced in London that the hydrographic department of the Admiralty had issued for the needs of radio engineers, meteorologists and air navigators a new chart described as "the world on the Azimuthal Projection." The new chart and projection, it is stated, for the first time accurately shows the exact bearing and shortest distance from London to any place in the world.

Philco Corp. television receivers will be on market by late 1946, with company predicting manufacture of video sets to become "important source of revenue," annual report of John Ballantyne, president, and Larry E. Grubb, board chairman, to stockholders revealed. Philco will continue experiments in micro-waves, believing radio relays ultimately will replace wire lines for broadcast transmissions. Philco sales in 1945 were \$119,129,378 as compared to \$152,933,250 in 1944, according to the firm's annual report. Net income last year was \$2,377,239 or \$1.73 per share of common stock, after taxes, as compared to \$3,913,494, or \$2.85 per share in 1944.

United States Rubber Company is using three television outlets (in Philadelphia, New York, and Washington) for a series titled "Serving Through Science," which will follow the USRC theme in talks broadcast during the intermission periods of Sunday afternoon concerts of the N.Y. Philharmonic Orchestra on CBS network. Tele series is broadcast Tuesday evenings.

Four television receivers in each of the 72 new schools planned in the next five years for New York city was stated by Mr. E. Stashelf when giving a talk to the American Television Society in New York recently. Mr. Stashelf, who is in charge of television activities for the city's board of education, emphasised that the education board should not miss the boat in television as we did in radio. Radio, he said, was only adopted 8 years ago by the city schools and was out of the stepchild stage only two years ago.

Some confusion in the enthusiastic rush at television in America seems to be arising out of disclosures in May that of 160 applications for video broadcasting licences originally before the Federal Communications Commission, sixty had already then been withdrawn. Those vacating contention for licences before the FCC are regarded in the main as "holding their hand" until the colorvision situation clears a bit.

A report in "Wireless World" (Eng.) relative to the use of radio for communication purposes by civilians states that official sanction will be given by the British P.M.G. for the use of walkie-talkie sets in exceptional circumstances, and is considering the extension of this facility to other users. It is stated that frequencies above 25 mcs. will be allocated for such services.

The Broadcasting Edition of the Australian Advertising Rate and Data Service will be ready next month. If you have not done so forward your subscription immediately to Mingay Publishing Co., Box 3765, G.P.O., Sydney. Subscription to Broadcasting AARDS is Australia £2/2/0; British Empire £2/10/0; America \$10; Foreign Countries £3/3/0.

Public Will Get Good Cricket Service

Although all details have not been finally ironed out (and Melbourne and Adelaide broadcasting rights are still in the melting pot at this writing) it appears certain that Australian radio listeners this season will be provided with the great Test Cricket broadcast service of all time.

Negotiations with the various State cricket control authorities by representatives of ABC and commercial stations have been going on for weeks and where rights (purchased jointly by the ABC and the commercial stations) have been finalised, it is considered that they were secured at a reasonable price.

In Brisbane the broadcasters will pay £250 a year for broadcasting rights for four years, the total contract being for £1,000. In Sydney, after a much greater amount was originally sought by the cricketing authorities, the rights for the forthcoming season only were contracted at £1,200.

Adelaide, like Brisbane, wanted a four-years' contract but the broad-

INTERSTATE ITEMS

Queensland

Rockman's new branch shop at 162 Mary Street, Gympie, is using the channel 12 noon to 12.15 p.m. Tues., Wed., Thurs. on 4GY for presentation of feature "How Green Was My Valley." Contract through Johnston Jones Advertising.

On behalf of Rockman's Maryborough branch, Johnston Jones Advertising have contracted with 4MB for the presentation of radio dramatization of Georgette Heyer's novel, "The Devil's Cub," 10.15-10.30 a.m. Tues., Wed., Thurs.

Anthony Thomas Photographic Studio has signed for 1-hour on 4BC/4SB, 8.30-8.45 p.m., Mondays, using specially scripted musical "Soundtrack to Romance," in which a free booklet on "Wedding Etiquette" is offered to all engaged couples. Campaign was designed and placed by Littleton-Harvey-Simmins Agency.

Further association with 4BC's Cricket Service is announced by Littleton-Harvey-

casters regard that as unsatisfactory and have countered with a proposition for the one season only.

Melbourne seemed all set for the signing until demands were made for every station to negotiate contracts individually instead of buying under a blanket contract covering ABC and commercial stations. It is anticipated that both this and the Adelaide situation will be satisfactorily resolved this week.

Simmins for Harry Guinsberg, manufacturer of "Ameratex" sports and street wear. Contract carries option of association with any further big cricket arranged during the season.

A special programme of direct announcements to tie-up with big southern race-day broadcasts, including Melbourne Cup afternoon, is being used by Willis Radio through Littleton-Harvey-Simmins Agency.

Roly Graham, sales manager, 4BC, is back in town, looking fit and well after a pleasant week doing the Lorchem Rivers trip.

Newcomer to 4IP announcing staff is Adrienne Sharpe, who took over from former lady announcer, Hazel Parcy.

Hutton & Foggett Jones, distributors, "Pineapple" and "Rex" food products, renewed, through Johnston Jones, their week 3-hour feature, "The Music of Santa Ella and His Symphony," on 4BC-SB, Sundays at 6.30 p.m.

Western Australia

F. H. Faulding & Co., Ltd., have decided to sponsor the West Australian broadcast of the Quiz Championships already being sponsored by the South Australian and Victorian sections of their organisations. The first series of contests will decide the history champion of West Australia, and select the 48 competitors for an elimination being staged before the first broadcast. Each week these competitors will face the microphone and first and second places will go on to quarter and semi-finals. The first contestants in the 15th night of the broadcast will receive £50 and £20 respectively. A further £50 is being provided for prizes, etc. The idea has the approval of the Department of Education in West Australia and the compere will be assisted by a prominent historian. These broadcasts will emanate from 6IX, WB, MD on Tuesdays at 8.30 to 9.0 p.m. Subsequent championships will be for Geography, English Literature and General Knowledge.

FOR STATION ENGINEERS

Self-Regulating Line Transformer

Every station engineer has at some time been confronted with the problem of obtaining a constant potential A.C. supply for the operation of special testing equipment or other apparatus, and at the request of a subscriber, data have been prepared for the construction of a saturated-core self-regulating transformer which will deliver a constant-potential output of up to 150 V.A. from line inputs varying between 190 and 300 volts A.C.

The circuit is shown in Fig. 1. Two auto transformers, T1 and T2 are used, and the input voltage may be anywhere between 190 and 300 volts. When properly adjusted, the output will remain at within 1% of 240 volts.

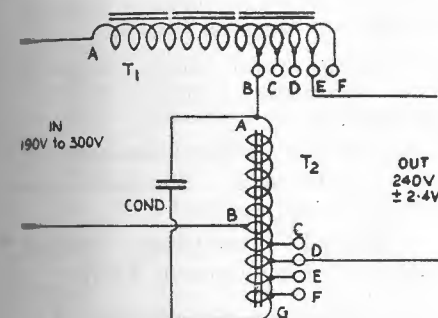


Figure 1—Circuit arrangement of the self-regulating line transformer assembly. Design data are given in the text.

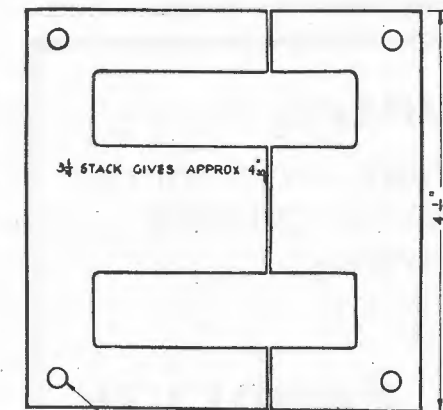
The capacitor C consists of three paper or oil-immersed 4 μ F., 750 volt d.c. working, block-type units connected in parallel to give a nett capacity of 12 μ F. Ducon 600-volt working type capacitors may be used. The exact capacity is important — the tolerance required being within 10% of 12 μ F.

The cross-sectional area of the core in T2 should be four square inches. A total of 400 turns should be wound on this, using No. 17 B & S (No. 18 S.W.G.) enamel-covered wire. The winding should be tapped as follows:

| A | B | C | D | E | F | G |
|---|-----|-----|-----|-----|-----|-----|
| 0 | 200 | 225 | 250 | 275 | 300 | 400 |

Fig. 2 shows the dimensions of a sample pair of laminations. Good

quality 29-gauge iron should be used —4% silicon, USS 127, or Trancor 2 being suitable, but Trancor 3 or 4 is to be preferred. Note that the mounting bolts must not pass through the laminations, which are held firmly by means of strong clamps as shown in



DO NOT USE BOLTS THROUGH THESE HOLES

Figure 2—Half-scale drawing of core laminations suitable for use in the auto-transformer units T1 and T2.

Fig. 3. The laminations must be interleaved, so that no intentional air-gap is left in the core assembly.

Transformer T1 is wound with 19-gauge B & S (20 S.W.G.) enamel-covered wire. The core cross-sectional area should be 4 square inches. A total of 450 turns will be required in this case, with taps taken as below:

| A | B | C | D | E | F |
|---|-----|-----|-----|-----|-----|
| 0 | 350 | 375 | 400 | 425 | 450 |

The laminations and method of clamping are as specified for T2, with the exception that an airgap of between 0.005 and 0.015 inches will be required. To obtain this, the core is assembled without interleaving, and the gap can be adjusted by placing empire cloth between the two core sections.

Adjustment.

Owing to the many unknown quantities (type of iron, condition of laminations, etc.), adjustment will have to be made by trial and error, but the procedure is simple.

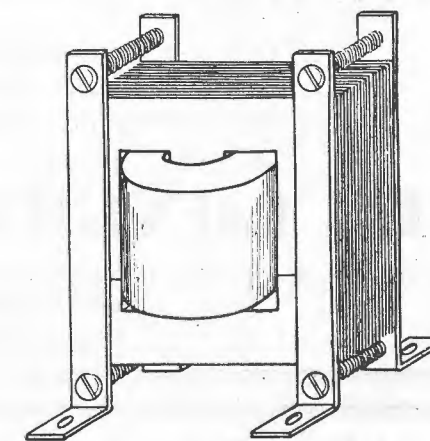


Figure 3—Sketch of clamped assembly system to be used for auto-transformers T1 and T2.

Connect the input of the regulator to a variable auto transformer or variac, and set the input to approximately 240 volts. A 200 or 150 watt lamp and a moving iron (not a rectifier type) voltmeter should be connected across the output.

Switch the output tap on T2 to C, and to tap D on T1. Adjust the air-gap on T1 until the voltage across AB on T2 is in the order of 140 to 180 volts, then adjust the output tap on T2 (probably tap D) for 240 volts output.

Next vary the input voltage and adjust for best regulation by adjusting the tapping on T1.

If it is not possible to adjust to exactly 240 volts (i.e., if one tap gives 245 volts and the next lower tap gives 235 volts), leave the tap at 245 volts and remove a few laminations from T2 stack.

Should heavy vibrations (at a frequency of about 10 c.p.s.) be noticeable at 290 volts (or without a load), alter the airgap and repeat the procedure outlined above.

The output regulation will be exceedingly good, a variation of less than 5 volts taking place from full to no load.

It should be noted that the above specifications are suitable for standard radio equipment operating on 50 cycles A.C. only. Any variation in mains frequency or any increased load (above 150 watts) will necessitate variations in the design. The regulator should be operated in a cool place.

YOU GET ALL

Coverage *Audience* *Sales*

2WL Gives—

- Efficient Coverage of a district population of almost 100,000 where 90% of the homes are radio equipped.

on 2WL

THE SOUTH COAST STATION

CENTRAL QUEENSLAND

Offers a rich market for all products, and the best way for advertisers to tell of their wares is by using the radio station with the huge coverage.

4LG LONGREACH

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

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

Mr. Chief Engineer,

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

Whether it be spares or complete equipment contact

RADIONIC RPA PRODUCTS

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243

For all Equipment and Replacement Parts

Contact

HEMECRAFTS PTY. LTD.

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

HEMECRAFTS 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.

I.R.E. ACTIVITIES

At the September meeting of the Council of the Institution of Radio Engineers Australia, it was resolved that new proposals be submitted to a general meeting of members embodying alterations to the grades of membership, a general tightening up of entrance conditions to meet with more modern requirements, while at the same time allowing non-corporate grades to provide for those without technical ability, but who wish to be associated with radio engineers.

New Members

The following new members were approved:—

FULL MEMBER: McIntosh, Allan J., Shepparton, Vic.

ASSOCIATE MEMBER: Bowden, John R., The Entrance, N.S.W.; May, Robert A., Watsons Bay, N.S.W.; Penn, Norman L., Melbourne, Vic.; Williams, Neville G., Brighton, Vic.; Wright, Leslie L., Dunedin, N.Z.

GRADUATE: Cummins, Edward L. B., Townsville, Qld.; McGowan, William R., Brisbane, Qld.; Simmonds, Russell G., Bathurst, N.S.W.

JUNIOR: Jones, Ian L., Woombah, Qld.; Lambert, Norman K., Lane Cove, N.S.W.

Applications for Elevation approved: FULL MEMBER: Chappell, Lloyd Arthur, Kingston, Tas.

ASSOCIATE MEMBER: Goona, Patrick T., Camperdown, N.S.W.

Education Scholarships

The I.R.E. has established the I.R.E. Fisk Scholarship Fund and also the I.R.E. General Scholarships Fund. Messrs. W. P. Renshaw and C. D. MacLurcan (Hon. Life Members) and A. C. Millingen (Companion of I.R.E.) have accepted the invitation of Council to act as Trustees of these Scholarships funds.

The I.R.E. is prepared to send its monthly "Proceedings" to any of its members in outlying places by air-mail if they in turn are prepared to pay the extra cost.

U.H.F. Interference

The I.R.E. Standards Committee will investigate the desirability of preparing a draft specification covering suppression of interference at U.H.F. At present National Security Regulations prohibit any interference but when these regulations are repealed at the end of the year some action is desirable to take care of such interference.

ADVERTISING AGENCIES

Ron Ansell, director of O'Brien Publicity Pty. Ltd., is on a month's vacation. With Mrs. Ansell, he will motor to Sydney, where they plan to stay a week, then on to Tuncurry for some fishing.

Bruce Smith, formerly of McFerran Advertising, has now taken a position as Accounts Executive with O'Brien Publicity Pty. Ltd.

M. Pridham has joined the staff of W. John Haysom Advertising. He was with the Navy for four years during the war, and prior to joining up had been with O'Brien Publicity and Treadway's advertising department.

Max Walsh, ex-RAAF, has joined United Publicity Pty. Ltd. in their Production Department. Prior to the war, he was with Richards Advertising.

John Powell, of the John Powell Agency, Sydney, who organised, and Mr. Chiang Lim, who gave the Stage and Radio Party dinner at the Asiatic Cafe on Oct. 6, held to assist the 1946 Australian Clothing Collection for the U.N.R.R.A., were congratulated by all those who attended on a very happy and successful evening. Representatives of the Stage, Radio and Press were present and their contribution to attend was a parcel of clothes for U.N.R.R.A.

Miss Ada Vandenberg, recently-appointed assistant advertising manager of the Melbourne "Herald", is the only woman in Australia to hold such a position on a metropolitan daily newspaper. Miss Vandenberg studied business methods in other countries when she left Australia in 1924 to work in England, America and Europe before returning to Australia in 1927. Then she joined the Price-Berry Advertising Agency, later to become the assistant to the managing director. When Price-Berry amalgamated with the Clark, Miss Vandenberg went to the Sydney branch office. From 1929 to 1931, she divided her time between Sydney and Melbourne. When Mr. A. E. Price left the firm in 1931 to join the "Herald" as Director of Advertising, Miss Vandenberg came with him as his secretary, a position she has held ever since.

She has become well known to advertising executives throughout Australia through her association with advertising during these years, and her appointment to this executive post is a well-deserved tribute to her ability and personality.

J. A. Maynard and Partners, which was formed some time ago to take over the agency business formerly carried on by Reuters, is one of the latest agencies to apply for membership of the Four A's (Federal). Placings are through R. S. Maynard agency.

Mr. L. R. Coleman, managing director of J. Walter Thompson (Aust.) Pty. Ltd., expects to leave England mid-October. He and Mrs. Coleman will travel back to Australia by sea.

Mr. R. D. Chaddock is arriving from America on the Monterey on October 17 to join the Art Department of J. Walter Thompson's Sydney office.

Mr. C. B. Brown, copywriter of W. E. Advertising Agency, is recovering from an operation, but should be back on duty within a week.

Mr. P. Whitehouse is the latest recruit to E. Smith, entering the media division of the agency.

Mr. Murray Evans recently returned from a Melbourne trip where he arranged for John Rist to act in Melbourne for W. E. Smith agency.

Jim Joyce, Sydney rep. of Donovan-Joyce Productions, has just completed a three weeks' tour of Melbourne, Adelaide and Tasmania. Jim was very pleased with the success of his trip but had the misfortune to be the victim of two losses of personal effects on the trip. The first loss was the theft of his portable midget radio from his hotel room and the second was the loss of his newly-acquired hat. We can't offer any remedy for Jim's first loss, but in the second case if he were to contact Ray Walters at Willmotts he may be lucky in securing another "Homberg."

A. N. Kemsley, director of United Service Publicity, went by car to Adelaide recently on a business trip. Returning by rail, he was a day over his schedule, due to the train hold-up on Oct. 7.

Arthur Gibson, media manager for Goldberg's (Sydney), had a flying weekend business trip to Melbourne recently, and met many of his friends in between times.

John Monday, recently released from the Services, has rejoined the staff of Claude Mooney Advertising, and is now Assistant Production Manager.

Vin Barca is a new member of the Claude Mooney organisation, having been demobilised from the Army within the last few weeks. He is assistant media manager.

O'Brien Publicity have farewelled Miss U. Pettit, secretary to Len Bishop, as she is leaving Australia to make her home with relatives in England.

Three new products handled by W. E. Smith Advertising Agency have been introduced by that agency to radio for the first time. They are O'Malley & Morris who are using A.S.B. racing session for announcements for "West End" liqueurs; "Ampex" fryspray (Australian Motorists Petrol Coy. Ltd.), who are commencing a summer campaign on 2WL Wollongong, using recorded 25 word announcements, and J. W. Wedderburn & Co. with announcements in 2UE breakfast session for scales, bacon slicers, etc. Other new clients for the agency include C. C. Wakefield & Co. ("Castrol" motor oils), Wynford Art Academy (millinery classes), Geo. H. Martin ("Marbrite" steel), John Carruthers Pty. Ltd. (engineering supplies), Newbound & Co. (Bradley washfountains) and Ogden Bros. ("Durabil" furniture).

PROCEEDS FROM GOLDBERG'S ANNUAL BALL TO T.B. ASSN.



The recent 14th Annual Ball organised by the Goldberg Advertising Agency culminated in a win for the T.B. Sailors and Soldiers Association of N.S.W. The happy ceremony depicted above shows William J. Brooks (Goldbergs) officially handing over the cheque to O. S. Owen (T.B. Assn.). From left to right: D. G. Moor, hon. treasurer of the Ball Committee; Miss Judith Webster, Ball Committee; G. J. Donnellan, secretary of the T.B. Association; W. J. Brooks, president of the Ball Committee; E. S. Rayner, vice-president of the T.B. Association; and Miss Avis Lawson, hon. secretary of the Ball Committee.

EXTENDED HOURS FOR 3YB

On October 14, 3YB, Warrnambool's Western district link in the Argus Country Network, commenced operating on a revised schedule. 3YB is now giving a continuous service, from 7 a.m. to 10.30 p.m., Mondays to Fridays, and till 11 p.m. on Saturdays. Sunday transmission is from 10.45 a.m. to 10.30 p.m.

Many new features have been introduced, and this station—which has an impressive record with War Loan Appeals throughout the war (averaging over a £100,000 for each appeal)—is certainly a great credit to Warrnambool, the fourth provincial city in the State of Victoria.

BRITISH INDUSTRIES FAIR TO BE HELD IN 1947

The first British Industries Fair since 1939 is to be held from May 5 to 16 next year at Earls Court and Olympia, London, and at Castle Bromwich, Birmingham. As in pre-war years, exhibits will be grouped in two main sections. The lighter industries will be in London and the engineering and hardware at Birmingham.

The London section of the Fair is organised by the Export Promotions Department, Board of Trade, 35 Old Queen Street, London, S.W.1, and the engineering and hardware section by the Birmingham Chamber of Commerce, 95 New Street, Birmingham, 2. Special attention will be devoted to the display of United Kingdom products suitable for export, and it is hoped the Fair will attract many buyers from abroad as well as buyers in Britain.

BROADCASTING BUSINESS

J. and W. Bateman Ltd., Service for Yachtsmen. Saturdays, 12 noon, 1 p.m. and 2 p.m., on 6PR-TZ. Weather forecasts with wind velocity and direction. (N. C. S. Mount).

Airlines (W.A.) Ltd., series 25-word announcements, 6PM-AM. New air service to Narrogin, Albany, Busselton and Yallingup Caves. (N. C. S. Mount).

Georgette Fur Company, 1-hour weekly, 6KY. "Hudson's Bay." (Arthur Collett).

Patterson and Co., Preston Valley canned foods, "Spotlight on Music," 1-hour Sundays, 9 p.m.; 6IX-WB-MD (Ad-Craft Service).

Walsh's Men's Store, "Racing and Trotting Round-up," 1-hour Friday, 9 p.m. 6IX-WB-MD. (Ad-Craft Service).

Mills and Wares Ltd., Humphrey Bishop show, "Say It With Music," renewed contract; 6IX-WB-MD. Thursdays, 9.30 p.m. (A. J. Williams).

Red Castle Brewery, scatters on 6KY.

Stewart Dawson, Jewellers, 1-hour daily, 52 weeks, on 6KY.

Shell Oil Co., renewed daily scatters on 6KY.

W. E. Smith Advertising Agency have placed contracts for a Melbourne radio campaign for "Crystal" shirts and pyjamas, while the following radio contracts have been renewed for a further 12 months:—Crystal Shirt Manufacturing Co., "To-day in Sport," 1-hour program on 2UE, 7.45 p.m. Saturdays; Holfords Hats, new program ("Jonesy"), 2CH Thursday afternoons; Perfection Silverware, 1-hour program, "Songs of Perfection," 2UE afternoon sessions, and A.F.C. and R.A.A.F. Association, 1-hour program, "Rehabilitation Road," 2UE at 10 a.m. Sunday.

R. D. Gray and Sons Pty. Ltd., wool buyers, Goulburn, have re-commenced their Sunday morning broadcasts to woolgrowers from 2GN, relayed to 2CA.

Powell's Taxi Service, Goulburn, has commenced advertising through 2GN for 52 weeks in the Saturday afternoon racing and sporting service, together with Mrs. Maher, ladies' hairdresser, and Croker's Service Station.

Jack Gregory, sports depot and hairdresser, Goulburn, has sponsored the "Goulburn Hit Parade" through 2GN.

VBN HOLDS COLGATE SHOWS

Geo. Patterson Pty. Ltd. agency, handling the Palmolive account, has announced that the VBN will continue to carry the Colgate-Palmolive shows which switch from the Macquarie Network effective Nov. 4. This brings the total of stations in the new relay chain up to 34. The other 31 were listed last issue of "C.B."

KNOX DRUG REP. FOR AUSTRALIA

One of the passengers of interest arriving by the Monterey this week is Mr. Glenn Smith of the Knox Drug Co., and who specialises in international representation. He will be stationed in Australia for some time with headquarters in Melbourne. W. T. McClelland agency handles the advertising account.

Sigma Co. Ltd., 100-word announcements, 3DB breakfast sessions, 6 days per week, for 26 weeks. Commenced Monday, September 30. (Agency Claude Mooney).

Nicholas Zans—50-word scatters: 2GB, 2UW, 2SM, 2KY, 2KO, 2HR, 2WL, 2GN, 2WG, 2TM, 2GZ, 2NZ, 2CA, 2KM, 2GF, 2LM, 2BH-4BH, 4BC, 4SB, 4GR, 4RO, 4MB, 4WK, 4TO, 4CA, 4BU, 4MK, 4LG-5DN, 5RM, 5KA, 5AU, 5AD, 5MU, 5SE-6BN, 6AM, 6KG, 6GE, 6IX, 6WB, 6MD, 6KY, 6PR, 6TZ. Commenced Monday, October 7. (Leyshon Publicity).

Pro-Vita Products—1-hour session: 8.45 p.m. Sundays from 5AD, commencing November 10. "The Silver Horde," recorded serial. (Claude Mooney).

VioGen—25, 50 and 100-word scatters, day and evening: 3AW, 3XY, 3UZ, 3DB, 2UW, 2GB, 2HR, 2WL, 5AD, 6AM, 6PM, 7EX, 7HT. Commenced Oct. 1. (United Services Pty. Ltd.).

Sydney Snow Pty. Ltd. have signed a 12 months' contract with Radio 2UE for a half-hour show Saturday mornings, 8.30 a.m. until 9 a.m. The session, titled "Teen Age Time", will consist of musical recordings (mostly popular modern) with notes on the artists and the music by compere Allan Toohey, who will also give news about the stock in Snow's special department for teenagers.

TELEVISION TECHNIQUE FOR CABLE TRAFFIC

Before his death recently, J. L. Baird, British television pioneer, was working on an invention capable of handling cable traffic at the rate of 750,000 words per minute.

Official comment on this from Cable & Wireless says that we have a long way to go before Mr. Baird's idea can be put into effect, but that it is perfectly practicable.

It is based on the principle of television. At present words are changed by letter into electrical impulses which are broadcast, and then translated back to letters and to words. The new method is to photograph messages which will then be transmitted on ultra short waves at the rate of 25 photographs per second. One of the major present difficulties in this scheme is the necessity of having a chain of intermediate stations at relatively close intervals, probably of about 50 miles, to relay such high frequency signals, and these stations would involve a considerable sum for installation and upkeep.

PROGRAM BUSINESS

A further feature in the planning of programs for children comes to hand from Western Australia where Peters Ice Cream have, concurrent with the commencement of their new feature "Treasure Island" on 6IX-WB-MD, started a long planned Safety Club. This club was started at an opportune time as Perth has just experienced a Safety Week which the National Safety Council had organised. Peter's Safety Club is for children, and badges and certificates are being issued to create interest for the children. At the present time Peter's Safety Club notes are being broadcast Tuesdays, Wednesdays and Thursdays at 5.45 p.m., with the presentation of "Treasure Island".

In order to assist returned diggers of both wars in rehabilitating themselves into civilian life and to cater for the general interests of returned soldiers, the R.S.S.I.L.A. of Townsville and sub-branches throughout the district have taken the 8 p.m. to 8.30 p.m. time channel on Saturdays for the session "Diggers On Parade." On the opening session, Mr. Syd. Oveyr, president of the Townsville branch and a veteran of World War I, spoke briefly of the advantages to be gained by the returned soldiers' movement in the north by regular use of this valuable channel for publicity.

"Popular Fallacies," broadcast from 3KZ every Thursday at 7.45-8 p.m., commenced on Sept. 26, and was written and produced by Donovan Joyce. Listeners hear their pet fallacies exploded—sometimes in a delightfully hilarious manner. Sponsored by Ingleton and Lewis, Real and Business Estate Agents, of 333 Flinders Lane, the booking is direct.

"Fashions in Music," a musical presentation broadcast from 3UZ from Monday to Thursday at 7.30 p.m., replaces "Enemy to Crime," which concluded on Sept. 19. "Fashions in Music" is a quarter-hour session sponsored by Darrods, of Bourke St., whose account is serviced by John Clemenger Pty. Ltd.

As a forum in which the Returned Sailors, Soldiers and Airmen's Imperial League of Australia can air the problems of its individual members, a musical feature with an Australian setting—"Yackandandah"—is now sponsored by Foy & Gibsons on behalf of the R.S.L. through 3DB-LK on Thursday nights at 9.45. In place of commercials are interviews by Kennrick Hudson with League members seeking solutions to their problems and general items of interest about the R.S.L.'s activities. "Yackandandah" is a transcribed musical show in which compere Geoff. Raymond takes the microphone to "Yackandandah" station for a musical evening with the boys who work there. Produced by Leslie Ross, the cast includes Roy Lyons, John Bore, Penny Lucas, Len Williams, Don Harper, Les Williams, Fred King and Sam Dunn. The account is handled by N. V. Nixon.

The popularity of the music from the "Choice of the People" half-hours from 3AW, conducted by John Masters, results in a back log of requests, which usually take about two months to meet. Such is the case with the 4.30-5 p.m. channel, one of the six half-hour units of this 3AW daytime feature, and the Tandaco Company, makers of Five-Minute Desserts, Soups, etc., have taken over sponsorship of this half-hour, which provides a good reminder for tea-time treats. The company is adopting the station title feature, "The Housewife's Choice," as a product-slogan, and features John Masters' picture on stationery and display units.

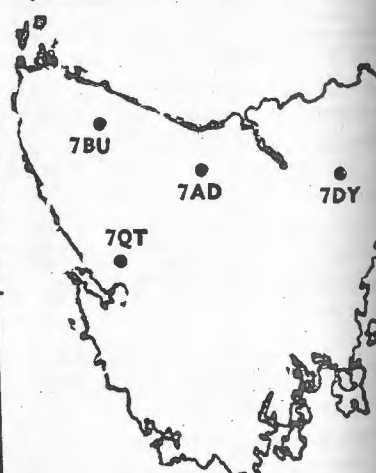
"Australia's Amateur Hour" unit has just concluded another Melbourne season. Four broadcasts through 3DB-LK were made from Coburg, Horsham, St. Kilda and the Melbourne Town Hall. Voting returns were high and Dick Fair said that the standard of talent unearthed on this visit compared more than favourably with past Melbourne seasons. The "Hour" seems to have a special appeal for Melbourne listeners, who have created all its major voting records, including the aggregate for one program of 60,000 votes and the individual record of 12,270 votes for young crooner, John O'Connor.

The Australian Sporting Car Club's motor race at Bathurst in Six-Hour Day (Oct. 7) which attracted a crowd of 25,000 spectators, provided 2UW with an unusual on-the-spot broadcast description of the event, when eye-witness stories of the progress of the race were broadcast at intervals throughout the afternoon. Sponsorship was taken by Ponsford, Newman and Benson Pty. Ltd. as a publicity medium for Double-Six razor blades.

Keen competitive interest is being shown in 2CH's Saturday night program, "Information Please" and various attractive prizes offered have had a favourable reaction from listeners with the result that mail has risen over recent months by between 300 and 400%. Listeners now receive £1/1/- for every question which stumps the Board of Experts and 10/6 for every other question used. In addition, there is a special prize of a modern reference volume for the best question of the week, and those who win this award are eligible for the prize of a large Columbia Encyclopedia awarded to the sender of the best question each three months.

TASMANIAN COASTAL NETWORK

7BU 7AD
BURNIE DEVONPORT
7QT 7DY
QUEENSTOWN DERB.



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

PROOF of



SELLING POWER

is shown by the assurance with which Sponsors renew on this Central Coastal Queensland Station.

They are satisfied with 4BU's efficient and effective coverage of this great Rural Market.

4BU will give you that satisfaction too.

4BU BUNDABERG

A UNIT OF THE MACQUARIE NETWORK

Purely Personal

Jack Ridley, 2GZ general manager, would not let Shannon have all the record-making limelight over the holiday weekend—not at Killara Golf Links anyway. He came second in a 36-hole event with the best gross of the day—76 and 78—returning a nett 64 and 66, which equalled the lowest score for 36 ever set for Killara. That's good golf in any sport! Fred Thompson's tipping J.E. will be a "single figure man" henceforth when the handicappers get busy.

A bright note arrived at 2UW the other day for sales manager Francis Levy from E. J. McCarthy, formerly general manager of Lintas. "Mac" joined Levers Associated Enterprises when he came out of the RAAF and is overseas on a special investigation mission for that company. Writing from New York, he said he would be in U.S. until November, then to England and back home in Sydney about February next—and glad of it! He sent regards to "John Ridley and the boys".

Mr. W. P. B. Brown, manager Geelong works of International Harvester Co. of Australia Pty. Ltd., has been appointed a director of that company.

Mr. N. C. Malley has been appointed to the Board of Directors of Malley's Ltd.

Dr. C. Wallace Ross, who was chairman of the Medical Equipment Control Committee and acted during the war as Assistant Director-General of Medical Services of the Army in charge of equipment and supplies, has joined Drug Houses of Australia Ltd., as technical administrator of the company's medical division.

Staff Changes — Moves — Appointments

The W.A. Broadcasters' Social Club arranged a Picture Evening at the Capitol Theatre recently. Members of the staff turned up in full force and at the conclusion of the show there was a supper party backstage. Hear that the Social Club has plans for a further "do" in the near future.

The staff of 2GN Goulburn bade farewell to Enid Jones on Oct. 11 when she left to be married. Miss Jones was employed for a number of years as stenographer in the sales and broadcasting departments of Amalgamated Wireless, Sydney, and was transferred to 2GN as lady announcer in August, 1940. Successor to Miss Jones on 2GN is Gwen Wheatley, of Goulburn. Miss Wheatley's family was one of the earliest settlers in the Goulburn district and is one of the best-known throughout the Southern Tablelands. Miss Wheatley joined 2GN in August, 1941, and previously conducted the Radio Matinee and arranged the station's musical programme.

A.W.A. country stations superintendent, Mr. R. K. Harris, has been re-shuffling staff to cover the reinstatement of ex-service-men. Mr. A. R. Kidd (ex-RAAF) and recently on 2CH sales staff, has been appointed to 3BO as announcer-salesman. Mr. J. M. Lickie (ex-RAAF), formerly announcer on 3BO, is taking up duty at 4CA. Mr. B. Harper (ex-AIF), formerly announcer on 4CA, has taken up duty at 2GN as announcer-salesman. Mr. J. G. Stone, until recently announcer on 2GN, has now taken up duty with 2CH. Mr. K. Nutt, formerly technician at A.W.A. Radio Centre, Braybrook, has taken up duty as technician at 4TO.

The most recent addition to the personnel of 3XY is Cyril Stokes who has joined the day announcing staff after service in the Army.

Mr. Charles Batten, manager of 5KA Adelaide, was over in Sydney last week for a couple of days, on business, and not surprising considering he has just got the Colgate business.

Mr. C. T. Sproule, advertising manager of AWA Broadcasting Department, has been spending a week or so "down south" visiting Goulburn, Albury, Bendigo and Melbourne.

Mr. N. E. Hutchison, advertising manager of Gordon & Gotch (A/asia) Ltd., Perth, has been elected chairman of the W.A. Division of the Australian Association of Advertising Agencies, and Mr. Arthur Collett, secretary and treasurer.

Bebe de Roland, one of the stars in the Royal's current show, "Follow the Girls", was feted at an afternoon tea party by the New Zealand members of the staff of Radio 2UE recently. Bebe, who comes from New Zealand, was sent to London to further her ballet studies by public subscription. She was accompanied to the party, which was held in C. Studio at Radio 2UE, by Lois Green, the star of "Follow the Girls", and producer Freddie Carpenter. New Zealanders present included Colina Lynam (2UE Women's Session), Bill Honeyfield (2UE's Agricultural Expert), Geoff Jackson (producer of "Danger Unlimited"), Mr. C. G. Scrimour (better known as "Scrim"), Stan Coleman (Sales Promotion-Publicity Manager). Others with N.Z. affiliations present were Joan Read, Tal Ordel, Eric Wright, Sam and Peter See.

Miss Daphne Thompson, who is in charge of the script and copy writing department at 6PM, is holidaying in Melbourne. During her absence her place has been filled by Freda Vines.

Radio 6KY's script writer, Phyl Payne, has left the West to take up a literary job in Canada. Phyl was farewelled at a party at 6KY when everyone wished her "all the best" in her new sphere.

The new voice heard on 6KY, Perth, belongs to Dennis Austin. Dennis conducts the morning sessions and has already become very popular with listeners.

Miss Bryant, who for the last five years has been secretary to well-known Sydney rep., Fred Thompson, is resigning from that position to join her husband in America. Miss Bryant is due to leave on the Monterey on Oct. 25.

Wedding bells rang merrily at 3AW recently when Bob Quinn, manager of the record library; Des Telfer, evening announcer, and Peter Clarke, sports roundsman, each married the girl of his choice. Congratulations and best wishes to the sextette!

Brian Newman, who, with Margaret Kirby, conducts the afternoon session from 2UE, is a keen cricket enthusiast and is a member of the North Sydney Club. Brian will be giving commentaries on the forthcoming matches with the English team on the A.S.B. service.

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

Subscribe now for the Broadcasting Edition which will be ready next month. Subscription for Broadcasting AARDS is Australia £2/2/0, British Empire £2/10/0, America \$10, other Foreign Countries £3/3/0.

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BOX 3765, G.P.O., SYDNEY

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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.

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Drug Houses of Australia Ltd., extensive users of broadcast advertising, have recommended a final dividend of 33 per cent. ing 65 per cent. for the year.

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Head Office: 239 COLLINS ST., MELBOURNE.

PHONE: CENT. 4124

Commercial Broadcasting, October 17, 1946 35



IF ALADDIN COULD "CLOCK-IN" AT AARDS

If only the wonderful lamp could be placed at the disposal of Mingay Publishing Company Pty. Ltd., they could satisfy the demands of their clients who are eagerly awaiting delivery of the Broadcasting Edition and Periodical & Miscellaneous Media Edition of the AUSTRALIAN ADVERTISING RATE & DATA SERVICE (AARDS). But even the wonders of modern production efficiency have their limits, especially with present-day shortages, controls, lack of material supplies and rehabilitation problems. None the less, every effort is being made to expedite the date of publication of these two editions of the AARDS Service.

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BOX 3765 G.P.O. SYDNEY, N.S.W. Phone FA 7054

AND AT

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COMMERCIAL BROADCASTING

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

Vol. XV, No. 8 (437th issue), Thursday, October 31, 1946

*Hi Fellers!
It's out of the Bag!*



HERE it is—the story I promised you last time . . . the greatest 8 p.m. line-up in the history of the business.

It's a reshuffle of 2UW's night programme to make 8 p.m. on 2UW a "must listen" date. Look at the shows:—

Mondays: "The Persil Show" with Monte Richardson
* Tuesdays: "Opera for the People"
Wednesdays: "All-Australian Hit Parade"
Thursdays: "Australia's Amateur Hour"
Fridays: "The Telegraph" Sports Parade
Saturdays: "The Atlantic Show" with Bob Dyer
Sundays: "The Lux Radio Theatre."

* "Opera for the People" is just about the finest musical half-hour you've ever heard. It's really big! (Commencing November 19.)

Check that list again—and you'll see why, now, more than ever before,

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