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

AND AT

MELBOURNE (Central 2642) — BRISBANE (B 5320) — ADELAIDE (Central 7944) — PERTH (B 5320)

★ PUBLISHED EVERY SECOND THURSDAY ★  
**COMMERCIAL  
BROADCASTING**

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

Vol. XV, No. 9 (438th issue), Thursday November 14, 1946

*Hi Fellers!*  
*This is a fitting yarn for an ad.!*



*The little feller was desperate—he'd walked all day looking for a suit small enough to fit him; and this was the last shop in town, and the last suit on the rack.*

*"It's a bit big," his pal said, as he climbed into it. "I know," the little feller said, "but it'll be all right if he cuts holes for my eyes."*

I GAVE that one to a couple of the 2UW boys the other day—told them to paste it in their hats. They don't know anything about fitting suits—but, boy, they do know how to fit an advertiser into the right spot on the schedule to give him the right audience at the right time . . . (provided, of course, that the right time is available!)

It's a 2UW "know how" and from the audience point of view, it's another reason, too, why



*most people listen to*

**2UW**



YOU SHOULDN'T ATTEMPT  
TO COVER AUSTRALIA

WITHOUT THESE

# 8 STATIONS

2AY 2GN 2GF 3BO

ALBURY GOULBURN GRAFTON BENDIGO

4TO 4CA 4WK 4MK  
TOWNSVILLE CAIRNS WARWICK MACKAY

Each of these 8 stations has a concentrated audience in 8 of the major markets in Australia—each with DOMINANCE in its market—most of them ALL THE TIME!

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These are the ONLY STATIONS located in their respective centres, and they are the most listened to locally. No schedule is complete if the local station is omitted.

All particulars from

## AMALGAMATED WIRELESS (A/SIA) LIMITED

SYDNEY

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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.

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Vol. XV, No. 9 (438th issue)

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COMMERCIAL BROADCASTING, published and printed every second Thursday by Mingay Publishing Company Pty. Ltd., 146 Foveaux Street, Sydney, N.S.W. 1/- per copy. Back copies (if available, 2/- each). Subscription Rates, 10/- per annum (£1 for two years) post free in Australia; 17/6 other parts British Empire; 17/6 all other countries. Registered at the G.P.O., Sydney, for transmission by post as a newspaper. Contents Copyright.

Box 3765 G.P.O., Sydney. Phone FA 7054. Telegrams and cables: OSMINGAY, Sydney.

## EDITORIAL

### Australia-U.S.A. Co-operation

Australian-American co-operation and inter-country understanding is being assisted step-by-step towards its logical goal by visits of Australian businessmen to the United States. And this particularly applies to executives of the broadcasting industry. Since the war quite a number of Australian executives in or associated with broadcasting have crossed the Pacific, and without exception they have returned with stories of the wonderful hospitality of our American friends. The word "Australian" seems to be the password into America's warm heart—a key that will open almost every American businessman's door. Dud Fegan, Australian Record Co.'s managing director, is the latest to stress this most important and certainly very pleasant aspect of American travel. Everywhere he went he met that cordial reception as of brothers meeting after a long parting. No doubt this spirit between the two young countries (and actually they are both blood brother countries derived from British stock) has always been there. But it's just been a case of Australians not knowing enough about Americans and Americans not knowing enough about Australians. The war did a lot to change all that. U.S. GI's returning from the South West Pacific apparently sang our praises and unconsciously became the heralds of a vast trans-Pacific flow of people and of understanding.

### POSTSCRIPTS

New York, October 7.—An additional flow of American capital to Australia is expected because of the growing belief that Australia is the logical point from which to exploit the markets of the Indies and the Far East, says the "Journal of Commerce."

Washington, November 8.—The Republicans had a landslide victory in yesterday's general elections, regaining control of Congress after 15 years on the Opposition benches.

It does not need the foresight of a seer to sum up the trend indicated by these two rather important announcements from America. One the pronouncement of COMMERCE, the other the pronouncement of the PEOPLE. America obviously intends to take the lid off production, bureaucratic controls, and wants to abolish other hamstrings on private enterprise. Her people are tired of the doctrine of nationalisation, regimentation and ideologies so akin to her professed rival in international affairs—Russia. Rest assured we in Australia will feel the bumps from the international air-pockets this American move will create. The people of America have declared for an all-out production drive to swamp the world's markets while her normal trade rivals are still sagging from the bashing of the war. Will Australia be in it? Or will Mr. Chifley prefer the role of a King Canute.

### Convention Issue

The annual convention of the Australian Federation of Commercial Broadcasting Stations will be held at Hobart, in Tasmania, next week. An interesting and important agenda has been drawn up for the business sessions of the conference.

Next issue of "C.B.", dated November 28, will contain a report of the official opening, and of the proceedings and other activities associated with the convention.

Note for Advertisers: Two-colour advt. copy "deadline" for this special issue is on Tuesday next, Nov. 19, while closing date for one color advt. copy, is Thursday, Nov. 21.



## N. Z. EXPANDS RADIO COVERAGE

### A £200,000 Contract for A.W.A.

During the coming year big advances will be made towards complete radio coverage of the Dominion of New Zealand by the installation of 16 new transmitters, some in replacement of present equipment and the remainder new stations to cover areas where reception has been patchy and unsatisfactory.

An outline of the plans was given by the Minister of Broadcasting (Mr. Jones) earlier this month, and an announcement was made by the Australian Prime Minister (Mr. Chifley) at Canberra that the contract for equipment for 16 stations and involving about £200,000, had been secured by Amalgamated Wireless (Australasia) Ltd. Mr. Chifley said he had asked his Ministers to ensure that Amalgamated Wireless was given the most sympathetic treatment possible by Government departments in carrying out the work.

A.W.A. which built most of the original national radio stations in New Zealand, gained the contract against competition from several other companies in Australia and from British and American manufacturers of radio equipment, as its tender complied most favourably with the Dominion's requirements.

The contract provides for the replacement of equipment at the four YA stations. The new 2YA station at Titahi Bay will be of the same high power, 60 kilowatts, which is about six times the capacity of any medium-wave broadcasting station in Australia, where coverage is on a regional basis, whereas 2YA aims at national coverage. Replacement of the present transmitting equipment may take 18 months. Two short-wave transmitters are also to be installed at Titahi Bay to serve the Pacific area.

The other three YA (Auckland, Christchurch and Dunedin) and the four ZB stations are to be brought up-to-date by replacement of their outworn or outdated transmitters. There are to be nine 10 kW. stations, including the four ZB's (commercial stations) but delivery of equipment may take eight or nine months.

Two stations, each of 2kW., are already under way at Palmerston North, 2ZA and Nelson, 2YN, and North Auckland, Hamilton, Wanganui, and Timorue are also to have 2kW. stations, making six 2kW. commercial stations.

Mr. Jones said also that the Broad-

## AGENCIES WILL PLACE CASE FOR 15% TO BROADCASTERS

A delegation of the Four A's has been invited to be present at the AFCBS Convention at Hobart next week to enable the agencies to state their case for 15% commission and, in general, to discuss the question of agency accreditation.

It is anticipated that as a result of Convention deliberations revised rules of accreditation will subsequently be drawn up. The AAAA will also submit to broadcasters some of their suggestions for embodiment in, or modification of, the conditions in the Federation standard contract form. It is known that some of the clauses in the form have for a long time proved irksome to agencies and previous efforts have been made to have these modified.

## BUSH FIRES CAMPAIGN

The N.S.W. Bush Fires Advisory Committee will launch its main summertime campaign against carelessness and other causes of bushfires on at least 17 N.S.W. country broadcasting stations, starting November 18. "The Red Terror" title has been revived to name a new series of five-minute dramatettes, again from the pen of scripster John Appleton (remember "These Old Homes" for the Rural Bank?)

This year "The Red Terror" will deal with factual and scientific cases and methods of bushfire fighting and the declamatory fire fear-inspiring theme of the earlier series is replaced by a more sincere and quietly authoritative approach to the listener. The series will feature radio-actor Ted Smith, whose voice is regarded as being one which will particularly appeal to country listeners.

Stations to be used for these 2GZ-recorded discs will be 2GZ, 2NZ, 2KA, 2LM, 2DU, 2KM, 2PK, 2RG, 2WL, 2XL, 2LT, 2BE, 2TM, 2HR, 2WL, 2GN and 2LF.

casting Service was extending its coverage activities in the Bay of Plenty-Rotorua area and over the West Coast of the South Island, and that consideration was being given to the reorganisation of the stations at Gisborne and New Plymouth and also to the provision of stations at Hastings, Masterton, Hawera, Thames, Taumarunui, Dannewirke, Blenheim, Ashburton, Oamaru, Gore, and Westport.

## CHARLES COUSENS' NAME COMPLETELY CLEARED

Major Charles ("Bill") Cousens will not have to stand trial on the charge of treason which was levelled against him at the Sydney Central Police Court some weeks ago. The N.S.W. Attorney-General (Mr. C. Martin) last week announced that no bill of indictment would be filed against Cousens, which means that he is completely exonerated of the charge although the lower court magistrate who heard the Crown evidence had committed him for trial.

Since the announcement, the popular ex-2GB announcer has been inundated with phone calls, telegrams, cables and letters of congratulation and goodwill.

The charge arose out of certain broadcasts alleged to have been made by Cousens while he was a POW in



MAJOR CHARLES COUSENS

Japanese hands. The tortures and indignities which he suffered at Japanese hands were ventilated during the Police Court proceedings, which were notable for the fact that the Crown brought two Japanese witnesses from Tokio to testify against Cousens.

Cousens told newspaper reporters last week that as soon as he got his discharge from the Army he hoped to return to the staff of 2GB.

## MACQUARIE NETWORK CONVENTION

The Macquarie Network Convention will be held at the Hotel Australia, Melbourne, on November 14 and 15. Macquarie's general manager, Mr. H. G. Horner, and Messrs R. E. Lane, D. R. Armstrong and L. R. Heath will represent Macquarie Headquarters and other Macquarie executives to be present will include Mr. L. G. Mather (Macquarie Melbourne office) and Mr. Randal White, general manager of 3AW, and Macquarie Melbourne manager. Representatives from the Macquarie stations throughout Australia will be present and will elect the agenda set out for discussion.

## VICTORIAN STATION'S 15th BIRTHDAY

The 15th anniversary of 3HA, Hamilton was celebrated with numerous functions, which proved very popular and were well attended and received.

Visitors' Week began on Monday, Oct. 21, when listeners were conducted on a tour of inspection of the two studios, the theatre, the spacious record library, the office, manager's announcers' and copy rooms. Visitors from all parts of the Western District of Victoria, and parts of South Australia, signed the visitors' book and expressed appreciation of being able to inspect the station, and the opportunity of meeting those connected with it.

On Thursday afternoon, a display of about 500 toys, was opened in the Hamilton Town Hall. This had been organised by Jean Cleary, with the cooperation of the various Cheer Box members. A notable feature of the appeal was that all toys are to be distributed to the various hospitals in the district at Christmas time.

The same afternoon, a combined children's function was held in the Town Hall, featuring juvenile and other local talent, compered by Gordon Bissett.

On Friday morning, an audience-participation version of the ever popular "Piano Time" was held at the 3HA Theatre. On Friday afternoon, a Combined Cheer Box Party was held in the Town Hall supper room. This was yet another well-attended function, for which members of the various branches chartered special buses.

Mrs. W. Bates, an 83-year old resident of Naracoorte, received a prize for having travelled the longest distance, which was 120 miles.

On Friday night, Mr. W. F. Bishop, the manager, entertained the staff, as well as representatives from the local Council, hospital, press and advertisers, at a cocktail party.

Mr. Mel Austin, on behalf of the Council, thanked 3HA for the good work that it had done for the community.

Mr. J. Andrews, general manager of Ansett Motors, in a reply to a toast to advertisers, stated that he had been a keen critic of the station, and he had nothing but the highest of admiration for the set-up, and was pleased to be numbered among the happy family of advertisers. Another speaker was Mr. Baird, secretary of the Hamilton and District Base Hospital, who on behalf of the hospital, thanked 3HA for the work that it had done for the Hospital, and wished the station every success in the future. A fitting climax was provided for the 15th anniversary celebrations, in the Town Hall at night, when nearly 1,000 dancers thoroughly enjoyed themselves at the Anniversary Ball.

## U.H.F. TELEVISION Claims for C.B.S. Tests

Seven months of scientific exploration show that the ultra-high frequencies "provide a technically sound transmission medium for a television broadcasting service," William B. Lodge, C.B.S. director of general engineering, told the National Electronics Conference in Chicago on Oct. 4, American news magazine *Broadcasting* reports.

His address followed a report by Dr. Peter C. Goldmark, C.B.S. director of engineering research and development, that the potential brilliance of color television pictures has been increased 11 times over that in January by use of a new set of color filters and an increase in the number of frames per second.

Reporting on C.B.S. field tests of U.H.F. transmission and reception for color video, Mr. Lodge said it was found that 10-kW. radiated power from an antenna on the Chrysler tower, New York, would provide satisfactory color television reception for more than 90% of the people living within 50 miles (almost 14,000,000); that ultra-high frequencies permit control of the ghost problem, and that the U.H.F. band is virtually free of man-made interference and completely free of natural static.

### Important Outgrowth

An important outgrowth of the field tests, he said, has been development and use of a new concept of representing broadcast coverage in the very-high and ultra-high frequencies. This, he said, may have significant application in services other than video.

Two series of field tests were conducted, starting early this year: One, on 490 mc/s. of U.H.F. coverage in the New York area; the other, on 700 mc/s. in co-operation with F.C.C., of long-distance U.H.F. propagation characteristics under seasonal conditions.

Existing methods of describing coverage of broadcast stations, Mr. Lodge noted, usually rely upon maps showing field intensity contours, with areas within a contour generally regarded as receiving satisfactory service and areas outside the contour as being unserved.

Such maps, he said, "do not reflect the wide statistical variations in signal which, on frequencies above 30 mc/s. occur within a relatively few feet. Equi-signal contours as a measure of coverage are reasonably valid, although not strictly accurate, on frequencies of the order of one megacycle because such signals are substantially constant over an appreciable area.

"An accurate description of the

## NEWCASTLE STATION ACQUIRES WIRE RECORDER

Wherever 2KO's roundsman appears in Newcastle, much interest is shown in the new General Electric portable wire recorder recently acquired by that station. Weighing only forty pounds, offering one hour's continuous recording and outstanding facilities for editing already recorded material, the recorder only takes a couple of minutes to set-up at the scene of any news break, interviews, actuality broadcasts and so on.

Discussing the recorder with "Commercial Broadcasting," 2KO's managing director, Allen Fairhall, offered the opinion that the wire recorder presented the only method of giving the station access to a broad field of public affairs which commercial broadcasting must in the future interpret to its audience. He instanced several occasions where 2KO's roundsman and recorder arrived simultaneously with press reporters.

The wire recorder is also proving of inestimable value for the recording of rehearsals and enabling announcers to hear their own work from the listener's point of view, and has already made a considerable improvement in program and presentation standards at 2KO.

Norman Corwin, who was a recent visitor to Australia on his world tour, disclosed that he had taken more than 300 miles of wire recording of voices, sounds and "atmospheres" of Australia which he will incorporate in programs based on his world tour.

coverage of any radio station . . . would show the following trend: Close to the transmitter most receivers will obtain a satisfactory grade of service and few will receive an unsatisfactory grade; at moderate distances there will be more cases of unsatisfactory reception, and at considerable distances only a small percentage of homes will receive satisfactory service."

"To reduce this simple and basic concept to practice, we developed and used for these field tests a new system of obtaining field data so as to provide a quantitative measure of service rendered."

Dr. Goldmark, discussing the increase in potential brilliance of color video pictures, said newly developed filters permit an illumination increase of 2½ times, while increasing the color frame rate from 40 per second to 48 allows an increase of 4½ times in brilliance.

# ALLSOP ADVOCATES IMMEDIATE START FOR AUSTRALIAN TELEVISION

Stir Caused by Recent BREIF Club Address on New Developments

*Mr. Ray Allsop, well-known electronic engineer, makes no bones about his advocacy for an immediate introduction of television and F.M. broadcasting in Australia. His recent address before the BREIF Club at Science House, Sydney, in which he set out to show just what F.M. and television would mean to Australia, was in the nature of a fighting attack upon those who would dally and deliberately close their eyes to the obvious course of electronic development throughout the world.*

*Publication of that part of Mr. Allsop's lecture which dealt with F.M. in last issue of "C.B." created widespread interest and comment throughout the industry. Below we carry on with his views on television which will undoubtedly prove equally stimulating.*

Mr. Allsop said that it was clear from public reactions in the United Kingdom and the United States of America that the technical excellence of monochrome television has reached a degree where it is an acceptable form of conveying intelligence by sight. To establish a yardstick to determine the degree of excellence he made a comparison with 16 mm. film resolution, and then pointed out that: "Recent improvements to cathode-ray viewing tubes brings the contrast to the same degree as film processed under the best conditions.

"Since the degree of technical excellence is dependent upon the transmission standards, they should be examined in conjunction. There is considerable difference in the standards established in Great Britain and those in the United States, but this may be readily understood as Great Britain initiated a public service many years before the United States. It is true Great Britain blazed the trail, and it is evident, largely by the persistence of the late John Logie Baird.

"The United States profited by British experience, and established as standard an increase of scanning lines per frame, which produces greater resolution or definition.

"The comparison of the 16 m.m. film and television resolution is based therefore on a 525-lines per frame definition.

"British authorities now agree, following their experience, that the United States' standards are superior, and will probably adopt them in the extension of the television services in Great Britain. The E.M.I. specification, dated August, 1945, confirms this by stating that "525 lines per frame definition is recommended or, at a slightly greater cost, 605 lines per frame." The latter producing a higher definition than U.S. television. However, there is a point at which the human eye does not appreciate added detail, and which should be taken into consideration.

"It is found that the most comfortable viewing distance is about six times the height of the picture, e.g., the picture subtends 10° at the eye. As the limit of resolution of the eye is about 1 minute of arc, it is evident that it will barely be possible to resolve 600 lines. Therefore, any further increase with the added cost of equipment is probably unwarranted.

"Reliable authorities in Great Britain and the United States of America are agreed monochrome television will hold the field for many years to come. Colour television can only be done on very much shorter waves and that brings in transmission and receiver problems to which all the answers are not yet known, and it also substantially increases the cost of receiving sets to be used in the homes. They are also agreed that at least five years will elapse before the desirable electronic, colour method is evolved and then it will only be ready for experimental establishment.

"Much publicity has been given to a mechanical colour method developed by the Columbia Broadcasting System of the United States of America. They are insistent that television should not be launched in a widespread manner until their system has had a trial.

"In strong quarters it was recommended to the Parliamentary Standing Committee on Broadcasting that any television activities in Australia should await the arrival of colour. However, the majority of the radio industries in the United States, after study of the Columbia Broadcasting System's proposed colour method, are determined to go ahead with the monochrome method as in Great Britain.

"The Columbia Broadcasting System is giving most enticing demonstrations of colour, but the method uses the same mechanical principle of rotating colour filters as was used before the war.

"The system was demonstrated to me by Dr. Peter Goldmark, who is in charge of the development. Before entering the darkened viewing room,

I had several minutes' wait in a semi-lit reception room, in order that my eyes would become conditioned to the darkness.

"The demonstration received employs a 10 in. direct viewing screen over which is placed a magnifying lens, the colour filter wheels revolving between the screen and the lens.

"While the lens magnifies the picture, it is necessary to view the picture on the lens axis, otherwise optical distortion becomes apparent. With a number of people viewing the same screen, the tendency is to stand one behind the other.

"Low intensity of the CBS colour picture is one of the major drawbacks. With approximately 80% of the light being subtracted by the colour filters, the method is bound to be wasteful of the cathode-ray tube illumination. If higher screen illumination is achieved, the 20-frame flicker which is not noticeable at low screen brightness, will appear annoying and spoil the viewing. The method is destined to dark rooms and cannot compare in this regard to the new post-war monochrome pictures.

"In order to transmit the three primary colours in sequence, and to obtain the necessary definition, wide frequency band-width is required. Therefore, colour television radiation is destined to the ultra-high frequency band at approximately 500 Mc/s., and much has yet to be learned of the behaviour of these frequencies when employed in a broadcasting system.

"There is no justification for delaying the introduction of a television service merely to await a successful colour method, which, after all, is a small part of television appeal.

"To wait may mean tremendous cost to the industry, since the public and industry operatives will not be conditioned. Colour television will at-

(Continued on page 7)

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## ALLSOP ADVOCATES TELEVISION

(Continued from page 6)

ways be more costly than monochrome. Therefore to sell colour in the first instance without conditioning the public to television, as in Great Britain, will be a most difficult task. Remember we could purchase Ford motor-cars a few years ago at a fraction of what we pay for them today.

"Whether we establish television in the very near future or 10 years hence, we shall have the growing pains of program development. Cast your minds back to the beginning of sound broadcasting and the years following. We did not have a blazed trail to follow—we solved our problems. It has only been in recent years that we have followed the pattern of overseas program production.

"In television, Australia is indeed fortunate in being able to draw upon the experience that has been obtained in Great Britain and the U.S.A.; an advantage which we did not have in the introduction of sound broadcasting.

"In the sphere of sport and pageantry telecasting, Australians no doubt will be intrigued. A spectator has described it in this way: "Television news has a flavour which is quite different from the flavour of broadcast news, newspapers or newsreel. It has the unmistakable feeling of a direct experience, and it presents us with the reality as it is." Why can it do this? Because television news is immediate news. Nobody knows it before we do. We are in the position of the reporters, of the camera men who take the newsreels, of broadcast commentators. We sit in our armchairs at home, sharing the tension of the crowd and their accumulated excitement. By these means our program difficulties will diminish.

"The Australian electronic industry proved itself in a very capable manner during the war. If it is given the opportunity it will ably prove itself in television. It will carry the project to success just as ably as the industry has done in England.

"If the Federal Government will review excise duty on valves and other components necessary, sets could be produced for retailing at popular prices, and—then we can economically afford television, at first in the larger cities of Australia, the cost of which can be met by licence fees and sponsorship. The public is ready for it—long have they been told of the wonders of electronics by the press and industry advertisements.

## Some Points Made by Ray Allsop

• There are no cliques amongst American engineers on color versus monochrome. All agree on advantage of colour when it becomes economical and efficient.

• We have in Australia a reservoir of artistic talent as yet untapped. Television will provide the opportunity for a complete practice of artistry as does the motion picture. Sound radio develops only one faculty, and in time the ability to convey intelligence by mere expression is lost.

• We cannot afford to remain out of this field of endeavour. Our great electronic industry must be maintained in a condition of education to compete with the world in the event of another emergency.

"In conclusion, I urge the Federal Government to implement the terms of the Australian Parliamentary Standing Committee on Broadcasting's report with regard to television as soon as possible, or permit suitable arrangements to be made for private enterprise to introduce the British television system in Australia."

### Questions and Discussion

The Chairman, Mr. Eric Dare, likened Mr. Allsop to Sinbad the Sailor, who returned with wonderful tales of riches in the valley, but the main query was, "When will we have these F.M. and television riches?" Mr. Dare then invited those present to submit questions relative to any points of Mr. Allsop's lecture in which they were interested.

Mr. R. Meadows asked whether there was any refraction in the propagation of F.M. In reply, Mr. Allsop said that Armstrong's original F.M. tests proved that there was refraction, and as a result the effective range was found to be two or three horizons.

Referring to colour television, another listener queried the fact that while Mr. Allsop had mentioned there were three colours, no mention had been made of yellow. Why was this? In reply, Mr. Allsop said the mixing of primary colours produces the mid-tones.

Mr. Fruman (C.E.P.) then pointed out that increasing the audio-frequency range up to 15 kc/s. would surely involve a revision of many arts—receiving set manufacture and recording technique, etc. Mr. Allsop agreed that that was true, and said that F.M. primarily provides the desired radio channel which is the basis of high-fidelity reproduction in a broadcasting system, and many new techniques to strengthen the weak links in the chain are required to bring complete realisation of the possibilities. For instance, a new loud speaker had been developed in the R.C.A. Princeton Laboratories which reproduces frequencies up to 15 kc/s., while the B.B.C. and E.M.I. in the U.K. and the American recording organisations also were showing remarkable improvement in their products. Studio technique and monitoring methods were entering a new phase. Wide-swing

F.M. had set the pace for other arts to follow.

Mr. V. M. Brooker asked if there was any interference between F.M. stations due to ducting of waves. Mr. Allsop in reply assumed that Mr. Brooker referred to "Tropospheric Sporadic E" and "F2 layer" interference, and said that the American F.C.C. predicted interference of this nature in the 42-50 mc/s. band and moved F.M. up to 88-108 mc/s. However, Armstrong and Zenith subsequently proved the prediction ill-founded and that the interference would be negligible.

Mr. Archer Whitford asked what did the B.B.C. intend to do with F.M. and in reply Mr. Allsop said that as the B.B.C. had a complete monopoly and required a lesser number of stations to cover the U.K. than required to cover Australia, channel difficulties were not so pronounced. F.M. investigation and development was proceeding, but mainly with the object of improving the quality of broadcasting.

The Chairman then called on Mr. Sam Maxwell, of Trans-Radio Advertising Service, to propose a vote of thanks and in furtherance of this, Mr. Maxwell said it was one of the most informative papers and interesting evenings that it had been his pleasure to attend. The subject certainly a wonderful scope for imagination which was what the advertising profession really lived on. Here was the presentation to broadcasting circles of a "new idea" which appears to be many years old. Mr. Allsop's address, said Mr. Maxwell, conveyed the necessity for closer co-operation between the technical people and those responsible for programming. The public obviously would be pleased to have static-free broadcasting as is suggested would be possible with F.M. Both F.M. and television as illustrated by Mr. Allsop, indicated something fresh and big in radio. A possible introduction of A.B.C. sponsored programs, the requirement of new channels, a lot of people's enthusiasm over all added up to something that yet had to be revealed. It would appear that with a multiplicity of additional stations advertising media men would need to have new training.

# A "commercial" is only as good as its presentation

## Willmott's, re Vick's Vapo Rub, say

"... an extract from a letter from the President of Morse International Inc., the American advertising agency for Vick Products Inc.

"We want to pass on to you the enthusiastic approval which we have just received from our client, Vick Products Inc. They have just auditioned the record and have asked us to pass on to you their deep appreciation for the care and effort which you have put into producing this fine job. The Vick President and several of the directors had quite a discussion as to whether you actually dubbed the American record or produced the spots locally. Because of our great pride in our production, we think this is the highest possible compliment that could be paid."

## Hawkins', re "Spellbound" and "Overlanders," say

"The outstanding success of our recorded radio campaigns handled by the 2UE Production Department has convinced us that its facilities in terms of creative work, interpretation, technical skill and service are invaluable to the advertising agent. Two recent campaigns recorded by 2UE Production Department in conjunction with ourselves were for the films "Spellbound" (United Artists) and "The Overlanders" (Ealing Studios). Made for Australian and New Zealand promotion, these recordings are held by our clients and ourselves to have contributed to the box office records each film established. For product advertising, too, we find facilities of 2UE Production Department lend maximum dramatisation to the sales message and make radio advertising 100% effective."

## Rodney Evans, re "Dyomee," says

"It gives us great pleasure in recording herewith our appreciation of the many kindnesses and excellent service you have rendered us in connection with our mutual clients.

"2UE's Production Department, in producing 'Dyomee' recordings on our behalf, on all occasions, have displayed the most intelligent approach in casting and production... genuine enthusiasm and interest... and the resultant highest technical skill we have yet experienced."

MAY WE SUGGEST YOU CONTACT 2UE AT BW 3121 FOR FURTHER DETAILS.

No matter how expertly worded your "commercial" may be, no matter how carefully planned its merchandising strategy, there is only one sure way of giving the message its full opportunity of doing its sales job thoroughly—*have it recorded where the absolute best in facilities prevail and the most effective voices and supports are available.*

Radio 2UE offers you this service readily, efficiently and at reasonable cost. These recordings, of course, need not necessarily be for 2UE, but could be sent anywhere for commercial broadcast.

With a 2UE recording, any "commercial," irrespective of length, is treated as a *PRODUCTION* by Mr. Paul Jacklin, 2UE's Producer-in-Chief, and by his highly qualified staff headed by Actor-Producer Howard Craven, Musical Director Desmond Tanner, Writer-Producer Geoff. Jackson and Production-Executive Sam See.

## Paul Jacklin

recently spent a considerable time in U.S.A. studying the marked modern advancement in recorded "commercials"—both musical and straight. The added knowledge thus gained of "commercial" technique, covering the human touches, the sales psychology and the most modern technical developments in radio advertising is a further guarantee that

# 2UE'S PRODUCTION UNIT WILL MAKE YOUR COMMERCIALS "100% +"



# Export Markets Available to Australia Says Fred Thom

## Recommends Adoption of B.B.C.-type Television

Speaking before the BREIF Club luncheon at the Wentworth Hotel, Sydney, on Monday, November 4, after recently returning from an overseas trip to Malaya, India, England and Europe, Mr. F. W. P. Thom, co-managing director of Thom & Smith Pty. Ltd., Sydney, stressed two important points. First—that if the Australian electrical-radio industry with its present quality of merchandise can keep prices to present levels, it can compete successfully in rich export markets in Malaya, Burma and India. Second—that with the existing B.B.C. television service in England a practical success and the public clamoring for television receivers, a television service along similar lines should be introduced in Australia immediately.

Mr. Thom explained that the purpose of his overseas visit had been to investigate business opportunity in India and the Near East, and to see at first hand what was happening in kindred industries in England and Europe, as such activities were, he felt, a guide to future developments in this country.

He said that one of his greatest impressions was the fact that price control in Australia, as it had been instituted and carried out, was unequalled in any part of the world that he visited and that we should be grateful for this.

In Singapore and Bangkok, through Burma and India, Mr. Thom investigated in detail the merchandise on the local electrical and radio markets, tried out their radio receivers and came to the conclusion that Australia now produces better receivers than those offering in those markets and formed the opinion that Australia could compete with other exporters to those areas, mainly British.

Australia's ability to keep inflation down and control its prices to the extent that it has done, is an immense help in catering for overseas markets.

In England, he investigated television and manufacturers' problems generally. He said he approached the subject of television as a potential customer, rather than from a technical investigation point of view, and summed up his impressions of British television by saying—"I would have a television receiver" and said that if he was living in England and could not normally afford a television receiver he would find some way of getting it. He said that many people in England have that same idea.

He said that television has a high public acceptance, it can be viewed in comfort without producing eye fatigue and that the service given by the B.B.C. included coverage of major

sporting events, other items such as the Victory Parade, in addition to normal studio features.

He visited the Alexandria Palace, the home of B.B.C. television, and appeared for a few minutes in one of their programs, "Picture Page."

Mr. Thom said that the production of television receivers was well behind schedule and that it would be probably March of next year, before they were available in any quantity.

Evidencing the demand existing at present in England for television receivers, Mr. Thom said that whilst the new table model television receivers that are becoming available are listed at £35, plus tax, and console models at £55, plus tax, any second-hand console type of receiver of pre-war vintage with about a nine-inch screen had a ready market at about £80 sterling.

This put television in the same category as motor cars—an English motor car had a resale value of about £200 higher than new cars. This was brought about because so much of England's production was earmarked for export that it was virtually impossible through priorities, etc. for average civilians to purchase a new car, and, consequently, they were prepared to pay such exorbitant prices for models of earlier vintage.

At all the factories Mr. Thom visited in England, which included H.M.V., Pye and Ecko, in addition to the B.B.C. and Alexandria Palace, he said he was treated particularly well and received every co-operation. He said the English people were eager to show what they were doing and to preserve no veil of secrecy whatever.

Mr. Thom then visited Holland and the Philips works at Eindhoven where he met an old friend, Mr. Groeneveld and Mr. Loupart, the chief of Philips organisation. In Eindhoven, too, he found that the people were eager to show everything that they were doing and expected that in the next year or two many great and new things would come out of Philips works. He mentioned a new type of projection television that had been perfected there, which he described as particularly good, and showed an image of about 24" by 18" which could be viewed in normal room lighting although its quality of illumination improved in a slightly dimmer light.

At the conclusion of his remarks Mr. Thom referred again to British television and suggested that existing practice in Britain, with its single frequency and monochrome, should be a pattern for Australia. It was a worthwhile service with a public demand and he said that if we in Australia wait much longer to introduce television, we will be that much further behind the market.

He visualised that a television service could be run in Australia, operated by a Government body or some other utility charging an annual licence fee of about £5 per annum which could be supplemented by advertising. He said that the television receivers could be made in Australia within the capacity of the Australian people to purchase them.

The Chairman called on Mr. Ray Allsop, who recently lectured on television and F.M. before the BREIF Club, to propose a vote of thanks to Mr. Thom.

Visitors to the luncheon who were introduced by Vice-President Mr. O. Mingay, included Major-General J. E. S. Stevens, C.B., D.S.O., recently appointed General Manager of the Telecommunications Commission.

General Stevens will be the guest speaker at the next BREIF Club luncheon on Monday, December 2, at the Wentworth Hotel, Sydney.



Mr. F. W. P. Thom

# 3AW-CV is broadcasting with a purpose:

There is more than the combination of a good voice, good music and a bright show behind each programme planned by the Macquarie Network. Doing the right thing at the right time and a host of behind-the-scenes objectives, gained through many years of astute showmanship, continue to keep 3AW and participating Macquarie stations at the top of listener preference.

## Objective 1: Bigger Audiences.

Mass appeal is the motive behind 3AW's programming. This is assured by the Network's access to to-day's best theatrical and radio talent.

## Objective 2: Happy Listeners.

Macquarie's happy knack of knowing how to please most of the listeners most of the time has its repercussions with satisfied sponsor reaction.

## Objective 3: Developing Sponsor Goodwill.

The job of conscientiously influencing the greatest percentage of Victorian listeners is offered to advertisers who can cash in on 3AW's strategic hook-up of Melbourne and Central Victoria.

## Objective 4: Assisting in Mass Media Appeal.

Advertising agencies who desire to place clients' contracts through media of widest coverage will find advantage in the 6.30 p.m. to 10.30 p.m. link-up of 3CV with 3AW.

## Objective 5: Fostering Commercial Radio.

Ideas which assist in putting Commercial Radio on a better plane is always part of 3AW's policy. The Junior 3AW is an indication of this.

## Objective 6: Catering for the Community.

Events of all national importance are included in 3AW's service. This includes ball by ball Test descriptions and the Davis Cup.

## Objective 7: Technical Improvements.

The very best reproduction is a constant responsibility of 3AW's technicians. In addition to new recording processes a new transmitter is to be erected.

## Objective 8: Network Co-operation.

The synchronisation of Interstate campaigns is a self-solved problem when 3AW and the Macquarie Network resources are utilised.

IMPRESSIVE  
NEW FEATURES  
ENLIVENS  
MELBOURNE'S  
LISTENERS

3AW-CV in its participation of the Macquarie Greater Radio Season is meeting the need for new programmes in no uncertain manner.

These include:

### TOMMY TRINDER

The world famous comedian has been signed for an exclusive series of variety shows through the Macquarie Network, many emanating from the 3AW Radio Theatre.

### KISS AND MAKE UP

This novelty programme is based on comedy and music, ideal ingredients for an ideal radio show.

### SPOTLIGHT ON HOLLYWOOD

Sound tracks from actual films which are box office winners are proving equally popular on radio.

### STAR PUPIL AUDITIONS

The popularity of amateur programmes with listeners sharing the rise of new stars is always a radio thrill, and this programme has the advantage of entrants being music teachers' nominations—with an orchestral accompaniment.

### 8 p.m. MUSICOMEDIES

Penfolds Musical Comedy Theatre at 8 p.m. is already established as one of the week's radio highlights.

### BEAT THAT STORY

Friday night's team of laugh-makers, headed by George Foster, is providing something most listeners like—a good laugh!

### TERRY HOWARD SHOW

Sweet music is always a Macquarie virtue and 3AW is proud to welcome back Terry Howard with half an hour of his own.

### NEW LOCAL FEATURES

A top daytime audience, attracted by 3AW's "Choice of the People" programme, is attracting many new sponsors to times in between.



## AND NOW WE KNOW THAT RADIO ADVERTISING IS EFFECTIVE EVEN FOR RETAILERS!

(By Lex Lippmann)

When I was a very little, and naturally precocious, child I used to get quite a kick out of peeping into pages of medical books—particularly the illustrated ones. Now, I don't mind making the admission of my youthful curiosity to learn what the body was all about . . . to learn what made things tick. One of the first things I learned was that the body was a pretty fair sort of a "machine" and functioned perfectly so long as it was not abused in any way. That I learned from practical experience and not from the books.

All of which may appear on the surface to be somewhat irrelevant to the subject of Professor C. H. Sandage's very informative book "Radio Advertising for Retailers," published by Harvard University Press (U.S.A.) and available now through Angus & Robertson, Sydney. But my uppermost impression after reading the book is the query—why has radio advertising got to be such a guinea pig and continually submit itself to so much, shall we call "radioectomy?" It just seems that broadcasting as an advertising medium has to jump all the hurdles, has to prove every facet of its relative effectiveness, has to measure up to standards never asked for of any other advertising medium. It would be nice if everyone would take a more or less sensible view of radio and admit the obvious fact that it is an excellent advertising medium without trying to "look for the catches" or even to suspect that there is a catch in any part of it.

But it seems that is not the fashion and the thirst for intimate knowledge of everything about radio can only be accepted as a compliment to it. Literally hundreds of books and pamphlets have been printed on the subject, purveying the analytical conclusions of every phase of broadcasting by the world's outstanding scientists, statisticians, and almost any other expert you can think of. Many great writers have thrust their scalpels into "the body," probed, discoursed, and stitched it up again and sighed "there's nothing wrong with it after all."

Few have probed quite so thoroughly or discoursed more interestingly or left a better feeling of something accomplished as has Professor Sandage in his book. That is possibly because he set out in the beginning upon a definite project in his study of a specific facet of radio advertising, i.e., the use of the medium by retailers . . . where, when, why, how, and to what effect? He answers all those questions; not completely satisfactorily (on his own admission) but well enough to make his book a really worthwhile addition to the already-burdened shelves of those who like reading about radio.

We all know in Australia that the subject of effective selling by retailers or local advertisers has a very important bearing upon the whole structure of the commercial system of broadcasting, politically as well as socially. Much the same circumstance obviously applies in America where Professor Sandage points out, ". . . In 1942 the money paid for time by local business firms was more than one-fourth of the total revenue from time sales of broadcasting stations and networks. The total net revenue received from such firms amounted to approximately \$54,000,000. . . . Some stations were almost completely dependent on local business firms as a source of revenue. . . ."

"The average 1942 expenditure for radio time by retailers who used radio consistently throughout that year was approximately \$4,100. This represented about 11% of the total amounts such firms spent for all advertising. Department store users of radio spent, on the average, only 5.1% of their advertising dollars in radio . . . no department store studied spent more than one-third of its advertising budget in radio. Many of the other types of retail establishments spent half or more of their advertising dollars in radio, and a number used radio exclusively."

Professor Sandage tells us that of those who used radio throughout 1942, one-half had used it for five years, and 20.5% had used it for ten years. The percentage of long-term users

becomes more significant when it is realized that the number of commercial stations increased 56% from 1934 to 1942 and many 1942 advertisers had no opportunity to use radio in 1933. An interesting comparison with Australia is possible on that point as the number of commercial stations increased during the same period by 59%.

Professor Sandage found that local radio advertising was predominating spot announcements. "Retailers and other local firms either have avoided the work involved in building their own radio programs or have been influenced by station policies. . . . In 1942 local business firms spent about 58% of their radio time dollars for spot announcements. While department stores placed less relative emphasis on non-program time than was true of any other type of retail outlet, they allotted on the average 44.3% of their radio budget to spot announcements. The comparative figure for shoe stores was 80.4%.

"Retailers who sponsored radio programs in 1942 preferred news and music above all other program types. A number of retailers sponsored more than one type of program. News was sponsored by 44.2% and music by 43.6% of all retailers sponsoring programs. Variety programs were the next in volume but this type was used by only 11.5% of all retail buyers of program time. Sports programs were generally low but popular among men's wear and family clothing stores."

Professor Sandage saw that many opportunities for developing programs with particular local appeal have been ignored by broadcast stations and retailers. He doesn't leave it at that but discussed ways and means of retrieving those losses, which the reader will find quite stimulating. He makes these conclusions:—

1. Radio is of primary value to whose customers are drawn from sections of a city or from adjacent rural areas. Radio may be used to reach a market but such market should represent substantial numbers of people. Radio is an effective medium for neighborhoods.

(Continued on page 13)

# The Trend TO-DAY

is to

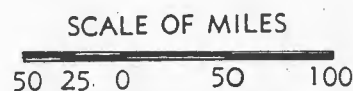
# 5 KA

## The VOICE and CHOICE of South Australia . . . .

Represented Nationally by  
**FRANK MASON & CO. LTD.**

# SOUTH AUSTRALIA

AREAS OF DISTRIBUTION OF LISTENERS LICENCES  
WITHIN 25 & 50 MILES  
OF EACH COMMERCIAL BROADCASTING STATION



WESTERN AUSTRALIA

NEW SOUTH WALES

VICTORIA

### Listeners' Licence Distribution as at December 31, 1945

**ADELAIDE**  
(Stations 5AD, DN, KA)

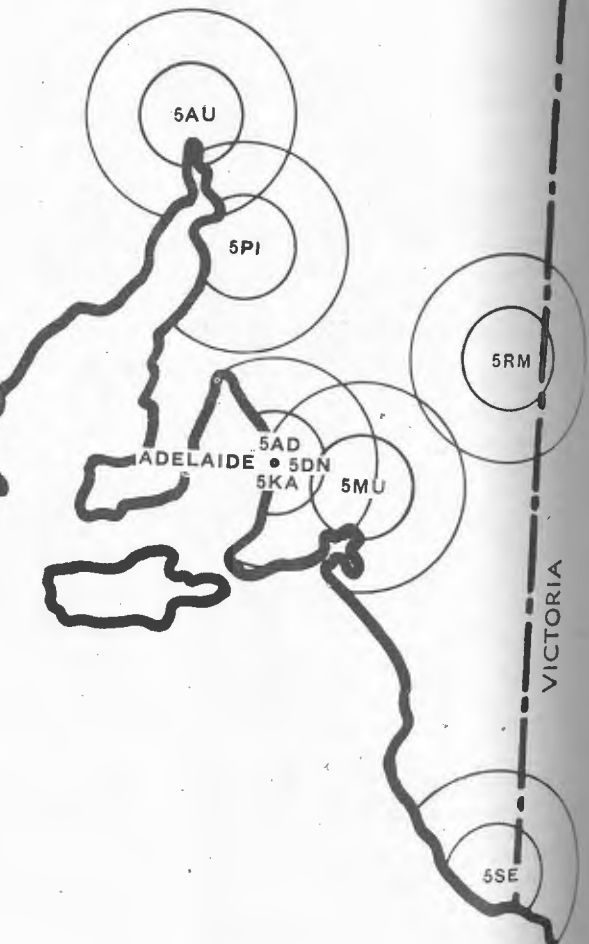
25 miles	50 miles
104,557	112,525
26.19	25.19

**COUNTRY AREAS**

Call sign	Location	25 Miles	50 Miles
5AU	Pt. August	1,475	4,001
5MU	Murray Bridge	4,630	13,568
(Ex-metrop.)			
5PI	Crystal Brook	5,367	11,452
5RM	Renmark	2,945	3,952
5SE	Mt. Gambier	2,367	3,287

**STATE DISTRIBUTION**

Whole State	148,348
Adelaide Metropolitan	97,004
Country	51,344



# HOW THE LISTENERS' LICENCES ARE DISTRIBUTED OVER AREAS IN SOUTH AUSTRALIA

## State's Envious Lead in Licence Density

The total listeners' licences for the whole Commonwealth at June 30 1936 was 825,136 compared with 1,436,894 as at June 30, 1946 — an overall increase in 10 years of 611,758, equalling 74%. Of this total South Australia's share was 64,956.

Considering two important factors, (1) that South Australia was even ten years ago the leading State of the Commonwealth in licence density to population and (2) that six of those ten years were virtually "war" years, the rate of increase for the period is certainly very healthy. South Australia at June 30, 1945, still led all States in the matter of listener licence density with a ratio of 24.24 per 100 of population. In 1936 it was 15.84%. The Commonwealth density at June 30, 1946 was 19.34. That S.A. figure, in the view of some statistical experts, is close approaching saturation point.

One remarkable feature of the South Australian licences is the fact that the impact of the war years on the taking out of new licences seems to have had very little retarding influence compared with the position in other States (see New South Wales analysis, "C.B." 5/9/46). In South Australia the average annual gain in licences from 1939 to 1943 was a shade of 6,000. But a marked drop did occur in the year ended June, 1944, when the year's gain was down to 2,209. This was followed by a further substantial drop the next year to a gain of only 1,622.

## Growth of Listeners' Licences in South Australia, 1936-1946

Year	Licences in Force	% of Population	Rate of Increase
June, 1936	87,500	14.80	10,985
June, 1937	99,209	16.71	11,709
June, 1938	111,966	18.77	12,757
June, 1939	117,520	14.56	5,554
June, 1940	124,928	20.68	7,408
June, 1941	131,292	21.61	6,364
June, 1942	137,244	22.52	5,952
June, 1943	142,780	23.43	5,538
June, 1944	144,989	23.92	2,209
June, 1945	146,611	23.37	1,622
June, 1946	152,456	24.24	5,845

Total 10 years . . . . . 64,956

Equally dramatic was the upsweep of the curve in the post-war year ended June 30, 1946, the gain recovering to nearly 6,000.

### UNIQUE BROADCASTING SET-UP

If the range of South Australian commercial station transmitters was limited to the arbitrary radii of 25 and or 50 miles (see Editor's note above) of the various broadcasting centres South Australian listeners would be rather poorly served. The fact of the State's high ratio of wireless equipped homes would indicate very clearly that, on the contrary, South Australian listeners in the main receive a fairly reliable broadcasting service. This also would indicate that the signal strengths of the various stations would make a very different pattern than that which is indicated by the PMG inspired arbitrary 25 and 50 mile circles.

Another unusual aspect of South Australian broadcasting is the fact

that there are no completely independent country commercial broadcasting stations as there are in all other States, i.e. independent from city station relay or affiliation. In Adelaide there are the three powerful commercial stations — 5AD, 5DN and 5KA. Most of the programs of those three stations are relayed to country affiliate stations. We find that 5AD feeds its programs to 5MU, 5PI and 5SE, the quartette operating as the "Advertiser" (newspaper) network.

Station 5DN relays the bulk of its programs to 5RM, while 5KA relays to its affiliate station 5AU. There are no other country commercial stations. A similar circumstance in broadcasting cannot be found elsewhere in Australia. It might be argued that herein lies the reason of South Australia's leading position in licence density. On the other hand such argument may be completely ill-founded. It is, however, an interesting point and one which would bear further investigation.

The set-up is certainly very compact and ensures country listeners deriving the benefit of the best city-produced features in addition to being provided with localised "service" items. Nevertheless the fact that must not be lost sight of is that practically all South Australia's population is concentrated around the two Gulfs and South Eastern corner of the State in a comparatively confined area which obviously does not warrant expansion of the broadcasting system to a much greater land area than is at present serviced.

### "THOSE ARBITRARY CIRCLES"

The reader must be alive to the potential trap inherent in slavish trust in the arbitrary circle of 25 and 50 miles radii of broadcasting stations as applied to actual listening or to licence figures. We have followed the system adopted by the PMG's Department in licence figures distribution within prescribed radii, not to perpetuate the strict application of station coverage within such arbitrary areas, but because there is as yet no other standard of calculation in universal practice or operation and the industry has grown up with this basis of licence distribution calculations. If field strength maps of every broadcasting stations were available, there would be a very different pattern of lines covering the State, and nowhere is this fact more amply demonstrated than in South Australia, although the all-over picture depicting licence density following the pattern of population density would be the same (see map opposite). —Editor.

(Continued on page 16)



## THE SOUTH AUSTRALIA STORY

(Continued from page 15)

### INDUSTRIAL-POPULATION EXPANSION

South Australia is Australia's State of romance to-day—of industrial and sociological romance. Nearly two years ago these columns carried an article predicting outstanding development of the State's great potential. Much of that has since come to pass. Industrial expansion in and around Adelaide in the past 12 months has been astounding. Almost every week news is published of some new industry opening up, or an established one adding to plant and payroll. In the wake of these industries population figures are climbing. The move by Philips Electrical Industries Pty. Ltd., alone, to Adelaide this year from N.S. Wales will mean an additional payroll to nearly 3,000 employees; Firestone Tire and Rubber Co. plans an establishment of up to 1,000 hands. A dozen or so other big manufacturing firms have either started operations or are pending opening up in South Australia involving big employment figures.

In the year 1938-39, total hands employed in factories numbered 43,371, according to the South Aus-

tralian Government statist. At the close of 1945 this figure had increased to 65,472 while value of output over the same period from factories rose from £35 million (approx.) to £65 million (approx.).

The number of factories in the same six years increased by 115 from 2,067 to 2,182, with value of land, plant, etc., increasing from £18,460,000 to £34,833,000.

The factory employment figures are very interesting. Projected against the State's total population of 634,163 (P.M.G. estimate) they represent approximately 11% of all persons factory-employed.

New companies formed in South Australia in the seven months of 1946 ended July total 159, with a nominal capital of over £4,700,000. In the corresponding period of 1945 only nine companies were registered with a total nominal capital of less than £500,000.

The range of South Australian manufacturing is amazing with metals, implements, machines and vehicles leading the field for an estimated annual output value of

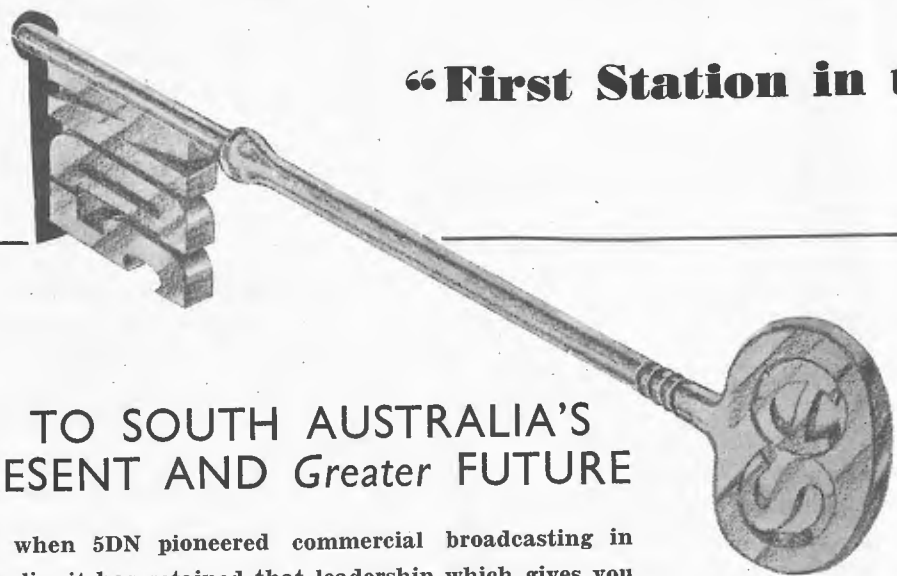
over £25½ million. Then follow textiles (£3,622,000), flour mills (£2,592,000), clothing (£2,392,000), electric light and gas (£2,107,000), fellmongery (£1,199,000), other textiles (£1,630,000), sawmilling (£1,533,000), fertilisers (£1,419,000), chemicals and medicines (£1,331,000), cement, cement goods (£1,308,000). Those are just a few industries returning over the million a year mark while there are at least another thirty-one major industrial activities, irrespective of primary production.

### Estimated Population of Towns in South Australia

\* Towns with commercial broadcasting stations.

Port Pirie . . . . .	12,000
*Mt. Gambier . . . . .	8,300
Whyalla . . . . .	7,500
Gawler . . . . .	5,600
*Renmark . . . . .	4,900
*Murray Bridge . . . . .	4,700
*Port Augusta . . . . .	4,500
Port Lincoln . . . . .	4,000
Kadina . . . . .	3,400
Peterborough . . . . .	3,300
Naracoorte . . . . .	3,100
Victor Harbor . . . . .	2,800
Salisbury . . . . .	2,700

(Continued on page 18)



“First Station in the State”

## THE KEY TO SOUTH AUSTRALIA'S Great PRESENT AND Greater FUTURE

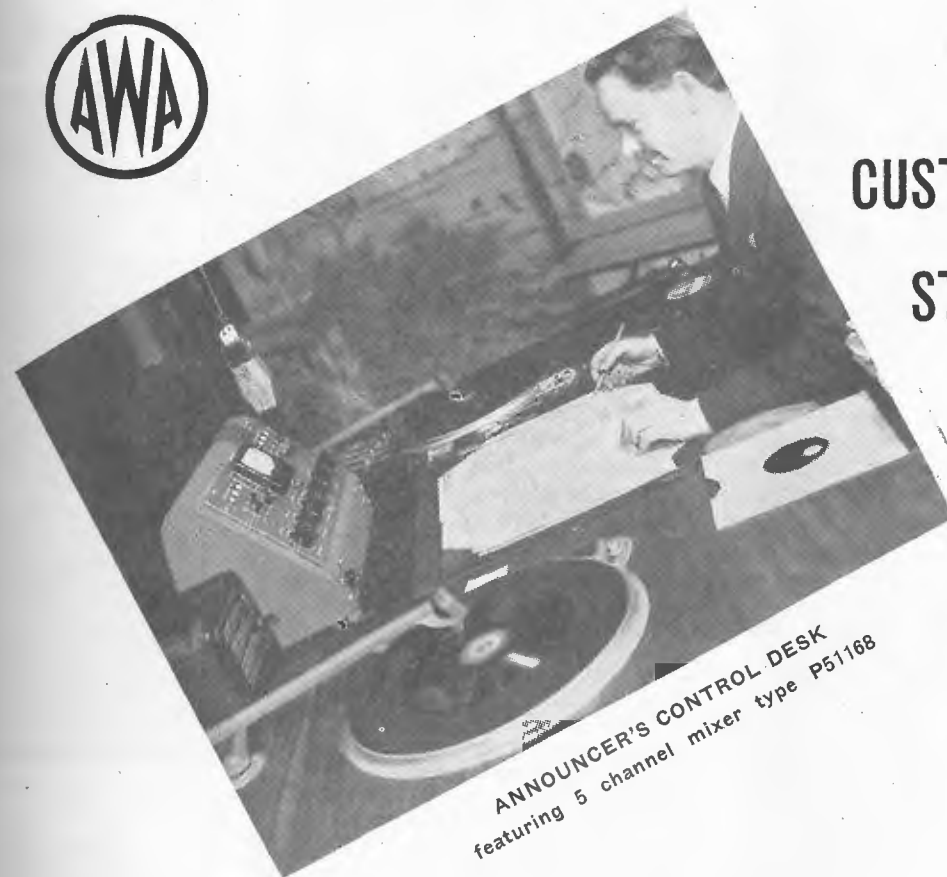
Since 1924, when 5DN pioneered commercial broadcasting in South Australia, it has retained that leadership which gives you the key to open the rich South Australian market for your product . . . to bring within reach the majority of listeners in one of the most progressive States in the Commonwealth.

# 5DN

ADELAIDE, with 2,000 watt relay

# 5RM

MURRAY HEIGHTS



CUSTOM BUILT  
STUDIO  
EQUIPMENT  
for  
2HD  
NEWCASTLE

ANNOUNCER'S CONTROL DESK  
featuring 5 channel mixer type P51168

Wherever individual requirements demand equipment of unsurpassed quality or performance, the A.W.A. post-war range of audio equipment for broadcasting or recording studios will be found eminently suitable. Standard units now being manufactured for stock include:—

Pre-amplifiers  
“A” Amplifiers  
“B” Amplifiers  
Splitting Amplifiers  
Limiting Amplifiers  
Programme Amplifiers  
Monitoring Amplifiers  
Studio or Booth Consoles  
Mixer Consoles  
Meter Panels

Fuse and Switching Panels  
Power Supply Units  
Programme Failure Alarms  
Monitor Receivers  
Line Equalisers  
Pick-up Equalisers  
Transcription Turntables  
Monitor Loudspeakers  
Recording Amplifiers  
Outside Broadcast Equipment

Specifications available on application

## AMALGAMATED WIRELESS (A'SIA) LTD.

47 York Street  
SYDNEY

167 Queen Street  
MELBOURNE

## SOUTH AUSTRALIA STORY

(Continued from page 16)

### Leading Towns Continued

Millicent	2,600
Clare	2,550
Moonta	2,550
Wallaroo	2,450
Tanunda	2,350
Berri	2,300
Jamestown	2,000
Strathalbyn	2,000
Waikerie	2,000
Mt. Barker	1,950
Angaston	1,900
Kapunda	1,900
Balaklava	1,850
Quorn	1,800
Barmera	1,700
Nuriootpa	1,700
Mannum	1,600
Tailem Bend	1,500
Lobethal	1,425
Bordertown	1,400
Stirling West	1,375
*Crystal Brook	1,300
Penola	1,300
Loxton	1,200
Aldgate	1,150
Gladstone	1,150
Maitland	1,125
Pinnaroo	1,100
Eudunda	1,100
Minlaton	1,025
McLaren Vale	1,000
Yorke town	1,000
Kingscote	1,000
Kingston	950
Freeling	950
Laura	900
Lameroo	850
Snowtown	850
Woodside	850
Hamley Bridge	825
Tumby Bay	800
Riverton	800
Williamstown	800
Yankalilla	800

\* See reference page 16

### Latest Licence Break-down

At press time a later breakdown of South Australian licences within 25 miles of principal centres than those quoted earlier in this article have become available in respect of the position as at June 30, 1946. They are as follows:—

Area	Licences	Population	Ratio of licences to 100—	
			Population	Dwellings
Adelaide	108,058	399,174	27.07	109
Crystal Brook	5,549	25,349	21.89	95
Port Lincoln	1,052	4,362	24.12	100
Renmark	3,082	11,159	27.62	115
Murray Bridge	4,719	18,696	25.24	106
Mount Gambier	2,499	13,147	19.01	82
Port Augusta	1,514	6,012	24.18	112
Whyalla	1,990	8,500	23.41	94
Mannum	3,489	17,000	20.52	80

## New A.W.A. Studio Installation For Newcastle Station

2HD Newcastle has recently completed the installation of new studio equipment manufactured by Amalgamated Wireless (A/sia) Ltd. The equipment mainly comprises standard amplifiers and associated units adapted to suit the particular requirements of 2HD. The set-up is rather different to what is normally experienced in broadcasting stations and perhaps it should be mentioned that the 2HD transmitter and aerial system are located on one side of Maitland Road whilst opposite, a separate building houses two independent studios. These studios leave little to be desired in all-round utility and attractive appearance, the most salient feature being mural background and wall effects which are capable of being changed for each season of the year.

The studios are equipped with five B.R.S. turntables, while seven R.C.A., one Shure, two Western Electric, and two Turner microphones are available at all times for all types of broadcasts. The neat compact studio panel is of the twelve-channel variety and is particularly flexible in operation. Each studio is also equipped with a record auditioning amplifier.

The amplifier installation consists of two separate single-channel racks, one for each studio with separate mixing units. The program is normally fed from the studio building across the road to the transmitter where a station engineer has a special mixing unit from which program control is maintained. It is from this point also that outside broadcasts are first monitored before being fed through the appropriate amplifying circuits located on the studio racks.

Basic units used in the 2HD installation comprise: pre-amplifiers, type G51160; "A" amplifiers, type G51161; "B" amplifiers, type G51162; monitor amplifiers, type G8025; meter panel,



Manager of 2HD, Jim Story, shown at the controls of the amplifier racks.

type 1M8036; power supply unit, type H8027; 12-volt D.C. power supply unit, type H51494; monitor receivers, type C8028; and mixer consoles, type P51168, all of these items being of A.W.A. manufacture.

As a follow-up to the new studio installation and in order to present the best possible transmission of programs to listeners a new 2,000-watt transmitter capable of operating on 500 watts, as licensed, is at present nearing completion at the A.W.A. Radio-Electric Works. This will be installed for 2HD within the next two or three weeks.

### Three Australian Bands in New Macquarie Shows

With 3AW signing up Bob Gibson Band for a series of network shows with Tommy Trinder from the 3AW Radio Theatre interest in Australian bands is being increased.

Other bands being featured from 3AW include Albert Fisher's Orchestra (he is the new band leader for 3AW's Tuesday night half hour—"Star Pupils" and is musical director of the Music Comedy Theatre, 8 p.m. Wednesday). Another musical team doing quite a lot of broadcast work since their release from the service are the "Rhythm Boys" who are featured in George Foster's new shows "Kiss and Make Up" on Mondays, and "Beat That Story" on Fridays, at 8.



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## ARC Chief's Overseas Impressions

The brilliance of British and Canadian sound recording techniques and, in America particularly, the trend towards lateral rather than vertical cutting, were highlights of impressions gained by Mr. Dudley Fegan, managing director of Australian Record Company, following his recent visit to America, Canada and England.

Discussing these matters in an interview with "C.B." last week, Mr. Fegan stated that one large company in America previously concentrating on and loudly acclaiming vertical recording was now developing and perfecting a lateral method of their own and upon which they seem prepared to pin their faith for the future.

Mr. Fegan said that American recording engineers were paying great attention to the problem of perfecting the transmission drive to the recording table. The trend was towards remote drive well isolated to reduce vibration.

"The constant search for record cutting heads giving a higher frequency range with a low distortion factor seems to me to be in preparation for improved AM broadcasting or for the introduction of FM," Mr. Fegan continued. "Particularly fine results in this direction I found in England, where one big company



Mr. D. M. Fegan

whose plant I visited has perfected a lateral recording head which cuts a "Christmas Tree" or light pattern flat from 40 cycles to 14,000 cycles per second on acetate. In Australia, our comparable best would be 45 to 10,000 cycles.

"Not only does this company cut with that frequency response, but it also has developed a pick-up to reproduce those characteristics flat, and from what I could gather in America, recording engineers there had not been able to equal the English achievement—at least not in commercial practice anyway."

Mr. Fegan added that these pick-ups will possibly be distributed in Australia by an existing Australian organisation at an early date, at an

infinitely lower price than the previous best American pick-ups. The English company making them was very pleased that two big American organisations engaged in building pick-ups and electronic equipment had placed orders for 400 of the English pick-ups to install in their current reproducing gear.

Mr. Fegan said that Australian manufacturers of records using vinyl materials were not alone with their headaches over the vastly-detected quality of the compound—particularly during the past six months or so. American makers were also suffering substantial losses due to contamination during compounding of the material. The trouble is now well known to the overseas suppliers of the material. It was traced to just another facet of post-war disorganisation, in that the supplier has had to rely on outside companies to compound the resin into the custom pre-forms used in pressing records. These smaller companies, mainly because of the unstable labor market, were unable to provide the highly skilled operatives and supervisors for manufacture of what is virtually a laboratory job.

Materials are still desperately short in America and recording houses are still operating on the wartime basis of "return old record before delivery of new."

Mr. Fegan described as extraordinary the number of new record makers that had sprung up overnight to meet the insatiable demand of the American public for phonograph records.

"The American people have become more and more record entertainment minded," Mr. Fegan continued. "This is possibly due to war reflex and a desire to be able to have their music as they like it when they want it rather than to remain dependent upon radio music. They seem to be in an 'escapist' mood and the most popular types of music are the South American influenced rhumba, samba and conga. Though, paradoxically, two numbers, England's 'The Gypsy' and 'To Each His Own', both slow and meditative numbers, were on the top line of the pops for quite a long time."

Mr. Fegan said that this demand for records for home playing and the equally-great demand for record changers would inevitably lead to considerable reduction of broadcast listening.

## "MUSIC FOR THE PEOPLE"

One of the most interesting events in commercial radio in recent years was the announcement by the Victorian Premier, Mr. J. Cain, that the State Government had decided to sponsor two "Music for the People" concerts in the Melbourne Botanic Gardens during the summer months. Amplifying the Government's announcement, Mr. Cain said that the decision had been inspired by the desire to bring good music within the reach of all citizens. "The Government is of the opinion that good music has become a vital factor in the happiness and morale of the community, and that all sections should have the opportunity of sharing in this great pleasure. That such musical festivals will help to build a happy and contented people is the ultimate ideal", said Mr. Cain.

Further indication of the increasing interest in these musical presentations is the fact that the Melbourne City Council is contributing £100, in addition to the Government's £500 towards the expenses of each concert.

First of the 1946-7 "Music for the People" concerts broadcast from the Melbourne Botanic Gardens was presented on Sunday afternoon, November 3, when the Melbourne Conservatorium Symphony Orchestra, under the baton of Hector Crawford, with soloists Glenda Raymond and Anthony Strange, presented a well-balanced program of operatic and classical favorites. The performance, composed by Eric Pearce, was broadcast through 3DB-LK and relayed to Victorian country stations.

This performance marked the beginning of the eighth season of these open-air recitals, which attract huge crowds of music lovers each year to the Botanic Gardens. The presentation of Sir Edward German's light opera, "Merrie England", last March attracted what is believed to be a record Melbourne crowd of more than 25,000 people.

The fame of these unique open-air recitals has spread even to England and America where papers have carried pictures and stories of "Music for the People" performances, which have become an integral part of Melbourne outdoor summer Sundays. Recently the BBC publication, "London Calling", devoted a great deal of space to the series.

The December performance of "Music for the People" will be in the form of a vocal festival in which young Australian voices will be given the chance to display their quality. Also planned for later in the season is an operatic performance.

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## SYDNEY RECORDING TEAM VISITING AFRICA

### Will Make Recordings of Animal and Jungle Life

Two well-known Sydney radio men, ex-members of the R.A.A.F., Ronald Morse, well-known actor and compere, and Alan Boyle, prominent recording engineer, are leaving at the beginning of November in the "Sarpedon" for South Africa.

It is the intention of this radio team to do the complete trip from Cape to Cairo via Portuguese East Africa and branching into any track where they will be able to make recorded documentaries on the famous diamond mines, domestic scene, native music and animal and other effects. Also, it is hoped that recordings will be made of tribal war dances. These master recordings will be sent back to Australia at regular intervals for editing, re-recording, processing and distribution throughout the world by Amalgamated Wireless (Australasia) Limited.

The fact that there is no liaison between South Africa and Australia in the form of a tourist bureau or representative of the South African Government here in Sydney has somewhat impeded the planning of an itinerary for the trip, but arrangements finally were completed. In addition, Alan Boyle has been able to contact a number of the amateurs operating in South Africa and they will be on the lookout for the recording team as they wend their way through the Continent.

An interesting point about the recording outfit is that Alan Boyle has designed and constructed all the equipment that will be used on the trip and the following details have been compiled from information supplied by him.

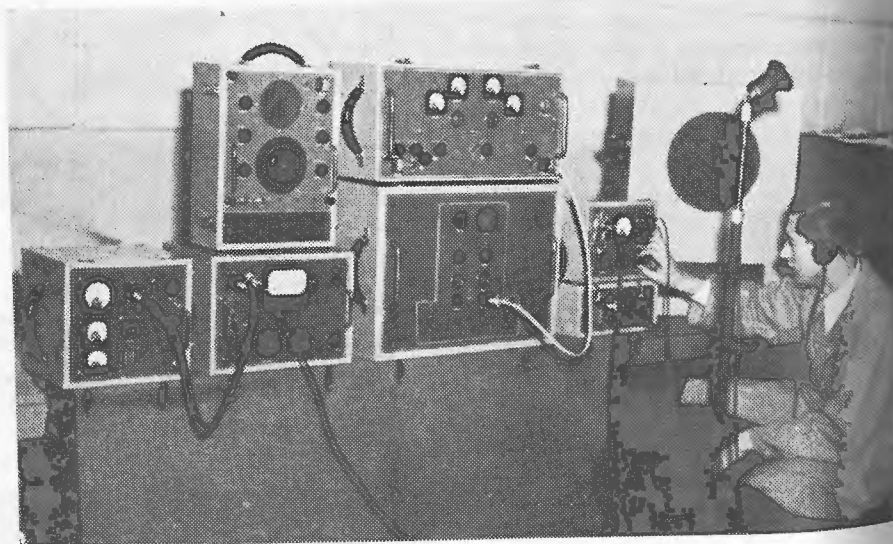
In planning the equipment for this recording tour across Africa, a number of factors had to be kept constantly in mind, and of these the primary consideration was the eventual commercial utilisation of the material for broadcasting and the consequent necessity for recording quality comparable with normal studio practice. To achieve this, the equipment had to be designed to a somewhat higher standard of performance than even static apparatus, to allow a margin which would take care of the unpredictable variables likely to be encountered under field conditions.

Next, the necessity for the maxi-

mum degree of mobility had to be considered and, as a result, the weight of the equipment had to be kept to a minimum consistent with the performance required. Finally, attention had to be given to the matter of power supply, although actually this factor played an important part in the design to meet the other requirements.

After an analysis of these factors and the conditions likely to be encountered, it was decided that the equipment should be designed for full-fidelity lateral recording and normal operation from 240 v. A.C. supply. Provision would be made for emergency operation from low-voltage D.C. (accumulator) supply, while the mobility aspect would be taken care of by construction of the equipment in a number of light-weight transportable units, each with its own integral carrying case and transport cover.

The basic items of equipment (except the recording machine) are illustrated in the accompanying photograph — unfortunately, the recorder had to be packed for shipment immediately it was ready and was not available to be photographed. While not an essential part of the recording sets-up, the radio transmitter (which will be operated under a special amateur licence on the 14 MC/s band)



Equipment designed and built by Alan Boyle (at right of photo) for the trans-Africa tour. From left to right: 12/240-volt DC/AC power supply unit; communications receiver on top of main recording amplifier; 14 mc/s transmitter on top of main A.C. power supply unit; 3-channel OB amplifier on top of 6-volt power supply unit; salt-shaker microphone and loudspeaker unit. Photograph by courtesy of AWA, who will distribute recordings made on the tour.

and communication receiver were included to ensure contact with the outside world.

The complete equipment made up for the tour comprises the following items:—

- (a) A 33½ 78 r.p.m., 4-pitch, single table recording machine;
- (b) a 7.5-watt recording amplifier;
- (c) a 240-volt A.C. power supply unit for (b) and (h) which also houses a 12-volt motor-generator for emergency H.T. supply to the radio transmitter (h);
- (d) a 12-volt D.C. power supply unit and D.C./A.C. inverter for emergency operation of (a) and (b);
- (e) a 3-channel "OB" amplifier;
- (f) a 6/240v D.C./A.C. power supply unit for operation of (e) or the radio receiver (i);
- (g) a 12-inch monitor loudspeaker for (b);
- (h) a 14 MC/s. crystal-controlled radio transmitter;
- (i) a 550 kC/s.—23MC/s. communications-type radio receiver; and
- (j) a 12v, 350w P-E battery charger set.

#### Details of the Equipment

Brief details of the above items are given in the order listed:—

*The Recorder:* The recording machine is of standard single turntable type, but use was made of light metals wherever possible, with the result that the total weight was reduced to 70 lbs

(Continued on page 24)

# ★ One Single Solitary Announcement

During a recent broadcast of "Fifty and Over," John Dunne made a short announcement that the sponsors, Gartrell White Ltd., had generously decided to give a free Christmas dinner and "Fifty and Over" show in the Sydney Town Hall to Old Age Pensioners.

The first 1,000 to write to John Dunne would receive invitations. The result was electrifying. Within a day of making this announcement he received more than

## 2378 REPLIES

More and more letters keep flooding in to 2SM as a consequence of this announcement.

It is extremely gratifying to all concerned that this invitation . . . extended as it was to a comparatively small but unfortunate section of the community . . . should meet with such spontaneous response.

There was no build-up for this invitation . . . no colossal publicity . . . no supplementary media such as the Press was used.

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## RECORDING TEAM FOR AFRICA — (Continued from page 22)

The machine was designed to meet studio standards and provides for recording at 33½ or 78 r.p.m., with four groove pitches available at either speed.

**The Recording Amplifier:** The recording amplifier is a two-stage, push-pull arrangement, using 2-6J7G pentodes in the first stage, driving a pair of 6V6G pentodes which drive the cutting head. Negative feedback of 17 db. is incorporated and the amplifier assembly has a flat frequency response from 25-12,000 C/s. at an undistorted output of 7.5 watts. As recording is effected against a reference level equivalent to only 2 watts output, the performance is most satisfactory under operating conditions. Input to the recording amplifier is from a 600-ohms balanced line, through a 600-ohms ladder attenuator, to a manually-operated, time-calibrated, constant-loss equaliser which compensates for the high-frequency loss at the commencement of 33½ r.p.m. inside-start recordings.

A volume indicator is provided and can be switched to either the input or output circuits — automatic compensation for the difference in level being provided by a resistor in the circuit. It is of interest to note that this resistor was calculated to make the meter read +2 db. at reference level, thus bringing the indication to a more-convenient portion of the scale.

All circuits are normalised to standard jacks on the panel to provide checking points, while the filament circuit is provided with a switch which enables operation on either 6v. A.C. or 12v D.C.

**The Main A.C. Power Supply Unit:** Although stated by Mr. Boyle to be "quite straightforward" in design, this unit nevertheless incorporates several interesting features. Basically, it is a dual H.T. supply unit, providing independent potentials of 350v., D.C. and 500v., D.C., for the recording amplifier and radio transmitter, respectively. Basic operation is from 240v., 50 c/s., A.C. and, to centralise switching and fusing, A.C. outlets for the recording machine and accessory apparatus are provided on the panel.

Also included in the assembly is a 12/500v., D.C., motor-generator unit capable of supplying the transmitter H.T. requirements, and the arrangement is such that this unit is normally connected into circuit, through the contacts of an A.C. relay. On appli-

cation of A.C. to the assembly, this relay functions, disconnecting the motor-generator and automatically bringing both the recording amplifier and transmitter H.T. rectifier units into operation. By this means, complexity in external switching is avoided and operation is simplified.

**The D.C. H.T./Inverter Unit:** This unit is made up independently of the main A.C. high-tension unit dealt with above, and provides a means of operating both the recording amplifier and the recording machine from a 12v D.C. supply. For the amplifier, a D.C. supply of 150 mA. at 350v. is required, and this is provided by a 12/350v. motor-generator unit and appropriate filter. The recorder is a different story, however, as a 50 c/s. synchronous motor is used and requires a supply of 240v. A.C. at that frequency. For this purpose, a vibratory inverter is used, with the reed set for 50 c/s. and it was found that once adjustment had been completed, the output voltage provided a sufficiently close check on frequency, thus obviating the need for a frequency meter. A permanently-connected A.C. voltmeter is provided for this purpose, while other meters provide for a constant check on the D.C. input.

**The "O.B." Amplifier:** Pre-amplification and line boost for the "salt-shaker" and "billiard ball" microphones employed is provided by a 3-stage amplifier with 3-channel low-level mixing. Each of the input channels operates into a noiseless ladder attenuator and feeds directly into the primary of the amplifier input transformer. Output of the amplifier is into a 600-ohms balanced line, with a volume indicator connected for level checking. Provision also is made for connection of headphones for monitoring. Four microphone sockets are provided at the input and the third channel of the mixer may be switched to either the third or the fourth socket.

The amplifier is designed for flat response from 30-12,000 c/s. with negligible distortion, and has an overall gain of 100 db. Three valves are used, these being a 6J7G pentode, followed by two more 6J7G's, connected as triodes in cascade.

The complete mixer-amplifier assembly is made up into a case measuring only 8 in. x 9 in. x 10 in. and weighs about 10 lbs. Light weight was a major consideration with this as-

sembly, as it and its power supply unit are apart, from microphone the only items requiring much hand portage.

**The 6/240v. Power Supply Unit:** This unit is a compact assembly designed to provide H.T. and L.T. supplies for either the "O.B." amplifier or the communications receiver. Normal operation is from 240v., 50 c/s. A.C., but an additional primary winding on the power transformer, with a built-in vibrator-interrupter unit and associated "hash" filters, enables the unit to be switched over for operation from a 6v. D.C. supply. Provision is made in the case for housing a 6-volt "motor cycle" type accumulator for this purpose. A type 6X5GT indirectly-heated full-wave rectifier is used on both A.C. and D.C. input, and the unit supplies 6 volts L.T. and 300 volts H.T.

**The Radio Transmitter:** In the words of Alan Boyle—"It was decided as many interesting parts of the country would be passed through in Africa, and in any case we might be somewhat nostalgic, that a radio transmitter would be an asset, if only to give some of our amateur operator friends some 'hard-to-get' countries!" The equipment produced to satisfy this requirement is crystal-controlled to provide three "spot" frequencies, 20 kilocycles apart, in the 14 MC/s. amateur band and utilises a 6V6G crystal oscillator/doubler feeding another 6V6G doubler to drive a pair of 807's in the final. Input to the final stage, which operates on 500v D.C., totals 50 watts and the equipment feeds a centre-fed half-wave length aerial through about 70 ft. of co-axial cable. Prior to shipping, this transmitter was operated in Sydney under the call sign VK2ANL, and during the tests amateur operators in 27 countries were contacted.

**The Communications Receiver:** The receiver is a fairly conventional arrangement, using a 6 volt, 150mA valves in the interests of power economy, which may be operated from the battery 1AC power supply unit used with the O.B. amplifier. Coverage is provided from 13 metres (23 MC/s) to the low-frequency end of the medium wave broadcast band. Wave-changes is by means of a ganged switch and special provision is made to "spread" the 14 MC/s. amateur band over the entire dial—an R.F. stage may also be switched into operation on this band if required. The assembly includes a heterodyne B.F.O. and is

(Continued on page 23)

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L. N. SCHULTZ SUBMITS HIS VIEWS ON F.M.

The Editor,  
"Commercial Broadcasting,"  
Dear Sir,

May I add just a few more words to the many which have already been written with regard to the claims for "Frequency Modulation." So many claims have been made in favour of F.M. that it appears that the non-technical reader would have already formed the opinion that when F.M. comes, he will hear transmission quality which is different, or better in some way, to that which already emanates from the studio monitor speakers of a broadcasting station. This false opinion has come about by the many statements made about F.M. which to say the least, are painting a very rosy picture.

In your report of Mr. Allsop's lecture to the BREIF Club on October 24th, you quoted Mr. Allsop as follows:—

*"The new method solves, not only the noise problem, but many others which are inherent in the existing broadcasting system."*

*Due to a number of reasons, present day broadcasting can transmit and reproduce only a part of the musical range, i.e., instead of transmitting the range of 30 to 15,000 cycles per second which is required for natural reproduction, the range of 30 to 5,000 cycles per second is about the limit in present practice.*

*In addition, this restricted part of the range which is actually utilised is produced none too faithfully by the existing system, on account of various distortions which occur in different parts of the transmitting and receiving equipment. Because of these limitations, "Radio sounds like a radio."*

*Frequency modulation is capable of transmitting the full range with a minimum of distortion and with practically the full dynamic range that is required."*

I feel that such statements should not be left unchallenged, because this will eventually lead to a lot of disappointments and ultimate harm to F.M. when the time comes.

I would like to make the following quite clear.

- (1) There is no practical commercial system of recording in the world to-day which may be reproduced with fidelity equal to either F.M. or A.M. One should remember that a large portion of a broadcasting station's programme is from recordings, and is therefore, limited to the recording quality.
- (2) With F.M. it is possible to transmit a range of frequencies from 30 to 15,000 cycles.

Mr. L. N. Schultz



As the sounds above 8,000 cycles are principally those made by doors squeaking, bats chirping, and keys jingling, and people over twenty-five years of age become progressively more and more deaf to frequencies above 8,000 cycles, those frequencies have negligible useful value.

- (3) The station with which I am associated as Chief Engineer, transmits a range of frequencies of from 30 to 10,000 cycles per second.
- (4) The distortion in that transmission is equal to that which is possible in the best F.M. practice.
- (5) Such transmission is available for listeners to-day if they purchase an A.M. set capable of receiving it.
- (6) A.M. sets can be constructed to receive this high quality transmission.
- (7) In either set to receive this high quality transmission, it will be necessary to enlarge and improve the audio system of the set (i.e., the loud speaker, etc.), and it will cost just as much to do this in either set.
- (8) F.M. will limit noise regardless of the cost of the receiver and is an advantage in this respect.
- (9) If you live in a noise free district, F.M. cannot bring you useful transmission quality any better than is possible on A.M. to-day.

As for the programme from F.M. being so free from background noise as to supposedly appear on black velvet, this is a myth. The noise level and volume range in a broadcast channel is definitely limited to-day by microphones. I have access to studios, amplifiers and monitoring equipment equal to the world's best, but I have never heard sound through that system in which the absence of background noise was startling, or the quality as good as some F.M. advocates would have us believe we will hear through an F.M. receiver and transmitter. And this, of course, is before the sound has got as far as a transmitter and radio receiver which will not improve matters.

The foregoing statements do not ap-

PRESENTATION TO  
M.C.C. TEAM

Shortly after the arrival of the English cricketers in Perth last month the team's captain, Mr. Walter Hammond, was presented with an "His Master's Voice" radio for the use of the team. The presentation was made by Mr. H. R. Howard, Western Australian representative for H.M.V., on behalf of the Managing Director of The Gramophone Company in Australia, Mr. W. A. Donner.

BROADCAST WELCOME TO  
ENGLISH AIRCRAFT

On Wednesday, Oct. 16, 3BA Ballarat presented a broadcast claimed as unique in radio when the Halifax radar plane "Mercury" arrived from the Empire Radio School at London and whilst it was actually circling the city, the crew and high-ranking technical experts were welcomed to Ballarat by radio telephone. 3BA's radio reporter spoke from the aerodrome control tower—both his welcome and the plane's answer being broadcast to BA listeners. Then on the following Friday night—a recording of this R/T conversation—R/T landing instructions to the pilot, and informal interviews with personnel as they stepped from the plane were presented in the regular 9.30 feature "In Town This Week". Air-Commander Wing-Commanders and a Doctor of Psychology all had interesting stories to tell, but none were so pleased as the pilot, Flt.-Lieut. Harris, D.F.C. who praised the plane's performance in bettering the London-Darwin actual flying time of the Lancaster Aries with 49½ hours.

ply only to the station to which I am associated; there are other stations which do likewise.

To see F.M. in its correct light, it should be understood that,

- (a) You can have better transmission quality if you pay for a more expensive set, the same as you may now do with A.M.
- (b) If you are in a noisy area it will in almost all cases eliminate the noise.
- (c) F.M. owing to its limited range permits numerous stations being allocated to the same frequency and so permits additional stations to operate.

Let us sell F.M. for what it is worth—more stations, reduced background noise and the possibility of educating the public to buy better quality receivers than they now do.

Yours faithfully,  
(Sgd.) L. N. SCHULTZ

YOUNG NEW ZEALAND



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FINGER  
TIPS

A wide potential market is yours to command in the thousands of radio fans of young New Zealand . . . with daytime, week-end and early-evening entertainment tailored to the interests of the youthful market. Low-cost selling to this or any other market is at your fingertips when you use the ZB commercial network . . . New Zealand's only commercial stations. For more information about ZB coverage, programmes, rates—consult any authorised advertising agent or write to P.O. Box 3015, Wellington, N.Z.

1ZB AUCKLAND 2ZB WELLINGTON  
3ZB CHRISTCHURCH 4ZB DUNEDIN  
5ZB PALMERSTON NORTH

NATIONAL BROADCASTING SERVICE (COMMERCIAL DIVISION)



## OVER 210,000 ENTRIES TO COLGATE QUIZ

At time of going to press 210,000 postal entries had been received in response to the quiz conducted by Jack Davey in the Colgate-Palmolive program "Calling the Stars" on November 5. The agency George Patterson Pty. Ltd. and their clients are extremely pleased at this response and an executive of the agency stated that in the checking done so far of the replies, it was astonishing how few people had sent in the correct answers. The winning entry will be announced in the "Calling the Stars" program on November 19 and it is believed that yet another "surprise"

will be announced at an early date by Colgate-Palmolive who sponsor this program.

### COLGATE SIGNS 2WL

An intriguing situation arose last week when the strong N.S.W. South Coast Macquarie link, 2WL Wollongong, signed contracts for the broadcasting of the Colgate shows and took the shows on the new relay. There is an interlocking directorate between 2WL and 2GB-Macquarie and eyebrows in advertising circles went hat-high when the 2WL announcement was made.



### 2UE COCKTAIL PARTY CELEBRATES "CALLING THE STARS"

To celebrate the occasion of the Colgate-Palmolive shows being aired on the new chain of stations originating from 2UE, Mr. "Paddy" Campbell-Jones, general manager 2UE, entertained Mr. J. V. Moran, managing director Colgate-Palmolive; Mr. George Patterson, of George Patterson Pty. Ltd., and executives of Colgate's and broadcasting stations and the artists associated with the Colgate-Palmolive programs in the Blue Room of Usher's Hotel, Sydney, after the "Calling the Stars" program on November 5.

In the top photo Mr. "Paddy" Campbell-Jones, Mr. George Patterson and Mr. and Mrs. J. V. Moran are seen in discussion at the reception, whilst in the lower picture Mr. J. Malone, chairman of The Overseas Telecommunications Commission, and Mr. John Ridley, general manager 2GZ, seem to be enjoying a joke made by Mr. Murray Stevenson, chief engineer, 2UE.

## A.W.A. BALANCE SHEET Net Profit of £143,027

Accounts submitted to the general meeting of Amalgamated Wireless (A/sia) Ltd. for the period ending June 30, 1946, disclosed 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% absorbed £78,842.

The profits of subsidiary companies have been brought into the account of A.W.A. to the extent of dividends received from those companies during the financial year. A small loss by a recently-formed subsidiary company has been carried forward in the books of that company.

### AMALGAMATED WIRELESS (A/SIA) LTD. BALANCE SHEET AS AT JUNE 30, 1946

LIABILITIES	
CURRENT LIABILITIES—	
Creditors, including provision for Taxation and Contingencies	752,214
Subsidiary Companies	18,400
RESERVES—	
Depreciation—Buildings, Plant, Equipment, etc.	987,850
Investments	43,250
SHAREHOLDERS' FUNDS—	
Capital Issued—985,518 Shares fully paid	985,518
General Reserve—used in the business	620,000
Profit and Loss Appropriation A/c	109,480
	£3,516,700

ASSETS	
LIQUID & FLOATING ASSETS—	
Cash and Bank Balances	120,400
Government Securities—at cost	9,000
Debtors—General, less Reserve	680,840
—Subsidiary Companies	28,330
Stock and Work in Progress—at cost or under	621,070
FIXED ASSETS (at Cost)—	
LAND AND BUILDINGS—	
City Properties and Factories	505,560
Wireless Services	177,700
PLANT AND EQUIPMENT—	
Wireless Services	739,000
Factories, etc.	331,110
OTHER ASSETS—	
Shares in Subsidiary Companies—at cost	96,700
Shares in other Companies—at cost	14,500
Patent Rights—at cost, less Reserve	85,000
Research, Training and Establishment Beam Wireless Service—at cost	49,000
Prepayments	6,800
	£3,516,700

### WRESTLING FROM 2KY

Millards, Sydney men's store, are sponsoring on 2KY descriptions of the wrestling from Sydney Stadium on Monday nights. Millards also sponsor the wrestling broadcasts on Saturday nights from Leichhardt Stadium. Eric Walker gives the descriptions on both occasions.

## NOVEL PUBLICITY FOR PROGRAM CHANGE

Station 3KZ in publicising the change-over of the Colgate-Palmolive shows from 3AW, used a novel idea in broadcasting a telephone conversation between Jack Davey and 3KZ's Norm Banks. These two exchanged verbal persiflage, and did not forget to mention the new shows. Variety was given in the campaign by announcements recorded and sent from Sydney, in which Jack Davey, Kitty Bluett, Hal Lashwood and other stars of the Colgate-Palmolive units "aid—each in their own way—"Make a date at Eight" to listen in to 3KZ on Nov. 4. Commencing at 8 a.m. on Nov. 4, "plugs" were put over at intervals "Only twelve hours to go to listen to "Leave Pass"—"Only eleven hours etc."

Mr. A. L. Jones, for nine and a half years Superintendent of Telegraphs in the Adelaide G.P.O., was presented with a gold wristlet watch by Mr. F. W. Arnold, Deputy Director of Posts & Telegraphs, on the occasion of a farewell party on being transferred to a similar position in Brisbane.

### RECORDING TEAM FOR AFRICA

(Continued from page 24)

made up with a self-contained "Rola" A-5 loudspeaker in a carrying case.

The Petrol-Electric Charging Set: This unit is a tropic-proofed service-pattern "Alco" assembly, rated to supply 350 watts when charging 12-volt accumulators.

Battery Consumption: Details have been made available of the battery consumption under "DC" conditions, and will be of interest. Taking the 6-volt supply unit first, it was found that the O.B. amplifier required a current of only 1.5 amps, while the receiver imposed a drain of 1.9 amps. The recorder and recording amplifier supply proved equally efficient and showed an operating current drain of only 5.5 amps. at 12 volts. Finally, the transmitter motor-generator and filament drains totalled up at 15-20 amps. at 12 volts.

General: On test, on both battery and A.C. supplies, the equipment has given excellent results, comparable with "studio" quality, and no measurable difference is apparent between the "A.C." and "D.C." performance. Consequently, it is considered that the major difficulties likely to arise will be acoustic in nature and in this respect, great reliance is placed on the excellent characteristics of the microphones which have been select-

# Recording Richard Crooks

OR

a 25 word  
commercial

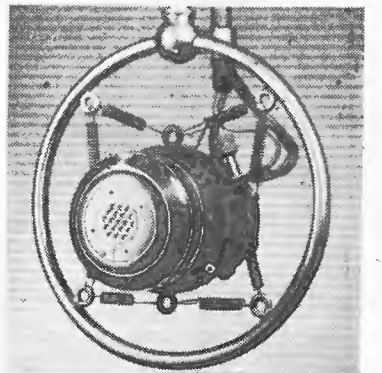


It has been Columbia's privilege to record many overseas and Australian celebrities during the past years. For this the

highest possible fidelity was essential, and the final recordings in each case were equal to the world's best.

When you are planning your next radio campaign or programme, why not let Columbia handle your recordings? You can be confident that you'll get the best obtainable, for the same equipment will record your serial, dramatised announcement, or spot, as was used for the world's foremost celebrities.

When the Department of Education required a number of special recordings of exceptional high fidelity they gave the job to Columbia. Ample proof of the faith people put in Columbia's ability to give the best recording job possible. Ample reason why you should take advantage of Columbia's specialised knowledge when you next need recordings of any kind.



You are cordially invited to write or 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, NEW SOUTH WALES

Commercial Broadcasting, November 14, 1946 29

# ADVERTISING AGENCIES

Bill Shortridge, general manager of Warwick Advertising, is starting up an agency on his own account and will terminate his association with Warwick at the end of this month, to commence his own operations December 1. Incidentally (and perhaps inconsequentially!) some of Bill's friends are wondering if that will be the day on which he will wear his new tie—we mean the hand-painted one!

Now that Bob Dyer has gone into the agency business, it was good to see him "getting around" last week when he attended the BREIF Club luncheon as guest of a member. It won't be long before Bob himself is a member.

Ted Maloney, director of J. Walter Thompson, was so struck during his recent visit to England by the food situation there, that he suggested the Australian offices of the company organise a "Food for Britain" fund. Staff of J.W.T. in Sydney and Melbourne have since sent 175 7-pound parcels to individual members of the London staff and many larger parcels, including six huge cakes which could serve as the basis for an office Christmas party. One of the best responses came from a Melbourne office cleaner who, when she heard of the appeal, despatched a big consignment of food to the London cleaning staff. Note for "Food for Britain" organisers: Letters from J.W.T. London indicate that most popular item over there is dried fruit.

The Provident Fund of the N.S.W. division of the Four A's is benefiting from a novel scheme recently put into operation when all N.S.W. agencies were circularised with a request to save all used postage stamps and send them along to the Fund, c/- Four A's headquarters. Stamps have been rolling in from agencies and in many cases from clients of agencies as well. They are sold to stamp dealers and the proceeds added to the Fund.

E. T. Hockings, recently discharged from the RAAF, where he attained the rank of Flt.-Lieut. and served as a bomber pilot, has now joined the staff of J. W. Johnson Advertising, Brisbane, to take charge of the newspaper and copywriting department. Mr.



Hockings has had a variety of experience in the newspaper world, and has held appointments with the "Sydney Morning Herald" and the "Newcastle Morning Herald." After discharge, he rejoined this last paper and completed nine years of work in this field.

## CHANGE OF ADDRESS

Johnston Jones Advertising, Brisbane, which has been located in Exton House, has removed to larger premises on the 6th floor, National Mutual Building, 293 Queen Street.

John Clemenger, director of John Clemenger Pty. Ltd., has made several "flying" visits to Sydney this last month on business bent.

J. P. Hall has been appointed accounts executive at Goldberg Advertising. Mr. Hall served as a major in the Army.

"Billie" Davies, attractive secretary to Paddy Griffin, radio manager of Goldberg Advertising, is to be married on Dec. 17. She is returning to her job after the honeymoon.

Bob Osborne has left Goldberg Advertising to join the staff of George Patterson Pty. Ltd.

Tommy Trinder will be chief guest and speaker at the Victorian Institute of Advertising luncheon on Thursday, Nov. 14, at the Victoria Palace. He will be accompanied by Mrs. Trinder and his theatrical manager, Dan Draper.

Congratulations to Len Bishop, manager of O'Brien Publicity Pty. Ltd., on the arrival of his second son, weighing 8lbs., on Oct. 29.

## New A.S.B. Race Broadcasts for Melbourne

On Melbourne Cup day, Ken Howard introduced ASB listeners to Tom Moon who will replace Eric Welch at Melbourne for the ASB network. Tom is an ex-Sydney turf journalist who has been "calling" the races for Victorian news and sporting papers for some time. Clif Cary, 2UE's sports editor, introduced Tom Moon to race calling when he was associated with him some years ago on a Sydney newspaper.

### N.S.W. REGISTERED FIRMS

Great Circle Productions, c/- R. A. Irish and Michelmore, 11c Castlereagh St., Sydney, importing agency and recordists, Com. 6/9/46. Propr.: Alan D. Boyle.

Radio Bonus Stamp Service, c/- Radk 2KY, 428 George St., Sydney, radio advertising. Com. 3/9/46. Propr.: George Bussey.

## All These for Winner of Atlantic "Crack Pots Sweepstakes"



Bob Dyer surveying the greatest collection of quiz prizes ever offered to a single contestant on an Australian radio show. To date, the prize is valued at approximately \$435 and Dyer says that if someone doesn't win it soon he will have to hire a warehouse in which to store the prizes. The Atlantic show, starring Bob Dyer, is relayed from 2UW to a network of 24 stations, Saturdays at 8 p.m.

Inset: Mr. D. Pilcher, of Potts Point, Sydney, who, as a motorist, on being called from the audience, received 17 gallons of Atlantic petrol and one gallon of Atlantic oil for correctly answering a motoring question. This motoring quiz is worked with a petrol pump on stage containing 20 gallons of petrol. The pump empties at the rate of one gallon per second and stops when the contestant correctly answers the question. The amount of petrol remaining in the pump is then given to the contestant in the form of a voucher which can be redeemed at any Atlantic dealer with the successful contestant supply the coupons.

Bob Dyer has announced that as from January 4 his half-hour production, "The Atlantic Show," will be on relay to 4BC-SB, 4MB, 4GR, 4RO in Queensland, and 5AD-MU-P1-SE in South Australia. This will bring the total number of stations on relay to 33.

## BROADCASTING BUSINESS

David Jones Ltd., renewal of programs, 2UE and 2SM (The Weston Co. Pty. Ltd.).

McWilliam's Wines Pty. Ltd., renewal of slogans, 2UE (Weston Co.).

Australian Gas Light Co., "Music in the Tanner Manner," renewal, 2UE (Weston Co.).

Australian Fixed Thrusts Pty. Ltd., direct placements, Frank Sturge Harty's program, 2GB (Weston Co.).

James Barnes Ltd., "Globex" announcements, renewal, 2UE (Weston Co.).

Beckers Pty. Ltd., renewal of "Bex" announcements, 2SM, 5DN-RM (Weston Co.).

R. H. Gordon & Co. Ltd., "Artists of the Year," renewal for ninth successive year, 2UE (Weston Co.).

Hutchinson's Universal Book Club, 3-hour sessions, "George Sutton's Scrap Book," on 2AH, 2GB, 7HO, 7LA and 3GL for 13 weeks. And 50 and 100-word announcements, Women's Session, 2CH, for 13 weeks. (United Service Publicity Pty. Ltd.).

"Raleigh" Canned Soups, campaign of 25-word announcements on 7EX-HT, 7DY, 7QT, 7TH and 7AD. (W. John Haysom Co. Pty. Ltd.).

Birth's Circus, "The Circus Comes to Town," 3KZ. Commenced Oct. 26, 9.15-9.30 p.m., for 13 weeks.

Pelaco, spot announcements, 7AD, preceding and following the drawing of Tatterton's Sweeps, fortnightly for 52 weeks. (Patson's).

Paterson's Pty. Ltd., "Daddy and Paddy," 2CS, Mondays and Wednesdays, at 7.15 p.m. for 12 months. (Patson's).

Mack's Furnishing Co., four quarter-hour sessions, 3AW at 2.15 p.m., "Mack's Melodrama," for 12 months.

Meadow-Lea Margarine Co., 2 quarter-hour sessions from 3AW, Mon. and Thurs., "Midday Serenade."

Grace Manners, quarter-hour sessions, 3AW, Mondays and Wednesdays, 9 a.m., "Let's Talk About Books."

**TASMANIAN COASTAL NETWORK**

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

ASK  
STANFORD ALLAN or A. L. FINN  
MELBOURNE SYDNEY

WHY  
EVERY NATIONAL CAMPAIGN  
MUST INCLUDE THE  
TASMANIAN COASTAL  
NETWORK

## "INSPECTOR SCOTT" REVIVED BY SYDNEY FURNITURE FIRM

A radio character of a few years ago was revived by W. W. Campbell Pty. Ltd., Sydney retail furniture store, when this firm arranged with George Edwards for the production of a new "Inspector Scott" series of half-hour sessions for presentation on 2UW at 8.30 p.m. Saturdays, under the title of "The Return of Inspector Scott."

The particular significance of this move is that it marks the return of the Company to feature sponsorship—W. W. Campbell's presented George Edwards' features for many years until war conditions forced them temporarily to cease program sponsorship, and confine their radio advertising to "spot" announcements.

"Inspector Scott" was one of the first characters to carry the George Edwards name to listeners in every corner of the Commonwealth. The pro-

## POLE HIRE

In Manitoba, Canada, listeners may rent a telephone pole installed near their house for the purpose of using it as a support for their radio antenna. The rental is one dollar a year. The Manitoba Telephone System will also instal the antenna and inspect it regularly for the sum of six dollars. About 3,000 set owners are taking advantage of this service.

gram was on the air continuously for about five years, and became so much a part of George Edwards that he named one of his race-horses "Inspector Scott," while his pedigreed Scotch terrier also was given the same name. The new program, written by Warren Barry, presents "Inspector Scott" in a series of complete half-hour cases with the best-known members of the George Edwards Company among the casts.

**4LG sells to**  
**CENTRAL QUEENSLAND**

Because of its outstanding listener loyalty and the huge coverage it affords of this rich market.

**4LG CENTRAL QUEENSLAND**

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

Representatives: Sydney: FRED THOMPSON, B 2785  
Melbourne: STANFORD ALLAN, Central 4705

**MR. TIME BUYER!...**  
**It's Wise to Advise 3XY**

An independent station with the ability to plan independent "custom designed" programmes to fit the advertisers' own particular needs and merchandising policy. Results will show it's wise to advise...

**3XY**

163 Spring Street, Melbourne.  
Central 6612.

Sydney Rep.: Mr. Rick Barnes  
42 Pitt Street. Phone: B 6315.



South Australia

The Foy & Gibson 5KA Amateur Show finals will be held in December. The winner receives £70 first prize plus £20 for a week's engagement with Hoyt's Regent Theatre. Runner-up prizes are £20 and £10.

Amscol's "Starnight" finished its season from 5DN Sunday, Nov. 10, and was followed by "Yackadandah," a half-hour musical which has had considerable success in the eastern States and was selected from a large number of programs. "Starnight" ran for 26 consecutive Sunday nights.

"Adelaide Speaks," from 5KA, goes into recess after December 9 to allow for the Christmas holidays. After about five weeks, the program will return with discussions of controversial problems. The subjects are usually topics under discussion in the press, e.g., "whether the names of accused persons should be released" and the registration of chiropractors.

D. & J. Fowler Ltd., who sponsor Lion "Theatre of the Air" Sunday nights, 7.30 to 8.30, have renewed for a further twelve months. This represents one of the largest radio advertising appropriations in S.A. and now enters its third year. Lion Theatre of the Air covers the series of Macquarie plays which are broadcast in other States.

Sunday, Nov. 17, 5KA will devote the whole of the broadcasting time to the Old Folks' Home Appeal. The home at Payneham is run by the Methodist Mission and funds are required for the building of a new dining room. Acknowledgment will be made of funds already received and further subscriptions invited.

Pro-Vita have signed up for the third of the series of Rex Beech productions, "The Silver Horde." This commenced from 5AD Sunday, Nov. 10, at 8.45 and is a quarter-hour feature. (Claude Mooney service the account.)

Charles Bray, ex-captain of Kent Cricket Club and Daily Herald reporter travelling with the M.C.C. team, made three evening 10-minute broadcasts for 5AD when the M.C.C. played South Australia. Mr. Bray broadcast details of the matches, various records broken and interspersed interesting comments. The sponsors, W. Menz & Co., were pleased to be able to give South Australian listeners such an interesting commentator's views.

"Songs of the Islands," sponsored by Art Hubbard, is a half-hour show of Hawaiian melodies heard from 5KA Wednesdays 10-10.30 p.m.

"The Shadow," a new thriller with realistic sound effects, is sponsored in S.A. by Bronsons Dry Cleaners. 52 half-hour episodes, each half-hour a complete story, it is heard through 5KA Thursdays at 8.30 commencing Nov. 14.

Staff changes at 5KA include the appointment of Pat Hodgins to acting chief announcer and Bill Davies to acting program manager.

Max Wills of 5KA, who received his PMG broadcast operator's certificate recently, is probably one of the youngest qualified technicians in this State. He is 19 and has been with 5KA since '43 as a junior in training.

Queensland

We learn that Roly Graham, sales manager 4BC, is one of the greatest walkers in Brisbane—an early riser who travels miles on foot, and whilst travelling always tries to keep his face towards the sun as he contends that the beneficial rays of old "King Sol" helps to keep him in the pink. . . . Wonder if this applies to the middle of our summer, if so he deserves an "Endurance Medal".

Contracts issued by Edmonds Advertising Service cover spot announcements on 4BH for "The House of Curzons", Queen St. departmental store; Chemist Roush; Campbell Bros. (Sutal Washing Powder), and Perc. Miller, hairdressing salon.

Miss Linda McLeish, proprietress of Perc. Miller's Hairdressing Salon, and spon-

sor of "Invitation for Beauty," broadcast on 4BH at 11.30 a.m. every Sunday, is to marry Mr. Alfred Holm, Brisbane legalite, on Saturday, Nov. 23. Incidentally this lady was the first J.P. to be sworn in by Chief Stipendiary Magistrate Aitken.

Hancock & Gore Ltd., timber and hardware merchants, have undertaken a 50-word scatter campaign on 4IP to extend to Christmas. This advertiser has also renewed their 1-hour 6.15-6.30 p.m. Mondays for a further 52 weeks. Johnston Jones Advertising is the service agency.

Another Rex Beech novel, "Heart of the Sunset," adapted for radio, is at present being featured by Queensland Brewery Ltd. in their 1-hour 6.15-6.30 p.m. Mondays and Thursdays on 4BK-4AK, 4IP. Contract through Johnston Jones Advertising.

Don Baker, well-known Melbourne radio identity—now freelancing in Sydney—decided on Queensland for his honeymoon—"Sans Souci," Southport, being the spot in question where he and his dainty bride, formerly Denise Brister, are enjoying the surf.

Edwards & Lamb's departmental store of Brisbane have renewed their contract on 4BC for 156 1/2 hours through Noble-Bartlett Advertising. The time channel is 5 p.m. on Monday, Wednesday and Friday, and the new feature is "Around the World with Father Time".

Johnston Jones Advertising have contracted with 4BC-4SB, on behalf of Burtons, Distinctive Tailors, for another 52 1/2 hours, 6.45-7 p.m. Sundays; feature, "Trans-Atlantic Liner".

E. Sachs & Co., Brisbane, are utilizing 15 scatters per week on 4GR Toowoomba to publicise British Brand D.D.T.—a Noble-Bartlett account.

Wallace Bishop's, Queensland manufacturing jewellers, have signed for a further 52 1/2-hour episodes of "The Passing Parade", and also station time contract for another 12 months. This feature has been used successfully in the 9 p.m. channel on 4BC for the past 18 months. The account is handled by Noble-Bartlett.

Through Noble-Bartlett Advertising, F. Tritton Pty. Ltd., home furnishers, Brisbane, have renewed their Sunday-night contract on 4BC for complete 1-hour plays at 7.15 p.m.

Lowes, Dry Cleaners, Brisbane, have contracted for 156 1/2-hours on 4BK's Women's Session. A bright musical program will be featured Tuesdays, Wednesdays and Thursdays at 10.45 a.m. The account is handled by Noble-Bartlett.

A.W.A. advise that McWhirters Ltd. have renewed a 12-months contract with 4TO, 4MK and 4WK for six 1-hour per week on these stations.

A session which is attaining widespread popularity among Queensland listeners is

"Your Hostess is Dulcie Scott." This entertaining session is composed of the latest releases, comedy, interludes, delightful ballads, the "Kitchen Quiz", friendly philately, and interesting items from the corners of the world. This program is broadcast from 4BH Monday to Friday from 4 p.m. till 5 p.m.

Oriental Tea Co. (King Tea) are sponsoring a 1-hour show, 7.30 p.m. Saturday nights, called "Catchy Cricket" on 4BC replacing "Goofy Golf". R. S. Maynard Advertising Co. are handling this account.

J. M. Hamilton, tent, tarpaulin and canvas manufacturer, has again contracted for an extensive scatter campaign, covering a number of country stations, including 4CA, 4MB, 4TO, 4MK, 4BU and 2LM. These direct announcements are being handled by Littleton-Harvey-Simmins.

Rapidheat Electrics Pty. Ltd., owned and operated by a company of ex-service men who plan big developments in the electric trade, have linked their name with the tie-up in 4BC's Cricket Service. During the fourth and fifth Tests, a scatter campaign will be serviced by Littleton-Harvey-Simmins Agency.

Western Australia

Michael Charleton is the new morning announcer at 6PR-TZ. Michael, who has been associated with these stations for some time, is the son of Con. Charleton, W.A. manager of the A.B.C., and is learning broadcasting from all angles.

Great excitement prevailed at 6PR-7 when American fiancée of Val Winter arrived in the West. Val is head of the program department and plans an early wedding.

Victoria

The "Melbourne Cup Snail Race" from 3DB on Cup Eve was described by Eric Welch and Dick Cranbourne and sponsored by A. B. Gibson and Sons (KO4). The account is serviced by Paton's.

Congratulations to "Uncle Tom" of 3XY (Tom Jones) on the arrival of a son, Phillip, born on September 22, and weighing 9 lbs 1 oz. As Tom already has a little daughter Susan (the apple of her father's eye), newcomer makes the Jones family complete.

Janet Gay—well known for her work at 3HA Hamilton and 3GL Geelong, has deserted commercial broadcasting to take up a journalistic career in Melbourne.

The Club Rooms of the Frankston Yacht Club resounded to hearty cheers and congratulations recently when Stan Thomas, 3XY sales manager was elected President for his second successive term.

3AW CELEBRATES CUP BROADCAST



Celebrating 3AW's Melbourne Cup Hour relay to 48 stations with the sponsors, W. A. Gilbeys Pty. Ltd., are Mr. E. L. P. Jeffrey, sales manager 3AW; Mr. L. Bishop, Publicity; Mr. W. Martin, sales manager Gilbeys; Fred Russell, 3AW sales; Cyril Hodgemen, 7HO, in front of Allan Nicholls of O'Brien Publicity, and Hodgemen, 7HO, in front of Matt Hynes, 5DN.

such as grocery stores, drug stores and filling stations.

Real success from radio should not be expected during the first six months of use. Most firms should not use radio as a major advertising medium unless they are prepared to employ it for at least six months. One-third (33.5%) of those firms using radio for less than six months reported little or no success and only 14.3% reported high success. Of those firms with from one to two years of radio experience, 14.7% reported little or no success, but 33.6% reported high success.

Neither the size of community nor the size of business tend to influence success from the use of radio. These factors will often determine the size of the total advertising appropriation and limit the absolute amount of money available for radio, but relative impact appears more significant than the number of dollars spent. Successful use of radio was reported as frequently by small business firms and firms in small communities as by large firms or merchants in large cities.

Both the absolute and the relative number of dollars spent for radio appear to influence success, but relative expenditure seems to be more significant than the number of dollars. Thus, a large firm with an annual advertising budget of \$200,000, with \$10,000 of the total spent in radio, can perhaps expect a lower relative degree of radio success than a firm who spends \$5,000 in radio out of a total advertising budget of \$25,000. While expenditures in the former case represent twice as many dollars as those spent by the latter firm, such expenditures accounted for only 5% of the total advertising budget as compared with 20% spent by the smaller firm. Involved here is the difficult question of the amounts which retailers of varying size must spend in an advertising medium to get results which they consider successful or highly successful. Obviously, the large firm must spend more than the small firm to get the impact necessary to support its position in the market. Regarding this question little is known. The evidence from this study suggests, however, a tentative conclusion that firms with annual advertising expenditures of \$50,000 or more, generally should expect to spend at least 15% of their total budget on radio if they wish high success, and that smaller firms should expect to spend as much as 20% of the total advertising budget on radio for high success.

Good results can be secured either from sponsorship of programs or from the use of spot announcements. Where radio is used as an important part of the promotional effort, better results will be secured if program time constitutes the foundation of the radio advertising and spot announcements are used only in support and supplement to program sponsorship. . . .

Professor Sandage has something to say about surveys, too. No good "statistician" could let the opportunity pass of throwing-in an intravenous infusion of his fellow scientists' "discoveries" on the guinea pig. He decides that the emphasis which most survey firms have placed on

number of listeners is unfortunate for many retailers and local service houses. Most local business firms appeal, not to the mass public, but to a particular segment of the public. Such firms are more concerned with the class of people listening than with numbers. Qualitative surveys are most beneficial for such merchants. Thus, one local firm found from a general audience survey that his radio program had a large number of listeners. A later analysis into the type of listeners disclosed that 90% were neither actual nor potential customers. Where professional firms which are equipped to discover the type as well as the number of listeners to a given program are not available, local broadcast stations or merchants should undertake to conduct their own surveys. . . .

Klosters Pty. Ltd., Newcastle distributors for Ford Motors, are using the 9 p.m. Sunday evenings channel to introduce new Ford and Mercury cars to Newcastle. The program to be used is "Music in the Tanner Manner" and will form a musical follow-up to the Lux Theatre. This is the first time this company has used sponsored entertainment, the first broadcast being on Saturday, Nov. 2.

TYE'S RADIO REVUE

Tye's Radio Revue, broadcast from 3XY from 8.15 to 9.15 p.m. on Sundays from the stage of the Princess Theatre, has raised to date £30,822 for the men of the fighting forces, hospitals and welfare institutions. Sponsored by Tye's, furnishers, the account is serviced by Paton's.

RADIONIC EQUIPMENT

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



RADIONIC PRODUCTS

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

Results Prove

If you have the program

4BU

Has the Listeners

There are no dial twisters in Bundaberg

This Means Sales For You on

4BU BUNDABERG

CENTRAL COASTAL QUEENSLAND UNIT OF THE MACQUARIE NETWORK

## Purely Personal

At the radio and press reception to Mr. Robert Butler, U.S. Consul General, given by U.S. Public Relations Officer Robert Burlingame, at the Australia Hotel on Monday, November 4, an interesting group with their heads together discussing radio (?) were Alf Paddison, Bert Beaver, John Taylor, Bernie Stapleton and Bob Dyer.

Mr. Prouse Knox, manager 4BC; Mr. Ted Gold, 4GD managing director; Alf Wyn, 4MB managing director; and E. Rhuben, 4RO manager, left by plane last Sunday to attend the A.F.C.B.S. Conference which is being held in Tasmania. They all hope to stay a short time in Sydney and Melbourne en route.

Mr. T. Spencer, assistant manager A.W.A. broadcasting department, Sydney, is visiting Brisbane on company business and has managed to contact many of his old friends whilst there—he has also managed to sandwich in visits to Warwick and Grafton.

Mr. J. S. Larkin, manager of 5DN, will attend the Macquarie Network Conference in Melbourne before proceeding to the AFCBS Convention. Mr. Larkin is particularly interested in the Convention because he was one of the founders of the Federation in 1930 and also of the Commonwealth Broadcasting Network, one of the first networks in Australia.

Mr. Riley, formerly of 4IP Ipswich, Qld., has been appointed manager of 2PK Parkes following the resignation of Mr. Royston Marcus, who has retired owing to his wife's serious ill-health. Mr. Marcus was manager of 2PK for seven years and, like his successor, was also formerly with 4IP as manager before joining 4BK in Brisbane. He passed through Sydney last week on his way to join his wife at Southport, Qld.

Mr. R. K. Harris, superintendent of A.W.A. country broadcasting services, is on annual leave in Adelaide. This may be a busman's holiday, as he intends to deal with some broadcasting business while in Australia's industrial boom city.

Noticed in Melbourne during Cup week were Reg. Lane, assistant manager of Macquarie Network, and Leo Finn, 3KZ representative in Sydney.

George Patterson, chairman of directors for George Patterson Pty. Ltd., Sydney, was in Melbourne recently for a brief visit, in connection with the change-over of the Colgate-Palmolive shows.

Dud Fegan, A.R.C. chief, just back from America, won't deny he hit the high spots, at least while he was at Washington (but not the "nite" club high spots). In spite of the fact that Dud had not had an aircraft control stick in his hand for many years he went aloft with a test pilot over Washington and the pilot handed over mid-air and told Dud to carry on. He carried on for an hour and a half. The plane, a new type low-wing, all-metal monoplane, just wouldn't misbehave, although Dud says he pushed her up to a few thousand feet and tried some tricks! The machine is credited with being an absolutely non-spin type. "It was easier to handle than a car driving through Sydney's traffic," Dud declared.

Macquarie Network program manager Ben Coombes, who arrived in New York early October, featured in a lengthy interview with "Variety", in the course of which he described the Australian broadcasting set-up. It made impressive fare for American readers of that popular newspaper.

Two young Sydney radio men are on their way to Africa to make broadcast and recording history on a journey from the Cape to Cairo through jungles and deserts. They are Alan Boyle, clever recording engineer, who has relinquished his post as Chief Engineer of Australian Record Co., and Ron Morse, who has relinquished his post with 2UE for the adventure. They will be accompanied by Mrs. Boyle.

Mr. E. Whykes, secretary of 3BA, has, with his wife been spending a holiday in Sydney.

Dud Fegan was a visitor to the BREIF Club luncheon at the Wentworth Hotel on Monday, Oct. 4, and in view of his own recent visit overseas, took a keen interest in all that guest speaker Freddie Thom, of Tasma, had to say about his overseas trip.

Frank Bishop, manager of 3HA Hamilton, spent the first part of his annual leave in Melbourne meeting old friends.

E. W. Best, director of Leyshon Publicity Services Pty. Ltd., has returned to Melbourne after a fortnight's trip to South Australia and the West, contacting press and radio media representatives.

### Bush Children's Health Scheme

The Maryborough, Queensland, Male Choir has just completed a week's events to raise £1,000 for the Bush Children's Health Scheme, and this target was well surpassed. Part of the program was a community concert organised by 4MB and compered by Jack Gardiner, well-known as the original "Greenbottle", later manager of 4TO, now manager Wintergarden and Bungalow Theatres, Maryborough.



### NEW TRANSMITTER SITE FOR MELBOURNE STATION

A wider distribution of first-class reception from 3AW is promised as a result of a series of independent tests carried out by Amalgamated Wireless' Field Measurement Unit.

After testing signal strength from sites at Albert Park, Heidelberg, Kew and Alphington, the latter position was selected. Plans are now being completed to install the new 3AW transmitter at Alphington, which is about 5 miles N.E. of the present city site at Latrobe Street.

Jack Gardiner at the Bush Children's Health Scheme Ball, telling a good one to A. P. Wynne, managing director of 4MB, who is Vice-Patron of the Choir.

### SEPTEMBER LICENCE FIGURES

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

NEW SOUTH WALES	
New Issues	4,664 (582)
Renewals	44,435 (2,168)
Cancellations	2,337 (96)
In force at 30/9/46	558,715 (27,277)
Increase	+2,327 (+40)
Licence % to Population	19.10 (-)
VICTORIA	
New Issues	2,684 (-)
Renewals	31,391 (1,506)
Cancellations	5,819 (125)
In force at 30/9/46	401,683 (19,227)
Decrease	-3,135 (-125)
Licence % to Population	19.88 (-)
QUEENSLAND	
New Issues	2,212 (151)
Renewals	16,540 (322)
Cancellations	980 (14)
In force at 30/9/46	191,806 (5,074)
Increase	+1,232 (+136)
Licence % to Population	17.66 (-)
SOUTH AUSTRALIA	
New Issues	1,429 (196)
Renewals	11,187 (912)
Cancellations	483 (-)
In force at 30/9/46	155,072 (12,896)
Increase	+946 (+196)
Licence % to Population	24.50 (-)
WESTERN AUSTRALIA	
New Issues	958 (114)
Renewals	8,235 (341)
Cancellations	4 (2)
In force at 30/9/46	104,467 (4,833)
Increase	+954 (+112)
Licence % to population	21.25 (-)
TASMANIA	
New Issues	620 (71)
Renewals	3,837 (201)
Cancellations	7 (34)
In force at 30/9/46	750,970 (3,018)
Increase	+613 (+40)
Licence % to Population	20.42 (-)
COMMONWEALTH	
New Issues	12,567 (1,115)
Renewals	115,625 (5,500)
Cancellations	9,630 (267)
In force at 30/9/46	1,462,893 (72,355)
Increase	+2,937 (+946)
Licence % to Population	19.73 (-)

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**BROADCASTING BUSINESS**

VOL. XV, No. 10  
439th Issue

Thursday,  
November 28, 1946

Incorporating "Commercial Broadcasting"

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

*Hi Fellers!*



THE two old chaps were, as usual, seated comfortably in their easy chairs at the Club, enjoying their after-dinner cigars.

"Do you know, George," one said, "my wife's getting very difficult lately. Every time I come to the Club now she imagines I'm out chasing women."

"... Gad, I wish she were right!"

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