

# BROADCASTING BUSINESS

Vol. XV, No. 11  
440th Issue

Thursday  
December 12, 1946

Incorporating "Commercial Broadcasting"

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

*Hi Fellers!  
About These Games—*



I HEARD of a feller the other day who had lost his pal after they'd been round the town all day.

*He weaved his way into a bar and asked the barmaid if she had seen him.*

*"Yes," she said, "he was here about an hour ago."*

*"'n hour ago ... h'm ... was I with 'im?"*

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DAVIS CUP—ERIC WELCH, VIV McGRATH, DON TURNBULL, NANCYE BOLTON.

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SYDNEY . . . BRISBANE . . . MELBOURNE

## BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, DECEMBER 12, 1946  
Vol. XV, No. 11 (440th issue)

### Contents: Page

P.S.C.B. Reconstructed . . . . .	4
A.N.P.A. Rejects 15% . . . . .	4
Wired Broadcasts in Great Britain . . . . .	4
F.M. on the Move in U.S.A. . . . .	6
Program Critics Again . . . . .	8
B.M.B. Under Fire . . . . .	10
BREIF Club Luncheon . . . . .	12
Australian Film Prospects . . . . .	12
Feltis on Misuse of B.M.B. . . . .	14
Convention Photos . . . . .	16
Singing Commercials . . . . .	18
Around the Recording Studios . . . . .	22
B.B.C. Tests Confirm Value of F.M. . . . .	24
McNair on Surveys . . . . .	28
Macuum's "Opera for the People" . . . . .	32
"Carols by Candlelight" . . . . .	32
Listener Response to Radio Advertising . . . . .	34
Interstate News . . . . .	35
Davis Cup Coverage . . . . .	36
Purely Personal . . . . .	38

### Advertisers This Issue

A.W.A. . . . .	2/17
A.A.R.D.S. . . . .	40
Argus Network . . . . .	31
Columbia . . . . .	23
Clubb, A. M. . . . .	22
Radionic Products . . . . .	27
Recording Centre . . . . .	22
Sellers, O. P. . . . .	22
T.C.N. . . . .	31
V.B.N. . . . .	39
White and Gillespie . . . . .	22
2HD . . . . .	20/21
2KO . . . . .	13
2KY . . . . .	20/21
2SM . . . . .	9
2TM . . . . .	19
2UE . . . . .	5
2UW . . . . .	Front Cover
2WL . . . . .	29
3AW . . . . .	7
3KZ . . . . .	27
3UZ . . . . .	11
3XY . . . . .	15
4BU . . . . .	35
4LG . . . . .	27

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### F.M. Wins—Despite All Opposition

After years of discussion and contentious argument, accelerated in recent months, it can now be taken as an established fact that F.M. broadcasting is to be introduced in Australia—at least in major capital cities—on a large scale—and soon!

There are many pointers for authority to that statement, including the B.B.C. findings in favour of F.M., but coming closer to home we find:—1. An announcement several months ago that the P.M.G. Dept. was to erect F.M. experimental transmitting stations in Sydney and Melbourne for use of the A.B.C. The Melbourne station is due to go on the air this month and the Sydney station is being proceeded with. 2. Commercial broadcasting stations through their Federation are to use A.W.A.-erected F.M. experimental stations in Sydney and Melbourne as soon as they can be got on the air. These two facts are reasonably self-evident, but it is the background of these actions that provides the real pointers to the increasing speed at which F.M. is approaching. It is understood that an attempt has been made to sidetrack the work on the erection of the P.M.G. experimental stations. Engineers engaged on the project have advised that F.M. should be hastened slowly, and suggested that shared channels on low power A.M. would provide the temporary expedient necessary to overcome Australia's immediate broadcasting problems. This reaction and recommendation has been brushed aside by the Government, which has decided to proceed forthwith with the F.M. stations despite such opposition.

Prior to these developments it appeared that manufacturers would have had to rely on non-radiating experimental equipment for the development and tests of their F.M. receivers. For such purpose licences have been issued, but these tests would be confined to the laboratory stages as it requires program radiation to conduct field tests and assess the acceptability of F.M. receivers. An indication of how keen manufacturers are on this point is contained in the information that the Radio and Telephone Manufacturers' Association of N.S.W. had made representations urging that the P.M.G. station in Melbourne should be kept off the air until such time as the Sydney station was operating so that manufacturers in both States would have equal opportunities in completing their developmental work.

The Government wants FM. It is now very obvious that the receiver manufacturers will welcome it. It is equally obvious that the sales of standard AM receivers are slowing up—and that slowing up is not all due to the housing shortage.

It is gratifying to learn that the Federation of Commercial Broadcasting Stations is moving into the FM picture after earlier resistance on the grounds that the new system of transmission was as yet not ready for acceptance by the public, and other factors which it was thought would lead to broadcasting chaos. The broadcasters, however, were not slow to grasp the generous offer made by A.W.A. to make available FM transmitting stations in Sydney and in Melbourne for their use in experimental program transmissions, and no doubt ere this the Federation has moved in the direction of securing from the P.M.G. FM broadcasting licences covering those two stations.

The offer by A.W.A. is as timely as it is generous. There are, and have been for some time, a great number of applicants to the P.M.G. Department for FM broadcasting licences, some from powerful groups outside of the present broadcasting picture. While most people will concede that those best fitted to develop FM are those whose experience in broadcasting means something, there are many others knocking at the now unlocked door.

The Federation of Commercial Stations while in the past asking for a brake on FM introduction, has always claimed its members should have equality of opportunity for experimentation along with the A.B.C. That opportunity is now assured, provided no further time is lost in taking the steps necessary to "get on the air".



# PSCB RECONSTITUTED

"Should be wound up"—declares former Postmaster-General.

(From Our Own Correspondent)

Canberra: "Watchdogs" from the Liberal Party have been nominated to the Parliamentary Standing Committee on Broadcasting for the 18th Parliament, because the majority of the Liberals, after obtaining legal advice, decided that the Labor Government could proceed without Opposition representation. In that event, the Statutory Committee could have recommended drastic Labor Broadcasting policy without even a minority opposition being registered.

The Prime Minister (Mr. J. B. Chifley) refused to give the Leader of the Opposition (Mr. R. G. Menzies) any assurances about the future of the committee, or of the Government's intentions about broadcasting policy. The Opposition parties discussed the problem for nearly a month, and, the Prime Ministerial announcement was made in the early hours of the last day of the recent sitting, when most of the members were asleep. Mr. Menzies was not in the House.

## Boycott by Country Party

The Country Party decided to have nothing to do with the committee, former member Mr. Geo. Bowden of Victoria having given his colleagues such a doleful picture of the interfering tactics of "the Amour boys." Only two members of the Opposition spoke against the Committee in the House.

First on behalf of the Country Party, Mr. Larry Anthony from N.S.W. said that late though the hour, such a committee could not be blandly announced almost as a matter of routine by the Prime Minister, without the objections going on record.

The Parliamentary Committee of the last Parliament, he said, had exceeded Parliament's intentions. It had attempted to become the over-riding body of Australian Broadcasting. It had intruded into every broadcasting field.

"I know that its activities are bitterly resented by those in control of both national broadcasting and commercial broadcasting in Australia" he said.

Mr. Anthony said the Country Party was not represented on the committee for these reasons. The committee seemed to be also a means of providing extra-Parliamentary duties and fees. This committee needed close scrutiny throughout the life of the new Parliament. The Country Party's abstention was a protest against the

committee and a vote of its detestation.

The only other speaker, was Mr. Archie Cameron, a former Postmaster-General, a South Australian, who has also been a Country Party member and remains a critical individualist. "I have the gravest misgivings of this useless, entirely mischievous, pin-pricking and unnecessary committee. It is an experiment which has failed dismally. The sooner it is wound up, the better for broadcasting in Australia" he said.

In its final form the new committee consists of:—Labor—Senator Amour (again likely chairman), from N.S.W., Senator Findlay from S.A., Messrs. Burke from W.A., Watkins from N.S.W. and Hadley from Queensland. Liberal members are Senator Hays from Tasmania, Messrs. Hutchinson from Victoria, Spender from N.S.W. and Fallick from Tasmania.

Mr. Max Falstein withdrew to ensure wider State representation, and Mr. Hadley was nominated by the Labor Party. Mr. Beale, the N.S.W. barrister member from Parramatta, withdrew in favour of Mr. Hutchinson for the same reason.

## MULTI-PROGRAM WIRED BROADCASTS FOR BRITAIN

(From our Special Correspondent)

London, Nov. 28:— After months of preparatory work, Multi-Broadcast Ltd., have commenced a carrier-frequency wired broadcast system (the first in Great Britain) at Rugby. System is similar to that introduced several years ago by Musak Corp. in U.S.A.

British co's proposal is to establish independent relay stations at points throughout the British Isles wherever a public interest and need is demonstrated. It is anticipated that about 2,000,000 listeners to the wired-broadcasts would be connected in the early stages, each connection paying about 2/- weekly for a selection of six different programs.

(Ed. Note: This new British system of program reticulation should not be confused with the earlier radio-relay system which has been operating in England for some years. In the older system, distribution was effected at audio frequencies over normal telephone circuits and was limited to one or two programs.)

## ANPA REJECTS AAAA 15% REQUEST

The Australian Newspaper Proprietors' Association has informed the Four A's (Federal) that its members cannot accede to the agencies' request for a 15% basis of commission. ANPA held their half-yearly conference in Sydney early November. It is understood that the newspaper proprietors pleaded rising costs as the cause of their inability to meet the additional commission payment beyond the present 10% basis.

Not all newspapers, however, are members of the ANPA and it is known that a large number of publications do pay higher commissions. One old-established publication has for years paid 15% on an understanding that accounts will be met at 30 days. Failure to meet the account in that time brings about a sliding scale of reduced commission in accordance with the number of days the agency is late in paying up.

The Four A's case for 15% was ably presented by a delegation from the agencies at the recent Hobart Convention of the AFCBS. The broadcasters informed the agency representatives that their case would be given consideration.

## BROADCAST BY REUTERS CHIEF

In a broadcast over the National network, Mr. Christopher Chancellor, general manager of Reuters, stressed the necessity that the citizen must support and strengthen the free Press as an institution. At the same time the citizen must understand it, the way in which it worked and the principles underlying it, he added.

Mr. Chancellor said his job was to run a world news service and he had come to Australia to talk to the men who ran Australian newspapers about the problems of international news distribution in this part of the world.

In London, Australia's maturity into full nationhood was recognized and the leading part that Australia would play in the Pacific was realized. They wanted Australia to become an important base and clearing house for all news in the Pacific countries—China, Japan, Malaya and other places. This involved problems of world communications and other technical matters. It also raised very important and far-reaching human relationships in the British world.



## Advertising Notables —

W. A. McDERMOTT,  
Managing Director,  
A. N. White Pty. Ltd.

Although Mr. McDermott considers himself a comparative newcomer to the advertising world, his activities in this field go back to 1920, when he was in the advertising department of Swans Ltd., a Sydney hardware company.

He later assumed control of the advertising of Wm. Docker Ltd. - Robt. Ingham Clark & Co. In 1926 he joined Mr. A. N. White and was appointed Managing Director in 1932.

"Mac" is unstinted in his tribute to Mr. A. N. White for the help and encouragement he received from that gentleman who, as is well known, is one of the true pioneers of advertising in Australia, his activities in this direction going back to 1901, and who still takes a keen interest in the company's affairs.

"Mac" was born in 1898, is married, and has one daughter, Marea, who also works for A. N. White Pty. Ltd.

## A Reminiscence

"Mac" relates how in the early nineteen-thirties a caller was announced at his offices in Martin Place. The caller was a young, fair, good-looking fellow by the name of Davey, who was anxious to link up as a crooner with a 2UE radio session sponsored by an A. N. White client. "Mac" says he missed a golden opportunity of signing the young chap on a long-term contract, for he is to-day the famous radio star and one of the world's greatest quiz-masters, Jack Davey.

With Champion Vinegar Company, Eclipse Antacid Powders, J. Stanley Johnston Ltd., and Mauri Bros. & Thomson Ltd., Radio 2UE is prominent in the advertising schedules of A. N. White Pty. Ltd.

FOR A FAR MORE EFFECTIVE CONTACT OF  
FAR MORE LISTENERS, TIE UP WITH 2UE

# NAB TAKES OVER FM STEERING

## Huge Impetus Now Thrown Behind New Broadcasting System

(From our Washington Correspondent)

Washington, November 18.

The FM Broadcasters association known as FMBA which has battled along for seven years in an effort to promote Frequency Modulation broadcasting, folded up late October—not from any sense of hopelessness, but rather through the realisation that it had got off on the wrong foot.

Now the National Association of Broadcasters (NAB) will take over the steering job on FM. This was decided at the October convention of NAB at Chicago, when an FM Committee was set up within hours of the FMBA decision becoming known.

Roy Hofheinz, operator at KTHT, Houston, was made chairman of the FM Committee on which there are 10 other members whose job it will be to formulate plans for a nationwide promotional campaign to sell FM to the public.

Delegates at the NAB convention got around to realising that FM needed only a promotional organisation, and not an independent trade association. NAB, it was felt, could capably represent FM broadcasters just as it represents AM broadcasters.

Professor Armstrong tracing the development of FM declared: "You have the Blue Book with you today and its related Constitutional question of free speech because radio leadership in 1936 failed to pass on to the public the benefits of FM's development to which it was entitled . . . That is when radio missed its first great opportunity to escape from the strait-jacket of frequency scarcity."

He said that "virtually a decade" has been wasted "trying to overcome these and other man-made barriers which have been placed in FM's path. . . . As a net result of these delays, not only do we have unsound engineering restrictions on radio, but on top of that we have the Blue Book itself, a product of these restrictions."

He predicted that shortly FM receivers would flood the market because "manufacturers have approached the saturation of the market for AM sets and they have no choice if they are going to stay in business."

Professor Armstrong said the future of FM, now past engineering hurdles, "rests with you, the broadcasters." Despite all the handicaps which the speaker said have been placed in the way of FM, he predicted that radio would remain free because of FM.

### FM SET PRODUCTION

Dr. Baker (G. E. Co.) answering the most frequently-asked question by FM broadcasters before a quiz panel set up by NAB's FM Department, declared that total FM set production as at September 13, was 79,000 compared to 6,000,000 AM table models and about 400,000 AM consoles. For the remainder of the year 1946, he predicted an output that would bring the total FM sets up to between 350 and 400 thousand, nine million AM mantle and 800 thousand AM consoles.

He thought that the biggest factor in delay of FM set production, was the shift of FM from the 40-mc to the 100-mc band. Engineering had to start from scratch, and even old-line manufacturers couldn't produce FM sets without new engineering research. Equipment shortage and lack of engineering personnel also have contributed to the delay in set manufacture.

The average manufacturer had no alternative. He had to make AM sets quickly or lose his market entirely. Wood shortages also contributed to the FM delay. Statistics show most of the production went into table models with plastic cabinets.

Delay in getting production on FM sets "may be healthful," said Dr. Baker, inasmuch as transmitter production also has been delayed by the shift upward of FM. FM cannot be successful nationally with 250-w power. It must have greater power, he said.

Last week it became apparent that the Steering Committee appointed at the NAB Convention would evolve a new virile organisation to be temporarily known as FM Association. Under the plans adopted by the Committee, FM broadcasters, transmitter and receiver manufacturers and others in-



Dr. Edwin H. Armstrong—the inventor of F.M.

terested in that art, will sponsor a nationwide advertising and promotional campaign to make the public FM conscious. FMA will not conflict with NAB, but will work with the overall trade association, it was pointed out.

The Steering Committee has adopted the following proposed objective which will be submitted to a general membership convention to be called for December or January:—

1. To encourage the development of FM broadcasting.
2. To publicise the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of this association (FMA) regarding the general problems incident to FM operation.
4. To co-operate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the widespread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting.

### F.M. Clears Production Bottleneck

First-hand advice that F.M. broadcasting in the U.S.A. is clearing the production bottle-neck, has been received in Sydney by Mr. Ray Allsop in the form of an air-mail letter from Dr. Edwin H. Armstrong.

In this letter, dated November 22, Professor Armstrong advises that at time of writing, no less than 90 F.M. broadcasting stations were operating on regular schedules, while work on another ten stations was so advanced that it was anticipated they would be on the air "by the time you receive this." The significance of these figures is even more apparent when it is remembered that on August 31, only 48 F.M. stations were operating in the U.S.A.

On the receiver production side Professor Armstrong's news also is rather interesting, as he advises that

(Continued page 10, col. 1)



# ur long-range thoughts come to a momentary pause . . . .

. . . the calendar points to Christmas, and the personal depth of the season is something we ourselves shall celebrate, upon the invitation of a myriad homes.

We shall do this with good taste also for the nation's high-minded business organisations who take a personal interest in sponsoring good cheer into these myriad homes, with such broadcasts as:—



Age Programme	Evergreens	Musical Comedy Theatre	Sing a Song Soldier
Anna Karenina	Golden Hour	Musical Memory Tests	Star Pupil
Beat That Story	Hillbillies	Macquarie Plays	Starrd with Music
Bing Sings the Hits	Hour of Charm	Mack's Melodies	Spotlights on Hollywood
Ballad Time	Hits of the Past	Mrs. 'Obbs	Sports Panorama
Comedy Classics	Hit Tunes of the Hour	Noon Tunes	Sport with Fred Tupper
Crooners and Croonettes	In Pursuit of Beauty	Nick Carter	Sing Me a Song
Coconut Grove	Jackaroo Joy	Off the Record	Stars of Song
Catholic Hour	Junior 3AW	Owen Foster and the Devil	Theatregoer
Choice of the People	Kool Mint Play	Presbyterian Half Hour	The Lion's Roar
Concerto Concert	Kiss and Make Up	Peter's Pals Party	Theatrical Interlude
Chatterbox Corner	Let's Talk About Books	Quiz Kids	Vitaton Maestros
Conductor's Corner	Let's Laugh	Rox-a-Bye Baby	Women's Sessions
Conservatorium Players	Music Off the Ice	Reflections from Opera	World of Song
Can Racing Systems Win?	Modern Melody Makers	Reveries for Relaxation	Youth Speaks
Dr. Mac	Merry Widow	Service for the Services	Etc., Etc., Etc.



# 3AW - 3CV

KEY VICTORIAN STATIONS OF THE MACQUARIE NETWORK





# BROADCAST PROGRAMS UNDER FIRE AGAIN

Labor Politicians and Teachers' Federation Complain about Influence on Juveniles

Australian broadcasting programs as they affect children were under a barrage of criticism from several quarters last week. Firstly at Canberra on Wednesday, Mr. Sheehy (Lab. S.A.) opened the attack in Parliament when he appealed to the Postmaster General to "do something about the gruesome murder plays" which he alleged were broadcast over some commercial stations. He claimed that such broadcasts had an undesirable effect on children.

Then in the Senate on the following day Senator Amour (Lab. N.S.W.) attacked radio and film entertainment standards in Australia. (It will be recalled that Senator Amour was Chairman of the Parliamentary Standing Committee on Broadcasting last year that recommended the adoption by Australian broadcasters of a standards of ethics in entertainment similar to that of the American film industry!)

Senator Amour last week said this: "Tune in your radio at almost any hour and you'll hear some detectives shooting someone up.

"You'll hear all the squeals and squeaks and there's no alternative but to listen.

"If the adults turn the radio off, the children turn it on again. The station owners want to pump out as much murder on the public as possible. Surely some higher standard is attainable."

Turning to the theatres, Senator Amour said proprietors had more regard for their purses than the welfare of the community.

He urged that notice boards should be compulsorily set up outside each theatre so that mothers could readily tell whether programs being screened were suitable for their children.

It was rare, Senator Amour added, to find two films in the one program fit for general exhibition.

Films produced in America were designed to cater for six-year-old mentalities. It was time for action to raise exhibition standards in this country, he said.

## Teachers Too

On Saturday last the Teachers' Federation in N.S.W. came into the picture with a set of criticisms and at least an effort at being constructive, in a report submitted by the Education and Syllabus Committees to the Federation Council. The report, adopted unanimously by the Council, dealt with the influence upon children of the cinema and radio.

Undesirable radio features, the report says, include the following:

(1) Unsuitable fare in many of the most popular sessions.

Such are crude serial stories of violence and murder, skits on school life which make a hypocritical ignoramus of the teacher, and heroes of the loutish and ignorant pupils; the various comedy-farces, depending for their appeal on low and very broad humor; hit tunes of the week with their inculcation of poor musical taste; and children's quiz sessions which offer large money rewards, often for a mere guess.

(2) Loss of the reading habit.

Some of the above radio sessions are for adults, but as the scripts are written for listeners with a mental age of 10 years or so, children enjoy them and spend a lot of time listening to them. This interferes with other activities, especially the cultivation of good taste in reading.

(3) Growth of the habit of not listening.

While children have learned to listen avidly to cheap farce and horrific thrillers, they have also learned not to listen when anything else is on the radio. They have learned to be able to talk or turn attention elsewhere while a symphony orchestra is playing or a well-prepared talk is being given. Is it any wonder they so often do not listen to the teacher? They have developed resistance to any sounds they do not particularly want to hear.

## Suggested Remedies

(a) Propaganda aimed at the extension of sessions of a good type—those that cater for various interests and promote desirable activities; e.g., the Kindergarten of the Air, the A.B.C. Children's Session.

(b) Establishment of a Children's Radio Station. Care must be taken to make its sessions as attractive as the poor quality ones now popular.

(c) Establishment of children's programs, sponsored by the various Education Departments, on existing stations. This will probably involve paying for radio time in competition with other sponsors.

(d) Continual encouragement to pupils and parents to listen to good quality programs and to make a definite choice of sessions.

(e) Urge the A.B.C. to issue to schools leaflets on coming attractions for children to feature these prominently in the "A.B.C. Weekly."

(f) Urge the Department of Education to feature desirable sessions in the School Magazine and in bulletins to secondary schools.

(g) Teachers, and parents should insist that there are times when careful listening is absolutely necessary. The theory that a child should never have to listen to something uninteresting to him is thoroughly immoral. Attentive listening is an indispensable part of the children's social and moral training—a simple application of the golden rule.

(d) The Department of Education should publish a children's newspaper, which could promote good standards of appreciation and criticism and encourage desirable activities.

## Parent's Responsibility

At Newington College Speech Night last week, headmaster Mr. Le Coutier contended that the selection of good programs to be listened to rested with parents. "If parents find they cannot supervise radio subjects so that their sons benefit by them, then I suggest that the boys listen to none," he said.

"Parents must accept some responsibility for selecting sessions from which their children can benefit," said Mr. J. E. Ridley, president of the Australian Federation of Commercial Broadcasting Stations, in the course of comment upon the recent criticisms. He pointed out how easily people could criticise radio programs but how difficult it was to pin them down to specific instances on which they are supposed to base their complaints. Probably just as many responsible people would be prepared to praise the work of commercial broadcasting stations in the educational and cultural field as there are those who are critical. It is a well-known fact that many stations are performing a great national service in the field of education.

An important N.S.W. provincial high school in a recent book published about the school's activities specifically praised the local commercial station for its co-operation and educational influence. There are no doubt very many similar cases of appreciation of the commercial stations.

The difference between criticism and praise is that criticism makes news headlines—praise is taken for granted.

# One for the Shelf! A Christmas Fantasy

## "IT'S WE WHO CHANGE"

An Outstanding Christmas Half-hour Presentation with a Brilliant Cast

### CAST

John, an adult human . . . . .	John Tate	Sleeping Doll . . . . .	Netta Squires
Janet, his wife . . . . .	Lyndall Barbour	Jack-in-the-box . . . . .	Ossie Wenban
Santa Claus . . . . .	Marshall Crosby	Goldilocks . . . . .	Pat Burrington
Father Bear . . . . .	Vivian Edwards		

PRODUCED BY JOHN SHERWOOD

Here is a delightful Christmas Fantasy which will appeal to young and old alike. The scriptwriter, Eric S. Bell-Smith, a leading Sydney journalist, has woven a quaint and attractive story around the Christmas toys, who express opinions in a modern but whimsical manner. He brings to us all the thought that it is we human beings who change and a plea that we should remember the happiness of our youthful days.

Brilliant producer John Sherwood handles the cast of outstanding Australian artists with distinction, and has moulded the story into an exceptionally fine presentation.

This unique show is for outright sale in selected areas, and can be used as a programme for Christmas stock.



Melbourne Representatives: OATEN-WARD (Ernest J. Oaten—Dudley H. Ward), 379 Collins St., Melbourne, C.1., Vic.

## BMB CAMP NOT SO HAPPY

### NAB Conventioneers Critical of Industry's Own Audience Measurements

Backwash over BMB surveys following the recent U.S.A. National Association of Broadcasters annual convention at Chicago, seems to have swamped the industry-promoted survey effort with almost as much controversy as that which has raged for years around CAB and Hooper ratings.

Commenting, "Variety" said that BMB "has emerged from the annual NAB convention listing to port side, its hulk still showing signs of damage from attacks, particularly from the heavy artillery aimed at it by the NAB's own board of directors at its closed doors post-convention huddle". The paper reported that BMB was only given a new lease of life by the scantiest of margins.

From reports emanating from the NAB convention, it would appear that main criticism of BMB (which of course the NAB itself fostered to grow) is extravagant claims made on behalf of BMB and what it is supposed to do. The BMB's first Station Audience Reports were not received unanimously enthusiastically. In fact there was considerable criticism from quite a few stations amounting in one case to outright repudiation of the BMB data by one station.

On the other hand at the opening BMB session of the Convention BMB chief executive Hugh Feltis warned that BMB audience and ABC (Audit Bureau of Circulations) are not directly comparable. He stressed the joint effort of broadcasters, advertisers and agencies whose researchers and executives together set the BMB pattern, "established the standards and assured the representativeness of the sample". These men from all three groups "have agreed and are prepared to demonstrate to anyone that the techniques and the methods and the size and the distribution of this study are adequate to measure how many families listen to a station, and where these families live.

#### BMB's Dimensions

"BMB," he declared, "has measured the how many and the where of station audiences. These are the two basic dimensions which BMB set out to measure and which BMB has accomplished. And that is all we proposed to do in this study."

"BMB does not measure", he continued, "how often they listen, how

many hours they listen, what programs they listen to or average-minute listening." BMB's reports he said, do not show individual program audience, available program audience, share of audience, or type of listener, and they should not be used to compute cost-per-thousand listeners to individual programs.

(Note: A detailed account of BMB claims put forward by Feltis appeared in "BB" October 17.)

### PARLIAMENTARY BROADCASTS RECORDED

(From our Canberra Correspondent)

First broadcasts of the Federal Parliament in July, 1946, were recorded so that the National Library's historical archives could preserve the initial attempts to bring the voice of the Legislature into the people's homes. The metal matrices and two prints have been lodged in the historical department with records of several speeches by the late John Curtin made before and after becoming Prime Minister. These records include his talk on the death of Prime Minister J. A. Lyons; his speech to America after the declaration of war on Japan; and his speech on receiving the freedom of the City of London.

The Government has decided that records of all national events will be made, during broadcasts, for historical purposes. Regular extracts from current commercial film news-reels are also being assembled for the historical library.

### TELECOM. COMMISSION APPOINTMENTS

The top-line executive appointments of the Overseas Telecommunications Commission were announced on December 2 by Major-General J. E. S. Stevens, general manager, as follows: Chief Engineer—Mr. A. S. McDonald; Assistant General Manager—Mr. J. L. Mulholland; Chief Accountant—Mr. H. Steele, A.I.C.A.; Chief Superintendent, Radio Services — Mr. George Apperley; Personnel Superintendent—Mr. B. White, B.A., ex-R.A.A.F., from the Public Service Inspector's office.

The first four gentlemen are all well known as executives of Amal-

## FM Bottleneck Cleared

(Continued from page 6)

no less than six of the major manufacturers are now actively engaged in F.M. production. These six—Zenith, Stromberg-Carlson, General Electric, Westinghouse, Magnavox and Philco—represent the bulk of the industry leaders, while the line-up is almost completed by RCA, who have started active merchandising but had not made any large-scale deliveries at time of writing.

Professor Armstrong also reports that A.M. production is showing signs of catching up on the war-time backlog, and prophesies that as soon as the Xmas seasonal rush of sales is over, the emphasis will be on F.M. production, rather than on the popular-priced A.M. compacts and small sets, as it has been until now.

### P.M.G.-A.B.C. Stations

It is understood that the first P.M.G. F.M. experimental station which has been erected in Melbourne will be on the air before Christmas. The second P.M.G. experimental station is being produced and it is understood will be erected on the top of the new Sydney G.P.O. building, but it is not known when this station will be in operation.

### NEW SYSTEM PROPOSED FOR CANADIAN BROADCASTING REGULATIONS

The Canadian Parliamentary Radio Committee has recently proposed in Ottawa that an impartial regulatory body be established.

This proposal is in line with recommendations made for a number of years by the Canada Association of Broadcasters and has been discussed in Parliament by previous committees. At the present time the Canadian Broadcasting Corporation regulates all broadcasting and is, also, a competitor of the independent stations as well as operating all Canadian radio networks. Under the proposed new body, both the CBC and the independently-owned stations would be subject to the control of a separate organisation.

gamated Wireless with which company they were associated almost since its inception, until receiving the present appointments.

Major-General Stevens also announced the positions of Secretary and Superintendent of Stores are being advertised this week.

THE DIRECTORS,  
MANAGEMENT  
AND STAFF OF

**3UZ**  
MELBOURNE

*Wish you the  
Compliments of  
the Season and  
a Brighter and  
Happier 1947*

NILSEN'S BROADCASTING  
SERVICE  
45 BOURKE ST., MELBOURNE  
Central 1925

SYDNEY REPRESENTATIVE:  
ERIC WOOD  
47 YORK ST.  
BX 2098



## BREIF CLUB XMAS LUNCHEON

Guest speaker at the Christmas BREIF Club Luncheon held at the Wentworth Hotel, Sydney, on Monday, December 2, was Major General J. E. S. Stevens, C.B., D.S.O., general manager and chief executive officer of the Overseas Telecommunications Commission.

Major General Stevens, who was introduced by BREIF Club past-president, Mr. A. R. Allen, served with Army Signals, being the first commanding officer of the 6th Division Signals. In 1940 he was promoted to Brigadier and later to Major General. Between the two wars he served in the telephone branch of the P.M.G.'s Department and on demobilisation after V-P day was appointed Assistant Public Service Commissioner, which post he held until his recent appointment to the Overseas Telecommunications Commission.

Major General Stevens briefly traced the history leading up to the formation of the Overseas Telecommunications Commission and the taking over by Government utilities throughout the Empire of all external communication facilities. He said that he had nothing but the greatest admiration for the co-operation extended and the part played by A.W.A. and Cable & Wireless Ltd. during the war, but he felt that there were certain advantages in Government ownership of these basic communications.

He explained the set-up of the Commonwealth Telecommunications Board on which were representatives of British and Dominion Governments which controlled the overall Empire policies on communication and of rates and services whilst each individual Commission developed its own services in their own particular countries in harmony with the policy laid down.

He said that the Commission was faced with a big task in taking over such a large and efficient set-up that had been functioning over a long period of years and detailed briefly the services that would be controlled by the Commission.

He commented that the actual terminals of the beam and cable services had been extended to cricket grounds to facilitate speed of news from the Test matches and that similar facilities will be available for the Davis Cup matches which will be relayed to the United States.

A vote of thanks to Major General Stevens was proposed by Mr. Sam Jones, the chief engineer of Phillips, who had known the speaker both in and out of the Army over a long period of years.

### Golf Trophies Presented

BREIF Club president, Mr. Eric Dare, called on Mr. C. Moses, general manager of the A.B.C., to present the prizes for the BREIF Club golf competitions that had been played at Concord and Pennant Hills. Details of the prize-winners are reported elsewhere in this issue of RETAILER.

All prizes for BREIF golf competitions during the year had been donated and thanks were extended to the following firms for their donation of competition prizes. They were Messrs. F. G. Spurway Ltd.; A. E. Ackland Ltd.; Noyes Bros. (Sydney) Ltd.; Tecnico Ltd.; B.G.E. Company Ltd.; Gramophone Company Ltd.; Homecrafts Pty. Ltd.; William Adams & Co. Ltd.; Reg. Rose & Co. Ltd.; Johnson & Phillips; Hermann Plastic Moulding; Mr. Tommy Ross, of Crown Crystal Glass Company; and Nilsen-Cromie Pty. Ltd.

The BREIF Club of Sydney membership now totals 319.

At the November board meeting the following new members were admitted: Douglas Duns (J. Walter Thompson), Bob Dyer (Dyer-Malone Advertising), H. M. Jarrett (Noyes Bros., Sydney), R. Dooley (Commercial Broadcasting Federation), D. A. Jackson (Eveready Aust. Ltd.), G. H. Underwood (S.T.C.), R. A. Kirkwood (O'Brien Publicity), W. R. Smith (Country Broadcasting Services), A. R. Peacock (S.T.C.).

The BREIF Club has a credit balance in its War Comforts Fund of £339/14/7 for the purpose of assisting returned service men and women engaged in the industry. In the BREIF Club Provident Fund there is £159/18/7 in credit for the purpose of assisting any individual cases brought under notice of those employed in the industry.

The BREIF Club is formed for the purpose of carrying out special functions in the broadcasting, radio and electrical field and in so doing any residue of funds is to be used for such charitable and other purposes

## LIMITED PROSPECTS FOR AUSTRALIAN FILMS

English film director Harry Watt does not agree with the point of view recently expressed by Tommy Trinder on the type of propaganda Australia needs overseas—"B.B." 28/11/46).

Addressing a recent meeting of the Fellowship of Australian Writers, Mr. Watt said that the possibilities of the Australian film industry were limited. Jaded audiences overseas appreciated seeing Australian scenery and way of life, but the present prospects were limited.

Australian scenery is somewhat monotonous, Mr. Watt said, and outside of the bush it is the same from one State to another, while, visually Australian cities are not worth putting on the screen at present. They represent the very worst work of heavy-handed British architecture. Some overseas people think of Australia as tropical and exotic, but in reality everyone goes around in a blue suit.

Mr. Watt said that Ealing Studios had asked a prominent American novelist to co-operate in writing the script for its film on the Eureka Stockade. Australian script writers still used a vast and flowery style more suited to prose fiction than film scenarios, and the Australian film industry should establish an apprentice system to train writers and technicians.

### "JUKE BOX" RECORDS SUBJECT TO COPYRIGHT

An injunction was recently granted against the owner of a "juke box" and the owner of a shop wherein the "juke box" was operated, the court holding that the musical work was publicly performed by the shop proprietor and that such public performance was authorised by the owner of the "juke box."

It seems that any recording played through a "juke box" is now classified as a public performance of that recording and therefore subject to any copyright on performance held by the owner of the number reproduced.

as the board of management in its discretion deems advisable.

The Honorary Secretary is Mr. Roger Enemark, of Trans-Radio Advertising, Sydney.

*A Merry Christmas*

FROM THE NEWCASTLE & HUNTER VALLEY COMMUNITIES

TO  
*Friends and Advertisers Everywhere.*

2  
K  
O

2  
K  
O

\* THROUGH THEIR FAVORITE RADIO STATION OF COURSE

TESTING STATION FOR THE COMMONWEALTH

## Feltis Cautions Researchers About Misuse of BMB Data

A word of caution to "feel your way slowly and carefully in the use of BMB station and network audience information" was given by BMB President Hugh Feltis in a talk to the radio group of the New York chapter, American Marketing Association last month, reports *Broadcasting*.

"Don't rush to conclusions," Mr. Feltis warned. "Test and experiment to see how the information can be validly used. Guard against misuses and misinterpretations that may lead to costly wrong decisions."

### Basic Agreement

Speaking on the subject, "First Impressions of BMB," Mr. Feltis reported that they have been of two broad categories, "reactions concerning the BMB measurements as such and reactions with respect to specific findings and their uses." Most people, he said, whether advertisers, agencies or broadcasters, "are thoroughly in agreement with the broad basic principle which motivates BMB: the establishment of a uniform, comparable measurement of station and network audiences. But," he added, "they do not all agree on the precise meaning of the phrase 'station audience.'"

"In some quarters," Mr. Feltis continued, "it is felt that families who listen to a station only once a week should not be included in its audience, for the likelihood that they will listen to any specific program is quite small. Others feel they should be included, just as a magazine's circulation includes those who only buy it occasionally. In much the same way, some people feel that a country in which only 10% or 15% of the radio families listen to the station at least once a week should not be included in its audience area."

"These are matters that cannot be determined arbitrarily," he stated. "You marketing people and researchers are in an excellent position to study and analyze the BMB data and help find the answers to these questions," he said.

Reactions in the second group, concerning specific data and their uses, Mr. Feltis reported, have been chiefly questions from broadcasters, such as: "Just what does BMB report mean? How should I interpret it? How can

I use its findings? Will it help me in programming, in engineering, in selling? Is there any correlation between my total audience as shown by BMB and the average number of listeners per minute as shown by other types of surveys? What should I call my primary audience area?"

These questions, showing "that broadcasters are anxious to present a true and valid picture of their station audiences to you marketing men and researchers . . . may take some little time to answer," Mr. Feltis said, asking his audience "not to be impatient."

So far, he said, BMB has produced facts that are important, basic, uniform and comparable. "The next job for the industry is to evaluate these facts, interpret them, see how they may be co-ordinated with other facts gained from other research, determine how they may be used and what broad conclusions may be drawn from them."

Reviewing the first BMB study and the three reports—the individual station reports which have been issued and the forthcoming area and network reports—Mr. Feltis stressed that BMB's objective had been to determine only two things: how many families listen to a station, and where they live. "This," he said, "is quite different from measuring the number of families that listen to an individual program. Neither measurement is a substitute for the other."

### WHAT OF FIELD STRENGTH INTENSITY?

(from Our Washington Correspondent)

Washington, Nov. 18: Edgar Kobak, president of Mutual Broadcasting System today entered the BMB controversy in an article in *Broadcasting* in which he claims that sponsors, agencies, and recognized research experts are refraining from premature judgement until the actual application of the findings prove their worthiness. He says MBS's own engineers have made some interesting comparisons between their studies of "signal strength to noise level" and the BMB findings. Summarizing this work so far, they report; "Up to now, while still in the preliminary stages, our studies of the daytime BMB figures compared with daytime service area maps have shown a remarkable degree of correlation. In every case so

## SYDNEY COUNTY COUNCIL ADVERTISING

### Use of Radio Recommended

The Sydney County Council Electricity Undertaking has been a consistent supporter of the broadcast medium of advertising for a number of years and apparently has received good value for the expenditure. Currently the S.C.C. is sponsoring sessions on 2UW and on 2GB and using announcements on all other Sydney commercial stations.

The general manager, Mr. G. S. Boyd, recently recommended to the Council a total expenditure of £18,000 on advertising during 1947, which is upon the same scale of annual expenditure as has been used during the past few years.

Of the total amount of £18,000, the six Sydney commercial stations absorb £4,500 compared with £5,600 spread over 11 daily and weekly newspapers.

Council instructed the general manager to continue with the present scale of advertising for three months, after which time the matter would be reviewed again.

### ADELAIDE STATION STRIKE SETTLED AT CONFERENCE

The conference between the management of 5KA and Actors and Announcers' Equity's Victorian divisional secretary, Mr. Dick Diamond, concluded on Tuesday of last week upon satisfactory terms.

Members of the staff, who had been on strike since Tuesday, November 26, returned to work the following weekend after the conference, which started on the Saturday, had been arranged.

far studied, the daytime BMB's make sense when compared with contemporary engineering—after proper allowance is made for known influencing factors such as competing stations, strong regional interests or peculiarities, etc. These studies further confirm the wisdom of establishing 10% as the minimum for consideration in BMB audience measurements."

To put it another way, in the areas where BMB reports 10% (or better) once-a-week daytime listening, engineering calculations show a "signal" good enough to reach people to the extent shown. Conversely, where BMB shows less than 10% daytime listening, even where there may be sufficient signal strength, it is easy to see reasons for this lack of listening—stations they can hear better or whose programs are better suited to local tastes and interests.

*With Our Seasonal Greetings goes our Assurance for BIGGER BRIGHTER... AND BETTER PROGRAMS in 1947 3XY*

163 SPRING ST., MELBOURNE  
CENTRAL 6612

Sydney Rep.: Mr. RICK BARNES  
42 PITT STREET. Phone: B 6315



★ Off Duty at the Hobart Convention ★



"B.B.'s" all-too-candid camera went along to the Hobart Convention of the Australian Federation of Commercial Broadcasting Stations to catch this series of "off duty" snaps of delegates.

TOP SET: Left to right shows first a pretty view of Hobart town with snow-capped Mt. Wellington in the background. Many of the delegates visited the mountain top to throw snow at one another. Next we found 3UZ manager Arthur Prince and station rep. Hugh Anderson looking for something to happen in one of Hobart's main streets. Then over on the right 2HD manager J'm Story tests the timbers of famous Gretna Green Hotel way up the head of the Derwent River, while 7LA manager Val Sydes and 2SM general manager Bernie Stapleton challenge him to pull the place down. Val Sydes kindly provided transport for several delegates from Hobart to Launceston via the Great Lake.

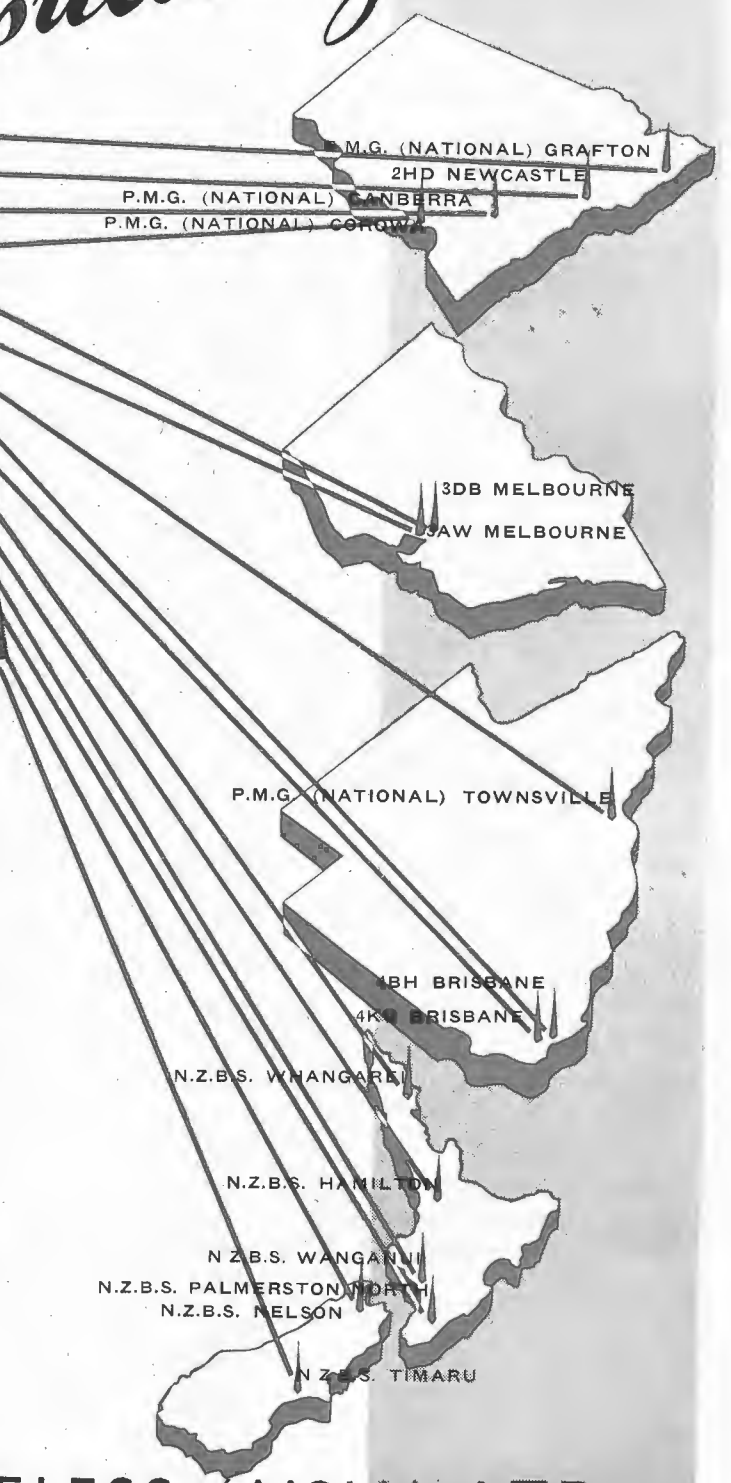
CENTRE SET: Messrs. Holmes (2WG), Heath (Macquarie), O'Halloran (2QN), Johnson (4IP), Martin (4BU), Mogg (3XY) and Davies (3GL) outside Parliament House. Centre picture shows a group of conventioners on the steps of Parliament House and in the front row are Messrs. Chippendall (P.M.G.'s Dept.), Wynne (4MB), Paddison (2KA), the Tasmanian Premier, Mr. Cosgrove, and Messrs. White (3AW) and Ridley (2GZ). In the next picture on the right "The Three Musketeers" — Ray Walters (Willmotts), No:1 Nixon (Nixon Advertising) and John Humphrey (4A's secretary).

LOWER SET: Viv. Brooker (A.W.A.), "Paddy" Campbell Jones (2UE) and Mr. Chippendall chatting outside Hadley's Hotel. Centre: Bob King (2KY), Archer Whitford (the West) and Bernie Stapleton just couldn't get close enough to the fish. Here they are seeing them "cleaned alive." Fitzpatrick touch creeps in on the last picture "as the conventioners said a sad farewell to this land of lovely rivers with the sun setting over the range beyond the romantic Derwent."

THE PERFORMANCE ACCOUNTS FOR ITS



*Popularity*



2,000 WATT BROADCAST TRANSMITTER

Attractively finished in two tone grey with black and chromium fittings (standard finish), the new series 2,000 watt broadcast transmitter provides a new concept of accessibility, efficient layout and free air circulation, as a result of the vertical chassis principle of construction.

Australian-made Radiotron valves are used throughout, a minimum number of types being employed. This fact, plus the use of high level class "B" modulation, together contribute to low operational costs.

Typical of the outstanding performance offered by the A.W.A. 2,000 watt broadcast transmitter are the following figures which were measured at 2,000 watts power rating during the final tests on transmitter serial No. 9 recently completed for 2HD Newcastle.

Frequency Response (50% mod.)		Distortion (100% mod.)	
C.P.S.	db	C.P.S.	%
30	-1.5	50	2.9
50	-0.2	100	1.6
100	0	400	1.0
300	0	1,000	1.15
500	0	5,000	1.25
1,000	0	7,500	1.4
2,000	0		
4,000	+0.2		
6,000	+0.4		
8,000	+0.3		
10,000	-0.5		

Noise Level (below 100% mod.) ..... -65 db.

AMALGAMATED WIRELESS (A'SIA) LTD.

47 York Street  
SYDNEY

167 Queen Street  
MELBOURNE



## A.W.A. BOOKS ORDERS FOR 2,000 WATT TRANSMITTERS

As a result of a policy laid down before hostilities actually ceased, A.W.A. completed the first of its post-war 2,000-watt broadcast transmitters some months ago. Originally it was intended that these should be manufactured in batches of six for stock in order to facilitate recovery in the Australian broadcasting field by quickly meeting the demand created through the lack of equipment during the war years. This intention has not been realised owing to the fact that orders have been received in advance of batches under construction. Of the first 20, no fewer than 15 have been ordered and negotiations are under way for several more.

Their success with this model is brought about by its special constructional features and performance. Figures realised in operation show that the frequency response is well within the 1.5 db. guaranteed between 30 and 10,000 cycles, and in the majority of instances it is only these limits that 0.5 db. is exceeded. Distortion is better than 3% at 100% modulation, whilst noise level below 100% modulation is nearer to -70 db. than the -60 db. figure guaranteed.

Whilst awaiting the completion of buildings for the ALP Queensland branch station, 4KQ Brisbane, its 2,000-watt transmitter is on display in the foyer of the A.W.A. building, 47 York St., Sydney. An invitation is extended to call and inspect this transmitter.

## 350,000 REPLIES TO QUIZ

Over 350,000 replies were received to the quiz conducted by Jack Davey in the "Calling the Stars" program, broadcast from 2UE on a relay to 40 stations on November 26. The winner who named correctly the voices in the first four questions and added three lines to a limerick, received £100. There were 36 other prizes ranging from £5 down to £5.

During the recent AFCBS Convention at Hobart, Convention delegates spent an interesting afternoon at Cadbury-Fry-Pascall factory on the Derwent River inspecting the modern sweet and chocolate making plants—top picture—which shows Mt. Wellington in background.

In the lower picture is seen Hobart's famous pontoon and lift bridge which delegates also inspected with keen interest.

## EXTENSION SOUGHT IN DEADLINE FOR "SINGING COMMERCIALS" BAN

The AAAA (Federal) reacted quickly to the resolution of the AFCBS Convention at Hobart to outlaw singing commercials and freakish announcements by applying to the Federation for an extension of time before the imposition of the ban. Convention had set January 31 next as deadline for singing commercials, jingle announcements and announcements given in exaggerated tones.

The Four A's is seeking to extend the time to June 30 next and has submitted that proposal to the Federation explaining that some agencies have already built up supplies of recorded commercials that will come under the ban, while others have had their commercials built into expensive recorded programs. The six months' grace would enable all these to be absorbed.

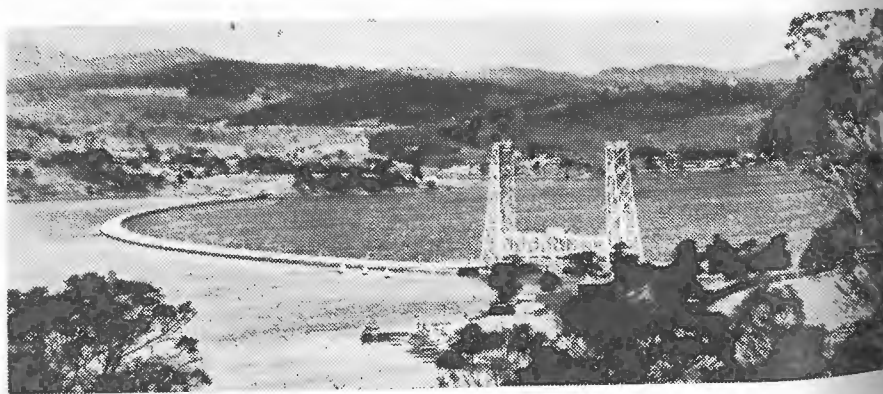
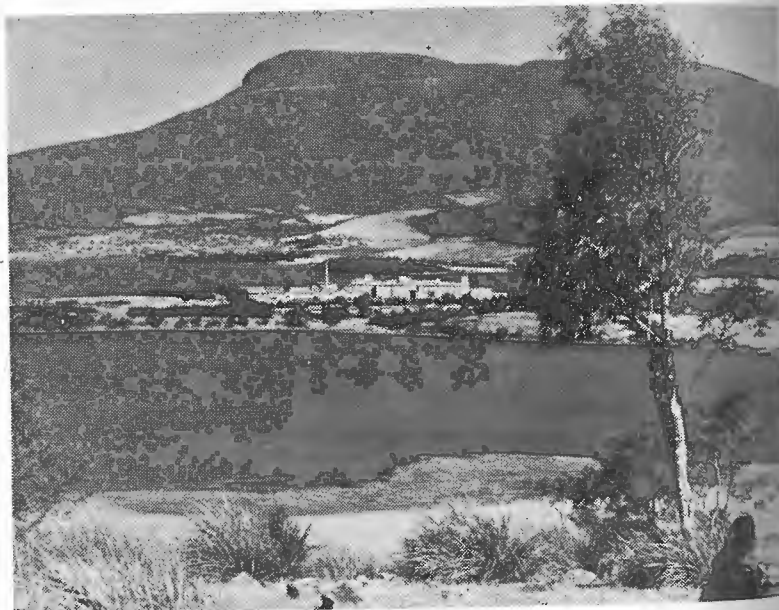
## OFFICIAL WELCOME HOME TO "PROGRESSIVE FARMER"

To officially welcome home Mr. A. K. Gardiner on his return to Australia after a tour of the U.S.A. as winner of the N.S.W. Agricultural Bureau's Progressive Farmer Competition for 1946, a dinner was jointly arranged by the State Council of the Bureau, the Commissioners of the Rural Bank of N.S.W. and the directors of station 2GZ, at the Pickwick Club, Bligh Street, Sydney, on December 4.

Expenses of the tour were met jointly by The Rural Bank and 2GZ while the station played a leading part in the promotion and organisation of the scheme.

Noticed amongst the large and representative gathering were, the Hon. W. F. Dunn, Secretary for Lands, Messrs A. F. Manchee, chairman of directors, and J. E. Ridley, general manager 2GZ, C. R. McKerihan, commissioner Rural Bank, Robert Burlingame, U.S. Information Director in Australia and Mr. Toyne who is U.S. Agriculture Attache in Australia.

## H O B A R T



# EACH DOMINANT IN ITS SPHERE



It takes years to ascend to a position of dominance— it takes power to stay there. With its towering 2,000 watt transmission, Station 2TM has dominated the lucrative north of New South Wales to the entire satisfaction of National advertisers. Power . . . plus programmes . . . plus intense activity in local affairs — they're the pylons which hold 2TM and its advertisers in a pre-eminent position.



## WOMEN'S CLUB GETS BEHIND CHILD WELFARE

Branches of the 2TM Women's Radio Club—at Gunnedah, Manilla, Quirindi, Tamworth, Uralla, Walcha and Werris Creek—are devoting their efforts to the establishment of Child Welfare Centres in each district.

Last month we reported that the Tamworth City Council had set aside two areas of park land for the establishment of Centres in that City.

News has now come to hand of a similar move at Gunnedah; portion of Kitchener Park will be allotted for a Child Welfare Centre.

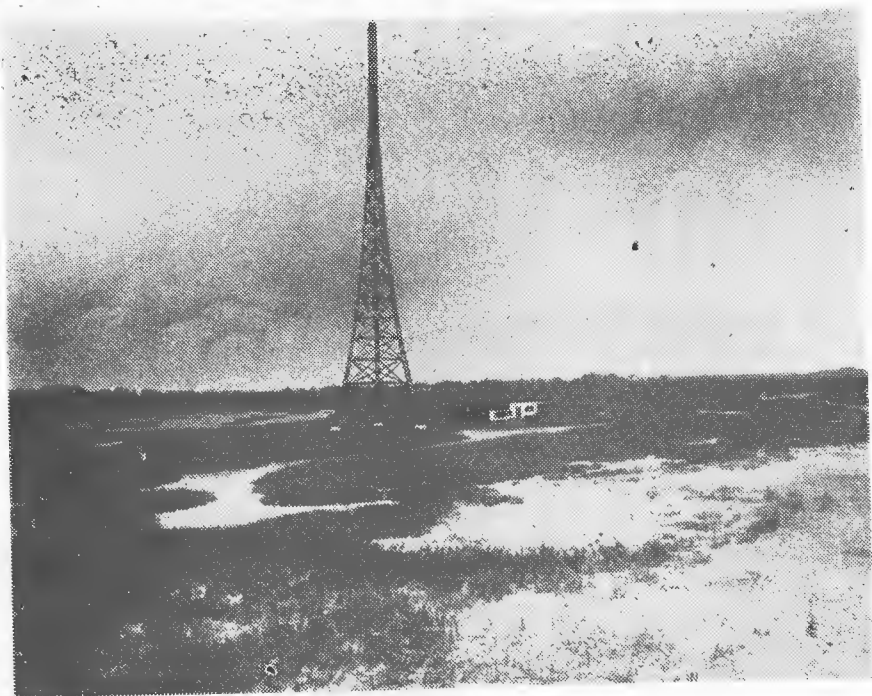
Sydney Office—Lisgar House, 30 Carrington St., BW7375 Melbourne Office—Hugh Anderson, 130 Exhibition St., Cent. 4366



2TM WISHES YOU THE MERRIEST OF XMASSES AND THE MOST PROSPEROUS NEW YEAR EVER!







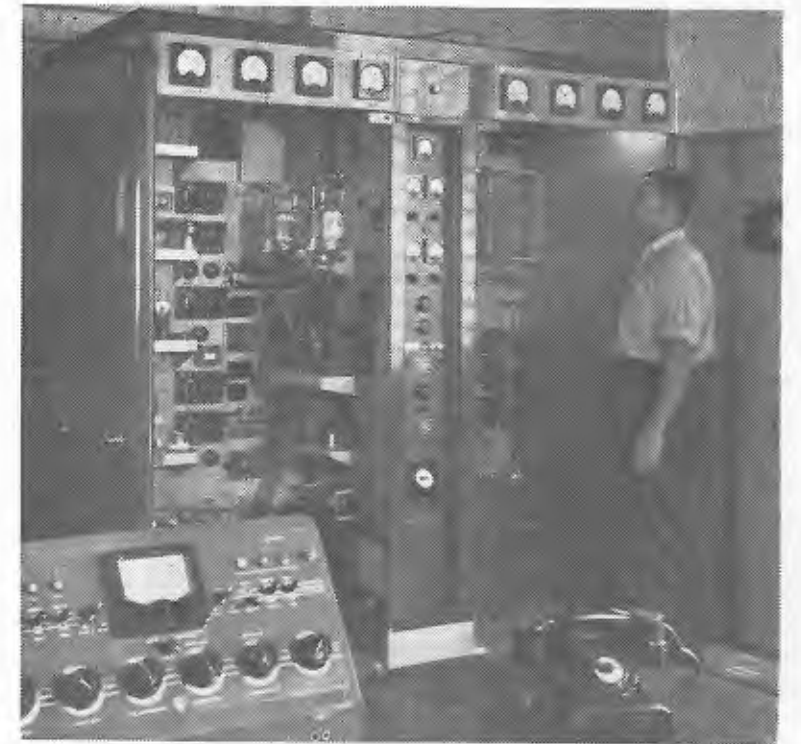
2KY's' new Salt Swamp location at Homebush for the new 492 feet half wave antenna. The tubular lattice steel self-supporting mast has provision for F.M. antenna on top.

# 2HD

## NEWCASTLE

A FEW WEEKS AGO —  
 COMPLETELY NEW STUDIO —  
 AUDIO EQUIPMENT —  
 THE FIRST IN AUSTRALIA  
 SINCE THE WAR

AND NOW!!!



Mr. H. E. Edwards, Chief Engineer 2HD, showing accessibility of new transmitter.

### THE LATEST 2000 WATT TRANSMITTER

# A XMAS GIFT TO ADVERTISERS

## THE FIRST HALF WAVE ANTENNA IN AUSTRALIA

TO BE ERECTED BY A COMMERCIAL STATION. ON THE MOST IDEAL SITE IN SYDNEY . . . TOWERING NEARLY 500 FEET IN THE MOST POPULOUS CENTRE OF AUSTRALIA'S GREATEST CITY.

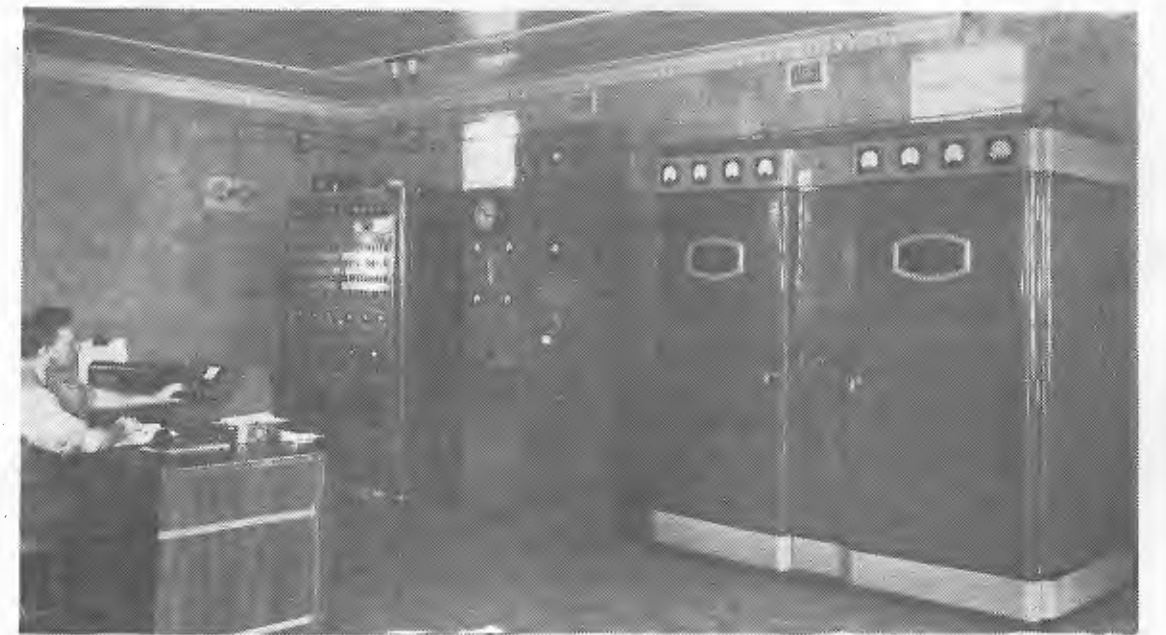
# 2KY

S Y D N E Y

AND THAT'S NOT ALL

- A NEW 2,000 WATT TRANSMITTER COMING UP.
- NEW STUDIOS AND OFFICES ARE BEING BUILT IN ELIZABETH STREET.

New and old transmitters obviate breakdowns.



On  
 the  
 Air  
 Since  
 Nov. 28,  
 1946.



# PRESTO

IMPORTED RECORDING EQUIPMENT

## Xmas Special for Our Clients

Available from Stock—  
Presto Type 62A



Transcription Turntables with Post-War Improvements

IMPORTED PRESTO  
Type 9C Recorder



SECURE ONE OF THESE  
PRECISION BUILT  
RECORDERS NOW

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY

DISTRIBUTORS:

Melbourne: S. E. Tatham & Co., 178 Collins Street.  
Adelaide: Newton McLaren, Leigh Street.  
Brisbane: Campbell Advertising, Adelaide Street.



## Around the Recording Studios — — —

Upon the resignation of Mr. Eric Bush, Mr. Richard Hyde has been appointed Business Manager of the Colgate-Palmolive Radio Unit. Mr. Hyde combines his new appointment with that of producer of the Protex Show and Colgate Cavalcade.

Grace Gibson Productions report the sale to Lintas Pty. Ltd., agency of the series of self-contained quarter-hours "Out of the Night" which are to be used for Pepsodent on a big line-up of stations; the sale of "Romance of Famous Jewels" to Orchards, Sydney jewellers for broadcast on 2UW 9.45 p.m. Thursdays (together with specially dramatised commercials written and produced by GGP); while Westralian Soap Co. has bought "The Australia Story" to commence on the Whitford Network in January in addition to their other GGP feature "The Shadow."

Harry Avondale, Music Librarian for the Colgate-Palmolive Radio Unit is at present convalescing at Wentworth Falls after three very serious operations. He hopes to be back with the Unit early in January after an absence from work of 6 months.

Two interesting shows currently being built up at Grace Gibson Productions studios, are "Adventures of the Falcon" and "The Anderson Family." Both are based on American scripts of shows which are enjoying great popularity in the U.S.

Briefly: Donovan Joyce well known Melbourne transcription producer is heading for Africa—not to record jungle noises, but possibly to sell them . . . There's much ado at A.W.A. in Melbourne where something new and bright in the way of recording gear seems to be slowly taking shape . . . Byer Equipment Pty. Ltd., may soon add something new to the already growing collection of sound recording methods—something not for removed from magnetic wire, but claimed to be superior.

### Station Reps.

Mr. S. O. Clarke, Sydney representative of the V.B.N., has announced a change of offices and can now be contacted c/- Western Newspapers, 56 Young Street. Phone BW7288.

Les Decent, Sydney rep., is spending his annual vacation on the South Coast (N.S.W.). Les says he is looking forward to a month of bowls, tennis and surfing.

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## CHRISTMAS MAILS

The Post Office expects heavy postings of Christmas mails and has made arrangements to handle them promptly. The public can render invaluable assistance by posting their gifts and greetings early and packing them securely. Letters, cards, packets and parcels should be posted not later than 17th December.

The following hints are well worthy of attention:

Be sure the address is correct. Errors in addressing may result in delay or non-delivery.

Write the sender's name and address either outside or inside the article you post, and include on the cover a request for return within seven days if undeliverable—your friends may be away.

If envelopes containing Christmas cards are sealed against inspection, they must be prepaid at letter rate of postage.

Use strong wrapping paper and envelopes. High-quality materials will not carry safely through the post.

Be careful of fragile articles. Pack them securely and protect them by using strong outer containers.

Bottles of liquid such as perfume, must be packed in absorbent material within a strong container; cotton wool or sawdust are suitable absorbent materials.

Pad sharp or pointed articles to prevent damage to other mail matter or injury to those handling them.

Tie your package tightly and securely with strong string. The careless tying of articles may result in their loss.

REMEMBER.— Address correctly, pack securely and post early.

## MUSIC FOR THE PEOPLE

A total of more than 380 applications has been received by Hector Crawford following the announcement of a search to discover ten new voices to sing with the Melbourne Conservatorium Symphony Orchestra in the next "Music for the People" concert in the Botanic Gardens on Sunday, December 29. This concert, the second in the 1946-47 summer series, will be broadcast through 3DB-LK to a chain of Victorian country stations.

This performance will be in the form of a Vocal Festival and all singers will appear with a Symphony Orchestra in public for the first time. The concert will be sponsored by the Victorian Government, with the support of the Melbourne City Council. The first "Music for the People" performance on November 3 was also under State Government sponsorship.

## — R.A.A.F. RADAR REUNION —

A Christmas Reunion will be held at Argent's, Market Street, Sydney, on Wednesday, 18th December, at 7 p.m. A buffet tea, supper and refreshments will be provided. All serving, and members of the R.A.A.F. Radar Organisation are cordially invited. Those desirous of attending, please phone B. F. Israel, XB 4018.



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# BBC TESTS CONFIRM VALUE OF FM

Any doubts about the value of FM, which may have arisen as a result of an incomplete appreciation of the system's merits, should be effectively dispelled by a British Broadcasting Corporation Report which has just been issued as a result of exhaustive field trials (see "B.B." 17/10/46).

Uncluttered by any commercial considerations and able to judge the system on its merits, particularly by comparison with its own high-power A.M. structure, the BBC has reached the unequivocal conclusion that "the use of Frequency Modulation on ultra-short-waves would immediately and considerably extend the area of noise-free, high-quality reception."

While the complete Report has not yet been sighted, its conclusions are to hand and, in addition, details have been received of a constructive summary of the Report, published by the English "Wireless World". This last traces the background of the BBC field trials and includes an analysis of the findings which is most informative. In view of its topical interest and constructive approach to the subject the "Wireless World" article is reprinted as received:—

The use of frequency modulation at high carrier frequencies has been widely adopted in the U.S.A. for broadcasting and it has received so much publicity that many have formed the opinion that the more commonly-used amplitude modulation is obsolete. It is widely believed that F.M. reduced noise of all kinds, including circuit and valve noise, car ignition and electrical machinery interference, as well as atmospheric; it is often claimed, too, that it improves the transmitter efficiency, increases the service area of a station and eliminates fading. Much stress has also been laid on an alleged improvement in the quality of reproduction obtainable.

In some cases the claims made for frequency modulation have been unquestionably exaggerated and in order to determine its capabilities the B.B.C. decided to carry out actual trials in England. The results of these trials are published in the "B.B.C. Quarterly" and are of considerable importance.

The first tests were carried out at 45 MC/s with two 1-kW transmitters, one being installed at Alexandra Palace and the other near Oxford. One of them was later removed to Moor-side Edge for tests in hilly country. The tests were afterwards repeated with a frequency of 90 MC/s. The tests comprised propagation trials (measurements of field strength versus distance for both horizontal and vertical polarization); fading measurements; a comparison of F.M. and A.M.; signal-noise ratio measurements, and practical listening tests. With conventional amplitude modulation,

## Superiority Proved By Exhaustive Field Trials in United Kingdom

the frequency of the carrier is constant and its amplitude is varied in accordance with the intelligence to be conveyed. Variations of loudness in a musical program, for instance, alter the magnitude of the changes of carried amplitude, but the different musical frequencies are conveyed by different rates of change of carrier amplitude. With a 1,000 c/s tone as modulation, the carrier amplitude varies from a maximum to a minimum and back again 1,000 times a second and with a 2,000-c/s tone it varies 2,000 times a second and so on. If the loudness of the tone is altered the magnitudes of the maxima and minima vary until a minimum corresponds to the disappearance of the carrier at that instant. This represents 100 per cent. modulation.

Now, with frequency modulation the carrier amplitude is constant at all times and it is the frequency which is varied to convey intelligence. Any variation of the loudness of the intelligence alters the amount by which the frequency changes and different modulating frequencies are conveyed by different rates of change of carrier frequency.

Thus, with a 1,000-c/s tone the carrier frequency varies from a maximum frequency to a minimum and back again 1,000 times a second, but the amount of variation depends on the loudness of the tone. With a 2,000-c/s tone the variations take place 2,000 times a second.

The theoretical limit to the amount of the variation of frequency occurs when the frequency swing is from zero to twice the carrier frequency. One could call this 100 per cent modulation. It is, however, of no practical importance for in the first place zero

frequency cannot be radiated and in the second the frequency spectrum would be enormous.

Practically speaking, there is no limit to the magnitude of the frequency variation as long as it is small compared with the carrier frequency. The maximum deviation of frequency is usually fixed by considerations of band-width and 100 per cent modulation is considered as occurring when this deviation is reached.

In the U.S.A., this maximum deviation has been standardised at  $\pm 75$  kc/s. In fact, with weak signals there is an optimum deviation for the best signal/noise ratio but it does not appear to be very critical, and the B.B.C. conclusion is that there seems to be no object in changing from the value of  $\pm 75$  kc/s. This deviation was adopted in their tests.

In a frequency-modulation receiver, the modulation is usually extracted by means of a "discriminator." This is essentially a circuit which provides an output voltage proportional to frequency when fed with an input of constant amplitude. The frequency deviations of the input are thus converted to amplitude variations of output. The discriminator and detector are bound up together and provide the A.F. signal from the F.M. input.

Now all normal forms of noise in reception consist of voltages varying in amplitude, and with amplitude modulation relatively little can be done to eliminate them. When the noise peaks are of large amplitude and of short duration they can be reduced by means of limiters which cut off everything above the signal level, and much ingenuity has been expended in the design of such limiters. Their use under proper conditions can give a very considerable reduction of certain types of noise, but they do little or nothing to reduce valve and circuit hiss.

Frequency modulation offers great possibilities of noise reduction because the noise, being in the form of amplitude changes, is of different character from the modulation. The use of an amplitude limiter has no harmful effect on the F.M. signal and it substantially prevents the ampli-

changes of noise from reaching the discriminator and detector circuits. However, it must not be supposed that the complete elimination of all noise is possible. Noise can phase-modulate the signal in some degree and will then be passed, and there are various other ways in which even with a perfect limiter, noise can be combined with the signal so that in some degree it is passed through to the discriminator.

The B.B.C. tests have shown that in the case of receiver noise—that is, valve and circuit hiss—frequency modulation is about 25 db. better than amplitude modulation. A satisfactory service can be obtained with a field strength of 50  $\mu$ V/m. as compared with 900  $\mu$ V/m. for A.M. For a high-quality, very low noise, service F.M. would need about 200  $\mu$ V/m.

In the case of external noise, F.M. has still a considerable advantage over A.M. Atmospheric noise is in any case considerably less on frequencies above 45 MC/s than on the relatively-low frequencies normally used for broadcasting, however, and this is also true of some kinds of interference from electrical machinery. When the advantage of F.M. is added, the net improvement is considerable.

Car ignition systems prove the most important source of external noise at high frequencies, and in this connection it is worthy of note that it is extremely rare to find interference caused by military vehicles. These are all fitted with suppressors and one must conclude that their universal adoption would considerably increase the service area of a station.

However, the use of F.M. is a con-

### Here are the BBC Findings—

(1) The use of ultra-short waves for broadcasting would relieve the present congestion in the medium and long wavebands as soon as a sufficient number of suitable receivers were in the hands of the public.

(2) The use of frequency-modulation on ultra-short waves would immediately and considerably extend the area of noise-free, high-quality reception.

(3) A reasonable number of frequency-modulated ultra-short wave transmitting stations could be arranged to provide a service throughout the United Kingdom.

(4) The increased cost of a broadcast receiver incorporating an ultra-short-wave F.M. band is unlikely to be excessive. It seems probable that with suitable development the perform-

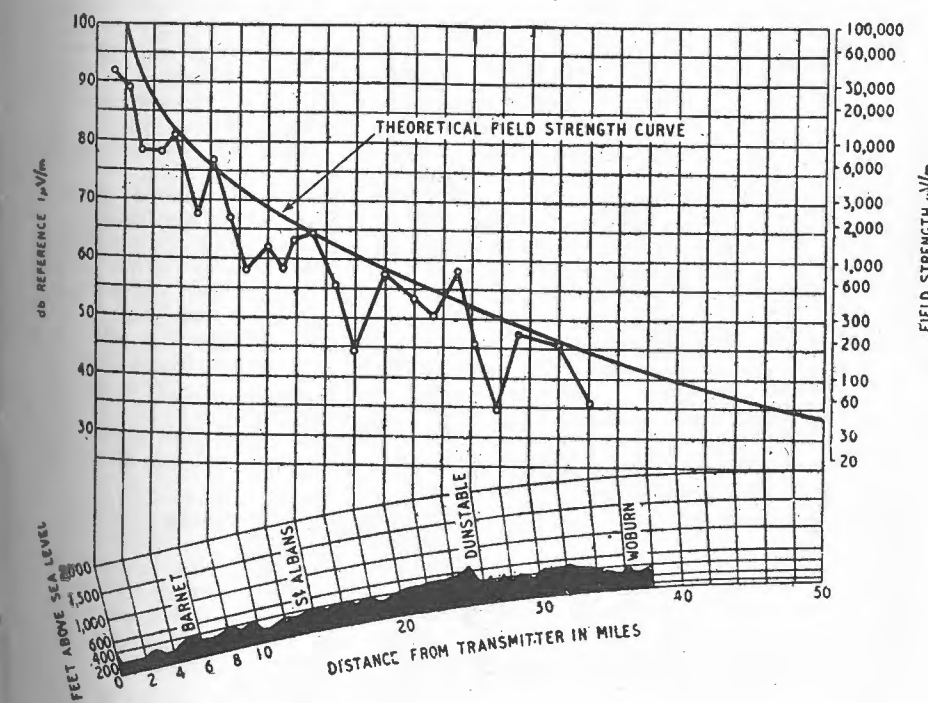
ance of F.M. receivers could be improved and the cost reduced.

(5) It is thought that frequency-modulation would be superior to pulse modulation for providing a high-quality broadcasting service in the United Kingdom, even taking into account the possibility of using a multi-channel system, because pulse modulation requires a wider band width than frequency-modulation to realise a given improvement in noise suppression over amplitude modulation.

(6) For an ultra-short wave F.M. service in the United Kingdom, the following characteristics are thought to be optimum: maximum deviation, 75kc/s.; pre-emphasis, 50  $\mu$ sec.; carrier channel spacing, 200kc/s (400 kc/s between transmitters serving the same geographical area).

TABLE I—RANGE OF IGNITION INTERFERENCE

Field Strength 45 Mc/s Half-wavelength dipole 30 feet above ground ( $\mu$ V/m)	Horizontal polarization (yards)	F.M.		A.M.	
		Vertical polarization (yards)	Extinction Distance	Horizontal polarization	Extinction Distance
50	200	200	At 100 yards the ignition was very disturbing, but merged into the set noise which was very high.		
100	150	200			
300	80	120	As above, but less disturbing.		
500	60	120	Perceptible at 100 yards but merging into the set noise.	190 yards	
1600	40	80			
5000	25	50		120 "	



siderable improvement over A.M. although it by no means eliminates ignition interference completely. It has been found that the polarization of the radiated signal has a marked effect and that horizontal polarization is distinctly better than vertical. This effect has been found also at 90 MC/S, and is confirmed by American tests.

The relative performances of F.M. and A.M. at 45 MC/s in respect of ignition interference are indicated in Table I. The first column shows the field strength of the wanted signal and the other columns show the distances at which a motor car must be for substantially complete inaudibility of interference under conditions of low ambient acoustic noise. It is concluded that in urban areas with frequencies around 45 MC/s, a field strength of 5 mV/m would be needed for a practically noise-free service. With vertical polarization some 15 mV/m would be necessary.

(Continued overleaf)

Fig. 1—Comparison of topographical contour and field strength variations from the B.B.C. F.M. transmitter at Alexandra Palace, London.

## FM Tests By The BBC—(Continued from page 25)

So far as propagation is concerned, the tests have shown very little difference between horizontal and vertical polarization. In some cases of reception behind hills each has proved better than the other; in one location one may be the better while in a different place the other is to be preferred. Reflections from aircraft can be troublesome and have been noticed to be more serious with horizontal than with vertical polarization.

To sum up, the reduction of ignition interference demands the use of horizontal polarization while the minimization of aircraft reflections calls for vertical; there is little or nothing to choose between them on a purely propagation basis. The indication is that horizontal polarization would be preferred at the present time, but that if all vehicles were fitted with ignition suppressors vertical would be more suitable.

Ground contours are the chief factors affecting propagation and the nature of the soil is not of great importance. It is necessary to site the transmitter on high ground, for hills cast shadows of low field strength and, in general, reception in valleys is less good than on high ground. The height of the receiving aerial is important and the field strength is approximately proportional to its height. In the B.B.C. tests a receiving aerial height of 30 ft. was used.

Frequency has an effect on all this and at 90 MC/s the shadows cast by hills are more marked. The kind of variation that occurs is well brought out by Fig. 1, which shows the ground contour between Alexandra Palace and Woburn together with the field strengths actually observed. The smooth curve represents the ideal theoretical field strength.

It will be observed that the measured curve follows the ideal in its general trend but has marked variations. The effect of hills is well brought out; thus, at Dunstable a field strength of some 750  $\mu$ V/m is observed on high ground, but on the low ground just to the north it drops to around 50  $\mu$ V/m.

Fading does not usually occur at distances of less than 50 miles from the transmitter, but can be appreciable at longer ranges. The mechanism is different from that at lower frequencies and in general, selective fading does not occur—there being only a more or less general variation of signal strength. It is brought about chiefly by changes in those conditions in the lower atmosphere which affect propagation. They are mainly temperature and humidity and they affect the amount of refraction which occurs.

The latitude and the presence of land or sea beneath the transmission path also have an effect.

In addition, "bursts" may occur at ranges of over 100 miles. They last for a very short time and are thought to be caused by reflections from ionic clouds surrounding meteors. They are of no use, but may result in interference from distant stations.

TABLE II—SERVICE AREAS FOR 45 Mc/s  
(Horizontal polarization)

Height of transmitting aerial above surrounding country (Feet)	No. of aerial stacks	Aerial gain in field strength	Aerial power (kW)	Field-strength multiplier from 1 kW with single dipole	Radius of service area (miles) Receiving dipole aerial 30ft. above ground			
					5mV/m urban service	1mV/m urban service	200 $\mu$ V/m rural service	50 $\mu$ V/m rural service
1000	8	2.8	50	20	35	57	78	85
500	8	2.8	50	20	26	44	66	85
500	8	2.8	10	9.0	19	35	55	75
200	4	2.0	5	4.5	9	18	34	52
200	4	2.0	1	2.0	6	13	25	41
100	2	1.4	0.25	0.7	2.5	6	12	30

TABLE III—SERVICE AREAS FOR 90 Mc/s (PROVISIONAL)  
(Horizontal polarization)

Height of transmitting aerial above surrounding country (Feet)	No. of aerial stacks	Aerial gain in field strength	Aerial power (kW)	Field-strength multiplier from 1 kW with single dipole	Radius of service area (miles) Receiving dipole aerial 30ft. above ground			
					2mV/m urban service	500 $\mu$ V/m urban service	200 $\mu$ V/m rural service	100 $\mu$ V/m rural service
1000	8	2.8	25	14	40	56	67	67
500	8	2.8	10	9	26	38	49	57
500	8	2.8	5	4.5	13	23	30	38
200	4	2.0	1	2.0	6	17	23	30
200	4	2.0	1	2.0	6	17	23	30
100	2	1.4	0.75	0.7	5	8.0	12	17

Although selective fading as such does not occur, an analogous effect is observed when the signal can reach the receiver by two or more paths, such as by reflections from mountains or high buildings. It results in distortion, but is important only when the strengths of the signal from the different paths are of the same order and when the path difference exceeds one mile. Distortion of this type was noted on only one or two occasions during the trials and was eliminated by moving the aerial a few feet.

It is difficult accurately to estimate the service area at high frequencies, but Tables II and III show what is expected. In these a first-class urban service is taken as needing a field strength sufficient to over-ride practically all ignition interference, and

a second-class service, one with field strength sufficient to over-ride most of such interference. These are field strengths of 5mV/m and 1mV/m respectively, but in rural areas it is considered that fields of 200  $\mu$ V/m and 50  $\mu$ V/m are adequate for first- and second-class services.

It is interesting to note that the primary service area of transmission on 90 MC/s is rather greater than on 45 MC/s, although the secondary service area is smaller. This is largely because of the lower level of ignition

## FM TESTS BY BBC

(Continued from page 26)

operation and separate programs, therefore, F.M. is about 16-20 db. better than A.M. for a first-class service, but with a common program the condition reverses and A.M. is about 15 db. better than F.M.

So far nothing has been said about quality of reproduction, and many of the effects of propagation would apply equally to amplitude modulated transmissions at the same frequencies. It is probably in respect of quality that the most absurd claims have been made for F.M. and it has often been boasted as an inherently high-fidelity system. This is largely because a comparison is made between a wide-band F.M. system on high frequencies and a narrow-band A.M. system on the medium waveband.

In the latter case, the number of channels is so great that the avoidance of interference precludes the retention of modulation frequencies over about 4,500 c/s, except in the immediate neighbourhood of a transmitter where the field strength is sufficient to swamp interference. At high frequencies this limitation of band-width is not necessary and it is as practicable to transmit and receive as wide a band of modulation frequencies with A.M. as with F.M.

Taking a fair basis of comparison, therefore, there is nothing to choose between the two systems on the score of the audio-frequency response. However, considerations of receiver noise will dictate a decrease of band-width when the field strength becomes low. As F.M. gives a lower noise level than A.M. this means that the full band-width can be retained for greater distances from the transmitter and hence it can provide a greater service area in which a given standard of quality can be maintained. In this practical sense, therefore, F.M. can truly be said to lead to higher quality than A.M.

Amplitude distortion can occur with F.M. just as with A.M. but in different ways. With the latter it occurs in the detector and through non-linearity of the pre-detector valves. With F.M. it occurs through an asymmetrical resonance curve and its avoidance demands not only a symmetrical resonance curve but precise tuning of the receiver. The attainment of this last may cause some difficulties with unskilled operators, and it is suggested that quartz-crystal control of the local oscillator might be a solution.

It is often said, too, that the fact that there is no upper limit to the modulation depth in the same sense as with A.M. permits a greater volume to be handled. This is very

(Continued on page 29)

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## "Stations In The Dark"—declares Researcher

Sir,—

Listener research over a long period of years has made it very evident that some stations have relatively large audiences and others have not. The "have-nots" being in the majority, it is not surprising that a great number of the delegates at the recent Convention in Hobart should be disturbed by the increased reliance which advertisers and agencies are placing on listener surveys. The surprising thing is that the Broadcasting Federation as a body should formally recommend that stations should remain in the dark as far as the results of current research are concerned.

The proposed ban on surveys will, if anything, stimulate curiosity among the advertisers as to what this information is, which should be kept hidden from them. Listener research is too well established for this latest action to have anything but the reverse effect to that intended by the stations concerned.

The objecting stations have not advanced with the times. It is a question no longer of surveys or no surveys, but rather (a) individual surveys or co-operative surveys; (b) good surveys or bad surveys.

### INDIVIDUAL OR CO-OPERATIVE SURVEYS:

Individual surveys were encouraged by the stations long before the present co-operative plans were developed. Supposing the present shared-cost surveys did collapse through lack of support, we would merely revert to the old, costly system whereby each station made haphazard investigations of its own. Time-buyers were expected to muddle through a mass of conflicting claims. Scientific surveys were in danger of being submerged by the "incomplete" ones. If ever there was unethical selling, it was then.

Actually the tendency to make capital out of competitive stations' weaknesses has been toned down very greatly by the fact that co-operative surveys are issued on a confidential basis. Assuming that as a group they are not expected to carry an unduly high proportion of the cost, the commercial stations are in a much better position now, sharing the expense with advertisers and with one another, than they could possibly be if they had to depend again on individual surveys.

Many of the weaker stations have never given the survey organisations much support in any case, so that their formal Oath of Abhorrence will not make much material difference. As for the stronger and more progressive stations which are really making a bid for popularity, it is most unlikely that they would be willing to pay hundreds or thousands of pounds for exclusive rights to exactly the same type of survey which they can get for a fraction of the sum on a shared-cost basis. It is quite certain, too, that advertisers, having found out that it is possible to measure the number of listeners at any time to any station, will not allow themselves to be denied this information, when it is possible to get it cheaply by co-operative organisation, even if they have to pay a little more than at present. The same applies to the Australian Broadcasting Commission, which over recent years has taken an entirely new interest in listener research.

### GOOD OR BAD SURVEYS:

The report on the Convention discussion states that the general opinion was "that the methods of collecting the data and the methods of presenting the data to purchasers of the surveys were far from satisfactory". This type of statement is difficult to substantiate unless the stations concerned are prepared to put forward detailed criticisms and acceptable alternatives. If the subject is approached in the scientific spirit with the idea of getting down to the truth of what listeners prefer, the research experts would certainly be willing to examine any practicable proposals.

Good surveys are dependent primarily on personnel. To produce sounder listener research, the Federation would need to find people with better qualifications than those now engaged in it.

The following qualifications are essential:

- Academic training in scientific methods, particularly in the fields of statistics and psychology.
- Extensive practical experience in conducting surveys of public opinion.
- Good personal reputation.

Speaking for my own organisation, and with a fair knowledge of the aptitudes and training necessary for work of this type, I should say that, judging by these standards, the people now responsible for the present

### McNair comments on AFCBS Convention Declaration against Program Surveys

Listener research are thorough, qualified and dependable.

#### COLLECTION OF DATA:

What alternative methods can the stations suggest for collecting data? Present methods are based mainly on interviews regarding the previous day's listening, carried out over carefully prepared cross-sections of homes. Surely it is not suggested that we should revert to telephone enquiries. Telephone subscribers are much too selective a group to be regarded as typical of the whole population. As for co-incidental house-to-house checks, the cost would be far too great in relation to any advantage which this system might have over the recall system. An enormous staff of competent investigators would be necessary to yield an adequate cover of every quarter-hour, and even if that obstacle could be overcome, it would not be practical to call on people in the early morning and the late evening. On the other hand, the recall system allows for such efficient audit that errors may be regarded as insignificant.

The only other alternative method of collecting data would be to ask less precise questions. The old types of enquiry, "What are your favourite programs?" and "Which is your favourite station?" have nothing whatever to recommend them in comparison with careful checks of listening time and stations heard during a set period, such as the previous day.

#### METHODS OF PRESENTING DATA:

Again, what are the alternatives to the methods of presentation now used? Some stations suggest that they would be satisfied to be told the number of listeners quarter-hourly by quarter-hour to their own program with the figures for other stations either grouped together or disguised under code letters.

This is an entirely unrealistic view of the situation. No station manager noting a drift in his audience to some other station would be satisfied until he found out just what station that was, and what type of program was causing the switch in listening. Certainly the sponsors would never be satisfied with ratings for their own

(Continued on page 31)

## BBC Field Tests on FM—Continued from page 27

closely tied to the signal/noise ratio, however, and is true only if the comparison be made for similar ratios at the minimum modulation depth. If advantage is taken of the improved signal/noise ratio of F.M. to increase the service area, then the volume range is not increased. As used in the U.S.A., it is customary to employ pre-emphasis in the transmitter and de-emphasis in the receiver. This means that the A.F. response is made to rise with frequency at the transmitter and to fall with frequency by an equal amount at the receiver. In this way a further improvement in the signal/noise ratio is obtainable; a theoretical improvement of as much as 15 db. has been claimed with a pre-emphasis circuit of 100  $\mu$ sec. time constant.

In the B.B.C. trials a 12-db. reduction of receiver noise and a 6.5-db. reduction of ignition interference was found. However, it became necessary to reduce the modulation depth, in some cases as much as 12 db., and more generally by 6.5 db. This reduced the gain through pre-emphasis to 5.5 db. in the case of set noise and to zero for ignition interference.

With a time-constant of 50  $\mu$ sec., receiver hiss and ignition noise were reduced by 7.5 db. and 4.5 db. respectively and called for a reduction of modulation

depth of 3 db. only. This made the true gains 4.5 db. and 1.5 db. This value of time-constant is preferred to the American standard of 75  $\mu$ sec. and was used in the tests described earlier.

In addition to the measurements, comparative listening tests were carried out. Simultaneous transmissions of the Home program were carried out from Alexandra Palace from 7 p.m. to 10.30 p.m. each evening from June 11 to October 10, 1945, the F.M. transmissions being on 46.3 MC/s and the A.M. on 41.5 MC/s. The F.M. power was 800 watts and the A.M. 1.5-2kW. and with a more efficient aerial. Vertical aerials were used.

Reports were received of reception up to 120 miles and all listeners able to compare the two transmissions were unanimously in favour of F.M. Some of them commented on the silent background of F.M. Car ignition interference was the most serious source of irritation and some listeners were disappointed with F.M. in this respect. Later transmissions were made on 90.3 MC/s with a power of 500 watts and the service was found satisfactory, in some cases being better than at the lower frequency.

An examination of pulse modulation was also made, but the conclusion was reached that F.M. is more suitable for broadcasting.

## GILLETTE ON 40 STATIONS WITH WEEKLY FEATURE

Gillette Industries Ltd. will take the air nationally in Australia commencing January 8 with a listener-built program titled "The Close Shave Club". About 40 stations will be used on a fairly standardised time-channel, 8.30 p.m. Wednesdays.

"The Close Shave Club" is being written and produced for George Paterson Pty. Ltd. by Gordon Bell, and will dramatise "close shaves" experienced in real life. Listeners will be invited to submit their own stories, the most suitable of which will be dramatised. £2/2/- will be paid for each story dramatised and Lottery tickets will be sent to four other entrants each week. Kevin Brennan, Ward Leopold, Leonard Thiel, Queenie Ashton and Gwen Friend will constitute the basic cast of the series.

Stations in the bookings include 2UE, 2BH, 2BS, 2CK, 2DU, 2GZ, 2HD, 2KA, 2KM, 2LM, 2NZ, 2TM, 2WG and 2WL; 3KZ, 3CS, 3HA, 3MA, 3SH, 3SR, 3TR, 3UL, 3YB, 4BC-SB, 4AY, 4GR, 4MB, 4RO; 5KA-AU; 6PM-AM-KG-GE, 6TZ, and 7AD, 7DY, 7QT, 7EX, and 7HT.



# 2WL

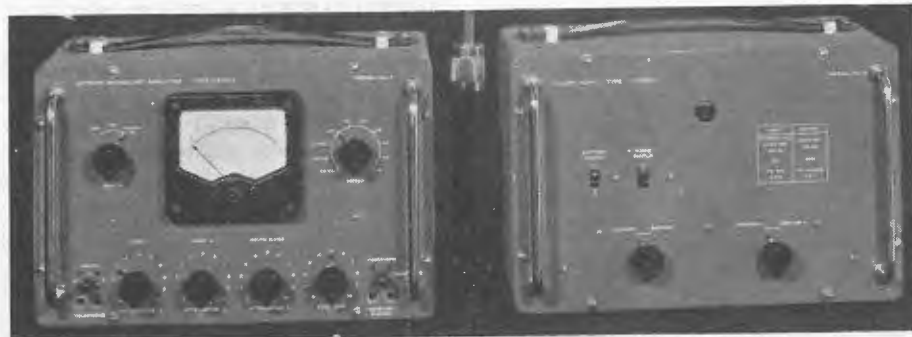
## Rings Out Season's Greetings

for 1946-47

2WL extends to all its friends associated with broadcast advertising every good wish for a happy Xmas and continued prosperity in 1947

# 2WL The South Coast Station!





As they conduct 13 regular OB's each week, with at least an additional extra half-dozen casuals every month, and as constant mixing-in with the listening public has made their announcer's names a household word and given life to what otherwise might have been just "a man on the radio," Newcastle station 2HD rightly considers these broadcasts as being of utmost importance and attributes a considerable degree of the station's success to the audience contact made by medium of the "wandering microphone."

In these OB's, dances, concerts, children's parties, hospitals, boxing, wrestling and all sporting broadcasts are included, even to a regular weekly broadcast from a mental home, so that maintenance of a high-technical standard is essential.

Consequently, it is appropriate that to conform with the improved transmission made possible by installation of new studio equipment and a new A.W.A. 2,000-watt transmitter, 2HD has also acquired a new A.W.A.-built, O.B. amplifier system capable of handling five input channels.

Hitherto, 2HD have operated with 3 OB outfits, 2 of which were built by the station engineers for AC mains and a battery-operated job of early A.W.A. vintage. However, some very big shows are scheduled for the next few weeks, including a "carols by candle-light" broadcast from a public park which will call all of the five microphone positions, so that the addition of the new apparatus is particularly timely.

In the new equipment, which is illustrated above, no special attempt has been made to reduce weight or bulk, but instead, emphasis has been placed on the provision of maximum facilities, with high-quality transmission characteristics and reliable performance.

Each of the two units weighs about 40 lbs. and is provided with a webbing carrying case. The amplifier has provision for five microphone input channels, and has an output of 21V<sub>u</sub> with substantially flat response from 30—10,000 c.p.s. The power unit incorporates a built-in vibrator-interrupter system and may be operated from either 6 volts D.C. or 240-volt A.C.

Back Home from the U.S.A.



Lawrence Cowan, winner of the 1945 P. & A. Parade, arrives back in Melbourne from America. From left to right: Mrs. Griffith and Miss Nancy Griffith (Cowan's fiancée), Mr. Lauri Newton, Director of Maples (sponsors of the P. & A. Parade), Lawrence Cowan and Eddie Balmer, of 3KZ.

MACQUARIE NET CONFERENCE

Macquarie Broadcasting Network conducted its half-yearly Conference at the Hotel Australia, Melbourne, on November 14-15 under the chairmanship of Mr. H. G. Horner, general manager of Macquarie Broadcasting Services. Other delegates included Messrs. C. Ogilvy (2CA), F. Daniell (Macquarie Director), V. Mitchell (4BH), C. Carson (4BH), A. Whitham (CWN), E. Randall White (3AW), V. Sydes (7LA), K. Goynes (7HO), E. McRae (7HO), J. Larkin (5DN), R. Martin (4BU), K. Robinson (2HR), R. Yeldon (2WL), R. E. Lane, L. R. Heath and D. R. Armstrong (Macquarie Head Office), and L. G. Mather (Macquarie Melbourne representative).

After the conference it was stated that owing to the recent coal strike in Western Australia and restrictions on broadcasting, representatives from 6PR were unable to attend. Plans were discussed for the further development of the network and the implementation of a vigorous sales policy.

Mr. Horner announced the plans for the production of new features in the coming year and the development of the new Macquarie Light Entertainment Unit, under the control of Mr. Eric Bush. He also announced that new productions coming forward would have emphasis placed upon music, and in this direction Mr. Albert Fisher, who has been doing outstanding work in the production of Musical Comedy Theatre has been appointed Network Musical Director.

Broadcasting Bookings

Jean Dider Perfumes, 100-word announcements from 3AW night sessions (Paton Advertising).

Ovaltine, half hour children's session extended to 7BU, 7AD, 7QT and 7DY (Paton Advertising).

Mutual Store, renewed contract for 11 months for 5-minute announcements, breakfast sessions and 100-word announcements, women's sessions, 3DB (Paton Advertising).

Beville's renewed contract with 3XY for 1947 Radio Revels (Paton Advertising).

Ingleton & Lewis, estate agents, "World Famous Tenors" commenced Dec. 1, 1946 for 52 weeks on 3KZ.

Raleigh Canned Soups, spot announcements, 3AW women's session, 102 weeks commenced Dec. 9. (W. John Haysom Pty. Ltd.)

Elberto Milk Pack, spot announcements, daytime, 3AW, commenced Dec. 2 (W. John Haysom Co. Pty. Ltd.).

Norman Carter, frocks and accessories, Goulburn, have just signed a mixed contract of 156x5 min. evening session, 312x5 min. day session; 624x25 words day announcements; 312x25 words evening announcements for 52 weeks on 2GN.

C. Cradock, Exchange Hotel, Goulburn, Hill Billy, 156x30 min., 2GN.

A. Levantis, Ritz Fruit Shop, Goulburn, 52x15 min. sessions, Hill Billy.

Public Interest in Maples' P. & A. Parade

During the last semi-final of the P. & A. Parade on Sunday, Dec. 1, it was announced that tickets for the grand final night on Sunday, Dec. 8, would be obtainable at the Melbourne Lord Mayor's office at 9 a.m. the following morning, Dec. 2, upon making a small donation to the Lord Mayor's Charity Fund—the result is evident from the photograph. The grand final of the P. & A. Parade was broadcast over 17 stations in Vic., N.S.W. and Tasmania (3KZ, 3GL, 3BO, 3BA, 3YB, 3UL, 3SR, 3TR, 3HA, 3MA, 2AY, 3WG,

2LF, 7BU, 7HO, 7QT, 7LA) on Sunday, Dec. 8, from 9 p.m.-10.25 p.m. and the results of this year's Parade will be announced at a special prize winning night on Sunday, Dec. 15, from 9-10 p.m. At this function, prize-winners of the Listeners' Competition held in conjunction with the grand final, will also be announced. Listeners were invited (at the grand final) to place the names of the 16 grand finalists in the same order as the judges. The judges for the 1946 P. & A. Parade grand final were: E. J. Gravestock, E. Pettifer, and Herbert



Portion of the half-mile queue which lined up in Collins St., Melbourne, on Dec. 2 to obtain tickets for the Grand Final of Maples' P. and A. Parade.

The Directors, Management and Staff of the

TASMANIAN  
COASTAL  
NETWORK

STATIONS

Wish all Clients and friends everywhere  
A Happy Christmas  
and a Bright New Year full of peace and prosperity.

7QT  
Greenstown  
7BU  
Burnie

7AD  
Devonport  
7DY  
Derby

Browne, the J.C.W. star.

Maples, the sponsors of the P. & A. Parades, have arranged for the discs of the grand final and prize-giving nights of the Parades to go to the Army Amenities station at Rabaul, as well as Japan. George Patterson Pty. Ltd. service this account.

McNAIR REPLIES TO SURVEY CRITICS

(Continued from page 28)

programs only. They insist on knowing how their competitors are faring and they want to have advance ratings for any spot on the air which might be offered to them by station salesmen.

Unless the commercial stations can suggest some more useful or more exact method of presentation, vague criticisms are somewhat futile.

RESPONSIBILITY TO THE PUBLIC:

The most serious question involved in the Hobart resolution concerns the commercial stations' responsibility to the public to provide programs which are reasonably in accord with public taste. The Parliamentary Committee on Broadcasting has tried to influence the Australian Broadcasting Commission to adapt its programs in the directions suggested by listener research. There is a strong political movement to nationalise commercial radio, and it would be suicidal for the commercial stations to fail to take notice of what the listener wants.

Since their licences to operate depend on the maintenance of facilities for serving the public, they cannot seriously be prepared to abdicate their responsibilities. Whether they like it or not, circumstances simply compel them to keep in touch with listener research.

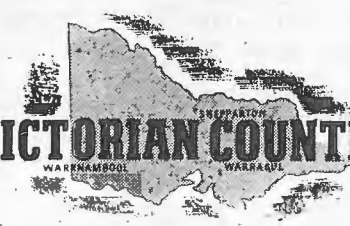
—(Sgd.) W. A. McNAIR, M. Com., Dip. Soc. Sc., Director The McNair Survey.

364\* days of the year . . .

The Argus Victorian Country Net-works' for national and local advertisers reaching what are today the three richest areas in Victoria.

but on Christmas Day . . .

the Management and Personnel of the Argus Victorian Country Network 3SR-YB-UL takes time off to wish you a Happy Xmas and a Prosperous New Year.



**THE ARGUS VICTORIAN COUNTRY NETWORK**

Head Office: 365 Elizabeth Street, Melbourne. Phone, F0411.

Sydney Rep.: V. M. Dinny, Herald Buildings, 66 Pitt St., Sydney. Ph.: BW8493.

London Office: 23-28 Fleet Street, London, E.C.4.

\* Leap Year provides that delectable extra — like our 10% Chain Discount.



# Vacuum's Opera for the People May Prove Significant Development

(By Another Critic)

After reading all that has already been written by radio program critics about Vacuum Oil Co's new big feature "Opera for the People" there would seem to be little new to add to the applause. But that which is new is perhaps more important than all that has been said before. No emphasis at all has been given to the hitherto-unopened field for the development by Australian broadcasting of Australian operatic singing-and playing-talent.

The significance of this opportunity for young Australians in the operatic field is very important. Glenda Raymond (young nightingale) Maxwell Cohen, John Lanigan, William Laird, Noella Cornish, Elsa Morrison . . . they have all been helped to place their feet on the rungs of the operatic ladder. Nobody can foretell just how far up they will climb, but they are at least on the way. That way has been made possible by Vacuum's sponsorship (or it could have been any other sponsor) of a genuine effort to break new and better broadcasting ground. It's as simple as that.

Auditions (pre-starting date) in Sydney, Melbourne and other capital cities were not as impressive as the whole series warrant. The first opera made, "La Boheme" was used for this purpose and while the assurance that "the next one and the one after is even better" has whiskers on it, in the case of "Opera for the People" it is certainly true. The first opera selected to make, cost a lot of money. That is only natural in such a big undertaking. It is also only natural that it was too costly to scrap and remake in the light of subsequent big improvements in production technique. It is to be hoped however that for the re-run of the series some time next year, or the year after, "La Boheme" will be re-made up to the very high standard of say "Faust" or any of the several produced later. That there will be repeat performances is accepted automatically. Opera demands it, and "Opera for the People" can stand it.

Hector Crawford, director, and his sister Dorothy Crawford, producer, have my congratulations. Vacuum Oil Co., and particularly Vacuum advertising manager, Bruce Bellamy should have the congratulations of the broadcasting industry in (a) footing the

bill and (b) their foresight in being content with nothing less to carry the Vacuum advertising banner over the air. Particularly do I like Mr. Bellamy's assurance of his understanding that even a good program takes a little time to really get a big following—the kind of following he expects "Opera for the People" to build.

Finally a note from the "bush" which I have been given permission to use. It is an extract of a letter from the manager of a Queensland country broadcasting station to Paton Advertising Service in Melbourne (the agency handling the Vacuum account) following the first broadcast in the series over his station. He wrote:—"I am led to believe that one of our local priests, whilst delivering a sermon last Sunday morning, demanded that his people listen to "Opera for the People". I believe also that he instructed the Sisters to tell the school children that they *must* listen to it . . ."



Glenda Raymond and John Lanigan as Mimi and Rudolph in La Boheme, the first opera presented by Vacuum Oil Company in "Opera for the People."

Martin Woodhouse's many friends will regret to learn that owing to ill-health he has been compelled to relinquish announcing (he was with 2UE) and rest up for six months. His illness, however, does not prevent him from writing copy or continuities and he is hoping to be able to keep his mind and hand in practice while lying in bed if he can get a few commissions for that type of work.

## "CAROLS BY CANDLELIGHT" FOR TWO STATES

The Christmas Eve program, "Carols by Candlelight," introduced by 3KZ to Melbourne audiences some years ago, has attained such popularity that stations in other cities are planning similar features for the people to celebrate the Christmas of 1946.

In Melbourne, 3KZ will broadcast the program from the Alexandra Gardens and this will be broadcast overseas ("B.B." 28/11/46). A special feature will be "The Cavalcade of Red Cross," depicting the story of humanitarianism from Biblical times to present day. The proceeds of "Carols by Candlelight" from the Alexandra Gardens will go towards the building of the new Austin Hospital.

Also from Melbourne, 3XY will broadcast a "Carols" program from Canterbury Gardens. This will be extended to 12.15 a.m. this year and artists who will appear include Henri Portnoj, John Lanigan, Rita Miller, Lawrence Cowan, Maureen Boyce and Anthony Strange.

In Sydney, 2UW in conjunction with the Sydney "Daily Telegraph" have organised a "Carols by Candlelight" program for Hyde Park from 8 p.m. to midnight. The program will follow closely along the lines of the Melbourne feature and the proceeds, derived from the sale of programs and candles, will go to the Rachel Forster Hospital for women and children which will devote the funds to the Lucy Gullett Convalescent Home for women and children. Artists to appear at the Sydney program include Strella Wilson, Heather Kinaird, Raymond Beattie and Reg Willoughby.

At Newcastle, 2HD will broadcast the "Carols by Candlelight" feature from King Edward Park. Highlights of the Newcastle program include Christmas messages from the Lord Mayor of Newcastle-on-Tyne (England), the Lord Mayor of Melbourne, Councillor Connelly, and from Norman Banks, originator of "Carols by Candlelight" at 3KZ. The proceeds will be donated to the War Memorial Convalescent Home for Ex-Servicemen at Lake Macquarie (N.S.W.). The Newcastle program will be produced under the direction of Robert Baedeker who assisted in the Melbourne production for three years.



A. L. FINN

65 York Street, Sydney  
Phone: BW 6251, BX 1047

To all with whom we have been associated during the year 1946, we extend our seasonal greetings and sincere hopes of continued happy relationships during 1947.

STAN ALLAN      BEX BELL  
STANFORD ALLAN Pty. Ltd.  
Newspaper House,  
247 Collins Street, Melbourne



ERIC WOOD

3UZ—Sydney Office  
Phone: BX 2098

# Xmas Greetings from Station Representatives

H. M. SAMPFORD

Chandlers Broadcasting Services  
Carrington Street, Sydney  
Phone: B 6402  
4BH, 4GY, 2MW

D. N. Scott

LES. DECENT

424 George Street, Sydney  
Representing 2HD-KY, 3CS  
Phone: M 6291

F. I. L. (RICK) BARNES

42 Pitt Street, Sydney  
Representing 3XY  
Phone: B 6315

LESLIE W. STELLING

405 Collins Street, Melbourne  
Phone: MU 1027

Representing Interstate Radio Stations and the McNair Survey, extends Xmas Greetings and all good wishes for the New Year.

STAN CLARKE

56 Young Street, Sydney  
Representing:  
The Victorian Broadcasting Network  
Phone: BW 7283

## LISTENER RESPONSE TO RADIO ADVERTISING

A further report of listener response to radio advertising is given by Ashleys, Sydney department store, who announced in their session "Ashley's Australia's Choice" broadcast from 2UE, on Wednesday, November 27, that they would offer two pair of Prestige sheer silk stockings to each customer the next day. The response can be gathered by the photo below, showing a section of the "stocking seekers." This is the second occasion that Ashleys have announced stockings for sale in their Wednesday night feature, and on each occasion, shoppers have caused near riots in trying to obtain stockings.

Women who were tuned to 2GB at 9 p.m. one recent Tuesday evening, heard an announcement that 1,000 pairs of pure silk stockings were to be sold at McDowell's (Sydney) the following day.

Excitement and bustle took place when McDowell's opened their doors and "stocking-starved" women, many of whom had been waiting since 8 a.m. pushed their way towards the stocking counter. Peter Barry, the Macquarie Roundsman, was on the spot, and gave a complete coverage of the proceedings in a full half-hour broadcast on 2GB. Women who had purchased their stockings, women who were endeavouring to do so, and women who felt it beyond them to push their way into the jostling crowd, were all interviewed by Mr. Barry.

The stockings, were all sold within three-quarters of an hour, and only one 100-word announcement was made.

The account is serviced by Trans Radio Advertising.

Another report of quick response to radio advertising comes from Rockdale (Sydney) where Rockdale Emporium using spot announcements on 2GB and 2KY, advised listeners that a supply of Velve-Sheen swimsuits would be released on Friday, November 22. By 9 a.m. on that day, 200 people were queued up at the store seeking entry and all day the staff were kept busy attending to customers from as far as Nowra, and answering long-distance telephone calls.

Rockdale Emporium account is serviced by Dyer-Malone Advertising.

## PROGRESSIVE STATION PUBLICISES ITS OWN PROGRAMS

Sellers of radio time see the need for advertising their own stations, and 3AW in Melbourne (and 2GB in Sydney) have made an impressive burst of press publicity for their "Greater Radio Season" and new 8 o'clock line-up. Depicted here are the full page advertisements for 3AW which have appeared in the Melbourne press. 3AW allocated about £1,000 to introduce the new set-up, which has brought much favorable comment from the Melbourne press-radio critics.



## BROADCAST OF PARLIAMENTARY QUESTIONS

The following recommendations made by the Joint Committee on the Broadcasting of Parliamentary Proceedings recently, is to be implemented:—

"Within the limits of the time available the following parliamentary proceedings shall be rebroadcast by the A.B.C. between 7.20 and 7.55 p.m. on each sitting day:—

Senate proceedings—questions without notice and on notice and answers thereto;

House of Representatives proceedings—questions without notice and answers thereto."

## INTERSTATE NEWS

### Victoria

Doug Gamley, 3AW's station pianist, married Miss Ailsa Greene, one of Melbourne's talented vocalists, on December 3. Congratulations, Doug, and all good wishes to you both.

Miles Wright has recently joined the broadcasting staff of 3AW. Since his discharge from the Army, Miles has been a familiar figure on the stage from Cairns to Perth. Prior to joining the Services, he was a film critic for the New Zealand "Dominion" and was associated with the national and commercial stations there both as a composer and script writer. He also held the position of manager of radio features in New Zealand. Though still in his twenties, Miles is making radio his career, and will be heard at the 3AW microphone every evening including Sunday night's "Theatrical Interlude."

A five-minute's resume of the day's cricket match is broadcast by Geo. Duckworth, the ex-international cricketer, through 3KZ during "Sports Parade" every Friday night from the State where the match is played. This session is sponsored by Kia Ora Food Products, whose account is handled by John Clemenger Advertising. Another interesting feature of "Sports Parade" is the fact that John Clemenger, who was himself a member of the Australian Davis Cup team of 1932, reviews the play and discusses the form of the various players in current tennis matches.

### Queensland

That the 4BH "Smokes for Sick Soldiers" appeal is always in Queensland's listeners' minds was evident again last week when a magnificent four-tier cake was donated by a leading Brisbane cake manufacturer. The weight of the cake is about fifty pounds and is decorated in pink and gold icing. Down one side of the cake the words—"4BH Smokes for Sick Soldiers Aug. 1940 Dec. 1946—£70,000." It is intended to raffle this most artistic gift and no doubt it will help provide a substantial extra issue for servicemen and women still in hospital.

Though "Noble-Bartlett Advertising" has Hope Ltd., Brisbane, have renewed their contract for 52 x 1/2 hours on 4BC. The same channel is 7.30 Friday nights and the feature "Hope's Harmonies."

Wallace Bishops, Queensland manufacturing sellers, have renewed their contract for 1/2 hours on 4BK through Noble-Bartlett Advertising. The contract is for Wallace Bishop Talent Quest aired every Monday night at 6.30.

Frasers Edmiston's Optical Service, Brisbane, have contracted for 312 x 100 word announcements in the breakfast session on 4BK through Noble-Bartlett.

A greater campaign on behalf of Bush & radio engineers of Brisbane and Toowoomba, has been launched on 4GR through Noble-Bartlett.

Special quarter-hour of Xmas music is being used by the Howard Le Roy Salon to greetings to its many clients. Spot purchased is the 7.15 to 7.30 p.m. time on Xmas Day on 4BK/AK. Placing and service was arranged by Littleton-Harvey-Annins.

Appel & Son Ltd. have renewed their feature "Reflections in a Wineglass" through 4BC 9 to 9.30 p.m. on Mondays. Johnston Jones Advertising handles the account.

Maline-Perkins Pty. Ltd. (brewers of beer) commenced their "Bluey & Grey" session on December 11, Wednesday and Thursdays 6.30 to 6.45 p.m. in their Castlemaine half-hour on 4BC. A national advertising contract.

Colley Graham, 4BC sales manager, has recently had a week's holiday and returned his office looking in the "pink."

Johnston Jones Advertising Service are handling newspaper and radio advertising for the new night club—"The Ace of Clubs" situated opposite the Redcliffe Pier. Allen and his Band together with Ray Barrett, vocalist, and 4BH announcer, do a good job.

John & Foggitt Jones, distributors of "Apple" and "Rex" food products, have acted through Johnston Jones Adver-

tising, for 52 x 1/2-hr. sessions, 9.00-9.30 p.m., Tuesdays on 4BC-4SB.

Johnston Jones Advertising, service agency for Brown & Broad Limited, Qld. timber and hardware merchants, have renewed this advertiser's contract for 52 x 1/2-hours, 3.30-4.00 p.m., Sundays. Script program, "Dream Book of Memories", will be contained under time renewal.

The French Salon, Edward Street, Brisbane, are using 25-word daytime scatters on 4BC-4SB. Contract through Johnston Jones Advertising.

Fifty-word scatters are being used on 4SB by Qld. Aerial and Taxi Service. Johnston Jones Advertising handles the account.

### South Australia

Bland Radio Ltd. sponsored the last four days of 5AD's S.A. broadcast of the Brisbane Test. This service was appreciated by South Australians. Most popular spots in town were the radio shops, which were surrounded by knots of listeners, and everywhere sets were tuned in to 5AD's ball-to-ball description. 5CL, the only other station to cover the Brisbane Test, frequently interrupted the description of play to broadcast regular programs.

Bland's have sponsored, in the last 12 months, numerous sporting features, including interstate cricket, the King's Cup rowing event, Queensland's Doomben Cup, the Amateur Golf Championship, Eric Welch's "Last-Minute Reflections on the Melbourne Cup," and finally, the Brisbane Test, with the exception of the first day of play, which was sponsored, in the main, by A. G. Healing Ltd.

Bland Radio also sponsored the broadcast of figures in the Burnside (S.A.) by-election, which was won, incidentally, by Geoffrey T. Clarke, secretary of the S.A. Committee of the A.F.C.B.S. The account is serviced by Alan A. Martin.

Amscol sponsor "Team Work," English comedy feature, Thursdays at 8 p.m. from 5KA.

A considerable sum of money was raised by the Foy & Gibson 5KA "Food for Britain" Appeal run in conjunction with the series of 26 vignettes of English history, "This Scattered Isle", which concluded Saturday, Dec. 7.

Cooper & Sons Ltd., who, through Webb-Roberts McClelland, sponsored the successful "What's the Odds" program, follow up over 5AD with "Book of Drama", a series of half-hour presentations written, produced

### Next AFCBS Convention

Next year's Convention of the Australian Federation of Commercial Broadcasting Stations will be held at Victor Harbor, South Australia, if satisfactory accommodation can be arranged. Failing that the Convention will be held at Jervis Bay. This was the decision arrived at during the recent Hobart Convention.

and acted entirely by South Australians. The first program which has been prepared is called "Symphony in Four Gears," a story written by Eugene Lumbers, 5AD's script writer. Stars are Robert Matthews and Robert Porter. Cast includes Phyllis Page, Myra Noblett and John Cameron, who is also producer. Narrator is Dick Crees. "Book of Drama" is scheduled to commence over 5AD end of December or early January.

"Come with Me", an hour of specially-arranged music designed to take the listener on an armchair tour, has replaced Saint's "Adelaide Speaks" from 5KA during the recess of the latter session until February next.

Jenyn's Corsets, through Johnston Jones Agency, Brisbane, will replace their session, "Victoria, Queen of England"—5AD, Tuesdays and Thursdays at 9.15 a.m.—with a new program in the new year. Transcription has not yet been finally chosen.

### MRS. STELZER'S HAPPINESS CLUB

The auditors' balance-sheet and report on Mrs. Stelzer's Happiness Club and its 61 branches throughout N.S.W., for the year ended September 30, 1946, showed that receipts had been £10,863 and donations and expenditure amounted to £9,861, leaving a balance of £1,002.

# 4BU

Extends  
Every Good Wish  
for a  
Happy Xmas and Prosperous New Year  
to  
All Advertisers, National and Local.

## 4BU - Bundaberg

CENTRAL COASTAL QUEENSLAND UNIT OF THE  
MACQUARIE NETWORK



Some of the shoppers who heard the announcement from 2UE of Ashleys' offer of two pairs of silk stockings to each customer.

## SIXTH ANNIVERSARY OF AAH

Australia's Amateur Hour, Lever Bros. strong Thursday night feature that has headed up most listener polls over recent years, celebrated its sixth anniversary from the Brisbane City Hall on Thursday, November 28, during the AAH Brisbane session of four broadcasts.

Following the broadcast Lever Bros. Queensland manager, Mr. Eric Edgar and his colleagues arranged a party at Lennon Hotel to entertain the staff of 4BK (local originating station for the broadcast relay) member of the AAH, representatives of commercial circles and the press.

Those present included the Lieutenant-Governor, Mr. F. Cooper, accompanied by Mrs. Cooper and daughter, Mr. Alec Robertson (manager 4BK) and Mrs. Robertson and daughter, Mr. and Mrs. Reg. Goss, Mr. Dick Fair and Jean Bates, and Mr. Claude Hollan of AAH, Mr. and Mrs. Edgar, Messrs W. Phillips, advertising manager Lever Bros. Gordon Smith (Levers), Marshall Palmer, AAH booking agent in Queensland, Mr. and Mrs. Duncan McWhirter, Mr. and Mrs. H. Fielding, Hugh Gasteun, Brisbane rep. Food for Britain Campaign.



## COVERAGE OF DAVIS CUP

A hook-up of 50 stations has been organised by 3AW for Davis Cup broadcasts from the Kooyong Courts on December 26, 27 and 28. There will be a general description by Terry Dear and Judy Willing, and from the beginning of play, three commentators will take over—Bob Hynes, 3AW's Sporting announcer, Ted Harris, one of the most promising junior announcers in this field and Cliff Sproule, ex-Wimbledon player.

Stations taking the relay are: 3CV, 3HA, 3SH, 3TR, 3BA, 3GL, 3MA, 3SR, 3UL, 3BO and 3YB. 2GB, 2HR, 2CA, 2LF, 2LT, 2LM, 2WL, 2PK, 2MG, 2AY, 2BH, 2BS, 2DU, 2GF, 2GN, 2MW, 2TM, 4BH, 4BU, 4AY, 4CA, 4GY, 4MK, 4TO, 4WK, 5DN, 5RM, 6PR, 6TZ, 6AM, 6GE, 6KG, 7HO, 7LA, 7AD, 7BU, 7DY, 7QT. The descriptions will be sponsored by Dunlop Rubber Aust. Ltd., whose account is serviced by Goldberg Advertising Pty. Ltd.

Davis Cup matches to be played at Kooyong on December 26, 27 and 28 will be broadcast by 3XY from 2.30 p.m. till conclusion of play. The commentator will be J. O. Anderson, tennis veteran and former Davis Cup player, assisted by Alwyn Kurts of 3XY. These broadcasts are sponsored by Hedley's Sporting Goods, whose account is handled by O'Brien Publicity.

In addition to the broadcasts of the first cricket Test in Brisbane, descriptions of each day's play in the Test matches at Melbourne and Sydney and each of the three day's play in the Davis Cup contest at Kooyong, on December 26, 27 and 28 will be given by 3DB-LK. Hartley's Sports Store will sponsor the ball-by-ball descriptions of the Tests, together with commentaries at the intervals of each day's play by noted visiting journalist, Charles Bray. The agency for the account is Mooney Webb.

## W.A. BOOKINGS

Vacuum Oil Co., "Opera for the People," 6AM, 6KG and 6GE (Paton Advertising, Melbourne).

Preston Valley Products, "This is True," 6PM-6AM (Adcraft Advertising).

Nukorn Popcorn Co., "The Adventures of Big Bill Baker," 6PM-6AM.

Distillers Co. Ltd., Distributors of T.S.T. brandy, "The Pace that Kills," 6PM.

A.N.A., "They Came Today by A.N.A.," 6PM-6AM twice weekly. Recorded interviews taken at the airport on the arrival of the Skymaster and broadcast later the same evening.

Westralian Soaps Ltd., "The Shadow," half-hour weekly, 6PM, 6AM, 6KG, 6GE (A. J. Williams Advertising).

Mills & Wars, renewed half-hour weekly feature, "Say it with Music," 6IX-WB-MD (A. J. Williams Advertising).

## 50 & OVER LUNCHEON

Gartrell Whites, sponsors of the "50 and Over" session on 2SM, Mondays 9 p.m. are providing a free Christmas Luncheon to 1,000 old-age pensioners in the Sydney Town Hall on December 16. To the 4,000 who could not gain admittance to the luncheon, Gartrell Whites have sent an Aeroplane Plum Pudding. This is indeed a generous gesture. The Chairman of the Luncheon will be the Lord Mayor of Sydney, Alderman R. G. Bartley, and following the luncheon a show of veteran professionals will be broadcast by 2SM from the Town Hall. The show will be compered by John Dunne and will be rebroadcast at the usual time of the "50 and Over" session on the same day.

## 2CH WOMEN'S LEAGUE XMAS PARTY CHEQUES

Many well-known charities will receive substantial cheques from the 2CH Women's League at its Christmas party, to be held at the Sydney Trocadero on Friday, December 13.

Plans are well in hand for the party, and the presentation of cheques to various charities which have benefited from special drives over recent months will be a feature of the afternoon. Representatives of the bodies concerned will attend as guests of the league. These will include the Australian Red Cross (which will benefit from the whole of the proceeds of the Christmas party), the Legacy Club, the Crippled Children's Society of N.S.W., Furlough House, the Scarba Welfare Home, the Smith Family, and other institutions.

In addition to the representatives of these organisations the league will have as its guests many disabled servicemen and women from military hospitals. This is a policy which Meg McSpeerin, organiser of the league, has followed in recent years and it has been a popular move with hospital inmates. Sid Everett, who presents the mid-morning (women's) session on 2CH, will comper the party, and will thus be able to meet many of his listeners during the afternoon.

During the past fortnight, Everett has accompanied Meg McSpeerin to the Christmas parties of various clubs associated with the league, including the Parramatta and Merrylands Happy Companions Clubs, Golf and Tennis Clubs and the Homemakers' Club.

## SPONSORED EISTEDDFOD FOR CHILDREN

The Newcastle Milk and Delicacy Co., manufacturers of Victor Ice Cream, sponsored a special eisteddfod, organised by Twinkle of 2HD, for the children of Newcastle. After preliminary contests were held, 43 children were selected to attend the recently held City of Sydney Eisteddfod. All expenses were paid, and of the 43 representatives, 38 children received either first or second prize in their respective sections. The sponsors are exceptionally pleased with results and intend to sponsor a similar feature on 2HD in the New Year.

Another advertiser who has placed great confidence in the value of radio is J. A. Bull Pty. Ltd., grocery manufacturers, who is sponsoring the "Tale of Two Cities" four afternoons weekly in the Children's Session on 2HD. A special competition is being conducted in conjunction with this feature, and the first prize is a bicycle valued at £14/14/-.

The 2HD Children's Club has now attained a membership of over 9,000.

## "MANHATTAN TOWER" U.S. MUSICAL NARRATIVE

When Allan Toohey's sister-in-law returned from the States by flying-boat recently she brought with her for Allan's record collection U.S. musical narrative "Manhattan Tower," composed and played by Gordon Jenkins. Comprising two double-sided discs, "Manhattan Tower" plays for 18 minutes, and is in the nature of a musical documentary of New York City.

Toohey thought listeners might like it and arranged to play the discs from 2UE on December 6 in Mark Foy's "Melody of Rhythm." Apparently they did, as many requests for a repeat were received, and this will be arranged for the near future.

## FACTORY WORKERS' PROGRAMS

Midland Junction (W.A.) business people are sponsoring "The Midland Junction Sporting Session," a half-hourly feature broadcast daily, Monday to Friday on 6KY. The session is a resume of the sporting activities of Midland Junction and the surrounding districts. Also sponsored by the same people, is a daily feature for women, 3.30 to 4.30 p.m. in which women from the district are chosen as guest speakers.

## Radio Sports Commentator Dies

With the passing at the age of 40, of Ken Johnston at a Randwick private hospital on December 1, Australian broadcasting lost one of its most brilliant sporting commentators. He had been associated with 2UW in Sydney for many years, except for a break of about four years during which he served in the A.M.F.

The late Ken Johnston was extremely popular in Sydney broadcasting, newspaper and all sporting circles.

Several weeks ago he collapsed at Sydney Stadium after participating in a broadcast commentary through 2UW of a wrestling contest. He was rushed to hospital but failed to rally in the ensuing weeks.

## LITTLE IMMEDIATE TELE. EXPANSION IN G.B.

(From our Special Correspondent)

London Nov. 28:— The BBC is reported to hold out very little prospect of early television in Britain, outside of London.

Research engineer, Dr. A. R. A. Randall of the BBC speaking at Edinburgh recently, said the BBC is presently engaged on the laying of a coaxial cable between London and Birmingham which will take two years to complete. No expansion of television to the provinces was likely until this cable had been completed, and the results investigated. He said that while cinema interests were forging ahead with 1000-line screen tele, he thought 450-line would be adequate for normal domestic receiving.

## Get Your "B.B." All Right?

Sometimes the postman is late, sometimes there are other postal factors which cause subscribers to miss out on their copy of BROADCASTING BUSINESS in any one fortnight. We can make enquiries when this happens but we cannot accept any responsibility for non-delivery of our paper. Every subscriber has his "Broadcasting Business" individually addressed and our checking system ensures that each copy reaches the post:—

The Publishers.

## STATION STAFF

Recently seen lunching together at the Australia Hotel, Melbourne, were the publicity men from four stations—Les Saker 3UZ, Keith Winsor 3AW, Bill McLaughlin 3DB and Reg Foster 3KZ. Wonder who got back from lunch first?

Wilson Irving, formerly of 4BH Brisbane, has joined 2UE's announcing staff.

Joan Read, of 2UE, is at present a patient in Prince Henry Hospital suffering from extreme nervous exhaustion. Her place at the microphone from 9.30 until 10.15 a.m. has been taken by Margaret Kirby.

Staff writer of 2UE, Barbara Woodward, in whose play "Tongue of Fire" Norman Corwin was so interested, has received the contract papers from the "Columbia Workshop" for her play. It will be broadcast in the near future over the C.B.S. in U.S.A.

When 2UE announcer Colina Lynam lost her voice during her session the other morning, a substitute had to be found quickly. No other announcers being available, 2UE copywriter Bill Tyson was rushed to the microphone. Bill, who was chief announcer at 2WG before he came to 2UE, was so good that many people phoned enquiring who the new voice was.

Mr. Bern Davis, who went from Victoria to Adelaide to join 5KA some months ago, but subsequently transferred to 5DN, was made chairman of the South Australian division of Actors and Announcers' Equity at a meeting of the newly-formed branch of the union last week.

Barbara Kennedy, script writer at 6PR-TZ, returned by Skymaster from a holiday in Melbourne.

Fred Witt, program manager 2KY, is at present on holidays.

A recorded interview with Miss Louise Humphrey, well known to 3DB-LK listeners as "Louise," by Henry Milo in his "A Look at Australia" series, arranged in conjunction with the Australian News and Information Bureau, whose U.S. headquarters are

## AGENCIES

A recent acquisition to the staff of Claude Mooney Advertising is radio copy writer Kathleen Dunlop, who was previously with Donovan Joyce Productions and 3KZ.

Nance Donnelly, secretary to Jerry Bruce, Goldberg's Advertising Melbourne manager, is away on holidays at Cowes for a fortnight.

Milton Chick, manager of Goldberg's Sydney radio division, who has been on loan to the agency's Melbourne office for some time, has gone to Adelaide for a holiday.

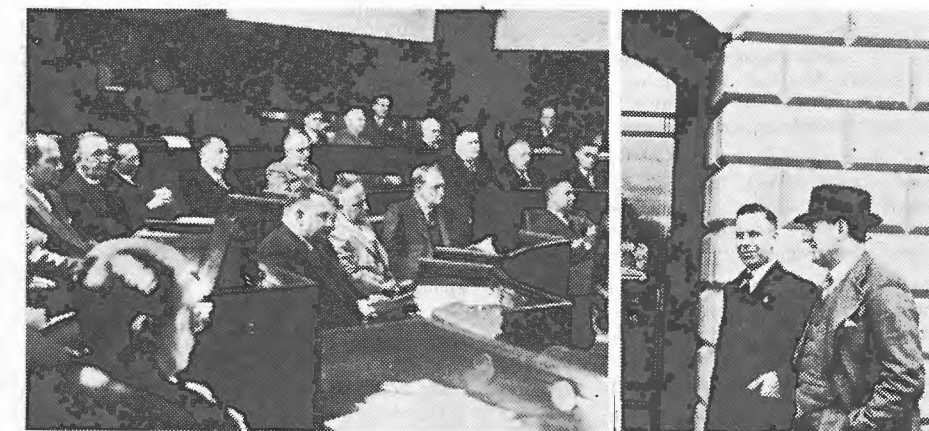
Geoff Wylie has left the radio division to join the executive staff of George Patterson Pty. Ltd., Melbourne, where he will handle important accounts, including national advertising for Coles' Stores. Geoff was radio manager of the agency all through the war, and apart from Government programs, was responsible for such features as "Chins Up" (sponsored by Kiwi); "Salute to Screenland" (Felton-Grimwade); "Stars of Song" and "Hit Tunes" (both sponsored by Cadbury's); "Amcal Cavalcade" (Amcal Chemists); "Down Memory Lane" (Bedgoods) and "Two Station Quiz" (Maples).

Frank Liddicoat has recently been appointed to the staff of Gordon & Gotch.

Members of J. Walter Thompson, Sydney, staff welcomed home Lloyd Ring Coleman, managing director of the company, at a dinner at Sydney's Hermitage restaurant, November 29. Present were Melbourne office representatives Ted Jarvis, Thea White and Jean Muir, who flew to Sydney for the occasion. Mr. Coleman gave an interesting and humorous account of his recent tour of America, England and the Continent.

on Sixth Avenue, New York, and broadcast over a U.S.A. network was recently received from America. Louise is now on leave of absence from 3DB on a tour to promote American-Australian relations.

## MEN AT WORK



On the left a section of the Tasmanian House of Assembly, where broadcasting conventioners replaced politicians on the "benches" for a week. In this snap secured by Frank O'Halloran with his movie camera, can be seen Messrs. Macdonald (5AD), Taylor (2UW), Fitts (VBN), Prouse Knox (4BC), Gold (4GR), Beaver (2KY), Reuben (4RO), Wynne (4MB), Stapleton (2SM), Morgan (3KZ), Holmes (2WG), Mogg (3XY), and in the background, Messrs. Martin (4BU), Brooker (A.W.A.), Ogilvy (2CA), Lane (2GB), Horner (Macquarie).

On the right: Frank Mogg (3XY) and Sid Kemp (Argus News) arriving at the House of Assembly for the Convention.

Mr. W. H. Northam was appointed managing director of Johnson & Johnson Pty. Ltd. at the annual general meeting of the company on November 20. Mr. Northam joined Johnson & Johnson in 1932 and has held positions of manager for Queensland, sales promotion manager at Sydney, and general manager, Sydney.

Mr. Reg. Denison, executive director of Macquarie Broadcasting Services, arrived back in Sydney early last week after an extended tour abroad.

Mr. Walter Boesch, who heads up the Bonkora organisation in America, is visiting Australia and it is reported that he has brought out some very interesting agencies for lines which will no doubt find good markets in this neck of the woods.

Mr. W. H. ("Bill") Northam, of Johnson and Johnson Pty. Ltd., and Messrs. Claude Willmott and Ray Walters, of Willmott Advertising Agency, will be 21 Club of Australia guests at luncheon at Ushers Premier Room in Sydney to-day, December 12. Mr. Northam returned last week-end from a business visit to New Zealand.

Mr. H. M. Lightfoot, managing director of Nicholas Pty. Ltd., entertained a representative gathering of members of the press and radio fraternity at a cocktail party at Menzies Hotel, Melbourne, on Thursday, November 21. The occasion was to introduce the advertising manager, Mr. A. C. Lynch, and the "Zans" sales promotion manager, Mr. L. C. Craig. Mr. Lynch was formerly the company's manager for Queensland and Mr. Craig manager for N.S.W.

Mr. R. A. Fitts, V.B.N. general manager, paid a flying visit—in both senses of the word—to Swan Hill last week.

Mr. Frank Bishop, manager of 3HA, has returned to Hamilton after spending annual leave in Melbourne.

Mr. Bert Beaver, manager 2KY, was in Melbourne on a business trip recently. His daughter Shirley was married on October 5 to a naval officer.

Mr. A. D. Towner, manager of the Tasmanian Coastal Network, was in Melbourne last week. He had no further adventures with pickpockets, but he nearly left his brief case in "Broadcasting Business" office!

Mr. Bert Druce, procurement manager for Allied Bruce Small Ltd. in England, returned to Melbourne on December 4 on the "Ormonde." He now becomes Bruce Small's import procurement manager for Australia.

Sir Frank Nelson, representative of Thomas Owen and Co. Ltd., British paper manufacturers, visited Ballarat recently where a branch of his firm is to be established at a former explosives factory.

Mr. L. J. McConnan, chief manager of the National Bank of Australasia, was recently elected chairman of the Association Banks (Victoria) until Dec. 31, 1947, following the retirement of Mr. J. Ewing.

Mr. A. Clapham, international director of Johnson and Johnson, American parent company of famous baby toilet preparations and other toilet goods, and another director, Mr. D. Menzie, who both arrived in Australia mid-November on a tour of Australian and New Zealand associated companies, departed on the homeward journey last Thursday week.

Ray French, advertising manager, Atlantic Oil Co.'s Melbourne office, was recently in Sydney on a business trip.

Bob Dyer was an usher at the Australian-American Co-operation Society's Thanksgiving Service in St. Stephens Church, Sydney. Bob, after assisting in the lifting of the collection, was heard to remark "I can take it."

Many of his friends were pleasantly surprised to see Mr. Sam Biber as a guest at the BREIF Club luncheon at Wentworth Hotel, Sydney, on Monday, December 2. But then Mr. Biber is something more than an ordinary sponsor of broadcasting time—he's a broadcaster of great ability and practically all of his best programs have been those which he has himself presented over the air; hence his interest in the BREIF Club where broadcasting, radio and electrical interests foregather.

There was a better representation than usual of purely broadcasting station men at the BREIF Club luncheon at the Wentworth Hotel on Monday, December 2, including one interstater in "Uncle Tom" Jones of 3XY Melbourne. Tom came along as guest of 3XY Sydney rep., Ricky Barnes. Macquarie producer Mason-Wood was there with Bert Button, 2GB station manager, while others noticed around the tables included Reg Fox (AWA Recording), Tom Spencer (2CH), Wally Smith and A. R. Challoner of 2GZ.

Miss Coral Wood, business manager of 2UW, stepped out of a Skymaster at Laverton last week to spend a couple of days on business in Melbourne.

Usually wherever showmen meet they have something in common to talk about. It was so at the recent AFCBS Convention at Hobart when 3UZ manager Arthur Prince and Archer Whitford, of Whitford Network, found themselves on familiar ground on Mr. Prince's forcefully-put proposal that the Federation inaugurate a Radio Industry Benevolent Fund to assist those in the radio acting profession who fall upon bad times and difficulties, such as in illness and old age. Archer Whitford was a keen seconder to the proposal. Both men have wide and long knowledge of the stage and can see in radio the possibility of the history of the theatre and its players being repeated in this newer sphere. They pointed out that radio and broadcasting was continually responding to the appeals for charity and for contributions to even closely allied professions while overlooking the opportunities of aiding those within their own sphere of entertainment. Something will be done about it.

The National Bank of Australasia has re-appointed Mr. H. D. Giddy as chairman, and Sir Frank Clarke, vice-chairman.

Mr. G. C. Pitman has joined Nicholas Pty. Ltd. as assistant secretary. He was formerly a trust officer in the Trustees Executors and Agency Co. Ltd.

The engagement is reported of Mr. Reginald Gordon Hopkins, younger son of Mr. F. F. Hopkins (late Colonial Civil Service, Nigeria) and Aileem, widow of Captain Eric Purcell-Gilpin, 13th Lancers. Prior to his return to Britain, Mr. Hopkins was for some time general manager The Shell Co. of Australia.

Mr. Allan Steward, who has been in charge of the electrical and radio division of Hartleys Ltd., has been appointed assistant general manager of this well-known sporting goods firm.

Classified Advertisements

Advertising in the Classified Section these columns is at the rate of a minimum of 1/9 per line. Should enquiries be addressed to this office at Box 3765 G.P.O., Sydney, the charge for the incorporation of this address will be at the rate of 2/6d. Charge accounts already established are recognised, otherwise cash with order. Replies to this office are re-addressed without charge.

POSITIONS WANTED

ADVERTISING Student, managerial experience, Commercial Broadcasting (country) seeks advertising position with Advertising Agency or Retail Store.—Replies to "101," "Broadcasting Business," Box 3765, G.P.O., Sydney.

MANAGER, Country Broadcasting Station seeks similar position. Seven years' all-round previous experience.—No. "303," "Broadcasting Business," Box 3765, G.P.O., Sydney.

OCTOBER LICENCE FIGURES

This tabulation of Australian listeners 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	4,686	(670)
Renewals	43,247	(1,893)
Cancellations	2,761	(259)
In force at 30/10/46	560,640	(27,681)
Increase	+1,925	(+411)
Licence % to Popln.	19.14	—

VICTORIA		
New Issues	2,686	(15)
Renewals	33,212	(1,780)
Cancellations	2,198	(17)
In force at 30/10/46	402,351	(19,219)
Increase	+488	(-2)
Licence % to Popln.	19.91	—

QUEENSLAND		
New Issues	2,665	(131)
Renewals	15,171	(323)
Cancellations	2,304	(72)
In force at 30/10/46	192,167	(5,133)
Increase	+361	(+59)
Licence % to Popln.	17.70	—

SOUTH AUSTRALIA		
New Issues	1,457	(119)
Renewals	10,700	(908)
Cancellations	1,226	(32)
In force at 30/10/46	155,303	(12,977)
Increase	+231	(+87)
Licence % to Popln.	24.58	—

WESTERN AUSTRALIA		
New Issues	968	(83)
Renewals	8,320	(383)
Cancellations	634	(13)
In force at 30/10/46	104,801	(4,953)
Increase	+334	(+70)
Licence % to Popln.	21.31	—

TASMANIA		
New Issues	438	(102)
Renewals	3,282	(160)
Cancellations	602	(37)
In force at 30/10/46	50,806	(3,082)
Increase	-164	(-65)
Licence % to Popln.	20.30	—

COMMONWEALTH		
New Issues	12,900	(1,120)
Renewals	113,932	(5,453)
Cancellations	9,725	(430)
In force at 30/10/46	1,466,068	(73,047)
Increase	+3,175	(+62)
Licence % to Popln.	19.78	—



Very Best Wishes for a  
Bright Xmas and a  
New Year of Prosperity



The VICTORIAN BROADCASTING NETWORK

Head Office: 239 COLLINS ST., MELBOURNE.

PHONE: CENT. 4124

Sydney Representative: S. O. CLARKE, c/- Weston Newspapers, 56 Young St. 'Phone: BW7283.





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# BROADCASTING BUSINESS

Vol. XV, No. 12

44th Issue

Thursday  
December 26, 1946

Incorporating "Commercial Broadcasting"

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

**Hi Fellers—  
Here's to You!**

**HERE'S one for the road.**

*It was a week before Xmas, and she stood for a long time outside the theatre, in front of a sign which read "Servicemen, 1/-." Twice she counted the money in her purse, and then put 4/- on the box office window. "Could I", she whispered, "please have four big sailors?"*

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

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

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

most people listen to

# 2UW

