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(There was another comprehensive list of subscribers on this page in last issue)

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Nicholsons Broadcasting Service
Whitfords Broadcasting Network
Anthony-Craig Advertising
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W. S. Crawford Ltd.—England
Ripley-Preston & Co. Ltd.—England
Willing's Press Ltd.—England
Ryder Advertising Agency—N.Z.
National Export Advertising Services
Inc.—U.S.A.
P. N. Barrett Co. Pty. Ltd.—Sth.
Africa
Walter Kirby Pty. Ltd.—Sth. Africa
Robert G. Raisbeck—U.S.A.

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

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BROADCASTING BUSINESS

VOL. XV, No. 17
446th Issue

Thursday,
March 6, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers—
Calling for Help?



DID you hear about the darkie who came face to face with a ghost in a cemetery?

The colored boy bolted — doing his very best! When his throat dried up completely, and he couldn't run another yard, he flopped on to a bench.

Then somebody laughed!

Fearfully, with eyes popping out, he lifted his head — and there was the ghost, sitting beside him! He tried to shout for help, but he couldn't speak.

"You certainly can run, boy" the ghost laughed. Mose found his voice. "Yes", he whimpered, "an' soon as I gets m' bref back, I'm goin' to run some more."



DO YOU need help? — perhaps with a proposition where station "know how" can straighten out the rough spots?

If you do, reach for your phone and ring 2UW. The 2UW boys mightn't have available on the spot just the choice time you want, or the programme you're looking for — but if it's a sound proposition, and if it can be done, they'll find the answer.

2UW has the "know how" — the "know how" which gives an advertiser an audience of customers!

It's the 2UW way — and from the audience point of view it's another reason why

most people listen to



2UW

EIGHT GOOD STATIONS IN EIGHT SALES BUILDING MARKETS

There is no better way of making your product or services an integral part of the lives of a community than through the sponsorship of shows on these eight local stations.

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

These stations know how to develop effective programmes for you and see that you secure the enthusiastic merchandising support of the best dealers, plus consumer consumption. Each station DOMINATES the area it serves and each is the most listened to locally. Market-wise time buyers looking for profitable sales have found these eight progressive stations an outstanding buy.

All particulars from

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

BROADCASTING BUSINESS

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

THURSDAY, MARCH 6, 1947
Vol. XV, No. 17 (446th issue)

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EDITORIAL

Get In or Get Out of the News?

Australia's radio "ship" has taken quite a buffeting in a suddenly-turbulent sea during the past fortnight. Crosscurrents, crosswinds, kites flying; and a bewildered public. Out of an apparent calm came the A.B.C.'s disclosure of its parlous financial position and that was the signal for the daily press to release their kites. Would the government nationalise all broadcasting stations? Wasn't the government going to take over the A.B.C.? Shouldn't the A.B.C. have its money spending wings clipped? What justification was there for the continued expenditure on the "A.B.C. Weekly" and for the proposed £155,000 a year expenditure on independent news-gathering? Commercial broadcasting caught a fair deal of the newspaper backwash from all this.

Nevertheless, Mr. Chifley refused to be drawn. He quietly commented that the Government had no intention of "nationalising" all broadcasting "although some of his fellow Ministers favoured such a course." The fact that nationalisation of broadcasting was part of his party's political platform was tactfully not reiterated.

Behind it all, the newspapers are biting their fingernails over the Government's edict that the A.B.C. enter the news-gathering field in a big way (to the extent of £155,000 a year in fact!) The A.B.C. would much rather have played along getting its news from the normal newspaper and news agency sources under negotiated and far less costly agreements. There are a lot of headaches in organising news coverage and its a job that requires a lot of expert and experienced brains in that field. That's one of the reasons the A.B.C. and all broadcasters have avoided coming into such direct news competition with the newspapers. And the newspapers don't like the idea, because they genuinely must fear a virile and independent news broadcasting set-up. It's a blow aimed at their prestige, they feel.

Meantime the A.A.P. (Australian Associated Press) is endeavouring to negotiate with commercial broadcasting stations to take certain overseas news, the broadcasting rights for which the A.A.P. shrewdly gathered up in its stride last year when they secured publishing rights of AP and UP news from America. "Negotiate" is perhaps a mild word for it. Actually the position looks as if the newspapers will try to take the broadcasting stations for a £16,000 a year ride up the river. They've hinted at the possibility that unless the stations pay up for the overseas news rights which they (without consulting the stations!) secured last year the question of whether local news will be supplied for broadcast "at comparatively low rates" will be raised.

In view of the A.B.C. news developments, the Federation of Commercial Broadcasting Stations might well wonder whether it would not have been better if they had stepped in a bit earlier and endeavoured to make their own direct arrangements with the American news agencies, rather than face the present deal through the A.A.P. acting as a middleman—always provided of course, the commercial stations are sufficiently interested in getting overseas news.

The position as it stands today on news broadcasting in Australia is just one unwieldy tangle. Some stations are interested in news and some stations are completely disinterested. The question must soon arise as to whether commercial stations will get right into the news field properly or right out of it, dependent upon consideration of the value of news in relation to public service obligations of the stations. Current "half-hearted" news broadcasting throughout Australia is nothing more than an invitation to the newspapers to filch thousands of pounds a year from the stations for niggardly services supplied with the one hand, while with the other hand they poke borak at the broadcasters for their supposed lack of public service in not being able to give the public complete news coverage.

A.B.C. Finances Worry Prime Minister

The Prime Minister, Mr. Chifley, obviously received something of a shock when he learned of the sorry plight of A.B.C. finances as disclosed by Messrs. Boyer, A.B.C. chairman, and Moses, A.B.C. general manager, in evidence before the Parliamentary Standing Committee on Broadcasting ("B.B.," Feb. 20). It is not likely, however, that he will be stampeded into any rash attempt to patch over the problem, in spite of reported efforts of the chairman and general manager to persuade cabinet to "do something" without waiting for the P.S.C.B. interim report likely to be tabled shortly after Easter.

It is rumoured that Mr. Chifley is not satisfied that the A.B.C. has been spending its money to the best advantage and with that fear in mind may appoint a Treasury official to make a special confidential report.

Meantime, Mr. Chifley has announced that the Government has no intention of "nationalising" all broadcasting stations. In spite of this, some sections of Federal Cabinet and Federal Caucus are advancing proposals that the Government should assume complete ownership of all broadcasting services. They have an inflated idea of the profits made by commercial stations and have long cast envious eyes upon this potential source of revenue.

It is thought that Mr. Chifley will resist efforts of some members to force an early review of the broadcasting services, as he would prefer to await the return of the Director General of Posts & Telegraphs, Mr. Fanning, from overseas before undertaking such a review which would involve also the question of F.M. and applications for new broadcasting licences and perhaps television.

NEW BRISBANE STATION THIS MONTH?

The recently-appointed manager of the new Brisbane station, 4KQ, Mr. Hurndell, is forging ahead with plans for the opening of the station, which the secretary of the Queensland Central Executive of the A.L.P. (Mr. Bryan) stated last week will probably be "on the air" about mid-March. Studio equipment is being installed and everything is in readiness for the erection of the transmitter mast at Tingalpa.

DYER GAG BOOMERANGS BUT PUBLIC PUT AT EASE

When Bob Dyer in the course of the "Atlantic Show," February 22, announced that "Jack Davey," "William Fennell," "Jack Burgess" and "Dick Bentley" would appear on his program "next Saturday night," he did not explain to his listeners that the four men were NOT the four famous radio personalities engaged with the Colgate-Palmolive Radio Productions Unit and who broadcast over another set of stations altogether.

To those in the business it was obvious that Dyer had got hold of four men with those names and they did in fact appear on the Atlantic program last Saturday night, March 1. But the listeners couldn't all be expected to figure out that one, and there was quite a to-do about it during last week.

The fact that stations which carried the Atlantic Show when Dyer made his announcement, during last week broadcast an explanatory message to listeners pointing out that the four names mentioned were not those of the four well-known broadcasting personalities, reflects credit upon the vigilance and energy of the Federation of Commercial Broadcasting Stations' executive in Sydney, members of which stepped in to oil the temporarily-troubled waters and to invoke the Federation's code of not "fooling" the listeners.

The Radio Committee of the A.A.A.A. (Federal) stepped quickly into action also and, meeting representatives of the N.S.W. section of the Federation, the agencies expressed the view that broadcasts of that nature tended to weaken public confidence in radio advertising.

THEY LIKE BAARDS IN U.S.A.

This week's American mail brought an interesting letter from the president of Standard Rate and Data Service Inc., of Chicago, Mr. R. A. Trenkmann, who recently received a copy of the Broadcasting Edition of Australian Advertising Rate and Data Service, published in Australia by Mingay Publishing Co. Pty. Ltd.

"I appreciate your 1946 Broadcasting Edition very much . . .", Mr. Trenkmann writes. "The book is excellent and it contains some very fine features other than radio station advertising rates. . . . You are to be congratulated. I hope you'll find 1947 the best business year you have ever had. . . ."

STOP PRESS

A.A.P. SHARES IN REUTERS

Following A.A.P. agreements with UP and AP of U.S.A., further tightening of overseas news control in Australia involved in London announcement this week of formation of New Reuters, in which A.A.P. becomes shareholder with Sir Keith Murdoch representing Australia on Reuter Trust and R. A. Henderson representing Australia on Reuter's Board. (See pages 3 and 6).

HORLICK EXECUTIVES FROM ENGLAND

Mr. C. J. Harrison, chairman, Incorporated Society of British Advertisers and publicity manager of Horlicks, England, will arrive in Australia next week with the company's managing director, Mr. H. W. Weatherbee, and overseas sales manager, Mr. E. D. Bateman, and chairman of the Australian company, Mr. J. P. Cronin, returning from India.

PREI LOG FOR HEARING SOON

The log of claims for wages and working conditions served some time ago by the Professional Radio Employees' Institute on the broadcasting industry will shortly be dealt with. The matter was mentioned before the Federal Arbitration Court recently and adjourned pending a decision as to whether the Court will hear it or whether it will be referred to a commissioner.

It is understood that the Federation of Commercial Stations intends contesting the log.

OVERSEAS ADVERTISING

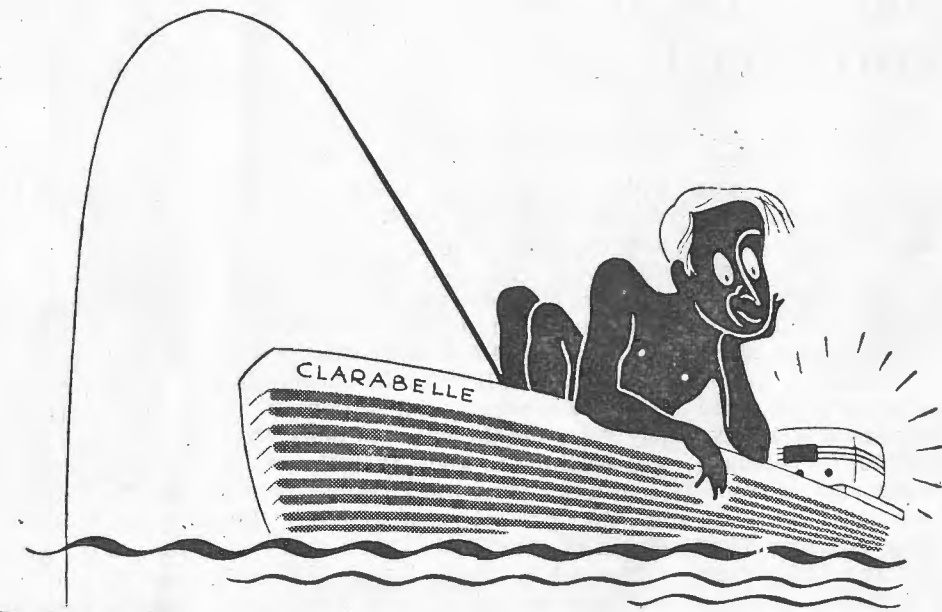
A conference to discuss advertising of Australian products overseas would be called, the N.S.W. Minister for Agriculture (Mr. Graham) said in Parliament last week. Mr. Graham said he was not impressed with what he saw during his recent tour.

A.F.C.B.S. FEDERAL EXECUTIVE

The half-yearly meeting of the Federal Executive of the Australian Federation of Commercial Broadcasting Stations will be held in Melbourne, March 12-13, when many matters of vital importance will be discussed.

HONORS FOR A.A.N.A. SECRETARY

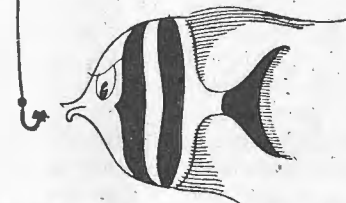
In recognition of the untiring interest in and courtesy to New Zealand servicemen and ex-servicemen visiting Australia during the war and since the war, Mr. C. Roy Stanley, secretary of the Australian Association of National Advertisers, has been awarded both the Certificate of Merit and the Gold Star Badge by the New Zealand Returned Services Association. In making the citation, the N.Z.R.S.A. expressed also, appreciation of the assistance given her husband by Mrs. Stanley, relation to his fine record of hospitality to Dominion ex-servicemen visiting Australia.



WHEREVER YOUR MARKET MAY BE...

You can sell this man sunburn cream, a sports shirt, a sun hat, or even Isaac Walton's classic. In fact, your market is in its most receptive mood when relaxed. So many thousands of radio owners have discovered the pleasure of 2UE; so many more are finding this out every day. It's good listening, that's why, with vital news, topline sports, Australia's greatest musical shows and quizzes. 2UE will make new friends for your product.

REACH IT THROUGH



2UE

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

OVERSEAS NEWS ARRANGEMENT MAY JEOPARDISE LOCAL NEWS FOR COMMERCIAL STATIONS

It was learned this week that negotiations were still proceeding between the Australian Associated Press and the Federation of Commercial Broadcasting Stations on the problem of broadcasting rights in overseas news.

As reported, "B.B.," February 6, the A.A.P. claims to have secured non-exclusive rights to the two leading American news agencies' news (United Press and Associated Press of America) for broadcasting involving an amount of £16,000. This amount the A.A.P. hopes to recoup from commercial stations plus anything up to about £2,000 handling charges. That is a big jump from the £1,100 that A.A.P. is currently receiving from the commercial stations who use the overseas news from newspapers plus £1,500 for news rights in the B.B.C. News.

It would certainly appear as if the commercial stations have been caught in a cleft stick. It is likely that the A.A.P. will adopt the attitude that

unless the stations contribute for the U.P. and A.P. cable news service, they will have to forego their rights for the B.B.C. news, which is taken on direct relay.

Coupled with that dilemma is the further attitude of the Australian Newspaper Proprietors Association. A.N.P.A. and A.A.P. are virtually one and the same. It is hardly conceivable that if the commercial stations won't pay Peter for the overseas news, Paul will continue to allow them to secure local news from the city newspapers at the present comparatively low figure.

The A.A.P. contract with U.P. and A.P. commenced as from January 1, 1947, and A.A.P. is pressing for an early decision from the stations as to what they intend doing about taking up the cable news offer. Naturally A.A.P. is anxious to recoup their costs to date as well as in the future continuance of the arrangement.

RADIO INDUSTRY COMMITTEE FORMED

A Radio Industry Committee was formed on Monday, February 17, at a meeting held in Sydney by representatives of its constituent bodies, namely, the Australian Federation of Commercial Broadcasting Stations, The Federal Council Electrical, Radio & Telephone Manufacturers of Australia and the Electrical & Radio Development Association of N.S.W.

This February 17 meeting was the first occasion on which representatives of these three bodies have officially met, and they ratified the suggested formation of the Radio Industry Committee, which in future will hold regular meetings. Terms of reference under which the committee was formed are to consider matters referred to it by constituent or associated bodies.

Each of the constituent associations will have two representatives on the committee, and personnel has been arranged so that meetings can be held either in Sydney or Melbourne.

In addition to general details and formation subjects, it is understood that the committee discussed experimental F.M. transmissions by commercial broadcasting interests. This

follows up the offer made by A.W.A. to the Broadcasting Federation at its annual Convention in November last that A.W.A. would provide and erect two F.M. experimental transmitters, in Melbourne and in Sydney respectively, for the use of the Australian Federation of Commercial Broadcasting Stations, to be operated and controlled by the Federation, and staffed by A.W.A. technicians with an arrangement that technicians and studio personnel from any commercial station should attend the experimental centres to learn the art of F.M. transmissions.

The Broadcasting Federation has subsequently made application for experimental licences and, because of assurances made by the P.M.G. to the Federation, there is no doubt that the experimental licences will be issued. Following the establishment of these experimental stations, it is understood that radio manufacturers' technicians will also have access to these experimental stations and the technical information developed so as to be better equipped to proceed with the design of receiving equipment.

RESIGNATION OF TOP LINTAS EXECUTIVE

The resignation of Mr. L. A. Davis from his position as managing director of Lintas Proprietary Limited—a position to which he was appointed in 1938—came as a great surprise to the advertising world last week (Stop Press, "B.B.," Feb. 20).

It is understood that the move was brought about as the result of disagreement on matters of policy with the board of Levers Associated Enterprises who control accounts handled by Lintas agency.

Mr. W. D. Phillips, formerly advertising manager of Lever Bros. has been appointed managing director of Lintas in succession to Mr. Davis, effective from Monday last, March 3.

Mr. Davis joined the staff of Levers Bros. Pty. Ltd. at Balmain, N.S.W., over 22 years ago as a boy of 16. He rose in that company to the position of assistant to the advertising manager.

In 1931, with the formation of Lintas Pty. Ltd., he took on the job of production and media manager. At this stage, Lintas began with a handful of employees, some of whom are still with the company.

In March 1938, Mr. Davis was appointed manager of the Wellington, N.Z., branch of Lintas and remained in that position until the beginning of 1938, when he returned to Lintas, Sydney, as business manager.

After six months he was appointed managing director of the company in November 1938, at the early age of 30.

He became a National Councillor of the Advertising Agents' Association and one of the four Advertising Agencies' representatives on the Audit Bureau of Circulations. He assisted in the formation of the War Effort Publicity Board and became one of its four members.

In March 1943, Mr. Davis was granted leave of absence to enlist in the Air Force and returned to the company in June 1946.

With his resignation from Lintas, Mr. Davis has also resigned his position from the Radio Sub-Committee of the Australian Advertising Agents' Association (N.S.W. Division) and his position as a representative on the General Council and Education Committee of the Advertising Association of Australia.

He was farewelled by the management and staff at a luncheon on Thursday, February 27, and a party on Friday, 28th.

RADIO SPORTS PARADE



Steve McKee



Ted Madigan



Eric Welch

In South Australia the Advertiser Broadcasting Network has shown consistent top ratings in a coverage of all sports.

From Steve McKee, the network's sporting editor, come nightly accounts of all outstanding local fixtures.

Saturday afternoon brings descriptions by Eric Welch of all Melbourne races, while Ted Madigan assures listeners of the complete coverage of all Adelaide racing events.

Throughout the afternoon, resumes and progressive results of all other major sporting fixtures are also broadcast . . . while in the evening, during the first and second editions of the "Sport's Page," final results of all fixtures are given.

South Australians know that the Advertiser Broadcasting Network can always be relied upon to provide descriptions and results of all major sporting events, from world heavy-weight championships to local and national fixtures . . . a fact that explains continual top ratings that assure immediately accessible markets.

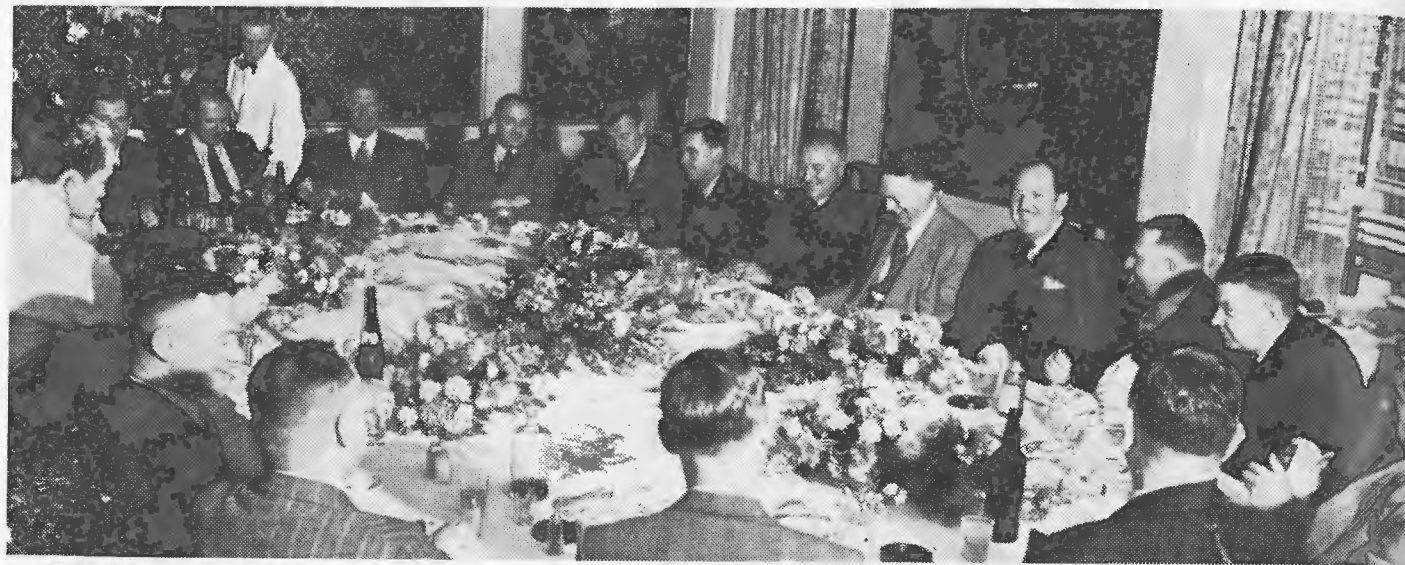
ADVANCE WITH AD

5AD ★ 5PI ★ 5MU ★ 5SE

Representatives:

L. Solomon, Warwick Building, Hamilton St., Sydney; H. Anderson, Poster House, 130 Exhibition St., Melbourne.

ATLANTIC OIL ADVERTISING EXECUTIVES ENTERTAINED



From top left corner: Messrs. S. O. Clarke, R. Highfield, F. Thompson, F. Levy, Charles Moses, J. E. Ridley, J. G. Lee, L. Finn (chairman), Bob Dyer, H. E. Beaver, W. J. Hutchinson, M.P., L. Solomon, E. Smithers, L. Hood, and W. Smith.

Radio's Place in Big Campaigns Discussed

Jack Lee, Bob Dyer at 21 Club Luncheon

Mr. Jack Lee, advertising manager of Atlantic Union Oil Co., and Mr. Bob Dyer of Dyer-Malone Advertising, the agency now handling the Atlantic account, were guests of the 21 Club of Australia at the February luncheon of the Club at Usher's Hotel Blue Room. An apology was received from Mr. J. D. Jacobs, managing director of Atlantic, who was unavoidably on an interstate visit.

Guests of individual members at the same luncheon were Messrs. W. J. Hutchinson, M.P., member for Deakin, Vic., and a member of the Parliamentary Standing Committee on Broadcasting; C. J. Moses, general manager of the A.B.C., and Noel Dickson of Frank Mason and Co. Ltd., Melbourne.

Proposing a toast to Atlantic, Mr. Bert Beaver said that Mr. Lee was one of those advertising executives radio men liked to meet. Most people were slow in coming back to radio after the war years had taken their toll of business but Mr. Lee with far-sightedness and a realisation of the power of broadcast advertising put his company back on the air two years ago—the first major oil company to return to national advertising on the air.

Mr. Beaver made several humorous references to the combination of Atlantic and the Dyer-Malone Agency. He thought the combination a natural one as Bob Dyer certainly needed a good spirit to get going, though nobody knew how many miles he got to the gallon! It was, too, a combination of two super fuels. On the one hand the super motor fuel and the other a super radio fuel! (laughter). But after all, Bob Dyer, he added, was nobody's fool and had proved himself a real smart guy. First in his decision to leave the Marcus Show and settle in Australia, he selected radio for his talents, married an Australian girl, and now he had selected Atlantic as his major agency account.

"And Mr. Dyer," Mr. Beaver added, "if I may misquote: 'Oily to bed and oily to rise, makes the man you work for healthy, wealthy and wise!'"

Responding, Mr. Lee said Mr. Beaver had spoken so well he felt at quite a loss for words. But it would interest everyone to know that 16 years ago radio advertising was not on his advertising budget, but to-day among the 14 or 15 different media which Atlantic used for its "not inconsiderable" appropriation, radio was very near the top.

Mr. Lee said that Atlantic used all kinds of media, adopting a policy of co-ordinating every phase of their advertising. Press and radio advertising, for instance, had to be interlocking. Radio was the biggest headache for the advertising man but it probably paid the biggest dividends. He admired the broadcasting industry both from the point of view of broadcasting's power in a commercial sense and in that those who were behind it had managed their responsibilities so very well in maintaining good ethics of advertising and a high standard of broadcasting practice in programming.

Commenting upon Atlantic's engagement of the Dyer-Malone Advertising Agency, Mr. Lee said that Bob Dyer got the account not because he was a comedian but because he delivered the ideas and the service.

Also responding to the toast, Mr. Bob Dyer struck quite a serious and constructive note when he declared that most of the upsets in the past few years in advertising and broadcasting was due to a lack of good team work. The client, the agency and the broadcaster could and should make a good team. He thought the 21 Club was doing a power of good in stimulating that kind of team work.

(continued on page 45)

Lend us Your Ears

WE already have the EARS of 500,000 WAGE EARNERS

THE EARS OF PEOPLE WHO SPEND

2KY SYDNEY

The People's Stations

2HD NEWCASTLE

DOZENS OF WISE TIME BUYERS HAVE PROVED THEIR "PULL"
WHY NOT CASH IN?

PHONES

SYDNEY: M 6291

MELBOURNE: CENTRAL 4706

FUTURE FOR COMMERCIAL RADIO IN SOUTH AFRICA

Observations by Donovan Joyce

Radio in South Africa is at the crossroads, according to Australian radio producer Donovan Joyce, of Melbourne, who returned from a three months' visit to that country this week.

The present system of unsponsored radio may be augmented within a few months' time by Commercial Radio. Until the mid-1930's the Union of South Africa had commercial radio but, was abandoned in favour of the present system which is very much the same as the Australian National service. During December last, a Government-appointed committee of enquiry was taking evidence as to the desirability of reinstating commercial radio and, following a newspaper report of evidence given that commercial radio tended to destroy the provincial press, Mr. Joyce offered to give evidence rebutting this and to give the committee whatever help he could as the result of his 17 years' experience in commercial radio. "I found the committee intensely interested in what I had to say and spoke for about three hours without interruption. I was able to fill in a lot of fine detail in regard to certain phases of commercial radio which had been broadly reported on by the Director-General of Broadcasting in South Africa, Major Caprara, after his world tour which included this country. The impression I gained was that it was not so much a question of whether or not commercial radio would be introduced as to how it would be controlled and by whom."

"There are two schools of thought on this subject. One being that control of commercial radio should be vested in the S.A.B.C. which would thus control and operate both National and commercial systems—the latter being radiated from a number of new transmitters which, I understand, are almost ready for installation. The other school of thought is that commercial radio should be conducted by private en-

terprise—possibly with a form of S.A.B.C. control. In this regard the Associated Chambers of Commerce of the Union are making strenuous efforts to win the operation of commercial radio to private enterprise."

According to Mr. Joyce, many of whose productions have been bought for broadcast in the Union, irrespective of who gains control of the commercial system, it will be essential that South Africa imports either from Australia or America key and working personnel to operate the system. There are many able and efficient workers in the S.A.B.C. organisation, but their experience is that of unsponsored radio which, because of lack of competition in that country, has not inculcated in them that spirit of enterprise and aggressive program construction necessary to capture listeners and to create habit-listening which is an essential ingredient in any successful link between commercial radio and its audience. Although production is carried out both in Durban and Cape-town, Johannesburg is the headquarters of the S.A.B.C. which is housed in a palatial building far more elaborate than anything in Australia. Equipment from a production point of view in which Mr. Joyce was naturally most interested, is of the best and studio facilities—there being fourteen in all—are a producer's dream. The efficiency of the organisation and the excellence of its premises and equipment is directly attributable to the able personal direction of Major Caprara who is a practical radio man with a much broader approach to radio than is usually found in an executive of unsponsored radio.

According to Mr. Joyce, he heard whispers that frequency modulated transmitters are already constructed and ready to operate, but he was unable to gain any definite information on the point.

An interesting fact about radio in South Africa is that it is all broadcast on the short waves and all re-

ceivers sold there are dual wave. Interesting, too, was the fact that as near as he could assess, about 80% of the receivers sold in Africa are complete with gramophone attachment and this, he thinks, might suggest that the present unsponsored form of broadcasting in that country is not entirely satisfactory to listeners who, therefore, have recourse to their radio gramophone and records. Radio manufacturers in Australia will be interested to hear that, although the cities of Durban and Capetown are flooded with American goods of all types, it was very pleasant to note that most radio sets exhibited for sale in various stores were English. Very notable among the fine models of beautiful design were the "Cossor" brand. It was possible in Johannesburg to buy a beautiful five-valve mantel model radio for, round about nine pounds sterling.

Australians discovered aiding and abetting the S.A.B.C. were former A.B.C. producer, Paul Vernon, and his wife Marjorie Gordon, and Eric Cecil, also former A.B.C. man. The standard of dramatic production is exceptionally high and although Johannesburg in common with other production cities in the Union, has only a small number of performers to draw upon, most of these are excellent. However, it seems unlikely that the number in the talent pool will materially increase unless remuneration for performers is considerably raised. Where an Australian actor receives a minimum of one guinea per hour, in radio, his South African brother would receive anything between five shillings and 10 shillings for the same period of work. These figures were supplied to Mr. Joyce by several performers who, when they discovered payment rates in Australia, immediately set about putting their houses in order to come here to work for the better rates of pay.

Whilst in Johannesburg he met several B.B.C. producers who were engaged on preparatory details of the Royal Tour, broadcast for which F/M short wave transmitters were, specially constructed. These producers, as do those of the S.A.B.C., express great surprise at the quality of Australian recorded programs, particularly in regard to the voices of actors and the quality of recordings. "Some of them," said Mr. Joyce, "take a great deal of convincing that we

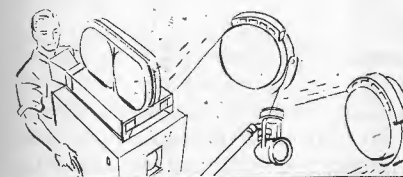
(Continued on page 45)

The case of the Unfortunate Sponsor

He took infinite pains—even a personal pride—in choosing the best talent available for his radio programme. His radio audience must have a standard of entertainment as high and true in quality as his own merchandise. When the programme came on the air . . . the warmth and realism of the original performance was absent . . . it lacked "presence."

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

Three leading Sydney stations and numerous producers entrust the recording of their most difficult feature shows to—



MOTION PICTURE PROCESSES
SOUND DEPT.

An absolutely independent technical service available 24 hours a day, 7 days a week to any producer of radio and screen entertainment. May we instal a permanent line to your studio—become your recording department?

Recording Technicians to Film & Radio Industry . . . KINELAB PTY. LTD. Tel. M2635. 484 George Street, Sydney.

Broadcasting Business, March 6, 1947 11

Hon. A. G. WARNER, M.L.C. — Managing Director
Electronic Industries Ltd.



Arthur Warner, perhaps naturally, is a very radio-minded top executive, heading up one of the biggest radio manufacturing organisations in Australia in Electronic Industries Ltd., Melbourne. He believes that the story of advertising by radio is one of the economic wonders of our present age and points out the important feature about it that advertisers have not only succeeded in advertising their merchandise, but have succeeded in giving-entirely-free to the public a new vigorous and live form of entertainment.

Mr. Warner has an interesting record in travel, sport, war, business and politics. His company to-day controls and owns a number of highly successful manufacturing and merchandising concerns including, Radio Corporation Pty. Ltd., Eclipse Radio Pty. Ltd., Homecrafts Pty. Ltd., Universal Guarantee Pty. Ltd., National Radio Pty. Ltd., and Gainsborough Furniture Pty. Ltd.

He put his first foot on the ladder of business success when he was apprenticed as an engineer with the Standard Telephone Company in England. Then came World War I and young Warner served as a Flt.-Lieutenant attached to the Royal Navy. In 1920 he came to Australia to try his hand at farming. In the two years he was on the land he also studied accountancy and successfully qualified. In 1923 he stepped into the radio business, laying the foundations of the present huge organisation.

Mr. Warner's business success has been based upon sound merchandising.

His company's annual advertising expenditure—in their early days—was greater than their capital, which—to use his own words—"turned over so fast that it got red hot."

The formula of his success with these businesses—which have grown from a small proprietary company to a group with a turnover exceeding £2 million per annum—has been competitive prices, an admirably appropriate mixture of stunt advertising, institutional advertising and high-pressure sales, assisted by the control of their own hire-purchase activities, and the consequential adaption of prices, models and payments adjusted to suit instalment buyers.

Arthur Warner's activities through the various subsidiary companies which he has started, have ranged over the field of retail (eight shops in 1929), wholesale (Homecrafts), manufacture (his subsidiary companies employ over 1250 hands), and hire-purchase (the hire-purchase subsidiary company carries about £300,000-£400,000 of hire-purchase book debts).

In addition to all these activities, he has not neglected the study of economics and is a well-known lecturer on this subject in Victoria where he is a Council Member of the Economic Society. More recently, he has turned this hobby to good account by winning a seat in the Up-

per House in Victoria thereby starting on what will surely be a successful political career where he can lend his wide experience in business and his knowledge of economics to the benefit of Australia.

Incidentally, his general experience was recognised in World War II by the Commonwealth Government who appointed him Controller of Finance in the Ministry of Munitions, and a member of the Business Advisory Panel to the Army.

With all this, it seems that he has not neglected his sporting activities during the last 24 years in which he has switched his affections from flying to golf, to yachting, tennis, squash, and fishing, as the spirit moved him.

He is still on the right side of 50, seems to enjoy activity, and because of his wide and varied experience can talk in any company about most things.

Although the Parliamentary Standing Committee on Broadcasting has suggested that the public pay in the price of goods for advertising over the air and that, therefore, listeners are paying for the service, this is a fallacy, Mr Warner says. Firstly, the public has the choice of buying advertised goods or buying unadvertised goods, and the public is very discriminating in its knowledge of values, although the fact remains that advertised goods sell best. The reason for this is that advertising creates business, increases volume of production, and reduces costs by an amount at least equal to the cost of advertising.

Furthermore, companies appropriate a certain sum or a certain percentage annually for advertising purposes, and if there were no broadcasting stations, these sums of money would be spent in other directions: press space, display, hoardings and so forth, so that the fact that some of this advertising appropriation is absorbed in radio air advertising does not in any way affect the price of the goods sold to the ultimate consumer. Accordingly, Mr. Warner points out, the complete entertainment value of the commercial stations is an entirely free gift by advertisers for the benefit of the community.

Mr. Warner believes that whilst radio as a means of advertising undoubtedly has certain weaknesses, amongst them being that the majority of people obtain their maximum education through the eye and that there is some difficulty in putting complicated advertising stories over the air, there can be no question that in many forms of advertising it is ideal.

When used as an adjunct to other forms of advertising, it keeps the name of the advertiser before the public and for reasonably well-known national advertising it has the advantage of being constantly repetitive and therefore a constant reminder.

Television Note: "It is to be hoped that when new forms of broadcasting, and in particular television, are made

(Continued foot page 14)

Shrewd Sydney Sponsors

Sign with

2SM

FIVE QUARTER-HOURS

7.45 p.m. Monday to Friday

★
"SENTIMENTAL JOURNEY"

W. C. DOUGLASS LTD.

THREE QUARTER-HOURS

7.15 p.m. Monday, Tuesday, Thursday

To Commence 17th March

★
BIBER FURS PTY. LTD.

"IN TOWN TONIGHT"

9 p.m. Thursdays

RE-SOLD WITHIN 2½ HOURS

TO

★
FOSTARS SHOES PTY. LTD.



TO SELL MORE

Melbourne Representative:

OATEN-WARD (Ernest J. Oaten—Dudley H. Ward), 379 Collins St., Melbourne, C.I. Phone MU 4725

We Salute

Claude Mooney — Claude Mooney Advertising
Pty. Ltd.



Back in 1925, a lad of 18 went about his daily task in the humdrum atmosphere of a solicitor's office. His family planned that he should eventually become a barrister and he was to achieve that eminence through an articulated clerk's course. However, as the days rolled by the lad became convinced that the musty tomes and leisurely legal atmosphere were not suited to his temperament and the dreary prospect of being a square peg in a round hole looked like becoming a reality.

Fortunately, Fate took a hand and the lad, Claude Mooney, met Jimmy Leask, then manager for Catts-Patterson in Melbourne, and now with C.O.R. Not knowing quite how it came about, Claude poured out some of his discontent and Mr. Leask asked whether he had ever given any thought to a career in advertising. Claude owned up to the fact that although he was aware that advertisements appeared in the newspapers, he hadn't the foggiest idea how they got there. Undaunted, Mr. Leask offered him a job in Catts-Patterson in a very junior capacity, but Claude decided to keep his hand on the legal plough. Towards the end of the year, when, more than ever convinced that he would never make a barrister, he received an urgent telephone message to contact Mr. Leask. It transpired that the Ford Motor Co. of Canada had commenced operations in Australia and the advertising department required an assistant im-

mediately. An appointment was arranged and Claude, deeply conscious of the terrific scope of the Ford Company, talked himself into the job.

Taking to advertising like a duck to water, he soon found himself on the way up, and after a fairly short period was elevated to the chair of assistant advertising manager. Mr. Mooney chuckles in retrospect at an incident which happened at this stage of his career, and which he has never forgotten. The Ford plant was a few miles out of Geelong and visitors were not plentiful, but one day he had to interview an advertising representative who had come down specially from Melbourne. This was the first occasion on which Claude had interviewed a rep. and he did his utmost to look important. Swinging back in his chair to consider a point, the chair shot away and he finished out of sight under the table much to his consternation, and the joy of his co-employees who witnessed the entire proceedings. This demonstrated the wisdom of the old adage "Pride goeth before a fall," and Claude contends it can be recommended as having a most salutary effect on young blokes inflated with their own ego. Due to the death of the advertising manager, C.C.M. received an unexpected break and was in control of the affairs of the advertising department during the vital period when the Ford Company changed from the old "T" model design to the model "A".

He also got another break when he met the future Mrs. Mooney, who

joined the Ford Co, as stenographer in the advertising department. Largely due to the fact that his wife-to-be later left the Company and returned to Melbourne, Claude got itchy feet and accepted an appointment as advertising manager to S. A. Cheney Pty. Ltd. Shortly after taking up this new post he married and the entire vista looked exceedingly rosy. But Fate again took a hand. The worldwide depression closed the Cheney organisation and Claude joined the vast army of unemployed, which at that stage included almost everybody. When it was suggested to any organisation that they should have an advertising manager, hands were thrown up in horror, so only one thing remained, and that was for Claude to give himself a job. This marked the real beginning of Claude Mooney Advertising Pty. Ltd.

The new Agency started with one account, the liquidator of Cheney Motors, whom Claude had convinced needed the services of an advertising man to sell the remaining stock. It yielded £5 per week, and paying home rent, office rent, and the services of a part-time typist, left very little in kitty. This was, fortunately, a passing phase, and the youthful agency rapidly expanded its clientele, and later amalgamated its interests with Arthur Smyth of Sydney. Mr. Mooney found, however, that he was too much of an individualist to work in double harness and he again commenced operations under his own name.

In his more than 20 years in advertising, Claude has seen commercial radio grow from an interesting experiment to the vital force it is today. It does not seem so long ago that all sessions took the form of a musical recording, followed by a direct announcement. Indeed C.C.M. remembers the time when he stayed a couple of days with the engineer of 3SR, Shepparton, Ray Shortell, whose duties included announcing the discs

(Continued on page 45)

MAN BEHIND THE ADVERTISING

continued from page 12

available to the public that private enterprise in the form of commercial stations will be permitted. It is obvious that the expense of television per hour is going to be much greater than that of normal radio broadcasting as it will fill an entirely new function and become a new means of entertainment which will probably not conflict with the normal radio broadcasting.

"Undoubtedly television will offer opportunities of

demonstrating the qualities of various products. A new technique—and we hope an entertaining one—ought to be available to vigorous and enterprising advertisers. It is hoped too that the dead hand of State monopoly will not be imposed upon this new invention which has been made possible by private enterprise, and in respect to which the dead hand of State monopoly has so far contributed nothing except an anxiety to control something they had not the wit to conceive!"

EACH DOMINANT IN ITS SPHERE



2TM WOMEN'S RADIO CLUB

URALLA—56 miles north of Tamworth—was the centre of the first Club Committee Conference of 1947.

WOMEN from the branch centres TALKED—as women are wont to do—and WITH A PURPOSE—the subject being the Club's policy to benefit the youth of Northern New South Wales: the Child Welfare Scheme. This project—and subjects of interest of all women—were talked on, and included in the ambitious programme of work for 1947 is the opening of new branch centres.

2TM Women's Radio Club—3,000 active members and seven branches—is still expanding.

The Club's session is on the air from 2TM every morning, 9.30 to 12, from Monday to Friday.

Watch for developments during 1947!

JUST as the pyramids overshadow the sands of the Sahara, so does Station 2TM completely dominate Northern NSW with a transmission and a programme line-up both powerful and persistent. National advertisers get blanket coverage of the rich north by selecting 2TM.



Sydney Office: Lisgar House, 30 Carrington Street — — — — — BW 7375
Melbourne Office: HUGH ANDERSON, 130 Exhibition Street — — Cent. 4366

NEWS HAS HIGH PRIORITY IN AMERICAN BROADCASTING

(From Our Washington Correspondent)

Although Australian commercial stations are becoming more and more news-conscious, particularly in local and regional fields, they have a long way to go before reaching the high degree of importance placed on news-casting by most American broadcasters.

News broadcasting was given further emphasis over here in late January when local and regional news was discussed at the 14th NAB District meetings at Salt Lake City. How to get news, reasons for rewriting copy farm news, humanising the news, and the location of qualified personnel were among some of the topics dealt with.

Wayne Kearn, news editor, KSL, Salt Lake City, pointed out that since women provide such a large share of news audiences, news editors are justified in giving women listeners special thought. Mr. Kearn thought that such subjects as U.N., China, and Russia are frequently uninteresting to women. "I am not suggesting," he said, "that we should omit heavyweight stories, but I do suggest that we condense them, sift out the pertinent facts, rewrite the stories vividly and make them crystal clear. Also, we should give women listeners a maximum of what they are sure to be interested in as a means of sugar coating heavyweight stories. And I doubt very much that the difference in average listener interest between men and women is as great as it's cracked up to be.

"I think that as part of the democratic process of giving information, we are obligated to deal with heavyweight stories. But wouldn't it be a good idea first to get milady's interest with the stuff that is dear to her heart? Our listeners are plain people—falling in love, getting married, looking for jobs, having babies, wishing they made more money. Interest centres in their homes, in their hobbies, things they do for entertainment, in their possessions, things they would like to possess. Make no mistake about it, and this goes for men as well as women, people are

more interested in things close to them, in things they have done, are doing, or hope to do."

"Humanize the news if you want your audience to continue growing," Frank K. Baker, supervisor of the KDYL, Salt Lake City news staff, told the clinic. He suggested that editors seek out the stories that most vitally interest that station's listeners, and weave them in between the who, what, when, where, and why elements. This gives perspective to the copy, gives it life and force. It's the kind of writing that listeners want to hear.

"If butter dropped 15 cents a pound, that would be far more important to most people than the death of the emperor of Japan," he said, "and discovery of a sugar black market in a far-away state would not be important in Utah, unless the story could be told that the market was discovered when a feminine motorist crashed her car through a bank window, as recently was the case."

Earl McCain, KLZ, Denver, news editor, discussed the use of correspondents, by describing the system at his station. Forty regular correspondents are on the payroll and 120 more located in small communities are not. The last group produce about one story each per month.

A program manager of another station was applauded for his account of this station's evening newscast. The first ten minutes consists of national and international news sponsored by Texaco nationally; the second segment of five minutes of local news is sponsored by local Texaco dealers and this is followed by five minutes of sports, delivered by sponsor-owner of a sports store; next is "Behind the Headlines" broadcast to men and sponsored by a department store; finally, is five minutes of movie news sponsored by a local movie house.

Four or five voices are regularly used on the program. The station makes a service charge of \$4 for 15 minutes, \$2.50 for five minutes and \$12 per week for a strip.

INAUGURAL BROADCAST OF "ADELAIDE SPEAKS" FOR 1947



Picture shows famous English wicket-keeper, George Duckworth, at 5KA's microphone answering a question from a member of the audience. In the background is the parabolic microphone, made by 5KA technicians, which has proved invaluable in picking up voices of persons at a considerable distance from the mike. It is frequently used for picking up voices at the far end of the auditorium.

Monitoring, Bill Davies watches the effect of the question on Geo. Duckworth.

W.A. RADIO TRADERS' LUNCHEON

The Radio Traders' Associations' regular luncheon was held at the Karrakatta Club, Perth, on Thursday, October 20. The speaker was Mr. O. F. Mingay (managing editor of "B.B."), who was visiting Perth.

Taking as his subject "The Future of Radio in Australia," Mr. Mingay traced the growth of Radio in this country. The outbreak of war, he said, found Australia with radar only in the laboratory stage. The urgencies of war and our close liaison with developmental resources in England and America had developed our scientific knowledge and industrial potentialities to a peak where output was certain to exceed absorption. In the introduction of F.M. he foresaw the means of putting new life blood into the trade and he urged his listeners to do their utmost in their own community to prepare for the establishment of F.M. With F.M. established, television and the vast fields it offered, was only a step ahead.

A vote of thanks to Mr. Mingay was very ably proposed by Mr. Herb Elliott.

THE CALL SIGN
3
FOR SOLID SELLING
U
IN VICTORIA
Z

45 BOURKE STREET, MELBOURNE, C.I.

C. 1925

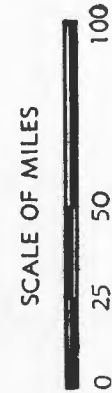
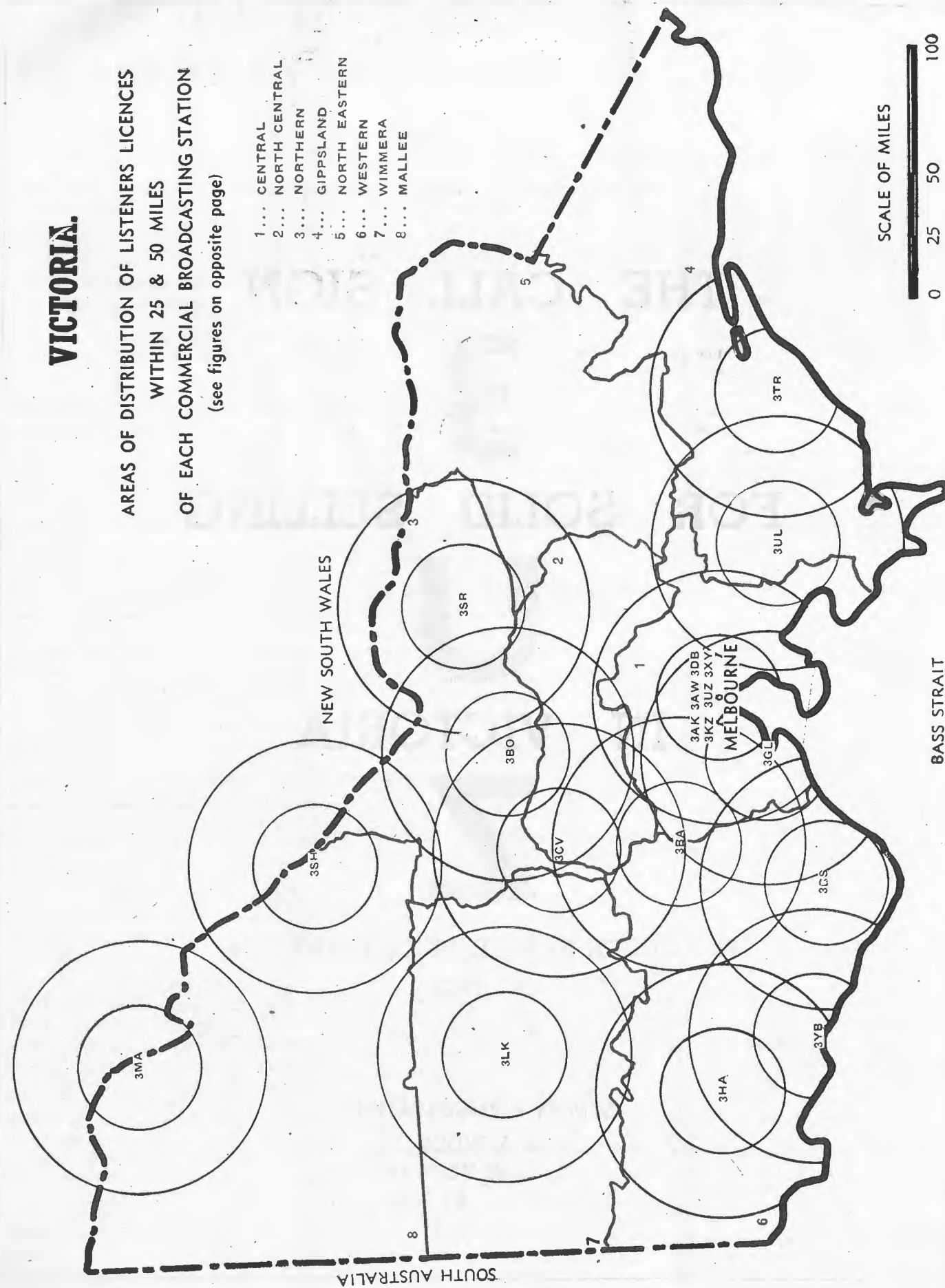
SYDNEY REPRESENTATIVE:

E. A. WOOD
47 YORK ST.
BX 2098

VICTORIA.

AREAS OF DISTRIBUTION OF LISTENERS LICENCES
WITHIN 25 & 50 MILES
OF EACH COMMERCIAL BROADCASTING STATION
(see figures on opposite page)

- 1... CENTRAL
- 2... NORTH CENTRAL
- 3... NORTHERN
- 4... GIPPSLAND
- 5... NORTH EASTERN
- 6... WESTERN
- 7... WIMMERA
- 8... MALLEE



VICTORIA IS WELL SERVED WITH COMMERCIAL BROADCASTING FACILITIES

HOW THE LISTENERS' LICENCES ARE DISTRIBUTED IN POPULATED AREAS

Nineteen Stations cover Valuable and Easily Accessible Markets

This market data and licence distribution feature is the third in the series of articles prepared by **BROADCASTING BUSINESS** covering each State of the Commonwealth. The first, dealing with New South Wales, appeared in the issue of September 5, 1946, and the second, covering South Australia, was published in the issue of November 14, 1946. For assistance in the collection of statistical data incorporated into this feature, acknowledgment is made to the Victorian State Statistician.

With nineteen commercial stations operating in Victoria—six in Melbourne and 13 spread over the rural areas—the State is particularly well serviced with broadcasting facilities from the listeners' "point-of-hearing" and national and local advertisers' points-of-view.

In the ten years from December, 1936, to December, 1946, listeners' licences in Victoria increased by 128,414 from 277,344 to 405,758; at which figure to-day they represent a ratio of 19.97 to each 100 of popula-

tion. As there are from 4.5 to 5 people per home these days, the density of radio equipped homes is around the 98% mark. Reference to the map on the opposite page and to the station listing below, on this page, will show the main areas of distribution of these radio equipped homes.

It will be seen, too, very clearly, how by using, say, one station in Melbourne and each of the country stations practically complete coverage of every sales market in Victoria can be achieved with only 14 outlets. Compare this with the scores of outlets

"THOSE ARBITRARY CIRCLES"

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

LISTENERS' LICENCE DISTRIBUTION AT JUNE 30, 1946

Call Sign	Location	COUNTRY	Power	25 miles		50 miles	
				25 miles	50 miles	25 miles	50 miles
3BA	Ballarat		500 watts	11,808	32,052		
3BO	Bendigo		500 "	9,787	18,978		
3CS	Colac		200 "	4,185	16,720		
3CV	Maryborough		500 "	13,236	*297,522		
3GL	Geelong		1,000 "	2,821	9,223		
3HA	Hamilton		2,000 "	4,082	8,821		
3LK	Lubeck		500 "	3,356	28,440		
3MA	Mildura		200 "	4,344	4,524		
3SH	Swan Hill		200 "	1,678	3,964		
3SR	Shepparton		2,000 "	5,219	12,750		
3TR	Sale		1,000 "	2,689	9,015		
3UL	Warragul		200 "	7,545	*42,470		
3YB	Warrnambool		200 "	4,411	9,998		

* Includes portion Metropolitan area.

MELBOURNE:

Stations 3AK, 3AW, 3DB, 3KZ, 3UZ, 3XY	271,148	295,207
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through any other type of media which would be necessary to approach anything near the same comprehensive coverage. That same factor applies right throughout Australia, where we have a total of only 100 stations rendering advertising facilities capable of imposing sales message impact upon a greater number of people than are reached by the combined circulations of the 600 odd newspapers now being published.

Although the annual increase of listeners' licences progressively decreased during the war years from 1940 onwards there were sufficient obvious factors to contribute to the slowing up of new issues of licences, not the least being the housing shortage common to the whole of Australia. There was, however, a considerable uplift in the figures for 1943-4, in which year the gain was 15,609. The

(continued on page 20)

Victoria's Extensive Manufacturing Growth —(continued from page 20)

In this study, however, it is the purpose to show the all-over radio coverage picture projected on a background of statistical information indicative of (a) the productivity of Victoria and (b) the Victorian "market" for the sale of goods and services through the broadcast medium. To this end the divisions of "districts" used by the State Statistician have been adopted and these are Central, North Central, Northern, North Eastern, Gippsland, Mallee, Wimmera and Western. Each will be dealt with individually in a later section of this article.

Factories

Victoria has a comparatively compact territory producing a variety of raw materials, a temperate climate, an intelligent labor supply, large power resources, a growing home market, an extensive network of railways served by constantly improving feeder roads, and a good system of highways and main roads. With an area of 87,884 square miles, Victoria represents less than a thirtieth of the total 2,974,581 square miles of the Commonwealth, but carries a population of 2,030,887

(estimated), which is nearly a third of the Commonwealth's estimated total of 7,448,601.

Statistical records of factories in Victoria date from 1850, when they numbered 68. In 1900 the total had reached 3,097, employing 64,207 hands. In the table below particulars indicating the development of the manufacturing industries of Victoria during the twenty-year period 1924-25 to 1943-45 are given. The Victorian Government Statist draws attention to the fact that statistics of the baking industry were included for the first time in the year 1927-28.

The Government Statist's statistics of factory production in Victoria for 1944-45 show that establishments in operation during 1944-45 numbered 9,669 as compared with 9,317 in the previous year. The more notable increases were in respect of motor repair workshops, tailoring establishments, smelting works and knitting mills.

There was no marked fluctuation in industry generally during 1944-45, although as a consequence of the dimi-

nution of the war program, particularly with regard to munitions considerable decline was experienced in the industrial metals group of industries and in the chemicals, explosives, etc., group. This was offset by increases recorded in the clothing, food-stuffs and paper, etc., groups respectively.

The average number of persons employed during 1944-45 was 257,637, as compared with 261,299 in 1943-44 (decrease 1.4%), while salaries and wages paid amounted to £74,226,135, as compared with £77,400,688 (decrease 4.1%).

The cost of materials increased to £152,761,198 from £149,189,244 (increase 2.4%) and the gross value of output—the highest yet recorded—rose to £287,422,311 from £284,247,914 (increase 1%). There was, however, a decrease in the net value of production, i.e., the value added in process of manufacture to £122,377,307 from £123,330,518 (decrease 1%).

(Continued on page 26)

Growth in the Manufacturing Industries

Year ended 30th June—	Number of Factories	Number of Persons Employed	Value of Plant Machinery, Land, and Buildings £	Amount of Salaries and Wages Paid £	Value of Materials used (including Containers) £	Value of Output £
1925	7,425	154,158	61,031,975	29,057,052	65,205,233	118,177,399
1926	7,461	152,959	60,396,500	29,329,400	67,164,445	119,986,439
1927	7,690	161,639	63,850,005	31,822,589	69,816,935	127,397,951
1928	8,245	160,357	67,507,020	32,087,851	69,637,778	128,465,317
1929	8,197	156,568	69,909,370	31,533,586	70,100,456	127,897,463
1930	8,195	151,009	72,011,020	30,517,535	66,770,302	122,811,099
1931	8,199	126,016	70,990,071	23,279,689	50,380,110	93,425,795
1932	8,204	128,265	68,350,575	21,258,599	51,727,685	93,388,617
1933	8,612	144,428	67,827,428	23,096,512	56,757,681	102,085,429
1934	8,896	156,334	68,834,279	24,819,143	59,776,270	108,496,310
1935	9,100	169,691	70,591,677	27,318,815	63,387,061	117,182,857
1936	9,160	183,390	71,872,906	30,593,707	74,568,265	134,043,170
1937	9,165	191,383	75,161,894	33,192,904	78,233,032	142,692,192
1938	9,241	201,789	77,207,830	38,228,543	85,926,478	157,050,725
1939	9,250	201,831	80,596,625	38,305,885	80,721,680	152,967,611
1940	9,215	212,461	84,553,699	41,920,726	93,390,751	174,304,401
1941	9,121	237,636	92,050,326	52,294,673	112,024,332	209,348,845
1942	8,918	258,400	98,157,370	67,158,613	136,058,136	257,281,080
1944	9,317	261,299	104,605,310	76,033,111	144,778,354	277,678,940
1945	9,669	257,637	110,520,701	77,400,688	149,189,244	284,647,914
1945	9,669	257,637	110,520,701	74,226,135	152,761,198	287,422,311

NOTE.—Prior to 1924-25 the amounts taken by working proprietors as drawings were not included in the figures in column 5 (Salaries and Wages paid).

3AW's MARCH OF PROGRESS

7 different big-time shows will add to 3AW's audience this month. They will all be listener's first preferences, because, like the "Shell Show" they all feature Macquarie National top favourites!

MARCH 2 SUNDAYS AT 6.45	Terry Howard's 'Just for You' with accompanist Tom King at the Regent Wurlitzer.	Sponsored by FELTEX
MARCH 5 WED. AT 9 P.M.	Victorian Quiz Kids Quest 5 Bright Victorian "Kids" compete weekly for inclusion in a National Team.	JOHNSON & JOHNSON
MARCH 11 TUES. AT 8.30	Victorian Star Pupils Peter Ellis introduces some of Melbourne's most talented artists.	MACQUARIE
MARCH 17 MON., TUES., WED., THURS.	Return of First Light Fraser An internationally famous character in a new guise.	NESTLES
MARCH 25 TUES. AT 8.30	New Series Musical Comedies A 12 month's renewal with exclusive J.C.W. rights at a new time.	PENFOLDS
MARCH 26 WED. AT 8	1947 Shell Show 1 hr. of Melbourne's No. 1 live-artist treat.	SHELL CO.
MARCH 28 FRI. AT 6 P.M.	3AW Sports Newsreel Fred Tupper meets sports champs everywhere on the portable recorder.	MELBOURNE SPORTS DEPOT



KEY VICTORIAN STATIONS
MACQUARIE NETWORK

3AW-3CV

Broadcasting Business, March 6, 1947 23

SOUTH AUSTRALIA

NEW SOUTH WALES

INDEPENDENT SURVEY

This daytime coverage map was compiled from information volunteered by Francis Ross & Co., Stock & Station Agents.

This sponsor broadcasts the Market Stock Prices on relay to 3SR, 3YB and 3UL every Tuesday, Wednesday and Thursday from 1 to 1.05 p.m., direct from the NEWMARKET (Melbourne) SALEYARDS to A HUGE FARMER AUDIENCE.

THIS UNIQUE SERVICE IS IN ITS 8TH YEAR OF RENEWAL ON THE ARGUS COUNTRY NETWORK.



VICTORIAN FACTORY PAYROLLS

(continued from page 22)

COMPARATIVE TABLE

Class of Industry	No. of Establishments	Salaries & Wages Paid £
1. Industrial Metals, Machines, Implements and Conveyances	2,815	31,330,323
2. Clothing	1,817	7,816,647
3. Food, Drink and Tobacco	1,621	9,657,989
4. Woodworking, Basketware	733	2,684,283
5. Paper, Stationery, Printing, etc.	632	3,620,734
6. Textiles (not dress)	483	6,999,792
7. Furniture, Bedding, etc.	323	689,442
8. Chemicals, Dyes, Explosives, Paint, Oils and Greases	269	4,705,529
9. Miscellaneous Products	238	1,552,298
10. Skins, Leather (Excl. Footwear, etc.)	195	1,390,453
11. Treatment Non-metalliferous Mine and Quarry Products	143	655,379
12. Heat, Light and Power	109	1,001,973
13. Precious Metals, Jewellery, Plate	109	334,993
14. Rubber	88	1,011,225
15. Bricks, Pottery, Glass, etc.	85	758,619
16. Musical Instruments	9	16,456

Fertile State

The Commonwealth Statistician (Mr. Roland Wilson) recently issued a production bulletin relating to primary industry, which clearly shows the fertility of the Victorian State. These figures relate to the year 1944-5. Of a total area under crops in the

whole Commonwealth of 17,471,853, Victoria in that year had 4,310,152 acres under crop.

The following table shows the relative production by Victoria compared with the Commonwealth. The number after each item indicates the relative position among the various States.

	VICTORIA	COMMONWEALTH
Cheese	27,462,000 lbs. (1)	77,550,000 lbs.
Butter	105,717,000 lbs. (1)	317,997,000 lbs.
Bacon and Ham	27,110,000 lbs. (3)	125,991,000 lbs.
Pork	11,407 tons (1)	42,570 tons
Mutton, Lamb	143,247 tons (1)	395,393 tons
Beef	99,287 tons (3)	461,119 tons
Wool	177,413,000 lbs. (3)	1,017,343,000 lbs.
Raisins, Currants	798,680 cwt. (1)	1,377,140 cwt.
Potatoes	305,216 tons (2)	881,049 tons
Hay	704,246 tons (1)	1,993,518 tons

RURAL MARKETS

Of Victoria's complete area of 56,245,760 acres, a total of approximately 7,721,685 acres were under cultivation last year. This represents an increase of 1,717,436 acres over the previous year. In 1944-45 the number of persons permanently engaged on rural holdings, including working proprietors, etc., but excluding casual and seasonal workers, was 98,281. In the following district summaries the latest available official statistics are for 1942-43, but they are sufficient to indicate the distribution of the principal agricultural, dairying and pastoral features.

Central District

Victoria's Central District includes the city of Melbourne, but takes in an area extending approximately 50 miles north-east and west of the city. Reference to the licence distribution map on page 18 will show that, in addition to the six Melbourne stations, 3GL Geelong is situated within the area, while the 25 miles "circles" from 3BA Ballarat and 3UL Warragul encroach well inside the Central District boundary.

Rural statistics, of principal agricultural, dairying and pastoral features: Area, 2,816,760 acres; property

holdings, 16,817; wheat, 9,669 acres; oats, 6,124 acres; barley, 9,180 acres; potatoes, 24,602 acres; onions, 1,759 acres; maize, 300 acres; vines, 18 acres; fruit orchards, 31,152; dairy cattle 283,143 head; other cattle, 88,432 head; horses, 61,088 head; pigs, 54,513 head; sheep, 1,595,487 head.

PRODUCTION: Wheat, 194,928 bushels; butter, 14,026,450 lbs.; wool, 16,120,730 lbs.; honey, 471,216 lbs.

North Central District

This area includes broadcasting station 3CV at Maryborough and is touched by the 25 miles circles of stations 3BO Bendigo and 3BA Ballarat and by the 50 miles lines from 3SR Shepparton and from Melbourne.

Rural statistics: Area, 2,234,187 acres; property holdings, 4,837; wheat, 7,608 acres; oats, 4,969 acres; barley, 451 acres; potatoes, 10,842 acres; vines, 58 acres; fruit orchards, 3,324 acres; dairy cattle, 54,457 head; other cattle, 32,163 head; horses, 15,030 head; pigs, 10,286 head; sheep, 1,584,706 head.

PRODUCTION: Wheat, 145,925 bushels; butter, 4,501,007 lbs.; wool, 16,849,184 lbs.; honey, 376,449 lbs.

Northern District

Stations 3SR Shepparton and 3BO Bendigo are actually situated within the boundaries of the State Statist's Northern District, which is also encroached by 3CV Maryborough's 25 miles line and by 3SH Swan Hill's 50 miles line.

Rural statistics: Area, 5,547,163 acres; property holdings, 11,079; wheat, 343,894 acres; oats, 100,926 acres; barley, 12,053 acres; vines, 983 acres; fruit orchards, 25,293 acres; dairy cattle, 191,348 head; other cattle, 55,286 head; horses, 55,082 head; pigs, 62,865 head; sheep, 3,282,218 head.

PRODUCTION: Wheat, 6,428,283 bushels; butter, 20,933,418 lbs.; wool, 33,409,690 lbs.; honey, 565,814 lbs.

Gippsland District

Stations 3TR Sale and 3UL Warragul are the only two commercial transmitters located within this district, which is not encroached upon by even a 50 miles line from any other commercial station, other than a small encroachment from Melbourne. The area covers practically the whole of the eastern seaboard of Victoria to an average depth of about 60 miles.

Rural statistics (timber omitted): Area, 5,322,409 acres; property holdings, 8,693; wheat, 1,470 acres; oats, 595 acres; barley, 2,702 acres; potatoes, 6,875 acres; onions, 341 acres; maize, 5,454 acres; fruit orchards, 961 acres; dairy cattle, 333,822 head;

other cattle, 113,769 head; horses, 28,016 head; pigs, 71,804 head; sheep, 1,106,902 head.

PRODUCTION: Wheat, 27,503 bushels; butter, 35,098,578 lbs.; wool, 1,259,353 lbs.; honey, 415,578 lbs.

North Eastern District

The North Eastern District, though well populated, has not within its actual boundaries any commercial transmitter, although a fair area of it is serviced by the N.S.W. border station 2AY at Albury. The district extends for nearly 100 miles along the N.S.W. border and swings south and west down through Victoria to join Gippsland and North Central, in an 80 miles wide band. The 50 mile lines from 3TR, 3UL and 3SR all touch over the border of the district. But, owing to the nature of the country (and this is one outstanding example of how misleading the arbitrary circles of 25 and 50 miles can be to the unwary) reception of quite a number of Victorian stations, some over 100 miles away, is very good right through the district.

Rural statistics: Area, 4,584,658 acres; property holdings, 5,184; wheat, 11,226 acres; oats, 6,014 acres; barley, 809 acres; potatoes, 1,392 acres; maize, 1,338 acres; vines, 4,318; fruit orchards,

1,825 acres; dairy cattle, 149,107; other cattle, 136,636 head; horses, 22,287 head; pigs, 30,088 head; sheep, 1,524,231 head.

PRODUCTION: Wheat, 274,516 bushels; butter, 15,312,597 lbs.; wool, 15,742,400 lbs.; honey, 116,814 lbs.

Western District

The south western sector of Victoria known as the Western District carries four commercial stations within its boundaries—3BA Ballarat, 3CS Colac, 3YB Warrnambool and 3HA Hamilton—while the 50 mile lines from 3GL Geelong, 3CV Maryborough and 3LK Lubeck all impinge into the area. It is the second most densely populated district, but is the highest wool producing district and is second only to Gippsland District in butter production.

Rural statistics: Area, 6,961,313 acres; property holdings, 12,114; wheat, 12,198 acres; oats, 19,330 acres; barley, 2,175 acres; potatoes, 7,694 acres; onions, 3,549 acres; fruit orchards, 1,432 acres; dairy cattle, 359,264 head; other cattle, 132,088 head; horses, 40,612 head; pigs, 43,168 head; sheep, 5,854,514 head.

PRODUCTION: Wheat, 216,945 bushels; butter, 28,836,812 lbs.; wool, 65,269,907 lbs.; honey, 606,710 lbs.

Wimmera District

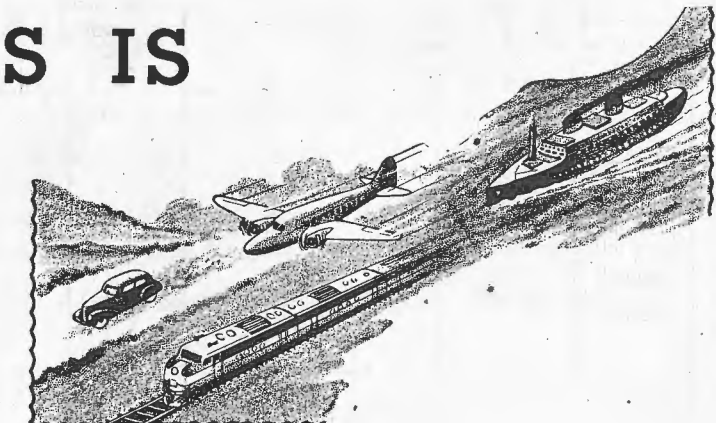
The Wimmera District, lying between Western and Mallee on the South Australian side of the State, like the Mallee is not very densely settled. It is, however, a fertile section renowned for its huge output of honey. Of the total Victorian honey production of 4,554,107 lbs. in 1943-4, the Wimmera District contributed 1,845,609 lbs. Commercial station 3LK Lubeck is situated right in the centre of the district, while 3CV's 25 miles line covers a fair slice of the countryside at the eastern extremity of the area. The 50 mile lines from 3HA Hamilton, 3BA Ballarat, 3BO Bendigo and 3SH Swan Hill also touch over.

Rural statistics: Area, 6,483,971 acres; property holdings, 6,089; wheat, 712,513 acres; oats, 128,478 acres; barley, 22,370 acres; potatoes, 249 acres; vines, 671 acres; fruit orchards, 2,480 acres; dairy cattle, 42,051 head; other cattle, 11,795 head; horses, 36,068 head; pigs, 19,752 head; sheep, 3,163,866 head.

PRODUCTION: Wheat, 18,935,571 bushels; butter, 1,448,550 lbs.; wool, 34,892,472 lbs.; honey, 1,845,609 lbs.

(Continued on page 28)

THE BUSINESS IS MOVING TO 3CV CENTRAL VICTORIA'S MACQUARIE STATION



By Day:

Matthews Bros. Emporium, Bendigo, now contract for a full hour daily—the store's sole medium!

By Night:

New Shell Show
New Terry Howard Show
New Vic. Quiz Kids, etc.!

Victorian District Statistics

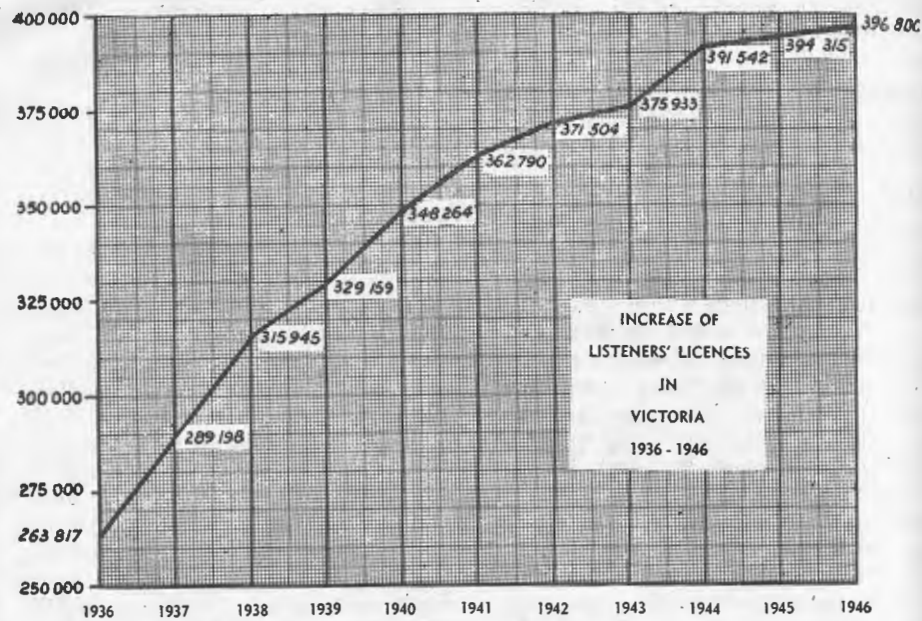
(continued from page 26)

Mallee District

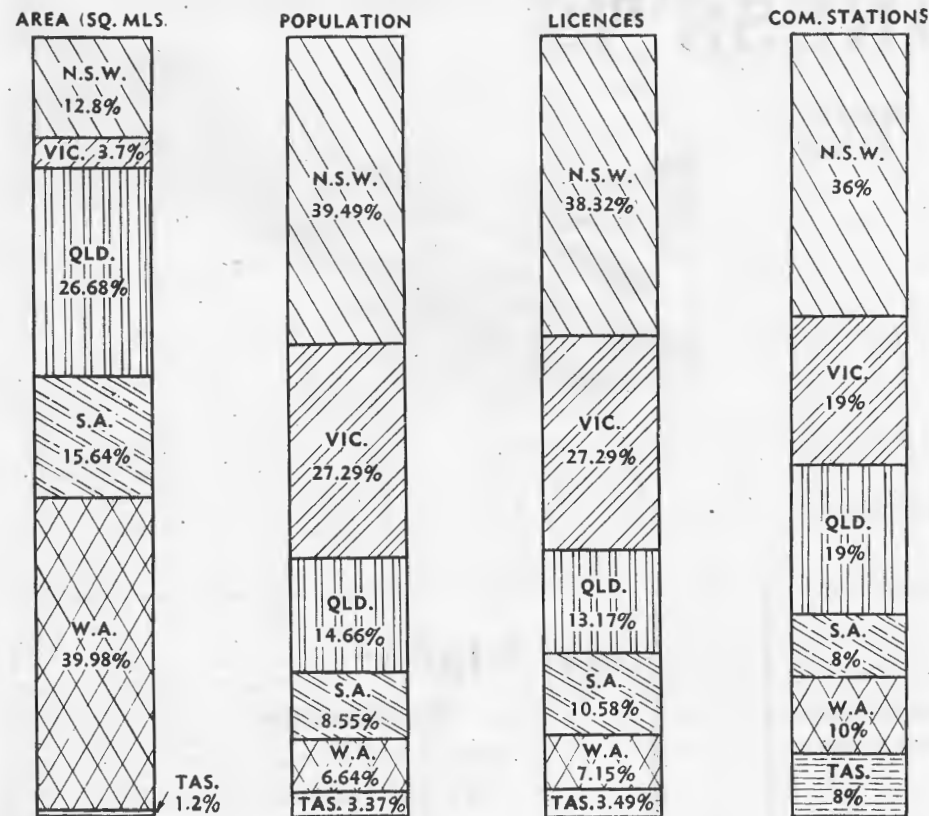
The Mallee country in the north-western corner of the State is a big wheat and wool producing area, while it embraces as well the famous Mildura vine fruit growing and treating. Only two commercial stations on the Victorian side are situated within the district. They are 3SH Swan Hill and 3MA Mildura, both strategically placed to render service to the most densely populated parts. No other Victorian stations' 50 mile lines touch the district, but here again the easy terrain enables far distant stations sending a serviceable signal into many parts of the area.

Rural statistics: Area, 7,084,046 acres; property holdings, 6,676; wheat, 1,046,578 acres; oats, 161,571 acres; barley, 28,102 acres; vines, 36,585 acres; fruit orchards, 3,309 acres; dairy cattle, 34,338 head; other cattle, 7,193 head; horses, 34,351 head; pigs, 15,453 head; sheep, 1,502,116 head.

PRODUCTION: Wheat, 15,579,436 bushels; butter, 2,707,261 lbs.; wool, 14,660,756 lbs.; honey, 155,917 lbs.



The chart below shows a graphic representation of percentages of Australia's total area, population, listeners' licences and commercial broadcasting stations included in the six States.



Broadcasting Facilities

Naturally Melbourne, with its population of 1,170,000 and six city stations in the commercial field, is well equipped to originate national and regional sponsored programs, and does in fact originate a number of features which are broadcast through a city outlet and sent also on relay to country and interstate stations.

For the making of programs, in addition to the excellent production facilities of the city stations, there are a number of program producing organisations, as well as independent recording units. Blank discs are made locally, while one of the best processing and pressing plants in the Commonwealth is also located in Melbourne.

A glance at a map of Victoria indicates careful planning and distribution of commercial broadcasting stations and that the whole of Victoria is fairly well covered. Some of the stations may be more favorably situated than others, in the centre of large and prosperous districts, but that is because of geographical reasons or the central situation of large towns where the stations have been established. Arbitrary circles around stations have lost all but statistical significance as the transmission from most stations has become so efficient that the circles would have to be extended to 100 miles and more to encompass the effective listening range of some of them.

(Continued on page 30)

THREE GREAT PROGRAMS

AUSTRALASIAN RADIO PRODUCTIONS

through

FRANK MASON & CO. LTD.

now offer

THE MASK OF MARIUS MELVILLE

52 quarter hours serial now completing a most successful broadcast for Maples from 3KZ and 16 country stations in Vic., N.S.W. and Tas. in P. & A. Parade summer channel as one hour feature. Available Sydney, Q'land country stations and S. A. and W.A.

THE HOUND OF THE BASKERVILLES

52 quarter hours serial of the most famous Sherlock Holmes story. Available N.S.W., Q'land, S.A., W.A. and Tas.

SPLASH OF COLOR

26 quarter hours self contained. Dramatising highlights of the lives of the world's most famous artists:— Van Gogh, Gauguin, Whistler, Turner, Rembrandt, Augustus John, Goya, Picasso, Reubens, da Vinci, etc.

Available as national programme or for state or capital city release.

Apply for full details and audition discs to:—

FRANK MASON & CO. LTD.

352 COLLINS STREET
MELBOURNE

65 YORK STREET
SYDNEY

47 WAYMOUTH STREET
ADELAIDE

Broadcasting That Serves Many Interests

Commercial broadcasting stations in Victoria have within their coverages a wide variety of industries and activities and they serve people of many callings.

The management of the Victorian Broadcasting Network (3HA, 3TR, 3SH) claims 3HA Hamilton, situated right in the centre of the Western District, has within its effective coverage the rich dairy, sheep and cattle

lands stretching from Skipton, Colac, Camperdown, Mortlake, Terang and Warrnambool in the east, through Caramut, Dunkeld, Merino, Casterton, Coleraine, Heywood and Balmoral on to Mount Gambier, Naracoorte and Penola in South Australia. The primary products of this vast area are world-famous, as are the secondary milk processing industries of Nestles, Trufood and Glaxo at Dennington, Port Fairy, etc., with the great export meatworks of Borthwicks and other firms at Portland and

Mount Gambier. Away to the northern range of that coverage are the famous wheatlands of the Wimmera with Nhill, Horsham, Stawell and Ararat as important centres. There are also flax, oats, barley, and mixed farms, orchards, butter factories, flax mills, export wattle bark mills, cheese factories, large woollen mills, clothing and hosiery factories, potato and onion farms and market gardens together with many other primary and secondary industries. Along the coast to the south there are deep sea ports and extensive fisheries, with popular holiday resorts there and in the Grampian Mountains in the north.

**MR. TIME BUYER!
Talking of Selling Power!**

Obviously Selling Power depends upon a successful combination of entertainment, showmanship and salesmanship. We've proved it many times for many advertisers. Given the opportunity to present a merchandised program, there's none better than

3XY

163 Spring Street, Melbourne
Central 6612

Sydney Rep.: Mr. Rick Barnes
42 Pitt Street. Phone BU 5995

FACTS PROVE

GEELONG

is Victoria's largest provincial centre and biggest industrial city with the most radio sets per head of population.

FACTS PROVE

3GL Geelong

gives the essential concentrated coverage needed by advertisers.

Get the facts from

STAN ALLAN
247 Collins Street
Melbourne

GEORGE HILL
11C Castlereagh Street
Sydney

COAL, BUTTER AND SUGAR

In the east of Victoria at Sale, 3TR has within its coverage some of the largest electric power generating, coalmining and processing works in the world at Yallourn, Morwell and Wonthaggi while, as a distinct contrast, beet sugar production has made Maffra famous. In the south, Lakes Entrance and the coastal areas are well known as tourist resorts and for their fisheries, while it is claimed that right from the Snowy River, Orbost and Omeo in the east to Warragul and Westernport on the west, and taking in large centres such as Bairnsdale, Stratford, Moe, Traralgon, Trafalgar, Heyfield and other places in between there are many important primary and secondary industries including orchards, gardens, dairying, sheep, cattle, maize, potato, cereal and mixed farms, butter, cheese and milk processing factories, woollen, plastic and hosiery mills, clothing factories, cigarette and tobacco and bacon factories, and other secondary industries. In the big timber country to the north are situated some of the largest timber mills in Australia while this part of Gippsland, which carries the great Princes Highway, is in reality the scenic gateway to New South Wales.

FRUIT, WHEAT AND WOOL

In Northern Victoria, at Swan Hill, station 3SH is situated in the centre of a wide coverage taking in rich River Murray Valley settlements with their extensive irrigation systems, orchards, gardens, dairy and mixed farms, fruit packing and processing works, fishing and other river indus-

(continued on page 32)

Teamwork . . .

PRODUCER, PANEL OPERATOR AND ENGINEER WORKING IN COMPLETE UNDERSTANDING; A GOOD IDEA AND A SOUND SCRIPT; THE NEWEST AND FINEST RECORDING PLANT IN AUSTRALIA... THIS IS THE TEAMWORK THAT LIFTS B.E.A. FEATURES HIGH ABOVE THE AVERAGE.



Successful B.E.A. shows you've heard --

Impudent Imposters	You be the Judge
The 3 Musketeers	Songs and Songwriters
Star for Tonight	Heritage Hall
Jimmy Colt	The Little Theatre

New B.E.A. features—ready for release —

Scapegoats of History: 52. ½ hours. Stories of the innocent victims of history's events.
Appointment with Fate: 52 episodic ¼ hours. Unfamiliar, factual stories of people who rose to fame.
The Queen's Necklace: 52 serial ¼ hours...adapted from the famous novel by Alexander Dumas.
Mission to Berlin: 52 (or more) serial ¼ hours. Tense and exciting account of the Allies' fight against the 'Werewolves' in Occupied Germany.
These Words Changed My Life: 52 episodic ¼ hours. How life was changed by a few casual words...a really different programme angle.
'Olmes and Entwhistle: 52 (or more) comedy ¼ hours. Featuring Syd Hollister...the original Mrs. 'Olmes.

BROADCAST EXCHANGE OF AUST. PTY. LTD.

B.E.A.

32 Market St., Melb. C.I....MU6171.
Sales Director: Hugh Anderson, 130 Exhibition St., Melbourne.

Victorian Rural Market Areas

(continued from page 30)

tries. Over the Murray in New South Wales there are extensive areas of sheep farms, while southwards, stretching away to Sea Lake, Birchip and Ouyen, are the famous wheatbelts of the Mallee with their great networks of irrigation channels. This sun-kissed northern country, with its wonderful water systems, is one of the most important fruit, wheat, wool and dairying territories in Australia and with developmental works now in progress should be destined to become one of the most important in the world.

Three Stations' Wide Service

The Argus Broadcasting Network, comprising 3SR Shepparton (2,000 watts), 3UL Warragul (200 watts) and 3YB Warrnambool (200 watts), serves three rich secondary and primary producing areas.

So far as Shepparton station is concerned, the network with some justification claims an area of service far greater than that which the arbitrary circles of 25 and 50 miles might

indicate. Apparently there is a lot of fairly regular penetration by 3SR up to 100 miles or more and because of that the station has checked on population and licences in that area and claims approximately 25,500 licensed homes with a population of approximately 171,132.

Fair-sized towns within the area claimed by 3SR as receiving a service from that station include as well as Shepparton, Mooropna, Tatura, Benalla, Euroa, Seymour, Tocumwal, Wangaratta, Rutherglen, Kyabram, Rushworth, Myrtleford, Yarrawonga, Echuca, Stanhope, Numurkah and Dookie. Secondary industries in these centres include fruit canneries, wine cellars, sauce factories, flour mills, box factories, timber mills, butter factories, plaster works, brick works, freezing works, sausage skin factory, tobacco factories, textile mills, woollen mills, cordial factories, railways workshops, clothing factories, knitting mills, breweries, aluminium ware, bacon and smallgoods factories, cheese factories, shoe factories, cycle

parts factory, ball bearing factory, explosive factory. There are actually 45 butter factories in the area.

CENTRAL GIPPSLAND

Central Gippsland, the management of 3UL claims, is that area within 40 miles radius of Warragul where 3UL is situated. It is a hilly area varying from sea level in the San Remo Inverlock and Toora districts, to 2,000 feet in the Dollar and Foster region and up to 5,000 feet in the Walhalla, Mt. Erica and Noojee districts. Starting from the mountain country and working towards the sea we find that predominant industries are:— timber, which includes the Australian Pulp Mills near Morwell, employing 1,500 hands; then the cattle industry extending from the snowline to the sea. The Commonwealth statist credits the Central Gippsland area with 372,000 head of dairy cattle, alone valued at about £4½ million. In 1944 primary producers in the area received £1,578,787 for milk and cream delivered to butter factories, from which butter fat valued at £1,816,056 was produced.

Potato production another important activity, the 1944/5 season yielding 160,000 tons at 4.4 tons to the acre. The 1945/6 crop is expected

to reach total value of £1,423,125. The area's onion crop is worth about £73,125 a year. The area also helps to keep Victoria's home fires burning with two-thirds of the State's electric power coming from Yallourn, while in 1944 over 5½ million tons of coal was won by 550 miners. The 2,800 hands at Yallourn have an annual payroll of £80,000. Wonthaggi's black coal output for 1944/5 was 228,431 tons, valued at £379,970, for which the 981 workmen received £358,460 wages.

Within 40 miles of Warragul there are 26 butter factories but other secondary industries also abound, such as thread mills, frock factories, textile factories, paper pulp, electricity supply, leather goods manufacture, glove factories, flax mills, clothing and timber factories.

IN THE WEST

Warrnambool's 15,000 population, 3YB claims is well served by that station as also are the 27,500 people living within 25 miles radius. In the past ten years £500,000 has been spent on the city's shopping centre in buildings alone. Being on the sea coast, the district attracts a very large tourist trade. Sheep, cattle, potatoes and onions are the principal local primary products. Railways' freight figures for 1945 show that 42,158 tons of goods were freighted out and 12,242 tons freighted in to Warrnambool. This, of course, takes no account of road transport. Butter factories in the district turned over £1,150,000 for the year 1945. In addition, the Nestles and Anglo-Swiss Condensed Milk factory at Dennington, a few miles from Warrnambool, is the largest of its kind in the Southern Hemisphere, treating 50,000 gallons of milk daily. Kraft Cheese factory is located hard by, employing 400 to 500 hands. The fishing industry, too, is important—the Port Fairy fleet supplying about 878,500 lbs. annually to Melbourne markets. The Warrnambool Woollen Mills provide employment for 400 to 500 hands. There are numerous other factories in operation, including dehydration plant, clothing, plaster, brass, cycle, motor body, box, cordial factories and iron foundries.

Big Industrial Area

From Geelong the local commercial station, 3GL, provides a service over a highly-industrialised area. As well as covering the city of Geelong, the station claims coverage of such large towns as Newtown and Chilwell, and

Towns with Wealthy Hinterlands

the Corio, South Barwon and Bellarine Shires. In this area the State Electricity Commission reported (January 1, 1945) the population was 51,850 and the consumers of electricity numbered 12,922. These figures do not take in the populations of Anglesea, Barwon Heads, Batesford, Colac, Queenscliffe on the rural areas surrounding Geelong. In its coverage offer to advertisers, the station includes the Mornington Peninsular, South-West Gippsland, the Western District as far as Camperdown, Lismore and the Melbourne suburbs.

Manufacturing concerns at Geelong at present include woollen mills (2,875 employees), automobile and farm implements (2,495), cement (230), phosphates (380), meat works (300), knitting mills (100), boots and shoes (250), rope (240), laundries (80), engineers (150), garages (250), printers (60), breweries (17), ice and milk distribution (120), joinery (100), aerated waters (42), furniture (43), cycle works (20), bread (80), pastrycooks (50), butter (60), clothing (60), wool scouring (150) and other miscellaneous (628), while retail stores employ 2,400 and office workers number 1,050.

Sunraysia's Good Story

Up on the N.S.W. border, situated in the heart of the wealthy area, aptly called Sunraysia, Mildura, sits snugly in a bed of prosperity. The management of 3MA tells the story in an attractive brochure recently issued which points out that Sunraysia is the centre of the dried vine-fruits industry embracing Mildura and the towns of Red Cliffs, Merbein, Cardross, Irymple, Birdwoodton in Victoria and Wentworth, Dareton, Coomealla, Curlew, Gol-Gol and Bonnycliffs in N.S.W., and that one indication of the wealth of the district may be gauged from the fact that in every war loan in recent years, Mildura has not only oversubscribed its quota but also won the pennant for the highest subscriptions of any community of comparable size in Victoria. They also point out that as the main primary industries are based on irrigation rather than being dependent upon rainfall, the district is seldom subject to "bad years."

The following annual average production figures are claimed for the

area:— dried vine-fruits, 50,000 tons (value £2,250,000); fresh grapes, £110,000; citrus fruits, £350,000; wool, 12,500 bales (£175,000); fat lambs, 110,000 (£72,500); minor miscellaneous industries, £200,000; tourist traffic, £260,000; wheat (Mallee production to Ouyen railhead), 2,000,000 bags (£1,200,000). On these figures, Sunraysia's 30,000 population represent a market with a gross annual value of over £4½ million.

That the station has extensive penetration over a wide area is indicated by the fact that local firms in such towns as St. Arnaud (Vic.) and Renmark, Berri, Marmara, Loxton and Waikeri (South Australia) have contracts for announcements and sponsored sessions with 3MA.

Some Facts About Bendigo

Ideally situated and about 850 feet above sea level, on a low range of undulating country between the rich Campaspe River Valley on the east and the fertile Loddon River flats on the west. Bendigo is only 100 miles from Melbourne, and is practically in the centre of Victoria. It has fast railway services and splendid roads. Commercial station 3BO transmits from the heart of the city.

Five main railway lines radiate from Bendigo, serving the vast fertile districts to the north, north-west and north-east.

Over four million bags of wheat are trucked through Bendigo each season from the north. An average of fourteen thousand bales of wool pass through annually by rail and, in addition, large quantities go through by road. Other products despatched yearly through Bendigo averaged:— butter, 5,000 tons; citrus fruits, 350,000 cases; tomatoes, 250,000 cases; dried fruits, 250,000 cases; eggs, 40,000 cases; and 3,500 tons of tomato pulp.

Gold production in Bendigo has exceeded a total of over 632 tons of pure gold. Mining operations are carried on in an increasingly extensive scale and, at the present time, with increasing success.

The weekly stock markets are claimed to be the largest outside Newmarket, Melbourne. A total of 600,000 head of sheep and 35,000 head of cattle pass through the Bendigo Muni-

(Continued page 34, col. 3)

NUMBERS DON'T MEAN EVERYTHING!

Who would buy more soap, more cosmetics, more clothes
1,000 natives earning 10/- a month, or 10 Australians earning
£10 a week?

WANT THE FACTS
AND FIGURES? PLEASE
CONTACT—

● FRED THOMPSON
65 York Street
Sydney
(Phone B 2085)

● J. D. THOM
217 Queen Street
Melbourne
(Phone MU 1524)

● THE MANAGER, 3MA
Box 200
Mildura, Vic.
(Phone Mil. 25)



Serves a "primary coverage" audience which may not be huge in numbers, but has a vast amount of money to spend! The Sunraysia district produces £4½ million of real wealth annually!

Australia's Finances

Figures issued this month by the Commonwealth Treasury give the total public debt of Australia as £2,803,181,649/19/4, of which £2,275,553,540/16/6 is owing in Australia, £487,006,512/11/11 in London (the latter being expressed in sterling) and £40,621,596/10/11 in New York. Loans raised in New York are payable in dollars and the figures represent conversion to sterling at 4.8665 dollars to the pound.

The annual interest liability totals £80,465,924, of which £64,535,298 is payable in Australia, £14,094,657 in London and £1,835,969 in New York. But it should be noted that there is a sum of £79,724,220 owing to the United Kingdom in respect of the war of 1914-18 on which interest has been postponed by arrangement with the U.K. Government.

Practically all the moneys expended in connection with the war of 1939-45 were raised in Australia, and they are set out as follows:— Funded with public, £1,135,502,344; short-term Bank bills, £288,280,000; internal bills, £90,400,000. In addition, the sum of £5,775,000 is owing in London.

The total Commonwealth commitments amount to £1,892,042,120 and include £128,736,962 raised for works and other purposes outside war expenditure. The indebtedness of the States amounts to £911,139,528, and of this sum £548,730,783 is owing in Australia, £337,577,563 in London and £24,831,182 in New York.

The Commonwealth's share of the annual interest liability amounts to £49,839,204 and that of the States to £30,626,720.

Post-war Loans

For the six months ended December 31, 1946, loans raised by the Commonwealth for defence and post-war (1939-45) charges totalled £71,760,878 (after deducting expenses of borrowing) and for works and other purposes £5,658,400, the latter figure including £5,575,000 for advances to the States for housing. Loans raised for the States during the same period amounted to £18,114,226.

Increased Revenue

Receipts from Commonwealth taxation continue to soar. Only in the case of income tax and social services contribution and in land tax is a decrease shown and this may be taken as due to the lag in collection.

For the six months ended December 31 last, customs receipts amounted to £20,808,312, representing an increase of £8,472,175 over the corresponding period of the previous year. Excise contributed £28,668,506, an increase of £5,277,238; and sales tax yielded £21,238,915, an increase of £6,731,466. The receipts from pay-roll tax were £6,683,649, as compared with £5,612,200 for the six months ended December 31, 1945.

Estate duty, entertainment tax, gift duty and gold tax all showed substantial increases.

By far the biggest revenue producer, of course, is the income tax and social services contribution, the amount received being £81,897,717. In the corresponding six months of 1945, however, it totalled £87,922,561.

The Post Office revenue totalled £14,733,699 for the six months, as compared with £13,966,445.

Bendigo Productivity

(Continued from page 33)

central Saleyards annually. The yards have a capacity for 35,000 sheep and 1,000 cattle. The Bendigo stock sales are third largest in Australia. In its freezing works, Bendigo possesses one of the best lamb treating establishments in the State.

The city is efficiently sewered. It has electric light and power, and is also well supplied with gas. Electric trams and motor buses serve the city and suburbs.

Among the major industries are the Hanro Mills, Bendigo Pottery, jam factories, plaster sheet factories, bacon factory, brick kilns, railway workshops, tile factory, sheet metal works and many other flourishing industries.

The district pastures 3,900,000 sheep, yielding 32,000,000 lbs. of wool; 270,000 cattle; 15,600,000 lbs. of butter; 106,000 horses; 8,000,000 acres crop; wheat, 680,000 acres, producing 10,000,000 bushells; 75,585 acres oats; 26,900 acres orchards; 2,831 acres vines; 16,550 acres barley; 11,100 acres potatoes; 8,100 acres lucerne; gold, 65,000 ozs.

NEW MEMBER FOR TELECOM COMMISSION

Mr. G. U. J. Gowans, a Melbourne barrister, has been appointed a member of the Australian Overseas Telecommunications Commission for the period January 25, 1947 to August 22, 1948.

Mr. Gowans replaces Mr. J. V. Barry, K.C., who resigned following his appointment to the Supreme Court of Victoria.

COMMONWEALTH BANK TO AIR NEAT SLOGAN

The Commonwealth Bank of Australia will shortly be taking a slogan announcement on every commercial station in Australia, it was learned last week.

This is an important step in bank advertising for commercial radio, as financial institutions have, with a few exceptions, resisted for years efforts to get them to sample the fertile field offered by broadcast advertising. The Rural Bank in N.S.W., and the Government Savings Bank in Tasmania, have set a good standard in broadcast advertising with their sponsorships of worthwhile features.

The precise wording of the Commonwealth Bank's slogan may vary slightly according to time of broadcast, but in the main it will be along the lines of "It's 10 A.M., and the Commonwealth Bank is open"—or "In ten seconds from now the Commonwealth Bank will be open."

The slogan looks like "a natural", and the Bank's advertising manager, Mr. J. V. Clayton is understood to be responsible for the brainwave.

George Patterson Pty. Ltd. agency, is now handling the placing of the bank's radio business, and anticipates securing appropriate times on all stations. Present plans also envisage complementary seasonal advertising on country stations.

MODERN TRANSMITTER STYLING



Reproduced above is a photograph of the new Standard Telephone's 2kW. transmitter recently installed by 4AK. A similar unit also will be installed shortly for 2UW.

THE RECORDING CENTRE PTY. LTD.

incorporates

- Two large studios
- Extensive Telefunken library
- Dual Presto recorders
- GE 51 wire recorder
- Two test room programme lines

Phone: MA 1140

Film House, 251a Pitt St.
Sydney

W & G Service and Air Freight . . .
annihilate distance



Enquiries appreciated

W & G RECORD PROCESSING CO. PTY. LTD.
185-187 BECKETT STREET, MELBOURNE, C.1, VICTORIA

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

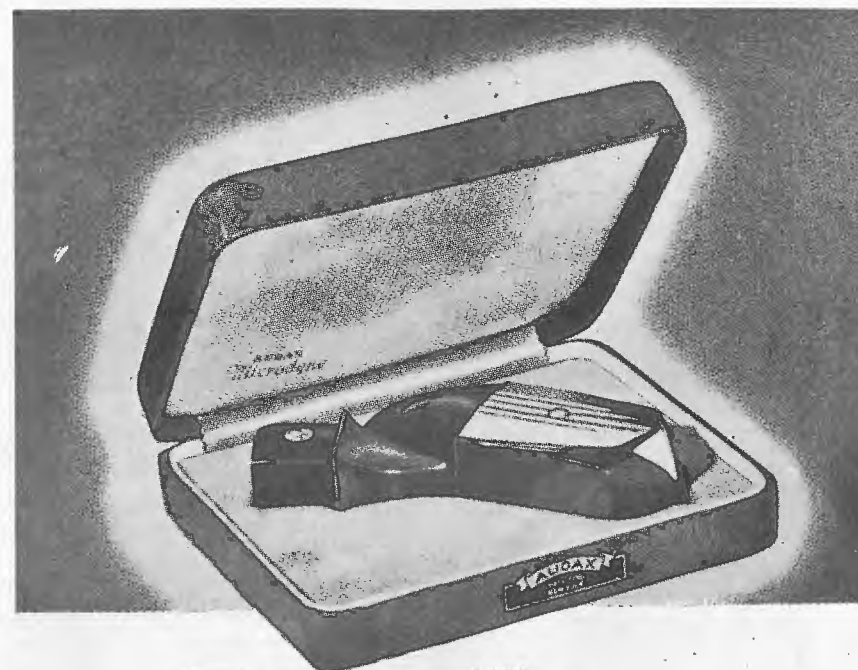
74 Pitt St.
B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.
MU 3115

Telegrams: "Selos" Melbourne



-Audax-

EAR-ACCEPTABILITY

Driving, patient years of intensive specialization have enabled AUDAX to master wide range thoroughly. Today even the lowest priced MICRODYNE has a range to 7,000 cycles — other models to 10,000 cycles.

Yes, wide range makes for naturalness, but is highly objectionable if without quality. Thus, of two singers capable of reaching high C, one may have a pleasing voice — the other, not at all. It is so with pickups, too.

To achieve ear-acceptability, all other factors must be satisfied. Of these, vibratory-momentum is most important. The only way to test ear-acceptability of a pick-up is to put it to the EAR TEST.

MICRODYNE'S sharp, clean-cut facsimile performance — regardless of climatic conditions — is a marvel to all who know that ear-acceptability is the real criterion.

FOR FULL DETAILS WRITE TODAY.
SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B 3908

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

THE
STANDARD
BY WHICH
OTHERS
ARE JUDGED
AND
VALUED

FANNING FAREWELL AT "B.B." MELBOURNE OFFICE



This photograph was taken at an informal farewell to Mr. L. B. Fanning, Director General Post & Telegraphs, which was staged in "B.B.'s" Melbourne office early last month, prior to Mr. Fanning's departure overseas as leader of Australia's delegation to overseas telecommunications conferences.

The photo shows from left to right: J. Derham, managing director, Moulded Products (A/sia) Ltd.; J. Wilson, managing director, Wilson Electric Transformer Co. Pty. Ltd., and president of the Electrical Manufacturers' Association of Victoria; A. Longstaff, Melbourne manager, Amalgamated Wireless Australasia Ltd.; N. Levy, managing director, Sun Electric Co. Pty. Ltd.; W. Richards, Australian manager of Johnson & Phillips Ltd., and director of Cable Makers Australia Pty. Ltd.; H. V. Prior, managing director, Vealls Electrical & Radio Pty. Ltd.; G. Atkison, director, A. G. Healing Ltd.; G. Apperley, manager, The Overseas Telecommunications (Australia), Melb.; Beatrice Touzeau, "Radio Retailer;" L. B. Fanning (seated at desk); N. Crawford, sales manager, Olympic Tyre & Rubber Co. Ltd.; R. Ansell, director, O'Brien Publicity Pty. Ltd.; G. T. Chippindall, Acting Director General, Posts & Telegraphs; N. W. Strange, Chief Inspector of Telephones, P.M.G. Department; P. E. R. Vanthoff, Acting Assisting Director General, Posts & Telegraphs; R. Yeend, general manager, Rola Co. (Aust.) Pty. Ltd.

VICTORIAN GEOGRAPHY QUIZ



Victorian Manager of F. H. Faulding & Co., Mr. C. G. Holder, right, presenting cheques for £50 and £20, plus inscribed silver dishes to Mr. A. R. Clarke, second from left, and Mr. W. N. Whiteford, winner and runner-up respectively of 3DB's "State Quiz Championship" search for Victoria's geography champion. Left is Derek Prentice.

"State Quiz Championship," sponsored by F. H. Faulding & Co. Ltd. and conducted by 3DB, reached a successful conclusion on Monday night, February 24, when 20-year-old Mr. A. R. Clark won the title "Victoria's Geography Quiz Champion" and a prize of £50 from Mr. W. N. Whiteford, runner-up, who received a prize of £20. Both contestants were handed their cheques and in-

scribed silver dishes by Mr. C. G. Holder, Victorian manager of Faulding's, at the conclusion of the contest. The contest was held over a period of 15 weeks and 48 competitors were selected from hundreds of applicants after elimination tests off the air. In addition to the big prizes, weekly awards of £2/2/-, £1/1/- and 10/6 were paid to participants well versed in geography. The quest was com-

STATION'S EDITOR MAKES AIR TRIP FOR INTERVIEW

When the announcement was made recently in Sydney that an aircraft was being sent to Lord Howe Island to pick up a mother and her sick baby (the surviving one of twins) Tom Jacobs, news editor of 2SM Sydney, and Ray Gamble, 2SM engineer, plus the station's wire recorder short-circuited a maze of red tape, boarded the aircraft to make the trip, and thus obtained a first-class actuality broadcast of the mother, husband, nurses and pilot. On the return of the plane to Sydney after the 1,000 mile trip, the occupants were met by journalists and rival news reporters who were awaiting news for their stations and papers. However, Jacobs presented them with a "fait accompli." The dramatic interviews made on the trip and at Lord Howe Island were broadcast over 2SM after the 7 p.m. news bulletin and the "Fifty and Over" session on Monday, February 17.

VIC. ESTATE AGENT RIDING INTO SYDNEY ON THE AIR

Spencer Jackson, Melbourne realtor, who is shortly opening in Sydney, has extended his 7.30 p.m. Friday evening time channel, with the addition of a complete half-hour weekly presentation each Sunday evening at 9 o'clock, over 2UW Sydney. (He handles complete selling rights for the Myer pre-fabricated homes — "B.B." Feb. 9). This new presentation, the "concert artist" edition of "World of Song" features each week a carefully-blended program of some of the world's finest music, sung by world-famous artists of the stage, radio and concert platform. Artists will include Richard Crooks, Paul Robeson, Joan Cross, Beniamino Gigli, John Charles Thomas, Richard Tauber. The contract was placed by John Clemen-

pered by Derek Prentice.

The geography contest followed Faulding's "State Quiz Championship" series in history three months ago and now a new competition to find the State's expert in English literature is being conducted from 3DB-LK on Monday nights at 8.30. Conditions and prizes for this competition are identical with previous quests and the agency for the account is Allan Martin Advertising, Adelaide.

PRODUCTIVE NEW ZEALAND

AT YOUR FINGER TIPS

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

NATIONAL BROADCASTING SERVICE (COMMERCIAL DIVISION)

Telephone Surveys Can Be Misleading

By George H. Anderson*

As a result of recent program changes, a number of co-incidental telephone surveys have been made during the past few months with the object of assessing how the radio audience has reacted.

This article, accordingly, is written with the object of focussing attention on some of the more important limitations inherent in this method of measuring the radio audience, and thus to help those concerned to draw proper conclusions from the information they have obtained.

First of all, it must be remembered always that a telephone survey only measures the listening in homes whose telephone numbers are contained in the latest published telephone directory.

During the past year, telephone surveys in Sydney have been based on the telephone directory issued in February, 1946, which contains the names of approximately 85,300 residence telephone subscribers. By the end of 1946, however, the number had increased to approximately 88,000, so that some 2,700 new subscribers have not had the opportunity of being sampled in a telephone survey.

Further, a telephone survey rarely samples properly the thousands of radio homes which are situated in the same building as a shop and which are connected to the business telephone in the shop, i.e., chemists, grocers, butchers, newsagents, etc.; nor does it cover listening in the apartments of the large number of caretakers who are connected to a business switchboard.

It will thus be seen that a telephone survey does not properly sample all homes which have telephones.

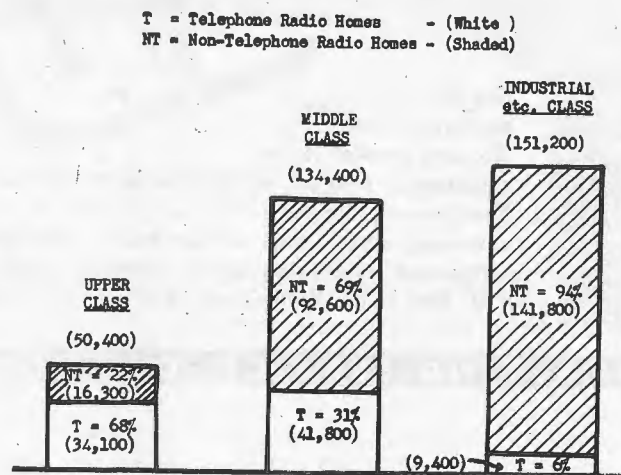
Having this rather serious limitation in mind, let us now go into the matter somewhat more deeply. If we relate the P.M.G.'s radio licence figures for approximately 336,000 radio homes in Sydney as at December 31, 1946 to the 85,300 homes shown as being residence telephone subscribers in the 1946 Sydney telephone directory, and if we assume that every residence telephone subscriber has a radio set, it means that a telephone survey can only obtain information about listening in 25% of the radio homes; the majority—about 75%—cannot be reached by telephone.

This might not, of itself, be a serious disability if residence telephones were spread uniformly among all sections of the community. Unfortunately, however, this is not so, as is disclosed by the following figures based on some 6,000 interviews with people in their own homes, which we have conducted in Sydney during the past three months.

Class	Total Licensed Radio Homes	Radio Homes with Telephones	Percentage of Radio Homes with Telephones
Upper	50,400	34,100	68%
Middle	134,400	41,800	31%
Industrial, etc.	151,200	9,400	6%
All	336,000	85,300	25.4%

DIAGRAM 1

Percentages of Telephone and Non-Telephone Radio homes in Sydney



Mr. George Anderson

The full import of the foregoing figures can best be appreciated by reference to Diagram 1, from which it will be seen that, in theory, a telephone survey of a program listened to mainly by upper class people, would give results closely approximating the truth, while if the audience consisted mainly of industrial, etc., class people, the results might be quite unreliable.

Diagram 2 demonstrates how this theory works out in practice. During May, 1946, we conducted a large scale survey in Sydney by the personal interview method, in which all classes of the community were sampled in their correct proportions, and at the same time a comparable telephone survey was conducted. The results, as shown in Diagram 2 on the opposite page, clearly demonstrate that the Ratings produced by the telephone survey were:—

- reasonably accurate in respect of Program A's audience, which consisted almost entirely of upper class people.
- considerably in error in respect of Program B's audience, which consisted mainly of middle class people, and
- was quite inaccurate and utterly misleading in respect of Program C's audience, which consisted mainly of industrial, etc., class people.

In conclusion, it may well be asked "if telephone surveys can be so misleading, why are they still used in the U.S.A.?" The answer, of course, is

* Proprietor, Anderson Analysis of Broadcasting.

simple. When telephone surveys were first commenced in the U.S.A. in 1930, it was estimated that from 80% to 85% of radio homes had telephones. The percentage has, of course, decreased considerably in the last 17 years, but even to-day, latest estimates show that more than 45% of all homes with radios either have telephones or have telephones which are readily accessible, even among the poorer classes of the community—in some of the larger cities this percentage is considerably greater.

Even with this large proportion of radio homes with accessible telephones, however, the Hooper Reports emphasise that the information relates only to listening in telephone homes, and recently the Hooper organisation has found it necessary to supplement the information obtained by telephone surveys with information obtained from surveys of homes which do not have telephones.

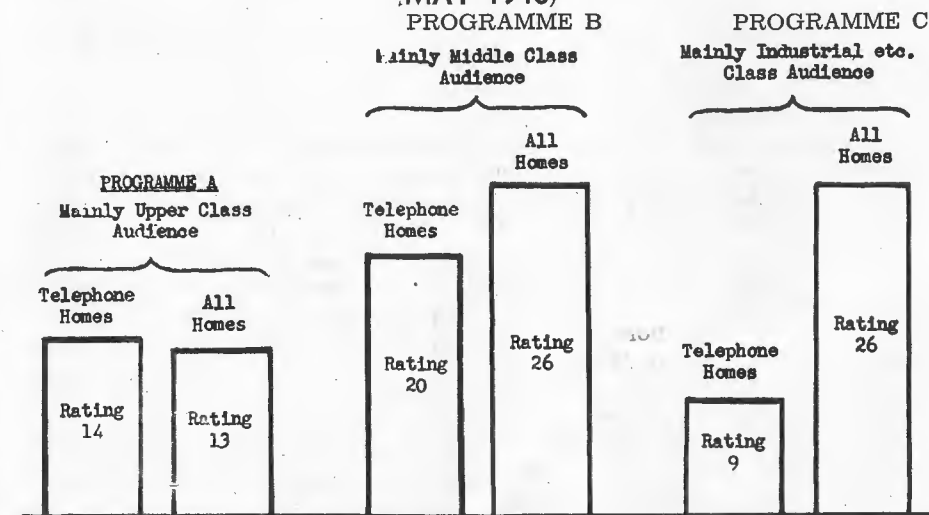
Registration Under Business Names Act
Magnet Advertising, 117 Barrack St., Perth W.A. (Kevin Joseph O'Dwyer.)

John Kay, musical arranger attached to the Colgate-Palmolive Radio Unit, has opened a new roadhouse, "The Stork Club" in Sylvania. He has signed up with 2UE for 50-word announcements in the breakfast and early evening sessions.

Opens the door to rich Interstate & Provincial Markets

NEWSPAPER HOUSE
247 Collins St., Melb., C.I.
Central 4705, Telegrams: "Stanallan," Melb.

DIAGRAM 2
Comparison of Ratings obtained by Telephone Survey and Survey of all Radio Homes (MAY 1946)



A PROVED SALES MEDIUM

The station with the huge coverage in CENTRAL QUEENSLAND

Offering YOU a Ready Made Audience of 40,000 People.

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Representatives:
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Melbourne: STAN. ALLAN, Central 4705
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POWER
POPULATION
AUDIENCE APPEAL

are just 3 of the reasons why SPONSORS SELECT

4BU BUNDABERG

as their Sales Medium to CENTRAL COASTAL QUEENSLAND

4BU—A UNIT OF THE MACQUARIE NETWORK

PROGRAM BUSINESS

"In Town To-Night" broadcast from 2SM Sydney, on Thursdays at 9 p.m., will be sponsored as from March 20 by Postars, Sydney shoe and boot store. This session which was revived early in 1945 has been sponsored by Colgates. John Dunne handles the interviews in this program.

J. A. D. Gibson Pty. Ltd., Sydney tea and coffee house, have taken another George Edwards program to continue their 6.45 p.m. Wednesday to Saturday channel over 2UW. Since Gibson's took this end-of-the-week coverage more than 12 months ago, they have presented a series of outstanding George Edwards serials. Their latest selection is "Chico The Jester," an adaptation by Lorna Bingham of Alexandre Dumas' novel.

First feature assignment for Charles Cousens on 2GB Sydney is the new four times weekly program "Industry is Interesting," scheduled at 6 p.m. Monday through Thursday. Each session is being sponsored by individual Australian manufacturers.

Cousens will give a 15-minute talk on the manufacturing processes of many well-known articles. He will get as far away as possible from highly-technical terms so that children as well as adults will find the session educational and entertaining. The station is sending special circulars to all schools in the metropolitan area, impressing the educational value of the sessions.

Clark McKay is host on 2GB Sydney's latest session, "Man Management"—thought up by the Goldberg Agency, and sponsored by Goodlands' grocery stores, each morning, Monday to Friday at 8.35

There's more than one way of catching a fly than swatting it, and Roberts Bennett & Son, the pest exterminators of Newcastle, know all the answers which are given during their presentation of "Stars in Their Spheres," a new feature which is heard through 2HD Newcastle, N.S.W., at 7.15 every Friday evening. Mr. Jim Maggs of Roberts Bennett & Son supplies the interesting material for both home gardeners and farmers and has received many enquiries from all over N.S.W.

"First Light Fraser," who became popular with radio audiences through the war years by his daring exploits against the Nazis, is returning to the air, according to an announcement by the Macquarie Network. The Return of "First Light Fraser" will replace "Nick Carter" on Network stations in all States as from March 17 and will be billed Monday through Thursday at 7.15 p.m. Richard Ashley, who played the title role in the wartime series has again been cast as the British Secret Service Agent. Nestles, who have used this time-channel for some years now, will again sponsor the new program. It will be remembered that the original "First Light Fraser" did a great job for Nestles, a few years back.

S. R. Buttle Pty. Ltd., Sydney grocery chain, who last month resumed their four mornings weekly serial broadcast over 2UW Sydney, at 9.30 a.m. ("B.B." Feb. 20) have also recommenced their sponsorship of "At Your Service," a 5-minute session in which they provide daily information relating to weather, tides, sun and moon, etc., together with any outstanding event listed for the day.

"Sentimental Journey" is the title of a new session which replaces "Winners on Parade" from 2SM Sydney, Mondays to Fridays at 7.45 p.m. The time channel has been retained by W. C. Douglass, Sydney wholesale grocers. Narrated by John Sherwood, "Sentimental Journey" takes listeners over the highways and byways of love and life.

Sponsored by Alfred Nott Pty. Ltd., opticians, the Paul Schramm midday concert from the Melbourne Town Hall on Wednesday, February 26, was broadcast over 3UZ, the only station to have this feature. Alfred Nott Pty. Ltd. have for many years sponsored programs of better-class music from 3UZ.

Paul Bram, Melbourne jeweller, sponsors "Paul Bram's Party" from 3KZ every Saturday night, from 10 p.m. to 1 a.m. Previously the time channel was used by Darrods. New sponsorship commenced March 1 and is for 52 weeks.

"Ye Olde Time Music Hall" is the title of a new feature sponsored by Hicks Atkinson from 3DB-LK on Tuesday nights at 8.30. Such old favorites as Vesta Victoria, Charles Coburn, Harry Champion, Florrie Ford and others are being revived in this series of half-hour episodes. The show is produced by Humphrey Bishop and features Walter Kingsley, Robin Adair, Trixie Ireland and the A.W.A. Light Opera Company. Hicks Atkinson have already purchased "Music in the Tanner Manner" to follow "Ye Olde Time Music Hall" when it has run its course of 26 weeks.

Amcos Mfrs. has taken the 9.30 p.m. time channel on 2UE as from March 5. Session will be devoted to marketing of new hair preparation "Lustreol." The feature will be of half hour's duration with Allan Toohy as com-pere.

"The Atlantic Show," half-hour feature sponsored by The Atlantic Union Oil Co., on a network of 33 stations, Saturday nights at 8 p.m., will be broadcast by 4BC from the City Hall, Brisbane, on March 29. Bob Dyer, Mrs. Dyer, Fifi Banvard, Lloyd Lamble and Clyde Collins are flying up for the broadcast. A Brisbane orchestra will be used under the direction of Clyde Collins. A concert com-pered by Bob Dyer will be given from 8.30 till 10 p.m. following on the broadcast for the studio audience.

ANOTHER OIL COMPANY ON 33 STATIONS

"You Be the Judge" for AMPOL

An unusual and provocative twist to "You be the Judge," AMPOL'S new series of 15-minute radio plays, is that listeners are asked at the conclusion of the story to decide whether the tale was fact or fantasy. The solution is given after the second commercial and correct answers are far from easy to pick, because the selection includes true stories of fantastic coincidences, logical dramas which are false, far-fetched comedies based on fact, fictional love tales and even true ghost stories.

"You be the Judge" is produced in Melbourne by Broadcast Exchange of Australia Pty. Ltd., the production being in the hands of Haydn James, production manager, with scripts by Warren Glasser. Among the top-line actors featured are Keith Eden, Robert Burnard, Richard Davies, Reg Goldsworthy, Marcia Hart and Mary Ward.

"You be the Judge" was placed by N. V. Nixon & Co. Pty. Ltd. on behalf of the Alba Petroleum Co. of Australia Pty. Ltd., with which is amalgamated the Australian Motorists Petrol Co. Ltd., marketers of the Australian-owned, Ampol Motor Oils.

Stations carrying the program are 32 in number throughout New South Wales, Victoria and South Australia. They are 3DB-LK, 2GB-HR, 5DN-RM, 3BO, 3BA, 3HA, 3TR, 3SH, 3SR, 3UL, 3YB, 3CS, 3GL, 2AY, 2GN, 2WG, 2WL, 2GZ, 2KA, 2TM, 2GF, 2KO, 2LM, 2KM, 2BE, 2BH, 2NZ, 2DU, 2BS, 2AD.

Backing the start of this feature which commenced and is running two nights per week was an initial press campaign together with three color posters, mailing stickers and leaflets which were distributed throughout the motor trade, as well as through the radio outlets.

OVERSEAS TRADE ENQUIRIES

Enquiries seeking supplies of general and household electrical equipment have been received from Papeete, India and Hong Kong. There is also an enquiry from South Africa for electric motors. Further particulars of these enquiries can be obtained from the Dept. of Commerce and Agriculture, Kempls Buildings, Margaret Street, Sydney.

BOOKS and PUBLICATIONS

from the
MINGAY PUBLISHING CO.



- **Radio & Electrical Retailer**
The fortnightly national business paper of the radio and electrical trade. Established 1930. Subscription: 26 issues, 10/- (52 issues, £1) Aust.; 13/6 other British countries; 17/6 Foreign.
- **Radio Service Job Sheets**
100 pages in duplicate book form — acts as a receipt and record of service work done. 6/- per single book; with your name and address printed on the customer's sheet, 10/- per book (minimum order 10 books). Thousands used by radiomen.
- **Radio Diagram & I.F. Index, 1947 Edition**
Lists over 2,600 brand line receivers since 1936, giving description, Intermediate Frequency and reference to where detailed circuit diagram is published. Price 5/- each.
- **Official Radio Trade-in Handbook, 1947 Edition**
Contains present-day trade-in valuation of brand line sets released since 1936. Approved by all Trade Associations. 5/- each.
- **Broadcasting Business**
The fortnightly national business paper for all interested in selling by commercial broadcasting. Subscription: 10/- 26 issues, Aust.; 13/6 other British countries; 17/6 Foreign.
- **Squared & Log Graph Paper**
10 x 7 inches plus margin, 50 sheets 4/-.
- **Aust. Advertising Rate & Data Service**
Provides information on all the rates and data of newspapers, commercial broadcasting stations, periodicals and other advertising media in three separate editions each published annually—Newspaper Edition, Broadcasting Edition, Periodical and Miscellaneous Media Edition. All with regular monthly supplements. Subscription for each edition: in Australia, £2/2/-; British Empire, £2/10/-; America, \$10; Foreign, £3/3/-.
- **Philips Manual of Radio Practice for Servicemen**
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RADIONIC PRODUCTS

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Western Australia

Lieut. Col. His Highness Tunker Temenggong, son of the Sultan of Johore, speaking at the Legacy Luncheon in Perth on Feb 25, described W.A. as Malaya's nearest neighbour in the Commonwealth. For the last quarter of a century, he said, the two countries had been bound up by ties of trade and friendship, while in 1941 they had the pleasure of receiving a magnificent body of soldiers—the Eighth Division of the A.I.F. Now that the war was over, His Highness expressed the hope that Australians would again visit Malaya in the pre-war roles of commerce and friendship.

When the refrigerated ship "Clan Urquhart" sailed from Fremantle recently, she loaded a record consignment of 1,750 cases of frozen poultry for the United Kingdom. The birds were all grown, prepared and packed in W.A. The consignment was worth about £11,000.

At Yanmah, which is 14 miles from Manjimup in the South West of W.A., there is a Kyanite deposit claimed by the Mines Department to be one of the best in the world. To date, about 1,000 tons of ore estimated at 97 per

cent, Kyanite has been railed to port. Kyanite is used in the manufacture of glassware and ceramics.

The Interstate liner "Duntroon," which left Fremantle on Feb. 26, carried about 2,000 gallons of West Australian wine for Melbourne. This was the first shipment for some time and represents a co-ordinated attempt to put W.A. wines on the Eastern States market. Produced by W.A. Distilleries Ltd., the wine is bottled and shipped at Fremantle by Crouchleys Ltd. The earlier defect of improper blending has been overcome, and a large market overseas awaits local wines. A quantity of wine has been shipped to India and Singapore, and inquiries have also been received from England.

A new agricultural college building was officially opened at Denmark, W.A. southern district, by the Premier (Mr. Wise) on February 27. The building cost about £25,000 and already houses 40 students.

The building trade in Perth is picking up, and in January local government authorities in the metropolitan area issued 116 permits for the month for brick buildings of an aggregate value of £138,841, as well as 129 permits for additions and alterations involving £34,838. Wooden building permits were issued to a total value of £37,249 for the month. Brick houses headed the list with 105 permits of a total value of £136,475.

Another private art gallery will be opened in Perth this month, promoted by well-known Perth businessman and patron of art, Mr. Claude Hotchin.

Western Australia is to join the Commonwealth Equalisation Scheme in cheese. The State's cheese production is very healthy and it was recently reported by the Dairy Products Marketing Board that enough cheese was stored in the State to last for eight months.

In spite of the disorganisation, loss and inconvenience caused by the hold-up of work on the waterfront, January trade, both retail and wholesale, in Western Australia was at the level of pre-war years.

The Perth Chamber of Commerce, in its monthly review of W.A. trade conditions, says that retail establishments are provided with a wide range of attractive articles, many of which have not been on the market for several years. There is an absence of "buy anything at any price" attitude which was evident during the war.

Tele-Visions!

These two points of view publicly expressed in Sydney within the last two weeks are interesting:

Mr. J. Malone, chairman Overseas Telecommunications Commission (at Millions Club luncheon): "Television cannot be usefully applied in Australia for at least ten years. I don't wish it to be thought that the Telecommunications Commission is halting its progress but all new developments should be looked into very carefully and then adopted only if they are in the public interest."

Mr. John Antill, N.S.W. musical supervisor for the A.B.C. (on his return from the successful London premiere of his ballet suite, "Corroboree"): "From what I have seen of television in London I would say that television will be supreme all over the world within the next ten years. It is time that Australia began experiments. She has the scientists and the engineers. We could get from the B.B.C. the experience of long years of research."

F.M. for S.A. Police

The recently-constituted Radio Branch of the South Australian Police is to use frequency-modulated V.H.F. transmissions for portion of its activities.

No details of the set-up have yet been received, but it is understood that the decision to employ this system, follows on successful experimental tests both in South Australia and Victoria.

Comedienne Kitty Bluett will shortly be bowing out of "Calling the Stars" as she is off to try her fortune in the United States. Kitty was booked for an appearance in a Broadway play some time ago, but difficulties in transport and production arose to cancel the arrangement; now, however, things have cleared up and Kitty will be on her way the second week in March, travelling by plane.

Western Australia's Royal Agricultural Society is preparing for a bumper Royal Show this year and plans are in hand for extensive additional buildings and other accommodation on the Perth show grounds. Of the 1,256 members of the Society, 190 are life members.

Aunt Judy (Jess Robertson), of 6IX-WB-MD in W.A., is holidaying in the Eastern States. During her absence, the children's session is being conducted by "Uncle" Peter Harrison.

Congratulations to Syd Brown of 6KY Perth who has recently become the father of a second son. The baby's name is Denis Malcolm and from all reports he is a fine husky lad.

VICTORIAN AUTHORESS'S NOVEL FOR MELBOURNE STATION

Under the sponsorship of Cereal Distributors, "The Caravan Passes," first novel of Victorian authoress Eileen Finlay, adapted for radio by G. O. Reid, is now heard in serial form from 3DB-LK Mondays to Fridays at 9 a.m. This serial replaces the "Fred and Maggie" series. Mrs. Finlay, who wrote her first novel while in her early fifties and convalescing from a serious illness, has had a book published every year for the past seven years.

"The Caravan Passes" tells the story of two Australian families from 1868 to modern times, and of how their lives interlocked. The novel has a factual basis and Mrs. Finlay has called on her wide experience in drawing portraits of the principal characters. Many of the places mentioned in the book have been identified by her readers with actual homesteads in Gippsland and surrounding districts. The series has been produced by John Hickling, and Cereal Distributors' account is serviced by the Richardson-Cox Agency.

MIDWEEK RACES NOW ON AIR

With the lifting of Government war-time restrictions on mid-week races, all important country meetings are now described over 3DB-LK by Dick Cranbourne. Apex Motors (agency: Leo Mooney) have signed for 12 months' sponsorship of mid-week meetings from courses at Ballarat, Woodend, Kyneton, Geelong, Bendigo and other popular provincial centres.

Country races are also covered when they occur on Saturdays, in addition to Eric Welch's descriptions of metropolitan meetings.

NEW EXPERIMENTAL FREQUENCIES

The Postmaster General, Senator Cameron, announced on February 24 that the band of frequencies 27,185 kC/s. to 27,455 kC/s. has been released for use forthwith by licensed Australian experimental wireless stations. This allocation, which is subject to review in the light of decisions reached at the forthcoming International Radio Conference, is supplementary to the existing "28 megacycle" band, but is not directly connected or related with it and therefore cannot be regarded as an extension of that band.

SPONSORED SESSION ASSISTS CHARITY

Maples, sponsors of the "50 and Over" session broadcast from 3UZ on Sundays, will devote the whole of the broadcast on Sunday, March 16, to the financing of the Camp for the Mallee Children. The broadcast will be from the stage of the Melbourne Town Hall.

Maples' "50 and Over," which had its first broadcast from 3UZ on August 17, 1941, was actually the first radio show to entertain the troops at Puckapunyal, and has many times assisted in charity appeals, particularly in connection with the Lord Mayor's Fund.

The proceeds will be given to the Lord Mayor's Fund to arrange the financing of the Camp and the program will follow the same general lines as the previous "50 and Over" reunion held in the Melbourne Town Hall. Well-known identities and artists will make appearances, including Sol Green, Carrie Moore (who is flying over from Sydney for the occasion), Reg Roberts, Hugh Stayne, Nan Thomas and Hector Lightfoot. Tickets (5/- and 10/-) are obtainable from 3UZ. Maples' account is serviced by John Clemenger Advertising.

STARS BOOKED FOR SHELL SHOW

Bob Gibson's Orchestra, one of the best-known musical combinations in Australia, has been signed for "The 1947 Shell Show" which will open on March 26, at 8 p.m. The show makes a re-appearance after an absence of eight years, and will be broadcast through Macquarie network and co-operating stations throughout Australia totalling 45 outlets.

Walter Pym who was associated with the 1946 National Quiz Championship and the Macquarie Musical Comedy Theatre has been signed to emcee the show. Others to sign contracts are Charles Norman, musical comedy star; Pam Corrigan, a "sweet" singer; Robert Simmons, a dramatic baritone who made a hit in the A.I.F. Entertainment Unit's concert orchestra; and Reg Gray a singer who has never before broadcast but is considered to be a real "find."

Producer Harper Wilson states that guest artists and visiting celebrities will be a feature of the new series of "Shell Shows." Already first option has been secured on a number of international stars on their way to Australia. Rehearsals for the new show were begun in Melbourne last week.

VICTORIAN ANTI-T.B. CAMPAIGN

The Consultative Council of Tuberculosis is planning a Victorian anti-tuberculosis campaign to be financed by the State Government. The Victorian Division of the A.A.A.A. (Federal) has set up a planning committee to handle the organisation of the publicity side of the campaign upon which it is expected about £25,000 will be spent. The work will probably be split between the following eight agencies: Geo. Patterson's and Goldbergs handling press, United Services Publicity and O'Brien Publicity handling radio, Becket Thompson (folders and window display), N. V. Nixon (posters), John Haysom (films and slides) and George Hayes (accounts control).

U.S. PLANS RECORD SET PRODUCTION FOR 1947

—Accent on FM

According to the president of the Radio Manufacturers Association of America (Mr. R. C. Cosgrove) a record 1947 output of 16,000,000 radio sets is planned by the American manufacturers.

He said that 90% of the better type 1947 console models would be F.M. Mr. Cosgrove is vice-president in charge of manufacturing for the Crosley Corporation and he estimated that during 1946 production of 15,000,000 sets was achieved, and of this 2% comprised FM sets.

In 1947, the FM sets will equal at least 22% of all sets made and in the television field he forecasts an output of 320,000 to 360,000 for 1947 to be made by eight or nine different companies.

A campaign to stimulate "radio in every room" is being inaugurated by the Radio Manufacturers' Association of America which appropriated \$50,000 for the campaign. This appropriation will be used in the merchandising and promotion planned to stimulate sale of radio sets during 1947.

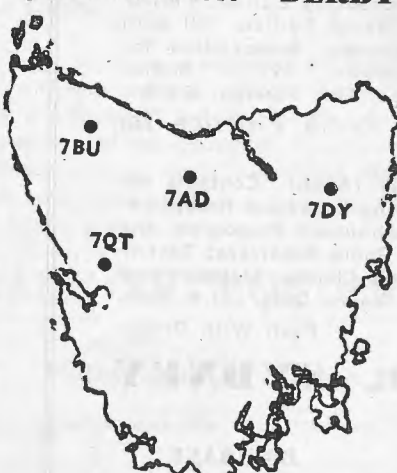
EXTENDED BROADCAST TIMES

As from Saturday, March 1, 4IP Ipswich, Q., has opened at 6 a.m., half an hour earlier than previously, Monday to Saturday inclusive, and will be opening with the half-hour Kookaburra session, sponsored by Cribb & Foote of Ipswich. On Sundays this station will be on the air at 8 a.m. in lieu of 9 a.m.

TASMANIAN COASTAL NETWORK

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WHY EVERY NATIONAL CAMPAIGN
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TASMANIAN COASTAL NETWORK

SOUTH AUSTRALIA

With the State elections being held on Saturday next, March 8, all South Australian commercial stations have prepared special progress report services and commentaries on the eventful voting.

Station 5AD broadcast the successful lunch-hour recitals of Chopin by Paul Schramm. Popularity of this music-for-the-people innovation was demonstrated by the seething crowds that attempted to get into the Town Hall for the second program. Hundreds were turned away. First program was sponsored by Bland Radio and the second by Saint's Furnishers.

"Waltz Memories" sponsored by Rhu Pills (Paton's Advertising Service) has been moved into a new channel at 7.30 p.m. Saturdays in place of 6.45 p.m., over station 5DN.

Effective from February 14, "Ballad Time", the Macquarie production under Helena Rubinstein sponsorship on 5DN has been switched to 7.15 p.m. from 8.30 p.m. Fridays.

5DN's suggestion to put forward star pupils for audition in Adelaide with the object of making a complete recorded session of local talent, met with enthusiastic response from music teachers in South Australia. Session will be compered by Alan Sanders, and the idea is to indicate the talent available in S.A. in the event of the program "Star Pupil" being extended to take in artists from other states.

South Australians figure prominently amongst the top-liners in radio entertainment—Jack Burgess, Terry Howard, Betty Dickson, Jack Davey. Clifford Lathlean, musical director at 5DN, is himself a well-known bass singer and teacher of singing. For some years before joining the staff at 5DN he was singing master for leading boys' colleges. He will personally supervise the auditions of Adelaide's Star Pupils.

Malcolm Reid & Co., sponsors of "Spelling Bee," and John Maxwell who sponsors "Master Quiz," have shown a fine co-operative spirit in lending their shows and time in support of public appeals. 5AD Adelaide have conducted some of their weekly quiz shows in the open air—twice, in early February, at Attunga, Burnside, to assist the Burnside Hospital Appeal and again, by request of the Mitcham R.S.L. sub-branch, in support of the R.S.L. Grand Carnival.

"Bob Moore Sings" is a quarter-hour musical, 6.45 to 7 Saturday nights over 5KA Adelaide, sponsored by the Stirling Paint & Varnish Co. Script is related to music, with each week a separate theme, e.g., program with memory for theme was called "Strings on my Finger."

Pioneer Tours have notified 5AD, through the Major Broadcasting Network that the feature "Anne of Green Gables" will be sponsored 9.30 to 9.45 a.m. four days weekly Monday to Thursday, commencing first week in April.

Although announced some time ago that 5DN would be doing in Adelaide the "Fifty and Over" program, which has had such success in Melbourne and Sydney, the change of management delayed arrangements. However, Mr. Larkin is most enthusiastic about this program. The ground-work has been laid and an early appearance of this session from 5DN-5RM, Adelaide/Renmark, can be anticipated. Alan Sanders will comper the show.

Football descriptions by Steve McKee, which have been broadcast through 5AD for many years, will again be sponsored in 1947 by Stempel & Jolly Ltd., Adelaide chemists, through Austin Brown Advertising.

Fridays, 3.30 to 4 p.m., 5 KA broadcasts for the proprietors of Murray paddle steamer "Renmark" a program titled "Cruising Down the River," a session of popular music interspersed with advertisements of river cruises. Sponsorship by pleasure steamer is thought to be a novel departure in radio advertising.

QUEENSLAND

At the Federal Executive Meeting of the A.F.C.B.S. to be held in Melbourne on March 12, 13 and 14, Mr. C. R. Carson, manager 4BH, and Vice-President of the Queensland State Executive; Mr. L. Prouse Knox, manager 4BC; Mr. Alec Robertson, manager 4BH, will attend. Whilst Mr. Robertson is travelling to Melbourne to attend the Industrial Committee Meeting, he will also be present at the Federal Executive Meeting.

The Queensland State Broadcasting Advisory Committee is scheduled to hold its next periodical meeting in Brisbane on March 17, and representatives from Cairns and Rockhampton will as usual be present. This meeting will be held in accordance with Section 87 of the Australian Broadcasting Act which states: (1) The Minister shall appoint in each State a Broadcasting Advisory Committee. (2) The functioning of each such Committee shall be to advise the Minister in relation to all or any matters connected with broadcasting programs or the exercise of any powers, duties or functions conferred or imposed by this Act or the regulations upon the Commission or the licensees of commercial broadcasting stations.

A newcomer to the staff of 4BU Bundaberg, Q., is Sylvia Brown, previously Brisbane rep. for the Mingay Publishing Co., Sydney. Good wishes go out to Sylvia in her new venture as lady announcer for this station.

After ten years' association with 4BU Bundaberg as senior lady announcer, Miss Mae Mikkelsen has relinquished this position to become Mrs. Philip Penton on April 12. Miss Mikkelsen, who has endeared herself to the listening public of Bundaberg and surrounding districts will be greatly missed, as her new home will be in Victoria. Directors of 4BU, Mr. W. J. Harvey, Mr. R. G. Curtis, and secretary Mr. P. Moller, interrupted the morning program to make a presentation to Miss Mikkelsen; this was a set of carvers and table knives which Mr. Harvey procured from Sheffield during his recent visit to England.

A paperboard and cardboard mill may be established in Queensland by Australian Paper Manufacturers Ltd., the managing director, Sir Herbert Gepp, announced in Brisbane last week. After returning to Melbourne, Sir Herbert left on a tour of Europe and America.

The Brisbane Wintergarden Theatre have renewed their session "King of Swing" for a further 52 weeks at 6 to 6.15 on Thursday nights over 4BC/SB Brisbane/Kingaroy.

One of the first tailors to go back on the air to push direct sales as stocks of materials become available is Roubins Superior Suits, who has taken twelve months' contract for direct announcements for breakfast and evening sessions on 4BK/AK Brisbane/Oakey and 4BH Brisbane. Account is serviced by Littleton-Harvey-Simmins.

With the expansion of their bottled milk distribution from Burleigh throughout the South Coast into the Northern Rivers districts of N.S.W., Paul's Ice Cream and Milk Ltd. have extended their radio activities to include station 2MW Murwillumbah, N.S.W. Direct announcements daily announcing the availability of Paul's pasteurised milk for Murwillumbah and district has been arranged by Littleton-Harvey-Simmins Agency. In the metropolitan area, Paul's continue to use radio extensively and are now entering into the third series of the popular feature, "The Legend of Kathy Warren," broadcast each day Monday to Thursday at 11.15 on 4BC/SB, Brisbane/Kingaroy.

AGENCIES

The annual convention of the Australian Association of Advertising Agencies (Federal) will be held in Melbourne on October 6-9 inclusive.

A buzz of news to interest advertising ears comes from the Goldberg Agency, Sydney. It is announced that the Liberal Party of N.S.W. has recently appointed this organisation to plan for future publicity campaigns.

Mr. A. L. McIntyre has joined W. E. Smith Advertising as media manager. Mr. McIntyre was previously associated with the McNair Survey.

Mr. W. L. Chapman, who was a partner in Chapman-Hendrie Advertising Agency in Melbourne, has resigned to return to New Zealand. Mr. John Hendrie has announced that Mr. Chapman's place in the agency has been taken by Mr. H. G. Davy.

Keith Howland of Edmonds Advertising Agency, Brisbane, has been receiving congratulations on the recent birth of a 7 lbs. baby daughter—Diane.

Miss E. Gregory has joined the staff of Claude Mooney as secretary to Reg Orr.

Paddy Griffin of Goldberg's Melbourne radio division has returned from holidays at Portsea looking very fit and bronzed.

Another holiday-maker back on the job is Bob Walker, manager of Geo. Patterson's radio division, who stayed at Pt. Lonsdale with his wife and family.

Max Reddy is back with John Clemenger Pty. Ltd. after a successful vaudeville appearance in Perth, and is carrying on where he left off, in the "Sports Parade" and Heidelberg Hospital Show.

Leicester Warburton has joined the staff of Hawkins Advertising Pty. Ltd., as account executive. Leicester was formerly connected with Associated Newspapers and more recently with the Liberal Party of Australia as Canberra correspondent.

Bob Dyer who made his radio debut in Australia through the ABC after he parted company with The Marcus Show some years ago and is now partner in Dyer-Malone Advertising agency, will again be featured on the national stations next month when "Dude Ranch" starts on April 11. This announcement was made by ABC general manager Mr. C. J. Moses at the 21 Club of Australia's luncheon on February 18. Dyer is certainly versatile.

Mr. G. L. Bride, of Goldberg Advertising, visited Adelaide to establish Mr. W. Harvey as manager of the new South Australian branch of the agency. Like many other people, Mr. Harvey is finding the problem of getting suitable office accommodation a very difficult one, but he has managed to lay the foundations of the new set-up.

The many friends of Mr. Joe Malone (Dyer-Malone Advertising) will be sorry to learn of the recent sad death of his wife on Sunday, February 23.

Rhonda Kelly, previously reported as a member of 4BK Brisbane staff, has completed the series of talks on her world tour and has now taken up regular studio work with this station as from Monday, March 3. The main Women's Session, which is heard daily, will be under the control of Miss Kelly. Gifted with natural poise, a good voice, a capacity for calm approach to the "mike," and fortified by her background of experiences as "Miss Australia" whilst abroad over the past twelve months, she promises to become one of the most popular lady radio announcers in Queensland.

ATLANTIC EXECUTIVES ENTERTAINED

(Continued from page 8)

Mr. Dyer said it was a happy coincidence that Mr. Charles Moses was also one of the Club's guests that day as it was Mr. Moses who was directly responsible for him being in Australia. That was when he left the Marcus Show and was given an assignment on the ABC at a time when he just didn't know what he was going to do. He thought the presence of Mr. Moses at the 21 Club was ample evidence of the camaraderie that existed between the commercial and national services.

Before asking Mr. Hutchinson to say a few words the chairman, Mr. Leo Finn, said he would like to amplify Mr. Dyer's reference to the ABC. It was a great pleasure to have Mr. Moses with them. Men who were apparently serious competitors could come together in the friendliest of spirit as in the 21 Club and that spirit extended to the ABC. There was absolutely no feeling of enmity between those who represented the commercial stations and the ABC "and if the ABC comes into the commercial field we will still welcome them here!" Mr. Finn added.

Mr. Hutchinson said jocularly that he had come to Sydney with the Broadcasting Committee to find out ways of getting Messrs. Boyer and Moses another million or so to run their national service! They wanted more money to advance the cultural side of broadcasting but at the same time were afraid of the public approbation of the commercials. Mr. Hutchinson said he believed that in Australia we had the best broadcasting idea with the dual national and commercial services. He would hate to see anything disturb that set-up. He could not countenance the American idea of wholly commercial broadcasting without a national service nor could he understand the English idea of a country so dependent as she was on her industrial activities being without the aid of radio to advance those industries.

Mr. Moses said that if the national stations entered the commercial field the ABC would have some competition from the commercial stations that would be really tough. However he had always found the commercial station managements most co-operative in matters of common interest and much had been achieved by both services adopting a united front against interests which threatened to impair

WE SALUTE

(Continued from page 14)

and commercials as well as the panel operation. There was only one turntable and the commercial was followed by a long silence whilst Ray rushed from mike to turntable to panel. For the period of his stay, Claude and Ray teamed up, Claude taking over the job of turntable assistant, charged with the responsibility of having the first notes "on the beam" right after Ray's voice. Shepparton residents were amazed at the service, but the station perforce returned to its moments of uninterrupted silences. Now most country stations are as well serviced as their larger metropolitan counterparts, and can look back with pride to the time when they operated on a "shoe-string."

Asked what he considered to be the most interesting trend in radio, Claude said, "unquestionably the amount of money now being devoted to program production." Not many years ago, an advertiser nearly had apoplexy when it was suggested that he should pay £5 for a half-hour session, but to-day advertisers pay up to £500, streamlining the vehicle for their sales messages. To the national advertiser, station time now represents a minor portion of his radio costs. To what extent production costs can be permitted to still further advance is a question that is exercising many advertising minds.

Like radio, advertising agency practice has come a long way, and Claude Mooney has played an important part in the development of the ethical standards now subscribed to by advertising agencies throughout Australia. He is an Executive member of the 4A's Federal body, and an Executive member of the 4A's Victorian Division. He is also a member of the Victorian Radio Relations Committee.

Now only 40 and with many effective years before him, Claude's ambition is to see advertising raised to the status of a profession with a Chair of Advertising in all Australian Universities.

the efficiency or public service responsibilities of the broadcasting stations. He instanced particularly the combined negotiations which had taken place to ensure listeners receiving cricket, racing and tennis broadcasts.

MUSIC FOR TEST MATCH SPECTATORS

An innovation for the Sydney Cricket Ground was the arrangement by 2CH to broadcast special programs of music to the spectators at the 5th Test Match which began on Friday, February 28.

Music was played during the periods, 10 a.m. to 12 noon, 1.30 p.m. to 2.15 p.m., 4 p.m. to 4.15 p.m., and other times when play was interrupted for any reasons. The management of 2CH has been favourably commended for initiative in entertaining the spectators, who frequently find it a rather tedious business waiting for play to begin when some divertisement is not provided.

SOUTH AFRICAN BROADCASTING

(Continued from page 10)

do not import English actors specially for production and also that Australian producers could get the effects they did with single studio operation—the tendency at the B.B.C. and in South Africa being to use multiple studios for production.

The one possible bar to commercial radio, according to Mr. Joyce, is the language difficulty. The present programs from the S.A.B.C. are in two sections. The "A" transmission being in English and the "B" in Afrikaans. It would be extremely difficult to have a bi-lingual system for commercial radio, particularly if a large section of the program time in the commercial transmission is filled with imported transcriptions as seems likely. Opponents of commercial radio are wielding this as a big stick and as there is feeling between the English population and the Afrikaans, the influence of the latter may be strong enough to block commercial radio. However, one bright spot for South African commercial radio's future lies in the fact that all Afrikaanders are bi-linguists and speak English as fluently as their own tongue.

South Africa is a lively country with plenty of go-ahead executives and business men, and should commercial radio come, they can be depended upon, with expert program and technical aid, to drive it through to success and to make it occupy as great a part in the daily lives of South Africans as it does in those of Australians.

Purely Personal

Arthur Prince, general manager of 3UZ is holidaying, with Mrs. Prince, at Malla-coota.

Rupert Fitts, general manager of V.B.N. has been spending a few days in Sydney, on business.

Noel Dickson, of Frank Mason & Co., has returned to Melbourne after a business trip to Sydney of some weeks duration.

Mr. R. W. Spicer, senior entomologist of the Shell Company, has returned to Melbourne after a ten months' visit to America, England and Holland, to investigate latest developments in agricultural pest control.

Mr. A. W. Coles, chairman of Australian National Airlines Commission, returned to Melbourne towards the end of last month, after a visit to U.S.A. and Britain.

Mr. A. W. Callister was appointed president of the Pharmacy Board of Victoria for the ensuing three years, at the February meeting of the board. Mr. A. L. W. Jones was reappointed honorary treasurer.

Mr. Bernie Stapleton, general manager of 2SM, is enjoying a couple of weeks' holiday, the first few days of which was spent with a team of equally enthusiastic, (even if inexperienced) fishing hobbyists down at Ulladulla on the N.S.W. South Coast.

Talking of fish: This column is about to admit at any time now that Maurice Chapman, 2CH manager, DID catch a 2½ lb. bream at Pittwater. But just read the next paragraph . . .

Frank Marden, late general manager of 2UW, and now turned Gundagai farmer, wrote Barney Allen of Vesta that he recently caught 150 trout in one day's fishing up in the snow country beyond Tumut. Barney remembers one solitary flounder the same fisherman caught during two weeks at Narooma some years ago, and is waiting now to hear whether the net went completely across the river or else who dug up the worms for the night lines. Another interesting part of the letter was that Frank had sold his pedigree bull. He had his suspicions the bull was holding out for a 40-hour week, because there was nothing doing on the midnight to dawn session.

The most pleased man at 2UE this week—compere-announcer Allan Toohey. Many listeners have 'phoned offering their congratulations on the win scored by his colt, Coronation Lad, at a recent Canterbury meeting. It would have been a 2UE field day if Shawnee, in the same race and owned by Mr. "Paddy" Campbell-Jones (2UE's general manager) had got second placing.

On the occasion of the 1947 resumption of lunch hour addresses by the West Australian Institute of Advertising (Inc.) on Friday, February 21, a guest speaker was Mr. Oswald Mingay, "B.B.'s" managing editor. Other interstate visitors included Mr. P. C. Stephenson, sales manager of Vincent's A.P.C.; Mr. G. Clarke, the principal of Clarke's Signs Ltd. President of the Institute, Mr. Norm Hutchison, of Gordon & Gotch (A/asia) Ltd., was in the chair. Mr. Mingay spoke interestingly on his wide experience in publishing radio. A vote of thanks was moved by J. Tozer, sales manager of Whitford's Broadcasting Network, and Mr. F. G. Parker, of J. Gibney & Sons Ltd. It was announced that the next luncheon address will be given by Mr. Bruce Bellamy, advertising manager of the Vacuum Oil Co. and president of the Victorian Institute of Advertising.

Mr. E. L. Greig, superintendent of wireless in W.A., has been appointed secretary of the State Advisory Committee on Broadcasting. The position was previously filled by Miss McNab, who has now retired to be married.

Clive Waters is joining the announcing staff of 3XY on March 10. Clive is well-known for his work as a free-lance actor.

Eric Edmonds, chief of the Brisbane ad. agency that bears his name, accompanied by his wife and kiddies, flew down to Sydney last week to attend a memorable occasion—his parents' Golden Wedding anniversary. His brother, Sid Edmonds (Queensland country radio station rep.) and his wife, were also down there to join in the celebrations. Whilst in Sydney they renewed many old friendships and acquaintances.

After an absence of five years from Brisbane, Mr. H. E. Cox has returned to his old position of branch manager for A.W.A. During the intervening years Mr. Cox was manager, for eighteen months of 4WK, Warwick, Q., then went to 2CH Sydney, and for the past three years has been 2AY's manager at Albury, N.S.W. Although he has a very soft spot for Albury—he is quite pleased to be back in Brisbane, enabling him to renew old friendships of pre-war days . . . he is also very glad to get back into his own home at Coorparoo.

Visiting Melbourne from Sydney last week, Mr. Reg Fox, A.W.A. radio recording manager, has been busy renewing old friendships amongst the Victorian broadcasting fraternity. Mr. Fox left 3BO in 1940 to manage 2CH and subsequently served four years as a Signal Officer with the R.A.N. His trip to Melbourne foreshadows the release shortly over Melbourne stations of some particularly interesting new A.W.A. disc productions.

Bert Snelling—remember him as manager of 3XY Melbourne before Frank Mogg took over the reins there, and who then joined Greater Union Theatres as Victorian manager?—he's the new host at Wrest Point Hotel at Hobart, having accepted the general management of that "inn" for Australia Hotels Ltd. Bert has the distinction of having once been private secretary to England's present Prime Minister. He was right through the thick of the 1914-18 War in Flanders, rose to the rank of Lieutenant, got out in 1919, spent a few years in New Zealand, went to W.A. as advertising manager for Hoyts but signed on with Greater Union in 1932, and was manager of the Melbourne State Theatre. Then for three years from 1941, he was general manager of 3XY but returned to Greater Union in 1944.

The only person to make the proverbial duck in the special radio test match held between 2HD Newcastle, N.S.W., and a well-known sponsor's team, was Jim Story. Although Jim had a couple of swipes, he failed to connect. However, the match proved that 2HD has some good cricketers among its staff, including George Hall, who plays for Newcastle and Doug Melton who is the skipper of Stockton. After the match Mr. Arthur Dodd, managing director of A. Dodd & Co., expressed appreciation of an enjoyable match against the station staff.

Mr. J. S. Larkin, manager 5DN-5RM, will attend the meeting of the Federal Executive F.C.B.S. in Melbourne, March 12-13, as S.A. Committee representative in the absence of Mr. K. McDonald, manager of 5AD-MU-PI-SE, who is on holidays at Coffin Bay. In need of a good rest, he will not return to duties for three weeks.

M. E. Russell, Brisbane's marine representative for A.W.A., is spending his holidays in Sydney, some of his time is being spent at Thirroul, down Bulli way.

Secretary of the Commonwealth Broadcasting (Q'land) Corp. Ltd., E. P. Griffin, accompanied by his wife, motored down to Sydney recently on a business-cum-holiday trip . . . whilst there will attend the general directors meeting of the Commonwealth Broadcasting Corporation.

General manager for Cribb & Foote, Ipswich, Mr. R. J. Andrews, left Brisbane recently for an extended business tour of England and the Continent, and is not expected back for some considerable time.

Classified Advertisements

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

POSITIONS VACANT

Announcer-Copywriter required for large country station. Write stating experience and salary required and submitting references, audition disc and photograph. Experienced persons only, need apply, to "Announcer," Box 3765, G.P.O., Sydney.

Engineer required for leading position progressive N.S.W. country station. Submit qualifications and salary required to "Engineer," Box 3765, G.P.O., Sydney.

A leading Advertising Agency requires a topflight, creative radio copywriter—not just a hack, but a person with ideas. Remuneration in accordance with ability. Apply enclosing samples of copy to "Copywriter" c/- "Broadcasting Business" Box 1774 G.P.O. Melbourne.

A leading Advertising Agency urgently requires a young man of ability as assistant to Radio Manager. Experience in media or production of interest, but not essential. Natural ability and a desire to work are more important. This is a position with a future. Apply to "Assistant" c/- "Broadcasting Business" Box 1774 G.P.O. Melbourne.

Applicants for the position of Studio Manager for an interstate broadcasting station, addressed to "XYZ" are thanked and advised that an appointment has now been made.

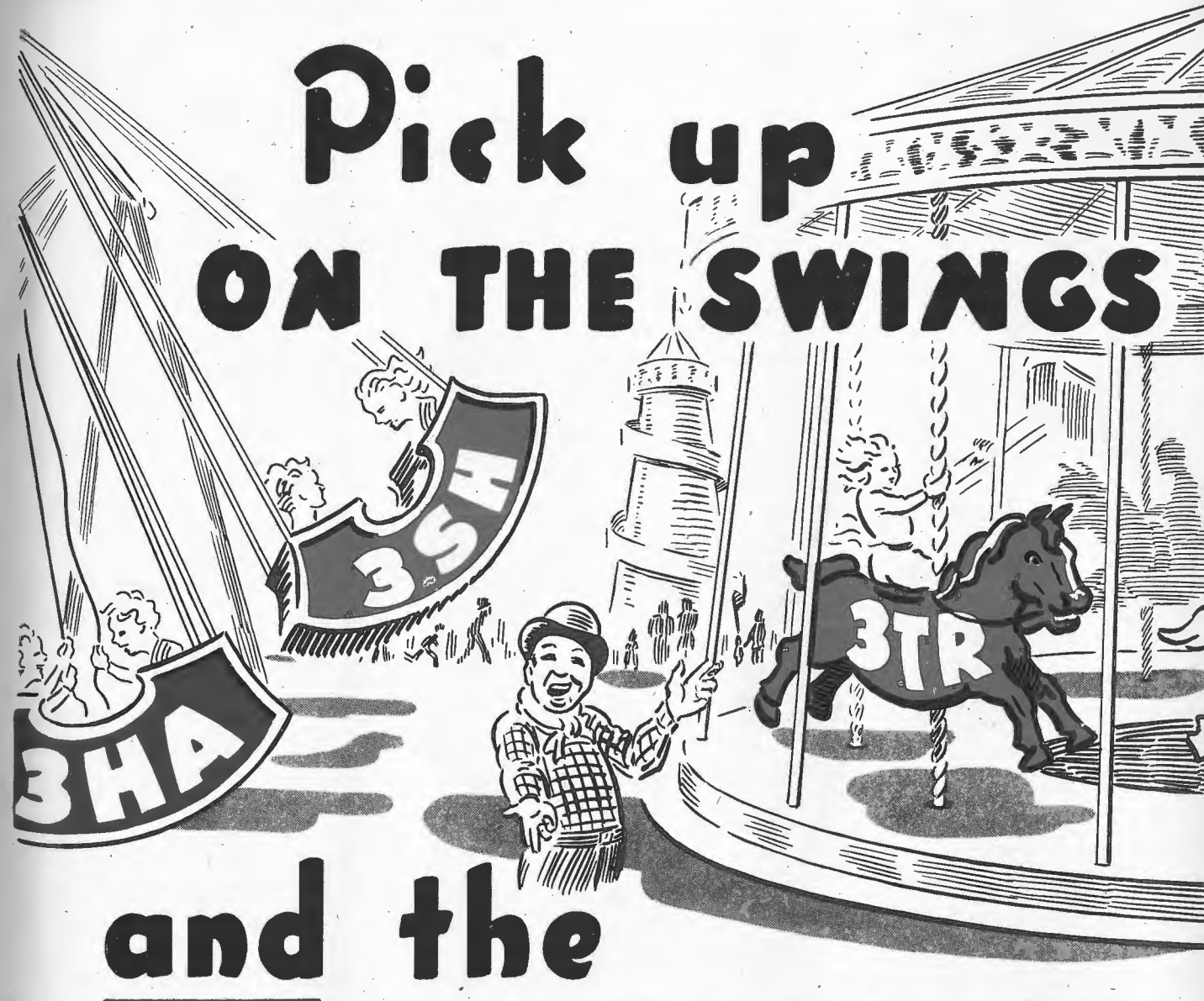
POSITION WANTED

Experienced Broadcaster requires senior radio position. Five years' practical experience in all departments with broadcasting stations in N.S.W. and Queensland. Present position Chief Announcer, Supervisor of Script, Copy and Program Departments leading N.S.W. Country Station. Responsible station's activities during absence of manager. Thorough knowledge compilation and presentation all types programs; production, direction and acting experience, outside descriptive broadcasts; interviews; live artist presentations; comprehensive knowledge classics, artists and composers as well as light and modern music; knowledge of control room procedure and operation. Administrative ability. Credentials and further information, "Experienced," "Broadcasting Business," Box 3765, G.P.O., Sydney.

Macquarie Chief Engineer, Mr. Len Schultz, is enjoying a vacation at Tuggerah Lakes. Last week, however, he interrupted his holidays to fly his own plane to Adelaide to assist 5DN engineers on a technical matter.

When "Professor" Art Lind, Swedish-American middleweight boxer visited 2SM, Sydney, recently for an "In Town To-Night" interview, he called on publicity chief Phil MacMahon to have a few words with him. After being in the office for some time, 2SM staff were startled to hear a loud crash and all rushed in expecting to see Phil draped on the floor, being the victim of one of the Professor's vicious rights. But all was well—Phil had merely skidded off his chair as he rose to say "good-bye."

Bill Pitt, sales manager of 3UZ, has been a regular contributor to Red Cross Blood Transfusion Service. Since he arrived from Adelaide to join 3UZ, Bill has been busy recruiting blood donors from the staff, and up-to-date has added Les Saker, publicity manager, Stan Fawcett, salesman. Eric Hambley, programs, Roly Barlee, production manager, and John McMahon, program director, to the list. Incidentally, this very necessary service is in urgent need of blood donors, and it has been suggested that a Radio Blood Donors' Group be formed, under the guidance of Bill Pitt, to assist this cause.



Pick up ON THE SWINGS and the ROUNDAABOUT

"Take your tickets here for the best shows in the Victorian Countryside!" . . . and be assured of the steady audience on the three V.B.N. stations, welcomed in practically every home in prosperous Gippsland, Western and Northern Victoria. . . . Get details of the special spots available right now—



The VICTORIAN BROADCASTING NETWORK

Head Office: 293 COLLINS ST., MELBOURNE. PHONE: CENT. 4124

Sydney Representative: S. O. CLARKE, c/- Western Newspapers, 56 Young St. 'Phone BW 7283.

Some More Subscribers to the AARDS Service

(There was another comprehensive list of subscribers on this page in last issue)
The names presented below follow on two other comprehensive lists of subscribers to AARDS published on the same page of the last two issues of BROADCASTING BUSINESS.

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BROADCASTING BUSINESS

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447th Issue

Thursday,
March 20, 1947

Incorporating "Commercial Broadcasting"

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

*Hi Fellers—
It's not All on the menu!*



DID you hear about the feller who was waiting for his lunch in the restaurant when he saw that the waiter was limping and obviously stooping.

Presently the waiter reached him, and all sympathy, this feller said: "Tell me, have you got lumbago?"

The waiter curtly tapped the bill of fare. "Just what's on the menu, mister. Just what's on the menu."

Did you ever meet that in business—a service that "wasn't on the menu"? You had everything that was on the contract, but you didn't get that little bit of extra service which you needed so badly?

One of the things I like best about 2UW is the way they go about making a sponsor comfortable. They don't give away time, and they won't shave a penny off your rate . . . but there's not much they won't do to make you happy, and to see that you get a fair deal (and the biggest audience they can find!) for your money. They make the audience happy, too . . . and that's another one of a hundred reasons why

most people listen to



2UW



24 Hours a day . . . 2UW . . . Never off the Air