

# 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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Gee Advertising, England  
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# BROADCASTING BUSINESS

VOL. XV, No. 18  
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!*



**D**ID 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

# You must have AUDIENCE to get RESULTS

These stations have the AUDIENCE and get the RESULTS

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

EACH STATION IS MOST LISTENED TO LOCALLY; EACH REACHES MORE PEOPLE THAN EVER BEFORE; EACH SERVES A CLEARLY DEFINED AND IMPORTANT MARKET THOROUGHLY AND ECONOMICALLY.

YOUR ADVERTISING IS WELL PLACED WHEN YOU USE THESE STATIONS WHICH COLLECTIVELY TIE IN A POPULATION OF 500,000 — A MARKET YOU CANNOT AFFORD TO NEGLECT.

All particulars from

AMALGAMATED WIRELESS (AUSTRALASIA) 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 20, 1947  
Vol. XV, No. 18 (447th issue)

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## EDITORIAL

### PMG's Peanut Policy on Commercials' Power

Although several country commercial stations have recently been granted small power increases there is as yet apparently no sign of the Postmaster-General's Department taking a realistic view of this all-important problem of power. The Department is wedded to its policy of restraining commercial stations to operation on "peanut" powers ranging from 100 watts to a maximum of 2,000 watts—and mighty few 2,000 watt allocations at that!

The unfairness of this discrimination was emphasised in the statement of the acting Director General of Posts and Telegraphs, Mr. Chippendall, in the course of his evidence before the Parliamentary Standing Committee on Broadcasting at Canberra this week. He drew attention to the anomaly when stating that if the national service was allowed to broadcast sponsored programs it would hold a big advantage over the present commercial stations because of the A.B.C. stations operating on much higher powers. It was also emphasised in another way last week when national station 2BL Sydney was stepped up from 5,000 to 10,000 watts.

Quite a lot of the evidence given by Mr. Chippendall was in the nature of a tribute to the magnificent manner in which the commercial stations of Australia have built up their standards of programs commensurate with their increasing incomes, and to the service generally rendered to the public by the commercial stations. Another high government official who displayed a realistic attitude towards commercial radio was the Secretary to the Treasury, Mr. McFarlane, who also gave evidence before the Parliamentary Standing Committee on Broadcasting. That the commercial stations have earned this reputation and have in fact forged ahead in popular appeal to the point of making the A.B.C. service a second-rate one by comparison, all despite their handicap of limited operating power, is a strong indication of the energy, initiative, and sense of responsibility inherent in the combined forces of advertisers and private enterprise station managements.

Perhaps a little paradoxically, Mr. H. G. Horner, recently retired general manager of the Macquarie Network, in a broadcast over the national stations last week, and speaking from another angle, claimed that Australia lagged behind other countries of the world in embracing the newest developments in broadcast transmission. He had in mind F.M. and television, but the comment applies with equal force to our limited operating powers for commercial stations. In America operating powers go up as high as half a million watts and there are many stations using 20 to 50 thousand watts. There is probably no other country in the world where powers are limited to the low level of the Australian stations. Even Great Britain, notoriously conservative, harbors no inhibitions about station operating powers. The B.B.C. has just ordered a 25 k/W. F.M. transmitter, while it normally uses A.M. transmitters up to 800,000 watts. The U.S.S.R. even has a 2,500,000 watt broadcaster.

There is a strong body of opinion in Australian broadcasting that granted reasonably high wattage for the present A.M. system of broadcasting the desirability of introducing F.M. would fade into insignificance. But whether it is A.M. or F.M., power in the transmitter is the engineering answer to inferior reception all along the line. It means less complex, thus less costly, home receivers, and that is a major consideration, not only to the listeners, but also to the A.B.C., whose finances would benefit appreciably from the greater usage of "second sets" resultant upon any worthwhile reduction of costs.

**NEW MANAGING DIRECTOR OF LINTAS**

Succeeding Mr. L. A. Davis as managing director of Lintas Proprietary Limited is Mr. W. D. Phillips who took over the reins at Lintas on March 3.

Mr. Phillips' appointment at the age of 36, follows a successful career covering 20 years with Lever Brothers Pty. Ltd., Balmain, N.S.W., during which time he rose in that company to become advertising manager.



Mr. W. D. Phillips

In his 20 years with Levers, Mr. Phillips had vast experience in buying and selling, in advertising and in almost every aspect of the Lever business.

Educated at Sydney Church of England Grammar School, he joined Lever Brothers Pty. Ltd. and before being appointed advertising manager, worked directly under Mr. I. B. Hutcheson, a well-known figure in advertising circles, who was then sales di-

**NATIONAL ACCOUNT CHANGES AGENCY**

It was announced last week by Mr. J. Lee, Advertising manager Atlantic Union Oil Co., that there account was changing from the Dyer-Malone Advertising agency to L. V. Bartlett Advertising. The changeover would be made on Tuesday, April 1. The "Atlantic Show" however, broadcast from 2UW to a network of 33 stations on Saturdays at 8 p.m., would still be in the hands of Bob Dyer, added Mr. Lee.

It was announced last week by the partners of the Dyer-Malone Advertising agency that this agency would be dissolved by common consent as from March 31. This was due to the fact of being unable to obtain official A.N.P.A. accreditation. Joe Malone, however, would still carry on as J. Malone Advertising as was before the official notification of the partnership.

rector at Levers. In 1940 he was appointed advertising manager of Lever Brothers Pty. Ltd. and in 1942 joined the R.A.A.F. and went overseas. When he returned, Mr. Phillips was granted special leave from the R.A.A.F. to take up duties with the Advertising Division of the Department of the Treasury, which handled all Commonwealth Government Wartime Advertising.

In December, 1945, Mr. Phillips re-joined Lever Brothers in his pre-war position as advertising manager, which position he held till the time of his new appointment.

**A.A.N.A. WANT "HITCH-HIKE" RESTRICTIONS TO CUT BOTH WAYS**

The Council of the Australian Association of National Advertisers at a recent meeting in Sydney discussed the Federation of Commercial Broadcasting Stations' definition and restriction of "hitch-hike" announcements, as enunciated at the Hobart Convention in November last.

The Council has raised no objection to the definition but seeks to "tidy up" the ruling by the addition of a further clause which would restrict a station from using any unused portion of a sponsor's time for any other announcement—or in effect to restrict stations from "hitch-hiking" announcements themselves.

Full text of the Hobart Convention resolution was as follows:—

*"Supplementary announcements will be permitted provided (1) the amount of wordage of advertising in any sponsored period including the wordage in the supplementary announcement does not exceed the maximum wordage allowed in accordance with Clause 6 of the Standard Order Form; (2) that the last preceding commercial announcement is broadcast at least four minutes before the end of the sponsored period so that there will be an interval of three minutes entertainment (equivalent to a phonograph record) between such commercial and the supplementary announcement."*

The A.A.N.A. is asking that the following additional clause be inserted:

*"That in the event of the broadcast of a program being completed before the end of the sponsored period and because of the foregoing (clauses 1 and 2) restrictions, no supplementary announcements have been provided for, broadcasting stations will not use any part of the unused sponsored time for other commercial announcements, or announcements of any other description."*

**STOP PRESS**

**B.B.C. ORDERS 25 KW. F.M. TRANSMITTER FROM MARCONI**

London, March 3: A 25 KW. F.M. V.H.F. broadcasting transmitter has been ordered by the B.B.C. from the Marconi Wireless Telegraph Co. Ltd. This new Marconi F.M. transmitter will be the first of its kind to be put into regular service by the B.B.C. and will embody some notable improvements in the art. The transmitter will be built at the Chelmsford works of the Marconi Co., where 25 years ago the B.B.C.'s first transmitter, the famous 2LO of the Savoy Hill days, was also built.

**CORRECTED VICTORIAN LISTENERS' LICENCE DISTRIBUTION AS AT JUNE 30, 1946**

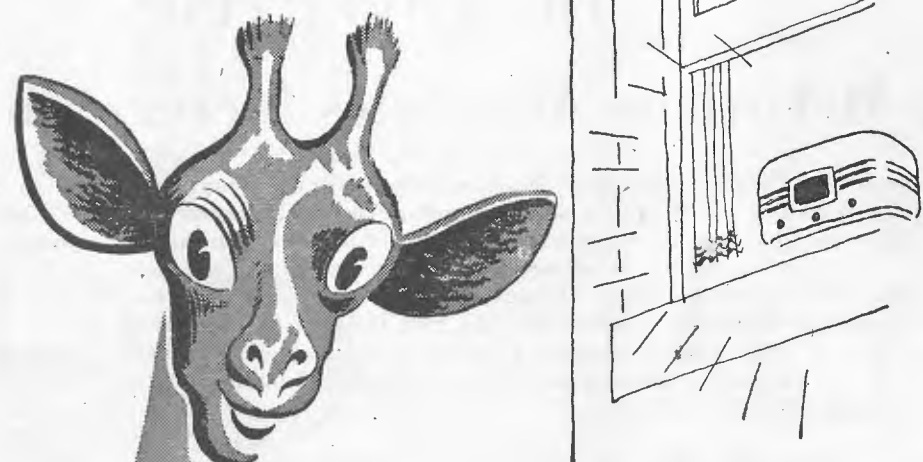
Printers pie can get you into a lot of bother as was the case in our published panel on page 19 of last issue where we purported to show the PMG's Listeners' Licence distribution figures for the State of Victoria. One "pied" line threw most of the other figures in their respective columns out of order—a fact which could not fail to be noticed by the observant reader. To effect a correction we publish herewith the correct tabulation of call signs, locations, power and 25 and 50 mile figures.

Call Sign	Location	COUNTRY		
		Power	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 "	3,356	28,440
3GL	Geelong	500 "	13,236	*297,522
3HA	Hamilton	1,000 "	2,821	9,223
3LK	Lubeck	2,000 "	4,082	8,821
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



**WHEREVER YOUR MARKET MAY BE...**

You wouldn't have a giraffe as a household pet!

What about a radio station?

Well, that's another animal—and quite a pet, too—at least so we've found with 2UE.

So many thousands know it—so many more are finding out each day. It's good listening—the vital news, the topline sports, Australia's greatest musical shows and quizzes.

Your sales message is in good company, and you may be sure 2UE will find lasting friends for your product.

**REACH IT THROUGH 2UE**

**FOR BETTER MARKET COVERAGE TIE UP WITH 2UE**

# TREASURY OFFICIAL'S VIEWS ON TAXATION OF ADVERTISING

## S. G. McFarlane Advocates Increase in Licence Fees

In evidence before the Parliamentary Standing Committee on Broadcasting at Canberra on March 10, Mr. S. G. McFarlane, secretary to the Commonwealth Treasury, suggested that the Parliamentary Standing Committee on Broadcasting give (a) consideration to recommending an increase in the listeners' licence fee from £1 to £1/5/- per year; (b) consideration to the question of how the fees be allocated between the A.B.C. and the Post Office with a "critical" examination of the Post Office's claims of technical services expenditures. The P.S.C.B. is still carrying out investigations on the future financing of the Australian Broadcasting Commission.

But perhaps the most significant part of Mr. McFarlane's evidence was that relating to the suggestion which had been made that steps should be taken to limit advertising expenditure. Mr. McFarlane revealed that on several occasions during the war period, representations were made to the Commonwealth Treasurer that expenditure on advertising by the tax-paying public should be reduced by limiting the amount of deductions allowed for income tax purposes in respect of such expenditure.

Mr. McFarlane went on to state that in a memorandum to the Treasurer in January 1944, the former Commissioner of Taxation strongly recommended against any amendment of the Income Tax Assessment Act on the lines suggested in those representations. The Commissioner had commented upon a summary of reports on the subject received from the Deputy Commissioners in the various States and had stated: "From a perusal of these reports I have definitely formed the opinion that the matter is not one which can adequately be dealt with in the Income Tax Assessment Act or that it is one that should be so dealt with. . . . Some of the Deputy Commissioners have referred to the limitations under Section 55 of the Commonwealth Constitution Act in this regard. That section provides that laws imposing taxation shall deal only with the imposition of taxation, and any provision therein dealing with any other matter shall be of no effect. It would, therefore, obviously be inviting attack to attempt, in an Income Tax Assessment Act, to deal with such a matter as the control of advertising expenditure."

Commenting directly upon the A.B.C. evidence of its further deficit

this year, Mr. McFarlane said that he agreed with the principle that the listeners' licence fees should be such as to cover the cost of conducting the national service. However, if the Committee were satisfied that there would be a deficit this year, they could ask the Government to make up the amount of that deficit from consolidated revenue rather than that the A.B.C. continue to dissipate its reserves. He did not favour sponsored programs on the A.B.C., as in his opinion that service should be maintained for cultural purposes. Nor did he favour a tax on advertising or a tax on radio sets, nor contributions by the commercial stations to the cost of carrying on the national service.

Replying to a question from the chairman (Senator Amour), Mr. McFarlane said he had not read an American book called "First Freedom" which the chairman had said showed that enormous increases in advertising expenditures had contributed to the cost of products on the one hand and on the other hand had lost to the people millions of dollars in taxation revenue.

Asked if the Treasury allowed all expenditure on advertising to be a deduction from income tax, Mr. McFarlane said that advertising was like any other ordinary business expenditure deduction. The taxation commissioner had no power to reduce the deductions claimed for advertising expenditure. He was limited in this respect under Section 51 of the I.T.A. Act.

**Senator Amour:** Does the Treasury put limits on any other items claimed as deductions from tax?—Section 51 applies equally to other items. There is one exception in the case of private

companies in respect of which Section 109 limits the allowance to private shareholders.

Can you say whether advertising expenditure is included in the cost of producing the goods so advertised?

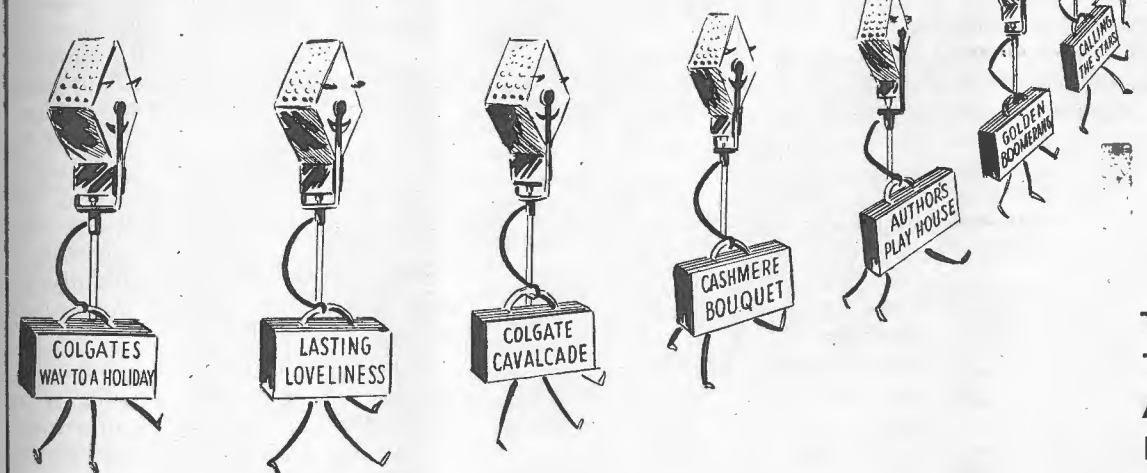
**Mr. McFarlane:** Advertising is a bit outside of the Treasury field and I can only give my own impression on this subject. The one to give you best advice on advertising would be a successful business man or perhaps an advertising agent. There is apparently a view held that all advertising is a waste and that it is reflected in the cost of goods to the public. That may be true of a lot of advertising, but it is not so of all advertising. The object of advertising is to increase demand and thus increase production. It is impossible to blue-print advertising and say how much it contributes to cost and how much to waste, but broadly, the adage "it pays to advertise" stands good, otherwise successful business men would not use advertising. Advertising must be regarded as a necessary business activity.

Mr. McFarlane went on to quote the case of Peek Frean's in Australia who had started up manufacture here of a comparatively highly-priced biscuit. They used extensive advertising. The cost of their biscuits is now considerably lower. There was also the case of the retail distributors to be considered, from the public angle. He thought the public wanted to know what was available to purchase and they could only discover that through the advertisements. He considered that at the present time "goodwill" advertising of such products as the production of which cannot be increased through special limitations or rationing, was in the waste advertising category. Goodwill advertising was possibly justified during the war years to the extent that it was necessary for brand names to be kept alive in the public mind.

Mr. McFarlane said that the Government itself had found it profitable to advertise, instancing the loan campaigns, the Commonwealth Bank, the Government airlines, etc.

(Continued on page 8)

# SUCCESS FOLLOWS SUCCESS TO 2HD



These  
Top Flight  
AGENCIES  
Found that

## 2HD has What it Takes —

AND TOOK THEIR SHOWS ALONG •

LATEST QUALITY SHOW TO  
switch to a 2HD evening channel as soon as it became available is the BEX Program

"AUTHORS' PLAYHOUSE"

which this Sponsor is now running in addition to four quarter hours weekly of  
"DANGER UNLIMITED"

WHEN YOU CAN GET A SUITABLE TIME CHANNEL ON 2HD—GRAB IT— YOU'LL BE  
IN GOOD COMPANY

SYDNEY: M 6291

MELBOURNE: CENTRAL 4705

## FINANCING THE NATIONAL SERVICE

(continued from page 6)

In some fields, however, Mr. McFarlane thought that advertising was overdone. Perhaps it had been abnormal owing to the incidence of taxation. His impression was that it had in many cases increased production, but the reduced cost was absorbed in profits rather than being passed on to the public. Nevertheless, control of advertising would be very difficult. One would not know where to begin or where to end. There were two possible formulae to consider. One, limiting tax deductions for advertising, and that would be hard on some such as the small advertisers and yet too liberal to others and would involve extending the powers of the Taxation Commissioner. And, too, would be a tax on advertising. That had been considered in 1930 by the Scullin Government; it was decided not to invoke it. It may be worthwhile exploring this tax on advertising, but it would be difficult to get down to a practical and equitable method and he was doubtful of success in that regard.

**Senator Amour:** If it was thought there was an excess of advertising and an investigation was desirable, who do you suggest should be the proper authority to carry out such an investigation?—My suggestion is that before you seek a detailed investigation you first get a rough indication of what is the total expenditure on advertising, you consider what possibility there would be of controlling it, then consider whether you want an investigation. We have heard through the P.M.G. Department that radio advertising accounts for something like £2,300,000—that is gross—and just a guess at other media gross we could say perhaps £8,000,000, some of which you would not want to touch, of course.

**Senator Amour:** Does the Prices Commissioner allow producers to pass on the costs claimed for advertising when he fixes the price to the public?—The Prices Branch exercises some restrictions but it recognises that advertising is a normal business expenditure. Would it be right to assume that advertising is a double burden on the public in that it increases the cost of the product and, being an allowable deduction from income tax, means a loss of revenue to the Treasury?—My view is that the

full cost of advertising is not reflected in prices. The cost of advertising is also reflected in the assessable incomes in the hands of other people which makes a big offset against the tax deductions for the original expenditure. In fact, the Commissioner of Taxation is more emphatic than I am on the point of there being that big offset.

Replying to another question, Mr. McFarlane said that he understood the total net profits (before taxation is paid) of all the commercial stations in Australia amounted to about £400,000. Some stations, of course, were not making profits at all, but some others were making big profits.

Mr. McFarlane said that he thought the £25 a year broadcasting licence fee was very small in consideration of the valuable asset which the licence bestowed. It was a nominal fee only and perhaps the Committee might give consideration to some plan whereby the commercial stations could contribute a greater measure to the consolidated revenues. Such a plan would have to be on a graduated scale in relation to the profits of the stations.

The Committee also heard evidence from Mr. T. J. Kiernan, Minister Plenipotentiary for Ireland, at Canberra last week. He was for several years director of the Irish Broadcasting Service.

Further sittings of the Committee were to be held at Canberra this week.

### Canberra Notes

The number of Commonwealth public servants increased from 50,489 on June 30, 1941 to 94,294 on June 30, 1946 said Prime Minister Chifley in reply to a question in the House of Representatives on March 12.

Main increases were: Treasury, 2248 to 5189; Social Services, 549 to 1365; Navy 807 to 2867; Air, 815 to 3077; Munitions, 47 to 3066; Labor and National Service, 111 to 2703; Aircraft Production, nil to 1894; Post-war Reconstruction, nil to 1149; Trade and Customs, 2172 to 5597; Postmaster-General's, 40,213 to 54,369.

Of the record number of 2,064 standard films imported into Australia in 1946 about one quarter came from the

## HECTOR BOLITHO'S "THIRTY EXCITING YEARS" FOR B.G.E.

### 24 Stations to Carry Talk Series

British General Electric Co. Pty. Ltd., are to present as their radio feature for 1947—"Thirty Exciting Years," written and spoken by the renowned author, Hector Bolitho, on a network of 24 stations, commencing Sunday, April 6.

The 15 quarter-hour episodes, comprising a revealing series of reminiscences by the Royal Biographer, who is a Fellow of the Royal Societies of Arts and of Literature, were recorded at A.W.A. specially by Mr. Bolitho when he visited Australia recently. B.G.E. promptly secured the Australasian program rights.

When Mr. Bolitho spoke, as the A.B.C.'s guest of honour, he received numerous requests to tell more of his unique associations with Royalty, his unique associations with Royalty, about and of the indelible impressions left on him by a long sojourn in England, combined with much travel.

Among the episodes there is a tribute to No. 10 Squadron, R.A.A.F. (Mr. Bolitho had a first-rate opportunity during the war as a R.A.F. Intelligence Officer to observe this Australian Squadron).

"Thirty Exciting Years" will be programmed each Sunday evening from the following stations, commencing on Sunday, April 6, with times varying between 6.45 p.m. and 9.30 p.m.

**NEW SOUTH WALES:** 2UW Sydney, 2TM Tamworth, 2KO Newcastle, 2PK Parkes, 2DU Dubbo, 2BS Bathurst, 2GN Goulburn, 2LM Lismore.

**VICTORIA:** 3UZ Melbourne, 3BA Ballarat, 3YB Warrnambool, 3GL Geelong.

**QUEENSLAND:** 4BK/AK Brisbane/Oakey, 4RO Rockhampton.

**SOUTH AUSTRALIA:** 5DN/RM Adelaide, Renmark.

**WESTERN AUSTRALIA:** 6AM/PM Northam/Perth, 6KG/GE Kalgoorlie/Geraldton, 6TZ Dardanup.

**TASMANIA:** 7EX Launceston, 7HO Hobart.

British General Electric Co. Pty. Ltd., are the sole Australian representatives of The General Electric Co. Ltd. of England and has branches in all Australian States.

United Kingdom. This was revealed in a report on the work of the Commonwealth film censorship for the year.

The report also revealed that nine films had been rejected by the Board, although two were subsequently admitted.

# The Queensland Network Lassos



By far the greater part of the Queensland population is concentrated in the rich Darling Downs area, and along the fertile South Eastern Coast. This is the area blanketed by these five powerful stations of the Queensland Network—no wasted messages falling on sparsely populated areas . . . every Station in the hook-up covers a concentrated population with strong spending power.

You can't cover Queensland without the Queensland Network—4BC Brisbane, 4SB South Burnett, 4GR Toowoomba, 4RO Rockhampton, 4MB Maryborough.

★ 4BC  
★ 4SB  
★ 4GR  
★ 4RO  
★ 4MB

Melbourne: P. G. Sullivan, Alkira House, 18 Queen Street. Sydney: F. Thompson, Asbestos House, 65 York Street. Brisbane: Station 4BC, Wintergarden Theatre, Queen Street.



C. R. McKERIHAN, Esq.—President, Rural Bank of New South Wales

For years American banks have sponsored high-class programs on the air. With one notable exception, Australian banks have held back. That exception is the Rural Bank. Fourteen years ago, when the Rural Bank was launching out, it took a bold step and used both radio and films to tell its story. That progressive move was typical of the Bank's President, Mr. C. R. McKerihan. He and his fellow Commissioners realised that in radio they had an appropriate medium for getting into homes in country and city quickly and effectively.

Decisions like that are typical of C. R. McKerihan. He was born in Tenterfield in 1896. Having played at soldiering from his very tender years in the Volunteer Cadets, where he was a Colour Sergeant until later he became a Lieutenant, it was natural that when the 1914/18 war broke out he should enlist. This he did at the beginning of 1915 and served on Gallipoli, through the Lone Pine Campaign, until the evacuation when he left Gallipoli on the last night of our occupation. He later went to France and was awarded the Meritorious Service Medal. When World War II commenced, he was invited to administer the Australian Comforts Fund and, as Honorary Federal Administrator, he did that job from the beginning to the end of the war. In the course of these duties, he visited practically every part of New Guinea and then into the further northern areas to Morotai, Tarakan, Balikpapan, Labuan and Brunei. Later he was asked by the Army Authorities to visit Japan to there set up an organisation to control the amenities side of Army life.

Mr. McKerihan takes a keen interest in public affairs generally. He is a Trustee of the Sydney Legacy Club; a Vice-President of the Australian/American Co-operation Movement and is a member of the Council of many organisations. His chief interest in this regard is in connection with the Women's Hospital (Crown Street) where he is President of the Board.

His stamina stems from his love of sport. He was a keen swimmer in his younger days and received the Bronze Medallion in Lifesaving in 1911. He was a member of the famous A.I.F. Rugby Union Team, playing scrum-half for the Reserve Team. He played "A" Grade Hardcourt tennis and cricket in the city and suburban competition.

His fellow officers elected him President of the Government Savings Bank Officers Association at the early age of 29 and three years later, he was elected General President of the United Bank Officers Association, a posi-

tion which he held for three years. Having rapidly climbed the ladder of executive success in the old Government Savings Bank, he was appointed a Commissioner of the Rural Bank of N.S.W. in June, 1933, and a few months later was made President of the Board at the early age of 37. Assets under the control of the Bank then totalled £28,000,000—to-day they are over £43,000,000. During that same period, the disclosed reserves of the Bank have increased by over £3,500,000.

When the choice of suitable programs for the Bank was under discussion, a "Man on the Land" session was a "natural." To-day the "Agricultural Magazine of the Air" is heard over twenty-four stations twice weekly. "In this session," says Mr. McKerihan, "we have tried to avoid any suggestion of teaching the farmer his job. To do this would be a presumption. The man who lives on the land and by the land should know the technical requirements. What we do aim to do is constantly to draw attention to advances in technique or to make known practices which affect industry in general." Arising from this useful session have been several radio competitions, notably the Progressive Farmer Competition, Junior Farmer Essay Competitions and a Junior Farmer Radio Speaking Contest, all of which have been reported in the columns of "Broadcasting Business."

A useful complement to the "Agricultural Magazine of the Air" has been the "Red Terror" session, aired on behalf of the Bush Fires Advisory Committee. Largely through the initiative of the Rural Bank, country radio stations have been encouraged to break their programs to call for volunteers on receipt of an authenticated appeal for help.

For city listeners the Bank has sponsored such successful quarter-hour shows as the "Grand Parade" (dealing with the development of country towns); "These Old Homes" and, currently, "Treasures of the Mitchell," which tells the story of priceless relics in the Mitchell Library.

At times the Bank has teamed in to help growers shift problem crops—notably black-spot affected juice oranges and sweet potatoes.

"Banking to-day," says Mr. McKerihan, "has grown beyond the strict confines of marble walls and bronze cages. Those restrictions went with a generation of bank clerks who sat on tall stools and wore uncomfortably tall collars. We believe in advertising our usefulness—and if our advertising takes a useful form itself (as it does in our radio) so much the better!"

# Judge a Radio Station by the Programmes it Keeps



★ AUSTRALIA'S AMATEUR HOUR  
Thursdays, 8.00 p.m.

★ LUX RADIO THEATRE  
Sundays, 8.00 p.m.

★ THE ATLANTIC SHOW  
Saturdays, 8.00 p.m.

★ OPERA FOR THE PEOPLE  
Sundays, 7.30 p.m.



Carefully balanced and smoothly presented programmes, attract enthusiastic audiences in this, Australia's Fifth market!

*In Newcastle, it's on...*

# 2KO

★  
Head Office  
and Studios:  
72 Hunter Street  
Newcastle.  
Phones B2241, B2242.

★  
Sydney Office:  
60 Hunter Street  
Phone B5370.  
Melbourne:  
Phone Central 4366.

# CHALLENGE TO ADVERTISING MEN CITED BY NEW V.I.A. PRESIDENT



•  
Mr.  
Dudley  
Macdougall  
•

The remarkable development of the Victorian Institute of Advertising over the past 12 months was emphasised at the annual general meeting on March 4, when it was revealed that membership had grown from 100 to 310.

Mr. Dudley Macdougall, Melbourne manager of the "Sydney Morning Herald" was elected unopposed to the presidency.

Other office-bearers elected were as follows:

H. E. Israel of the "Australian Journal," vice president; Bruce Bellamy, immediate past president; E. J. Brereton, secretary and treasurer.

From 12 nominations received for the Board of Management, five were elected:—J. E. Pyke, Vacuum Oil Company; Lallah Dredge, Mantons Pty. Ltd.; K. W. Judd, United Services Publicity Pty. Ltd.; W. McKechnie, Victory Publicity Pty. Ltd.; T. O'Brien, Dunlop Rubber Co. Pty. Ltd.

"A great honour has been paid me tonight and I am deeply conscious of that and feel the responsibility attached to the Office to which you have elevated me," said the new president.

"We all remember the 'Call to Arms' Bruce Bellamy sounded just over 12 months ago which resulted in the membership of this Institute increasing in a truly amazing way. For that endeavour alone this Institute should always remember Bruce Bellamy as being the cause of its sudden emergence from its chrysalis state of earlier years to its present virile and well-developed condition. This is no reflection on the Institute's past history, which if it were modest, was very honourable.

After outlining some of the proposed objectives of the Institute for the forthcoming term, Mr. Macdougall turned to a broader canvas and called for a shedding of apathy.

"As I see things today, and you see them too, cases of all sorts are being lost because of apathy," he declared.

"I believe that the apathetic majority are losing their rights, privileges, hopes and ambitions because of the not-so-apatetic minority who do and decide things for all. This state of affairs is now chronic in Australia and I think you will agree, is a national tragedy.

"I ask you to think seriously about this and say to yourselves — 'Does this apply to me?' I think most of us are guilty of letting the other fellow do a lot of our thinking for us.

"I believe that without trespassing too much on our busy lives we can put that little extra into our membership of this Institute so that our endeavour becomes a whole-hearted effort and not a half-hearted effort of a select few.

"May I suggest that we look at this coming year as a challenge to us all and to the Institute a chance which, if taken up here and grappled with, may alter so many of our attitudes to other more important aspects of our daily lives. To effect this the Institute must offer inspiration and I believe that you will get that inspiration this year."

In an interview later with "B.B." Mr. Macdougall said that as a newspaper representative he was happy to be associated and meet the present and prospective radio members of the Victorian Institute of Advertising.

"If the Institute's history, which extends over a period of 32 years, has been a modest one it has at least made it plain that, in this vitally important industry, there is a need for a common meeting ground of all interests in advertising.

"It is my aim," he said, "to further encourage a greater unity of purpose among all sections in advertising and in this endeavour I ask the support of all sections of radio advertising.

"I believe that closer friendly contact will lead to a greater understanding of each other and, through unity of ideals, to a greater understanding of all by the listening and reading public."

Mr. Macdougall introduced the guest speaker, Mr. T. R. G. Fletcher, Assistant Trade Commissioner for Canada, to fellow members at the monthly luncheon held in the Banquet Hall of the Victoria Palace on March 13. Mr. Fletcher, who served with the Canadian Forces in England and Normandy, said he was often asked was he an American, and spoke of the similarities and differences in outlook between Canada and the United States.

In thanking Mr. Fletcher for his interesting talk, Mr. Macdougall expressed the hope that at some future time the V.I.A. would be able to hear

from Mr. Fletcher again, as he will remain in Australia for four years in his present appointment. Mr. Macdougall then announced that at the annual meeting (held on Tuesday, March 4) Mr. Bill McKechnie had been appointed specially to control the social activities of the Institute, and it had been decided that a club with up-to-date club rooms, would be an early objective of the Association.

## U.S. ROUNDUP OF RADIO ITEMS

The majority of B.M.B. subscribers believe that the co-operative measurement plan has given them what they paid for, according to a poll conducted by "Broadcasting". This year's research activities of B.M.B. will be divided between a complete analysis of the 1946 study of station and network audiences, and developmental research in preparation for the 1948 study.

Leading American hotels are getting very television-conscious. The Pennsylvania Hotel in New York is serving its patrons with television programs. Eighteen table model sets have already been installed and can be increased. Each antenna erected on the hotel roof serves six sets. A new Statler Hotel in Los Angeles to be built this year will include television installations while the Hotel New Yorker now nearing completion will open with an initial seven receivers.

According to "Variety" the transcription industry during 1946 had weathered most of its storms and finished the term with a gross turnover of something like ten million dollars. Not bad for an "orphan" industry which is only just coming into its own, after so many years hamstringing by union bosses, station managers and network heads alike. Of course the A.F.M. is still out to quash the transcription industry and the two major networks N.B.C. and C.B.S. still adhere to their no-platter policies.

# CALL-BOY OF COALFIELDS

## HOW 2CK AIDS MINERS

If Station 2CK were suddenly to cease broadcasting, there would be confusion in the mining industry, and the 12,000 miners employed on the northern coalfields would be without their nerve centre.

2CK is in truth the "Call-boy of the Coalfields" for both miners and mine-managements alike. So much so, that during the war, the censorship regulations were relaxed to permit of 2CK broadcasting instantly, advice of breakdowns, stoppages, and resumption of work.

By this means, many thousands of tons were saved for the nation, and the fine record of war-time coal production maintained.

On the Air at 5.30 a.m.

Nowadays, the Mining News plays an equally important part. The first session goes on the air at 5.30 a.m. before the miner leaves for the pit, and contains the last-minute information (sometimes received in the small hours of the morning) from all mines and lodges in the northern district. Although 2CK is the official station of the Miners' Federation, and news from this source is in the form of official instructions, information is sought and accepted equally from mine-managements, so that the service is really all-embracing and must be treated as official by all engaged in the industry.

The Town Crier was Unsponsored

The value of this service can be gauged from the fact that before 2CK commenced operation, the only way of disseminating mining in-

As the Official Broadcast Station (by appointment) of the Australian Coal & Shale Employees' Federation, Northern District, 2CK plays an intimate part in the daily lives of the 50,000 in, and living from, the Coal Industry.

2CK understands, and gets regular listener response from all sections of its community.

No campaign is complete in the coalfields without 2CK.



While most of the population is still asleep, a Cessnock Coalminer, having eaten his breakfast and dressed for work, tunes in to 2CK for the first edition of the Mining News Session at 5.30 a.m.

formation was from the pit-top whistle, or by means of pit-top meetings. This was supplemented in emergency by a bell-ringer who paraded the streets like the old-time town-crier clanging a hand-bell and giving the news. Nowadays, the miner living miles from the pit-top and beyond reach of either pit whistle or bell-ringer, simply tunes in to the Mining News over 2CK and hears the news not only from his own pit or lodge, but also from all pits in the district. He is kept abreast of what is happening throughout the industry. Breakdowns, accidents, deaths and industrial disputes are all covered in the Mining News, and it has become a kind of Mining Social Register. It is "official" and is broadcast regularly three times daily—at 5.30 a.m., 6.15 p.m. and 9 p.m. In emergency, news is broadcast as received and reiterated throughout the normal programme.

The miner is intensely loyal to his ideals and beliefs, whether right or wrong, and is equally jealous of his rights and privileges. No extraneous matter unconnected with the mining industry is permitted in the Mining News and this aspect is rigorously policed.

Local news of general interest to the district is collated and broadcast from the Cessnock studio in

association with National and other news services. The earliest news service in Australia is broadcast over 2CK. As the miner is underground by 7 a.m. and leaves for the pit much earlier, he is given the news of the day by relay from the Newcastle "Herald" at 5.40 a.m. daily. The first five minutes is selected as of interest to the mining community particularly, and industrial workers in general. It is followed by Australian and overseas news until 6 a.m. when it gives way to "Morning Microphobia", a light and cheerful session designed to start everyone off with a smile.

One has to live among the mining community to appreciate its sterling worth. The miner works hard, lives courageously, and knows his span of active life is foreshortened beyond the ordinary. Casualties are heavy, and death in harness not infrequent. Accordingly, when above ground, he lives well and plays hard. He has the money to do it and is able to buy the best. He spends his money locally and is loyal to his local institutions. He is "different" to the outside world and somewhat intolerant of it. There is no better way to reach him, get his goodwill—and his business—than through his chief local institution—2CK, Cessnock, The Call-boy of the Coalfields.

# RADIO ENGINEER DISCUSSES OVERSEAS TECHNICAL TRENDS

An up-to-the-minute review of the latest trends in British and U.S. radio-electronic development, with particular emphasis on television and F.M. in those countries is given in the following article, which has been compiled as a result of an interview with Mr. J. N. Briton, B.Sc., B.E., shortly after his recent return from a six months' overseas tour.

Mr. John Briton can speak with a considerable degree of authority on these matters as he was Chief of the Division of Radio-Physics, C.S.I.R., before resigning that post to take up an appointment with The Gramophone Co. Ltd., during 1946. Most of his time abroad on the trip under discussion was spent at the factories of Electric & Musical Industries Limited, Hayes, Middlesex, England, returning through New York.

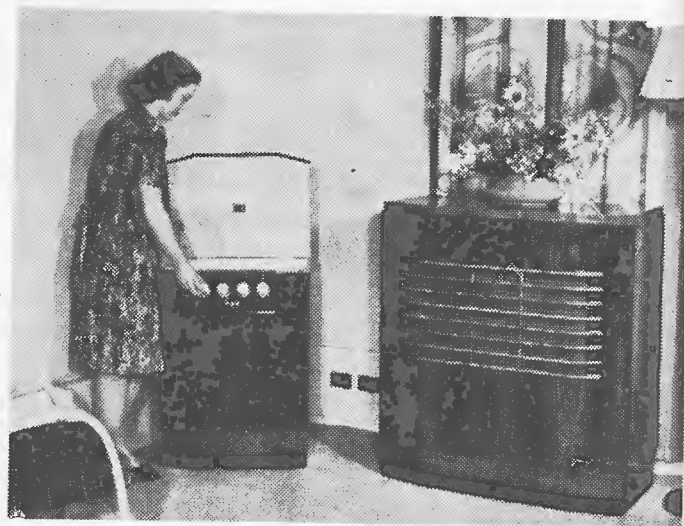
The purpose of his visit was to study the latest developments in radio, television and the light electrical engineering industries which comprise the field of interest of E.M.I. In common with all English manufacturers, E.M.I. is working at high pressure and under considerable difficulties due to labour and material shortages, to contribute the maximum possible quota of merchandise to Britain's export drive, and although production difficulties have been greatly accentuated recently, a very considerable degree of success is being achieved. About 11,000 people are employed at the Hayes works of E.M.I., but several thousand more are urgently required and in an endeavour to overcome this labour shortage, satellite factories have been established in areas where there is a greater labour potential. A modern factory unit has been installed at Treorchy in the Rhondda Valley, South Wales, and radio and household appliance production there has already attained considerable volume. Another factory has also been established at Rhyl in North Wales and in Waterford, Northern Ireland, while there are radio assembly plants in various parts of the London area.

## Radio & Record Reproduction

A most interesting range of new products is under development. On the radio receiver side, a complete new range of post-war models is coming into production embodying modern

design features and, where applicable and appropriate, the new high performance glass-based tubes. This range of receivers is supplemented by several electric gramophones, chief among which is the "Electrogram" (see photo), which includes a special high-quality loudspeaker developed by Dr. Dutton of E.M.I. Engineering & Development Ltd. This instrument represents one phase of the three-pronged attack on the problem of improving the quality of reproduction obtainable from disc recordings. A great deal of research has gone into the technique of "Extended Range" recording and it is now quite practicable to record frequencies up to the region of 14 kc/s. Hand-in-hand with this work, essential improvements in the technique of record manufacture have resulted in the ability to produce pressings which retain in full the extended range of high-frequency response. The "Electrogram" represents E.M.I.'s radio designs engineers' contribution to the overall result and together with other less-pretentious models, appears to provide an excellent solution of the reproduction aspect of the problem.

An English H.M.V. Model 3000 "Electrogram" Extended-Range Reproducer.



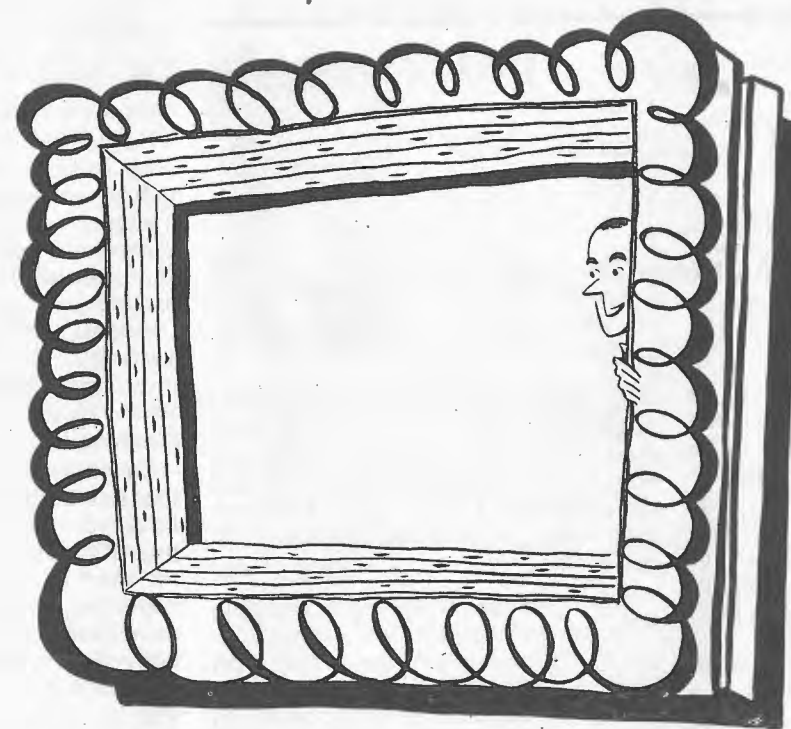
An efficient and elegantly-styled range of household electrical appliances has been evolved and is rapidly getting under way in production. Several of the more outstanding examples of these appliances will form a part of the British Trade Commissioner's display at the forthcoming Royal Easter Show in Sydney. This display is intended to show the Australian public representative examples of the wonderful range of first class British products which were exhibited at the "Britain Can Make It" Exhibition, late last year. An examination of this exhibition indicated very clearly that the designers and manufacturers of the United Kingdom are succeeding in their determined efforts to rehabilitate and reconvert British industry.

A very fine range of commercial electronic products is also in production by E.M.I. at Hayes. Notable examples of these equipments are the dielectric heaters, including models ranging from 1kW. to 20 kW. The larger of these are custom-built to suit the requirements of individual clients. Wire, tape and disc recording equipment represent other lines of activity in this field. Navigational aids, both for airways and marine purposes, also figure largely in the development program. Some of this equipment, too, is in quantity production.

## Television Development

In addition to all the foregoing activities, very great progress is being made by E.M.I. Research Limited, in

(Continued on page 22)



## The little man who wasn't there \*

\* "PRESENCE" IS IMPORTANT IN RADIO RECORDING TOO!

What is this all-important thing called "Presence"?

The simple fact is that "PRESENCE" in radio recordings gives your listening audience the same enjoyment as a live performance. Unless the artists are recorded with every fine shade of the original performance—unless you can feel their "Presence," the investment you have made in a costly programme will not return the dividend expected of a high-rating programme.

For "PRESENCE" in recordings . . . for the realism that MUST be retained for a success-

fully recorded programme—trust the Kinelab technique. Kinelab "know how."

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

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?

# Kinelab



RECORDING TECHNICIANS TO FILM & RADIO INDUSTRY

A MOTION-PICTURE BACKGROUND

KINELAB PTY. LTD. TEL. M2635. 484 GEORGE STREET, SYDNEY



# We Salute

Frank Goldberg—  
Goldberg Advertising (Australia) Pty. Ltd.



To say that Frank Goldberg is known throughout the greater portion of the English speaking world is no exaggeration—a human dynamo of ever-increasing voltage, he is not content with having built one of the largest advertising agencies "South of the Line" but has become an inveterate globe-trotter in the interests both of his company and Australia.

Although one of the busiest men in the industry, Frank Goldberg is one of the most approachable. He will tell you that the busy man will always find a minute or two for the extra interview, the extra job, which rounds out every working day. Not content with being one of the first to arrive and one of the last to leave his offices, he invariably departs with a brief case bulging with papers and overseas advertising literature. Advertising is not only Frank Goldberg's career. It is his hobby . . . almost his religion.

The seeds were sown at a very early age. Born in London in 1889 and educated there, he made acquaintance with the power of the printed word when he qualified as a compositor in 1903. In fact, he was one of the first linotype operators in Great Britain. It was not long before this ambitious youth had his own printing works and advertising organisation. Owing to a breakdown in health, however, he determined to seek his fortune in a sunnier clime. In 1910, Frank Goldberg landed in New Zealand where his indomitable energy quickly found him a post on the staff of the New Zealand Times. Meanwhile he attended night lectures at Wellington University.

Next step up the ladder, was his appointment as manager of the Petone Chronicle, but, three years after his arrival in the Dominion, he again hung out his shingle as an advertising man. In 1912-13, the Goldberg Advertising Agency had its genesis in Wellington. Later, branches were established in Christchurch, Dunedin and Auckland.

Then came the next decisive step in a career packed with incident. In

1925, Frank Goldberg opened offices in Sydney. Again, his drive and force made themselves felt and it was not long before established agencies found the newcomer a power to be reckoned with, albeit a friendly and stimulating power.

Now, there are Goldberg Advertising Companies in Sydney, Melbourne, Adelaide, Wellington and Auckland, with Frank Goldberg as Governing-Director—each a flourishing concern based on the best overseas methods of practice—and Frank Goldberg, was one of the first to introduce a separate agency division for the production of commercial radio features and the conduct of radio advertising generally.

The establishment of Goldberg Companies in Australia witnessed the commencement of those trans-Tasman journeys which were to develop into a Goldberg legend. About this time, too, "F.G." began a series of visits to America and England which he maintained at two-yearly intervals until World War II intervened. At the first opportunity, he was off again, in 1945, to renew old acquaintances in the U.S.A., "to make friends and influence people" in the acceptance of Australia and New Zealand as a base for the establishment of new industries and as a potential sales and distribution centre for the East and the South-Pacific. During this tour, he presented Australian flags to the Advertising Club of New York and the Mayor of San Francisco, was elected

## 2KO COVERING THE NEWCASTLE SHOW

Splendid use was found for 2KO's wire recorder during the Newcastle (N.S.W.) Show. Material covered by John O'Brien was featured in nightly fifteen-minute broadcasts for the duration of the show. John O'Brien is seen here interviewing one of Australia's famous horse-women, Miss Beryl Perry.



a vice-president of the American Public Relations Association, addressed many gatherings of business men and gave a televised talk on Australia from the Du Mont Studios, New York.

In spite of manifold business and public interests, including the role of business adviser to many important Australian and overseas concerns, Frank Goldberg finds time to wield a prolific pen. Articles by him appear frequently in World's Press News, Advertiser's Weekly, Printers Ink, Export Trade & Shipper, the Australian press and, of course, "Broadcasting Business."

To indicate that Frank Goldberg has not been idle where the broader issues of advertising and his fellow practitioners are concerned, he is a member of the National Council of Advertising Agents and "did his bit" as a member of the War Effort Publicity Board, apart from acting as honorary publicity officer to many war-time services and charities.

And so, we salute Frank Goldberg . . . in advertising, one of the master minds!

## ADDITIONS TO SYDNEY MACQUARIE BUILDING

Since Macquarie bought the adjoining property to the Macquarie Building in Phillip Street over 12 months ago, extensive alterations have been carried out and the new premises now house the accounts, publicity and sporting departments, together with the Happiness Club and offices for Macquarie writers and announcers.

To keep pace with the rapid growth of the organisation, contractors are now at work on the garage which occupies the ground floor level. This area is being transformed into a despatch dept. and an orchestra rehearsal room. The latter will have a direct approach to the stage of the Macquarie Auditorium.

# FREQUENCY MODULATION

The Federal Communications Commission in U.S.A. came in for some severe criticism from Congressman William Lemke recently over the F.C.C.'s action in moving F.M. from the 50 mc. to the 100 mc. band. Lemke charged the F.C.C. with thus putting F.M. broadcasting into the hands virtually of four major broadcasting groups, whom he contended had not so far done the best that could be done in broadcasting in the public interest. Lemke declared that the great bulk of technical evidence placed before the F.C.C. in the allocation hearings through 1944-46 favoured retention of the 50 mc. band despite which the re-allocation to 100 mc. had been proceeded with by F.C.C. He stated that at 50 mc. F.M. could be received over 80-100 miles, while at 100 mc. it could not be received further than 48-50 miles. This confined the effectual use of F.M. to city areas. He quoted 13 pertinent questions submitted by Commander McDonald to Paul A. Porter, then F.C.C. chairman, which had remained unanswered since Feb. 1, 1946. One of those questions was "Why was the proposal to move F.M. from the efficient 50 mc. band to the inefficient

100 mc. band advanced only after F.M. had proved its superiority to standard A.M. broadcasting?"

Predictions that the F.M. set manufacturing business would amount to \$100 million a year and by the end of 1947 five million home receivers would be produced, were made at the organization meeting of the F.M. association in Washington in mid-January, which was attended by over 300 broadcasters and manufacturing company officials. Seven hundred F.M. broadcasting stations will be in operation by the end of this year, it was also forecast. The F.M. Association unanimously elected Roy Hofheinz, KTHTKOPY, Houston, Texas, as president; Everett L. Dillard of KOZY, Kansas City, and WASH, Washington, vice-president; Frank Gunther, vice-president of Radio Engineering Laboratories, as secretary; and Arthur Freed, vice-president and general manager of Freed Radio Corp., as treasurer. J. N. (Bill) Bailey, associate editor of *Broadcasting Magazine*, was selected as the F.M.A. executive director and assistant secretary-treasurer.

## DIGGERS' FRIEND COMPOSES POEM

Harry Yates of 2UE Sydney, whose splendid work on their behalf has earned him praise from ex-servicemen, received over 1,000 letters from listeners wanting copies of the poem: "Am I Worthy to Welcome Them Home?" which he composed and read in a recent Diggers' Session over 2UE. Combined with the reading of this poem, Harry appealed for listeners to make odd lengths of wallpaper or frieze available for the "verge" neurosis cases at Callan Park (N.S.W.) so that, included in their occupational therapy course, could be the manufacture of trays from compressed paper. Not only was the wallpaper forthcoming in large quantities, but Harry found a market, and a good one, for the trays when the ex-servicemen patients at Callan Park had completed them.

## HEADLINE NEWS

By arrangement with the Sydney "Daily Telegraph," 2UW Sydney has placed an additional news service in its early afternoon session, with its broadcast of headline news each Monday to Friday at 2.00 p.m. The 12.30 session meanwhile, has been put back to 12 o'clock.

# The Macquarie Shows are rated Tops in Central Victoria\*



Relaying 3AW from 6.30 p.m. to 10.30

★ That area bounded by Ballarat, Bendigo, Castlemaine, Inglewood and Stawell, which offers an audience of 225,000 within 50 miles. 3CV's transmitter is in Maryborough, and the Studio is located at Bendigo.

# 3CV

CENTRAL VICTORIA

The Favoured Day and Night Station in Central Victoria

# What Some of the Nation's Keenest Advertisers are Thinking-and Doing about MACQUARIE Today!

**TO-MORROW'S "buyer's market" is on the way...and advertisers who recognise the fact that they'll soon have some real down-to-earth selling to do are making sure of a time-channel with Macquarie right now. They know that successful mass selling calls for successful mass advertising...and look to Macquarie to help them deliver the goods to the nation's millions of radio homes.**



## STOP PRESS

When this advertisement was planned we knew that we would have to reserve space to take care of some new contract which would be clinched right on press time. That's how business is at Macquarie... a steady influx of contracts.

**9. BONNINGTON & CO. LTD.**  
(J. Walter Thompson)

Yes, it's a renewal for "MRS. 'OBBS". This sidelight on Suburbia will continue to amuse its thousands of listeners every Monday to Thursday, at 7.30 p.m.

**TOP-NOTCH** national advertisers backed by the judgment of some of the smartest ad-men in the country are putting more and more of their confidence in Macquarie. Renewals, new contracts and additional appropriations with the Macquarie Network Stations is definite proof that Macquarie SELLS GOODS AND ADVERTISERS KNOW IT!

**1. NESTLE & ANGLO-SWISS CONDENSED MILK CO. (AUST.) LTD.**  
(Hansen-Rubensohn)

Following on a long continuous sponsorship of the 7.15 p.m. Monday to Thursday time channel with "NICK CARTER", Nestles have renewed with a new feature, "THE RETURN OF FIRST LIGHT FRASER". Nestles also sponsor the Sunday feature "NATIONAL SINGERS".

**2. JOHNSON & JOHNSON PTY. LTD.**  
(Willmotts)

Macquarie's "QUIZ KIDS" have done a great job of selling for their sponsors over the past twelve months and will continue to promote the sales of Johnson's Baby Powder and Tek

brushes during 1947. The sponsors have used the 7.30 Sunday time channel for years now.

**CADBURY - FRY - PASCAL PTY. TD.**  
(Geo. Patterson)

"HIT TUNES", that popular feature at 7.45 p.m. every day to Thursday, is another recent renewal. This is an important time channel and the new contract is proof Macquarie is delivering the goods.

**FELT AND TEXTILE (AUST.) PTY. LTD.**  
(Goldbergs)

Macquarie welcomes a new client in the manufacturers of Feltex. The new Sunday Terry Howard programme "JUST FOR YOU" has already clicked in a big way.

**5. PENFOLDS WINES PTY. LTD.**  
(Fergus Canny)

The "MUSICAL COMEDY THEATRE" is a programme that made radio history during the past twelve months and under a new renewal contract this will continue to delight listeners in a new time channel at 7.15 p.m. every Friday.

**6. SHELL CO. OF AUST. LTD.**  
(United Service Publicity)

Listeners and the radio trade in general will welcome back the "SHELL SHOW", the forerunner of the big flesh and blood productions. With Bob Gibson's band and a galaxy of stars, the new show should be just as great as ever. It's 45 minutes every Wednesday at 8 p.m.

**7. E. C. DE WITT & CO. (W. H. Emmett & Co., London)**

"DR. MAC" has become rather a permanent fixture with Macquarie stations. Yes, this popular 9.45 p.m. Monday, Wednesday and Friday feature will continue to delight listeners throughout 1947.

**8. R. M. HARDY & CO.**  
(Hansen Rubensohn)

This national sponsor has not only renewed the "BALLAD TIME" programme but has increased the appropriation for the feature bringing it from a recorded session to a flesh and blood Macquarie production. Every Friday at 7.45 p.m.

# MACQUARIE BROADCASTING NETWORK

"IN TUNE WITH THE NATION!"

136 PHILLIP ST.  
SYDNEY

239 COLLINS ST.  
MELBOURNE

### FINANCING THE NATIONAL BROADCASTING SYSTEM

Sir,

I have read with interest your editorial of 20th February, in which I am incorrectly described as Norman Griffith, and I should be pleased if you would publish the following reply thereto:—

I submitted two alternative suggestions to the Parliamentary Standing Committee on Broadcasting as to how the revenue of the National Broadcasting System could be supplemented without increasing the listeners' licence fee or resorting to sponsored programs.

My first suggestion, and the one which I personally favour, is that a tax at so much per cent should be levied on all expenditure on radio advertising over commercial stations. I made it clear in my submission to the Committee that the tax would be payable by the advertisers or sponsors (same administrative procedure as used in connection with sales tax) but your editorial is quite misleading in saying that my plan envisages the payment by commercial stations of a special entertainment tax without mentioning that this tax would be passed on to the advertisers.

Perhaps the Editor of "Broadcasting Business" can enlighten me as to why during periods of high taxation, such large sums of money are spent on radio advertising. Is there any special significance in this action?

I pointed out, in my submission to the Committee, that a radio amusement tax may be justified on the grounds that the more popular and profitable (measured in £.s.d.) forms of radio entertainment should be taxed to assist finance the cultural developmental programs of the National stations. A similar principle exists in the case of the railways—the suburban lines help to pay for the country developmental lines.

I am sure that this suggestion would obtain more popular support from the tax-payers of Australia than an increase of 5/- in the listeners' licence fee.

Turning now to my second suggestion, namely, a tax at so much per cent. on radio listening equipment at the time of purchase. This tax would be just in its incidence and would

reach the already radio equipped homes simply because radio sets do not last forever and must eventually be replaced. The tax would form part of the purchase price or capital value to the buyer, who would see something tangible for his outlay, namely, the new set. The tax would be spread over the life of the set, or in other words a further tax would not be payable until a new set is purchased.

Based on the present supplemental income requirements of the National Broadcasting System, the percentage tax would not greatly increase the price of the sets and the tax would be levied on the principle of ability to pay, assuming of course, that the people who buy the more expensive sets are the more wealthy. For example, assuming a ten per cent. tax, a man purchasing a £50 set would pay £5 tax, whereas a man purchasing a £20 set would pay only £2. Also a wealthy man would probably buy a new set more frequently than a poorer man and thus pay more tax.

The introduction of such a tax would not necessarily discourage the purchase of modern sets by poorer sections of community. The easy purchase terms offered by radio distributors will assuredly continue.

Yours faithfully,  
(Signed) GORDON GRIFFITHS  
West Ryde, N.S.W.

[Editor's note: We apologise to Mr. Gordon Griffiths for misquoting his name. Mr. Griffiths asks if we can enlighten him as to why during periods of high taxation, such large sums of money are spent on radio advertising and whether there is any special significance in this action? The editor of "Broadcasting Business" before attempting to reply to the first part of that question would want to know specifically what large sums are meant by Mr. Griffiths' "such large sums." If Mr. Griffiths' assumption is a correct one, then "special significance" can be cited. It is the significance of sound business management, the significance of "trimming the ship," the significance of extracting the greatest advantage from an appropriate expenditure. Would it be any more significant than the action of a manufacturer who purchases his raw materials in such bulk quantities

### I.R.E. ANNUAL MEETING

The Annual General Meeting of The Institution of Radio Engineers Australia will be held in Science House, Sydney, on April 29, at 7.45 p.m.

All notices of motion and nomination of candidates for election to the Council for 1947/48 must be received in writing by the General Secretary, Science House, on or before noon, March 29, with an intimation in writing from all such candidates, who must be corporate members, that they are willing to stand. Each nomination must be signed by two corporate members proposing the candidate.

In addition to the election of Councillors, other business at the meeting will include consideration of Council's nomination of Sir Edward Appleton and Dr. John Flynn as Hon. Life Members of the Institution. Sir Edward Appleton has been nominated as a tribute to his services to the electronic art, and Dr. John Flynn in consideration of his utilisation of electronics in connection with the "Flying Doctor" Services.

### MACQUARIE SPORTING SERVICE

New feature for Macquarie racing listeners is a two-way telephone conversation between Fred Tupper and Cyril Angles every Saturday morning at 10 a.m. The Sydney and Melbourne commentators discuss the last minute prospects, late track gallops and weather conditions for the respective meetings to be held during the afternoon.

(in excess of his immediate requirements) to enable him to buy at a cheaper rate than would otherwise be the case? Mr. Griffiths will no doubt read with interests the comments of the secretary of the Commonwealth Treasury on this subject of advertising expenditure and its interesting relation to taxation.

Mr. Griffiths has quite clarified his first submission to the Parliamentary Standing Committee on Broadcasting and to his credit it can be seen that the Committee is treating it with much respect. As to his second proposal, he appears to lose sight of the fact that radio sets seem to have an uncannily long life. There are thousands of radio sets in effective operation to-day ten to eighteen years old and thousands of such sets will be maintained in service until such times as F.M. or some other such different system of broadcasting replaces the present system.—Ed. "B.B."]

### AGENCIES

Don Gibson who was formerly associated with Unsted, Jackson and Wain and latterly as media manager for Dyer-Malone Advertising has joined L. V. Bartlett Advertising as media manager as from March 17.

Mr. George Patterson, managing director of George Patterson Pty. Ltd., flew to New Zealand last Friday week, but planned to be back in Australia again this week.

A new face has appeared in Goldberg's radio division—that of Friel Smith, ex-2MW announcer/copywriter. Quite apart from his propensities for station work, rumour has it that Friel is a clarinet player of no mean order.

Congratulations to Mr. N. H. Pollock (Pollock Advertising Agency) on his engagement to Miss Mavis Brandis, who is secretary to Mr. E. Pelling, manager of the Wingerd Theatre, Brisbane. They expect to be married at the end of this year.

John Clemenger Advertising Pty. Ltd., Melbourne, are celebrating their first anniversary as a firm by moving from 222 Bourke Street to Oxford Chambers, 473 Bourke Street. The premises to be occupied are on the 2nd floor and have been newly painted and decorated. Possession takes place on March 23, approximately a week after the "birthday."

K. G. Simpson, who has been appointed chief executive of Carden Advertising, Melbourne, was formerly senior account executive of Goldberg Advertising.

J. F. Cushen, formerly of Paton Advertising, Melbourne, has been appointed advertising manager of Murray Valley Coaches.

### GOLDBERG ADVERTISING OPEN ADELAIDE OFFICE

Indicative of the policy behind the development of Goldberg Advertising (Australia) Pty. Ltd., is the news that this organisation recently opened a branch office in Adelaide. In the position of manager is Mr. William B. Harvey, whose wide experience in all phases of advertising and merchandising has been gained during years of association with retail and national advertisers, radio and newspaper organisations and advertising agencies. At various stages of his career, Mr. Harvey has occupied positions with Farmer & Co. Ltd., Sydney, Berlel Ltd., Stromberg-Carlson, Macquarie Broadcasting Network and Truth & Sportsman Ltd.

During the war years, Mr. Harvey saw active service in the Middle East as an infantry officer with 6 Aus. Div. He resigned the position of production manager at Berlel to enlist. Some months after his return from active service, Mr. Harvey was appointed sales promotion officer to "Truth" and "Daily Mirror," Sydney. He resigned this position to rejoin Goldberg Advertising as Adelaide manager, having previously been with this organisation as an account executive.

Mr. Harvey's wide experience, drive and energy should fit him for a successful career in the South Australian capital, where rapid industrial expansion is opening up excellent prospects.

### PHILIPS' EXEC. DEPARTS

Mr. J. P. Engels, of Philips, electronic tube division, Eindhoven, left Sydney by air to-day for N.E.I. and British India on his way back to Holland. He has been planning with Philips' executives as to how efficiently and quickly Philips can introduce here the latest overseas tube techniques. He paid a glowing tribute to our industry's electronic contribution to the war and was impressed by the high standard of Australia's radio industry.

### 12th YEAR SPONSORSHIP OF P. & A. PARADE

The P. A. Parade sponsored by Maples, well-known Melbourne Furniture Store and broadcast from 3KZ Melbourne, to a relay of 14 country stations in N.S.W., Vic., and Tasmania, commenced its 12th year of broadcast on March 2. This year the Parade is divided into five sections. Adult vocal, adult pop., juvenile vocal, juvenile pops. and instrumental and novelty section. Prize money amounts to over £1400 including a trip to America with all expenses paid for the winner which is valued at £500.

The "Parade" will be broadcast from 3YB Warrnambool, Vic., on March 23 on landline to the other 14 relay stations in Victoria, New South Wales and Tasmania. The broadcast will be from the Warrnambool Town Hall, where local talent will be featured, with Eddie Balmer as compere.

The judges for this year's Parade are Haydn James and Clarrie Gange. Maples' account is serviced by George Patterson.

Noel Paton, managing director of Paton Advertising, Melbourne, left last week on a business trip to England.



*This photo is a phoney!*

Nobody would ever catch Nicky, of 2CH, asleep or yawning at 7 a.m. At this hour he is wide-awake and lively, and conducting the brightest breakfast session in Sydney.

Cliff Nicholls, of "Nicky and Tuppy" fame, can jam the telephone lines from dawn till sign-off time at 9 o'clock, if necessary.

FOR WIDE AWAKE RADIO ADVERTISING join the constant users in the breakfast session on..

PHONE BW 2222

# 2CH

## Overseas Technical Trends Discussed by Engineer

(Continued from page 14)

television development. The trend is towards equipment which will provide not only higher definition, but better contrast in the picture. Excellent progress is being made towards the evolution of much more sensitive camera tubes than are at present available to the B.B.C. Meanwhile, production of "emitrons" and "super-emitrons" continues in order to maintain the B.B.C.'s television service. Work is also well in hand towards providing equipment for the B.B.C.'s television link between London and Birmingham. This network is ultimately destined to extend as far as Edinburgh. 10 or 11 links will be necessary to complete the chain. These links will be reversible but not capable of simultaneous working in each direction.

Public interest in television in Great Britain is very great as is indicated by the swift absorption of all receivers which are produced and the heavy backlog of orders. The service provided by the B.B.C. loses nothing in comparison with the transmissions now being carried out in New York and other centres in the United States. It produces an excellent picture, with a very satisfactory definition and degree of contrast and although naturally the program interest varies rather greatly, there is not the slightest doubt that the medium provides fascinating and absorbing entertainment.

On the receiver side, excellent equipments are at present in production, not only at E.M.I., but also by other English manufacturers. E.M.I. at present sell two models, one of which is in a table cabinet and employs a 10" cathode-ray tube. The other is housed in a console cabinet and employs a 15" cathode-ray tube. Both these receivers use a total of 18 valves. Including the antenna and installation, cost of these receivers is in the vicinity of £70 stg. Other receivers are under development which will be cheaper and easier to operate. It is difficult to conceive of any very great increase in performance as the present standard is so good. Nevertheless, development work is proceeding on direct vision systems and on projection systems which will produce a picture about 18" x 14", which it is considered, is the optimum size for domestic equipment for the present British 405-line transmission.

### Frequency Modulation

The B.B.C. was transmitting experimentally using frequency modulation and a transmitting frequency in the 90 to 108 MC/s. band and E.M.I. Engineering & Development Ltd. was carrying out development work on receivers designed to tune through this spectrum. The quality of the B.B.C. experimental transmissions was excellent and it represented the only signal which was receivable free of noise in the middle of the group of factories at Hayes. The B.B.C. has recently called for tenders for the supply to them of a 25 kW. F.M. broadcasting station in the 90 to 108 MC/s band.

Towards the end of 1946, Sir Ernest Fisk, managing director of E.M.I., was able to announce (see "B.B." 23/1/47, p. 22) that the Company had negotiated agreements with Major Edwin Armstrong, inventor of the F.M. system of broadcasting, and also with one of the leading American manufacturers of F.M. broadcasting equipment. Under these agreements, E.M.I. and its subsidiary Companies throughout the British Empire can manufacture and supply both transmitting and receiving apparatus under Armstrong patents, and have exclusive access to the latest designs and manufacturing technique for construction of F.M. transmitting equipment.

Another interesting new invention for which E.M.I. have secured patent licence and rights to sub-licence, is the Dynamic Noise Suppressor developed by H. H. Scott of Waltham, Mass. This device permits reproduction from gramophone records of the full range of frequencies while effectively eliminating low-frequency rumble and needle noise. At Sir Ernest's suggestion, Mr. Briton returned to Australia via America so as to have the opportunity of discussing the technical aspects of the situation arising from these agreements with Major Armstrong and other American authorities on F.M. and also to hear and to discuss with Hermon Scott the Dynamic Noise Suppressor.

### F.M. in U.S.A.

Very great progress is now being made in America in the field of F.M. broadcasting. Many hundreds of applications, a large number of which

Mr. John Briton



are from existing A.M. broadcasters, have been approved by the F.C.C. Leading American manufacturers' production plans for 1947 include more than 100,000 F.M. receivers per month. The technical arguments concerning the relative merits of the 45 MC/s. band and the 90 MC/s. band are to be presented in an early issue of the "Proceedings of the American Institute of Radio Engineers," although this is now largely an academic question only.

While in New York, Mr. Briton was fortunate in being able to attend a "Clinic" which was organised by Radio Engineering Laboratories Inc., to familiarise broadcast engineers with the technical aspects of the Armstrong system of F.M. broadcasting. The speakers at this "Clinic" included Major Armstrong, Paul de Mars, C. M. Braum of the F.C.C., Stewart Bailey and a number of engineers from the staff of R.E.L., while the attendance provided a very wide representation of broadcast engineers and manufacturers of associated equipment from all over the United States. At several sessions of the "Clinic" classical demonstrations of F.M. were given including the broadcasting of the sounds of sawing wood, striking matches, pouring drinks, etc. Notwithstanding the fact that the audience was conditioned to expect a very high standard, the uncanny "truth-to-life" of these broadcasts produced a marked effect on the seasoned campaigners present.

### Colour Television

Mr. Briton also had the opportunity to discuss the recent laboratory developments in colour television while in New York. Unfortunately, it was not possible to witness actual colour transmissions as both R.C.A. and Columbia were totally absorbed in preparations for the forthcoming F.C.C. hearing of Columbia's application to set up a colour television service. It was, however, possible to see the equipment and to see "still" pictures projected. There is no doubt that the introduction of colour enhances the value of the picture but consensus of

opinion, including that of the Columbia engineers, is that it would be impossible to produce the colour picture without a very considerable increase in the cost of the receiving equipment, the lowest figure mentioned being a 50% increase. The case *pro* and *con* colour television and more importantly, its immediate introduction, will be thrashed out at the F.C.C. hearing mentioned above.

It is certain that all the evidence on both sides will be presented and it will be extremely interesting to follow the discussion. There is no doubt that both Columbia and R.C.A. have carried out very successful research in this field, but Mr. Briton feels that many problems in production engineering, coupled with essential investigations of propagation conditions in the region of 400-500 MC/s., must delay for some years the introduction of colour television on any more than a laboratory basis. It also seems apparent that the cost of colour television will always be greater than that of monochrome.

Meanwhile, monochrome television is creating just as much public interest in America as it is in England and manufacturers are producing very acceptable sets in considerable quantities.

MORE THAN  
**83%**  
of the  
**TOTAL LICENCES**  
of  
**WESTERN AUSTRALIA**  
ARE WITHIN  
**50 MILES**  
OF THE TRANSMITTERS  
**6PM-AM-KG-GE**

A typical very satisfactory American receiver is the R.C.A. table model which uses a 10" cathode-ray tube and sells for about \$325. This receiver uses a total of 40 valves. R.C.A. manufactured about 15,000 of these during 1946 and plan to produce 160,000 during 1947.

Several new monochrome television transmitting stations are at present under construction in various centres of the United States. At the end of 1946 there were nine operating stations, 46 permits had been granted by the F.C.C. for stations and 19 further applications were before the F.C.C.

Mr. Briton is looking forward to applying the knowledge he has been fortunate enough to acquire while in England and America. He is sure that the opportunities in Australia of reward for hard work, enthusiasm and clear thinking are at least as great as anywhere in the world.

## DEATH OF WELL-KNOWN ENTREPRENEUR

The death on March 11 of E. J. Gravestock at the Shoalhaven (N.S.W.) Private Hospital, Nowra, came as a shock to his many friends in the entertainment world. At the time of his death, Mr. Gravestock was spending a well-earned holiday at Nowra.

Originally coming out from London to join the firm of J. and N. Tait Mr. Gravestock became well-known as a concert entrepreneur and brought many famous artists, including Sir Harry Lauder, to Australia. From then on, Mr. Gravestock had service with J. C. Williamson Ltd. and Fullers, and will be remembered by the broadcasting industry as production manager for 3DB Melbourne. During the latter years Mr. Gravestock was with E. Carroll as general manager of the Princess Theatre, Melbourne, and held that position at the time of his death.

YOU HAVE SOMETHING TO SELL?

**4LG**

The Station with the huge coverage in

**CENTRAL QUEENSLAND**

Offers You a Ready Made Audience of

**4  
L  
G** **40,000 PEOPLE**

Representatives:

Sydney: FRED THOMPSON, B 2085.  
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Brisbane: S. EDMONDS, B 5871.

**MR. TIME BUYER!... Let's talk about Merchandised Programs!**

Preparing an ordinary program is one thing... planning and building a program that combines both superlative entertainment and sound merchandising is another... and that's where we shine. We've many ideas to offer you. May we discuss them in your office?

**3XY**

163 Spring Street, Melbourne  
Central 6612

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

The fourteenth Annual Report and Balance Sheet of the Australian Broadcasting Commission for the year ending June 30, 1946, was tabled in Federal Parliament on Wednesday, March 5, 1947. This is over eight months after the close of the period under consideration.

The total income for the A.B.C. for the 12 months 1945-46 was £1,004,885, as compared to £950,657 for the previous year. The expenditure for 1945-46 was £1,019,837, as compared with £947,000 for 1944-45, during which latter year their income exceeded their expenditure by £3,884, whereas in 1945-46 the reverse was the case to the tune of £14,952.

Revenue from licence fees was £794,316; Treasury Appropriation, £71,831; Interest on Investments, £9,832; Publications, £43,064; Subsidies on the Sydney Symphony Orchestra, £11,677; and other revenue, £74,163.

On the expenditure side, Artist's Fees and Program Expenses total £721,947 compared to £679,862 for the previous year. Copyright Fees were £42,175; Broadcasting Rights, £17,660; Rental of Telephone Lines, etc., £16,315; Commissioner's Remuneration and Allowances, £3,194; Staff Salaries and Allowances, £97,190; Rent, £5,048; Publicity, £9,676; Staff Provident Fund, £12,135; Depreciation, £5,663; Publications, £57,313; Other expenses £31,516.

The publication activities of the A.B.C. reveal an apparent deficit of £14,249, which is almost equal to the total deficit that the entire A.B.C. finished up with at June 1946.

This publication loss is not necessarily all attributable to the A.B.C. Weekly, as they have other publication expenses as well. On the assets side of the balance sheet, Land and Buildings has gone up from £152,089 to £180,473. Office furniture, musical instruments, etc., has gone up from £25,008 to £32,133. Stores and Stationery has gone up from £10,471 to £18,392. Sundry Debtors is at £28,285 compared to £35,229 the previous year. Sinking fund Investments, Staff Superannuation, etc. stood at £44,003 at June, 1946 compared to £31,397 at June 1945.

Investments fell considerably from £313,379 at June, 1945 to £283,304 at June 1946, a reduction of about £30,000, which has been necessary to carry on the activities of the Commission.



R. J. F. Boyer  
Chairman A.B.C.



C. J. A. Moses  
General Manager

Cash in hand at the Bank, at June 1946 was £65,768 as compared to £81,900 in June 1945, in other words a reduction of about £16,000 in cash money.

On the liabilities side of the balance sheet, Sundry Creditors have risen from £64,610 to £72,906. Sinking Funds have increased from £31,398 to £44,012, while the reserve fund has dropped from £309,700 at June 1945 to £279,700 at June, 1946.

Taking into consideration the fact that the A.B.C. income includes a £71,831 Treasury appropriation, which is an extra advance from the Treasury to the A.B.C. over and above the allocation from licence fees, it appears that the A.B.C. is living at a rate far beyond its income, hence Mr. Chifley's concern at the matter and the possibility of his putting in a Treasury officer to carefully scrutinise the A.B.C. accounts.

**The Commissioners' Report**

The report is signed by Messrs. R. J. F. Boyer (chairman), E. R. Dawes (vice-chairman), J. D. G. Medley, J. S. Hanlon and Mrs. I. M. Kent. On the question of finance, the Commissioners said: "... as with all wartime advances of a like nature, new standards of program excellence have required and are still requiring greater effort, more preparation, higher artistic standards, improved presentation and consequently a higher level of expenditure."

"The average of fees paid to individual artists has risen over 100% within a period of ten years. The Commission has therefore made periodical requests to the Government for a reassessment of the finances allocated to the Commission for the operation of the

national services. It has pointed out that the present statutory proportion of the Australian licence fee must in the nature of things become more and more a static amount as saturation point in the number of listeners' licences is reached, and that the present annual increase in the new licences was already far too small to allow of meeting the advance in normal costs and of a very rapid radio development."

In respect to technical services, the A.B.C. said it felt compelled to again refer to the matter of the complete divorcement of the control of the broadcasting technical services from the program services, a policy which the Commission has at all times regarded as being unsound and has found in practice to be unsatisfactory. Whatever success has attended this arrangement has been due entirely to the willing co-operation of the Postal Department and its officers, says the A.B.C.

**Television and F.M.**

The Commission said it was watching with close interest the development overseas of new techniques of television and F.M. and receives last minute information on these matters from its overseas representative. It seems clear to the Commission that the problem of divorcement of technical and program control as between the two authorities, the Post Office and the A.B.C., will become more acute as in course of time these advances are incorporated in the national broadcasting activities, and in particular it is difficult to imagine the operation of television under any but a unified control of the technical and program aspects.

**BRITISH INDUSTRIES FAIR**

The first post-war British Industries Fair, organised by the Board of Trade as part of the current drive to build up exports, will be held from May 5 to 16, and is expected to be the greatest ever held. Already a record total of over 3,000 exhibitors has been allocated nearly 850,000 sq. ft. of floor space.

In accordance with present arrangements, 1,287 exhibitors are to be housed at Olympia and 866 at Earl's Court for the London section exhibiting lighter industries, while 978 manufacturers in the engineering and hardware section will exhibit at Castle Bromwich.

**LUX RADIO THEATRE  
8 YEARS OLD**

The Lux Radio Theatre celebrated its eighth birthday on March 16 with an all-Australian broadcast. Producer-director Harry Dearth, who, except for a period of R.A.A.F. service, has been associated with the Lux Radio Theatre since its inception, presented "Mary Reiby." At the conclusion of "Mary Reiby", Harry Dearth conducted a trans-Pacific radiophone conversation to Hollywood with Australian film-star Ron Randell, who was one of the first artists to appear on Lux when the program commenced in Sydney in 1939. Randell conveyed greetings from the Australian colony in Hollywood.

The Lux Radio Theatre was originally broadcast in the U.S.A. thirteen years ago. Now in addition to the Australian program, it is a regular feature on a Spanish-language network throughout South America.

**CLIENTS USE WINDOW  
DISPLAYS FOR PROMOTION**

As promotional aids for featured programs, 2GB's Sydney publicity department is co-operating with clients on special window displays during the Easter period.

Millards will use their main window in George Street, near the Sydney Town Hall, for a big display for the Macquarie sporting and racing session. Felt and Textiles of Australia, manufacturers of Feltex will publicise their new Sunday feature "Just For You" with an attractive display which will include a colored cut-out enlargement of Terry Howard. Mark Mayne Ltd., who sponsor two programs, "Music About Town" and the Sunday feature "Leaves From a Marriage Register" will use its spacious Hunter Street window for a general display on the principal 2GB program features.

**NEW MANAGER  
FOR A.W.A. MELBOURNE**

The managing director of Amalgamated Wireless (A/sia) Ltd. (Mr. L. A. Hoöke) has announced that Mr. Allan Longstaff, who for more than 20 years has been in charge of the company's London office, has been appointed assistant general manager in charge of the Victorian activities of the company. Mr. Longstaff remained in London during the blitz, his own house having been totally wrecked by enemy action, and a flat to which he subsequently moved also being hit.

**RADIONIC EQUIPMENT**

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



**RADIONIC PRODUCTS**

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

**6PR-6TZ**

Sydney Representative:

S. O. CLARKE  
O'Brien House  
Phone BW 7283

Melbourne Representative:

VICTORIAN BROADCASTING NETWORK  
239 Collins Street  
Phone Central 4124

YOU REACH THE SALES-RICH THROUGH

**4BU  
BUNDABERG**

where locally sponsored programs are always on a big scale. 4BU maintain a loyal listening audience in Central Coastal Queensland because of its effective coverage of a rich market and established programs of popular appeal.

Sales results are certain when sponsors select 4BU as their salesman to Bundaberg and its rich rural surround.

**4BU BUNDABERG**

Central Coastal Queensland Unit of the Macquarie Network  
Rep. Sydney: Macquarie Melb. Rep.: Macquarie

# PROGRAM BUSINESS

"Funny-Go-Round," the new afternoon session broadcast from 3DB Melbourne on Tuesdays, from 3.30-4.15 p.m. provides a variety of items, as well as bright quips, and community staging. The artists are Edgley and Dawe, assisted by Edna Luscombe, and James Lavery, with Mabel Nelson at the piano and Don Moore as compere. Household glassware, pyrex dishes and similar prizes are awarded for the winners of simple competitions held on the spot. Afternoon tea is served to the studio audience at their tables, as Edgley and Dawe, with a roving "mike" exchange jokes with each other and the guests.

"A Story To Remember" is the title of a session sponsored by J. R. Love on Monday nights at 8.30 p.m. on 2UE Sydney. This feature which is in its second year of sponsorship presents in dramatised form the short stories of such masters as Edgar Allan Poe, Sir Walter Scott, Guy de Maupassant, Charles Dickens, Anthony Trollope and Nathaniel Hawthorne. Peter Taylor selects and adapts these masterpieces for radio.

The half-hour Beckers, sponsored presentation "Authors' Playhouse" has been changed to 2HD Newcastle, N.S.W. The first broadcast of this feature will take place on March 21 from its new outlet. Beckers also are sponsoring the Max Afford serial "Danger Unlimited" four times weekly on 2HD. Beckers' account is serviced by The Weston Co. Pty.

For some time, Churchill's Furnishings, of Hunter Street, Newcastle, N.S.W., have been sponsoring two sessions a week of "Melodies for Mother" at 8.30 a.m. every Wednesday and Thursday morning, through 2HD Newcastle. The response of business has been pleasing and Churchill's have now taken out the complete sponsorship of "Melodies for Mother" from Monday to Friday inclusive. Compered by Michael O'Regan, features restful music and topical verses, pertaining to every-day affairs.

Sponsored by Haywin Vacuum Cleaners Pty., Ltd., as from March 12, a new presentation embodying

several innovations has been grafted on to the original format of 2UW's Community Concerts broadcast Wednesdays from 12 to 2 p.m. Under the new sponsorship the broadcast took a new title "2UW Community Show" presented by Frank Hatherley and the established members of the Company but included in its framework were four new units, "Stolen Tunes," "Ask Us," "Songs My Mother Taught Me" and "My True Story." A novel thought introduced by Frank Hatherley in the first broadcast was that members of the audience who found pleasure in the concerts might themselves like to supply small gifts for awards to performers, individually or in quiz sessions, in addition to the station prize. The contributed gift would be awarded with the compliments of the donor.

Under the sponsorship of the Melbourne Sports Depot the 3AW Sports Newsreel will be broadcast at 6 p.m. commencing March 28, with Fred Tupper as commentator. Fred will have the use of the station's wire recorder to visit places not accessible by land-line arrangements. Account is serviced by K. M. Campbell Advertising.

A series of 7½ minutes programs supported the United Artists release "Angel On My Shoulder" last week in Sydney. Listeners heard on sound track the voices of such featured players as Claude Rains and Paul Muni. Handled on behalf of United Artists (A'sia) Pty. Ltd., by Hawkins Advertising on 2UE, 2CH and 2SM, this campaign was a further example of the use of radio to sell film product.

McDowell's Ltd., well-known Sydney retail house have taken the 8.05 to 8.20 a.m. time channel, Monday through Saturday on 2UW Sydney, which became available a fortnight ago. McDowell's are presenting a program of popular numbers, under the title of "Headline Hits" each morning. Trans-Radio service McDowell's account.

Gartrell White, manufacturers of "Success" self-raising flour, have now taken out a fifteen-minute program, entitled "Concert Memories" at 11.00 every Thursday morning on 2HD New-

castle, N.S.W. "Concert Memories" is compered by Phil Furley whose stage experience holds him in good stead for this type of presentation.

The Diane Frock Shop of Hunter Street, Newcastle, N.S.W., have taken four ten minute sessions at 6.30 p.m., Monday to Thursday inclusive, entitled, "This'll Make You Whistle" on 2HD. Special copy is written by the continuity department to catch the ear of the lass who likes clothes that are exclusive, and those people who enjoy the latest hit tunes.

"Music From California" a station feature broadcast from 3XY Melbourne on Tuesday at 8.30-9 p.m., is an entirely new program of recordings exclusive to this station, and commenced on March 4. American film and radio orchestras, crooners and croonettes, and variety stars who appear on the American N.B.C. and C.B.S. networks will be featured.

"Enter a Murderer," John Hickling production of Ngaio March best-seller, has been taken by Beckers Pty. Ltd., manufacturers of "Bex" powders and tablets, to follow the conclusion of "Bodies Are Where You Find Them" in the 7.15 p.m. Monday to Thursday channel on 2UW Sydney. The sponsorship by Bex of this period opened three months ago with another Ngaio Marsh story "Overture to Mystery," which was followed by the Brett Halliday—"Michael Shayne" story "Bodies Are Where You Find Them." "Enter a Murderer" will commence on April 7.

Titled "Horses to Win," the session comprises recordings of two races from Melbourne and two from Sydney of that Saturday's racing, with commentaries by 2UE's sporting editor, Clif Carey, who will select horses from each race that should win at one of their next three starts.

Club Razor Blades Pty. Limited, through O'Brien Publicity, Melbourne, have contracted with 2UE, Sydney for a quarter-hour session, immediately following the "Melbourne Radio Revels" show, at 9.15 p.m. Saturdays.

"First Light Frazer," sponsored by Nestles, is broadcast from the V.B.N. (3HA Hamilton, Vic., 3TR Traralgon Vic. and 3SH Shepparton, Vic.) every Monday, Tuesday, Wednesday and Thursday from 7.15-7.30 p.m. and commenced on March 17. Nestles' account is serviced by Hansen-Rubensohn Co., Sydney.

## RADIO LICENCES, JAN. '47

Licence totals for single sets are shown in col. 1, with additional supplementary licences in brackets.

NEW SOUTH WALES		
New Issues	8931	(869)
Renewals	37762	(1752)
Cancellations	137	—
In force at 31/1/47	578676	(29630)
Increase	+8794	(+869)
Licence % to population	19.68	—
VICTORIA		
New Issues	2380	(167)
Renewals	26397	(1497)
Cancellations	896	—
In force at 31/1/47	407242	(19643)
Increase	+1484	(+167)
Licence % to population	20.05	—
QUEENSLAND		
New Issues	2478	(131)
Renewals	12319	(269)
Cancellations	1044	(78)
In force at 31/1/47	197343	(5442)
Increase	+1434	(+53)
Licence % to population	18.08	—
SOUTH AUSTRALIA		
New Issues	1462	(133)
Renewals	9427	(866)
Cancellations	1234	(20)
In force at 31/1/47	157616	(18507)
Increase	+228	(+113)
Licence % to population	24.56	—
WESTERN AUSTRALIA		
New Issues	879	(103)
Renewals	6949	(321)
Cancellations	991	(45)
In force at 31/1/47	106153	(5187)
Increase or Decrease	-112	(-58)
Licence % to population	21.48	—
TASMANIA		
New Issues	562	(84)
Renewals	3212	(235)
Cancellations	473	(38)
In force at 31/1/47	51989	(3290)
Increase	+89	(+46)
Licence % to population	20.70	—
COMMONWEALTH		
New Issues	16692	(1487)
Renewals	96066	(4940)
Cancellations	4775	(181)
In force at 31/1/47	1499019	(76699)
Increase	+11917	(+1306)
Licence % to population	20.12	—

## I.R.E. NEWS

The following items of general interest were dealt with at the January, 1947, meeting of the Council of the I.R.E. (Aust.):—

### NEW MEMBERS

ASSOCIATE MEMBERS; Cecil Butterworth, Wallsend, N.S.W.; John F. Gleeson, Cairns, Qld.; Hugh B. Harrison, Hamilton, N.S.W.; Ronald S. Horne, Concord, N.S.W.; Alexander W. Munro, Wallsend, N.S.W.; Alan W. McPherson, Toorak, Vic.

GRADUATE: Cyril H. Forth, Cowell, S.A.; Campbell Patterson, Peterborough, S.A.

JUNIOR: William J. McManus, Toronto, N.S.W.

ASSOCIATE MEMBER from Graduate: Geoffrey N. Hodgson, Broome, W.A.

GRADUATE from Student: Ian D. Henderson, Collingwood, Vic.

Chairman of the Editorial and Library Board, Mr. K. S. Brown, reported on the progress made with the "Proceedings" of the Institution. He said it was hoped to publish two papers in the "Proceedings" as often as possible.

Mr. J. R. Edwards was appointed Production Editor of the "Proceedings" responsible to the Hon. Editor, Mr. O. F. Mingay.

Education Board, Vice-Chairman S. O. Jones, reported that the Education Board recommends that the scholarship allocation for 1947 be allocated £30 to Sydney Technical College, £30 to Melbourne Technical College and to be divided between two students at each college in the Radio Engineering Diploma course, who, in the opinion of the college authorities, through diligence, attendance, application and general knowledge during

## Industry's Trials

The monthly luncheon of the Sydney BREIF Club at the Wentworth Hotel on March 3 was well attended by members and their friends to hear Cr. Cramer, deputy chairman of the Sydney County Council Electricity Undertaking, give an interesting address covering his recent investigations abroad into electricity supply. After recounting conditions in various countries, Cr. Cramer emphasised the very great difficulties which faced industry in Australia due to the unsatisfactory conditions in regard to the supply of coal for the generation of electrical power.

Guests at the luncheon included W. L. Harrison, chief engineer of the New Zealand Broadcasting Service, and his head office engineer W. Huggins. They are on a visit to Australia as a result of the recent order placed with A.W.A. for sixteen additional A.M. stations for the N.Z.B.S. W.L.H. was attached to the Royal Navy during World War II and saw active service in East Africa, Ceylon and various other parts of the world.

Other visitors to the BREIF luncheon included Fred Canning of Philips Electrical Industries, who has just returned from overseas; Carl Van Gessel of Philips, New York; Van Steenis, of Philips, Sydney; J. Engels, of Philips, Eindhoven; G. Robertson, A.W.A. New Zealand manager; N. J. Nangle, director of William Adams; N. Zeisler, of William Adams, Melbourne; David Whitford, of Whitford Broadcasting; Ted Cherret, of Marcus Clark; W. Lawrence, of B.G.E.; Jensen of Westcott Hazell; O. Dixon, of Electrical Manufacturers' Association; Ern Williams, of Leviathan, Melbourne; Fred Morgan and Brian O'Connor of Breville Radio.

the year 1946, irrespective of stage and including the final year students, merit the above award. Council adopted the Education Board's recommendation.

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# BROADCASTING PROBLEMS

## A.F.C.B.S. Federal Executive Meeting

Many vital problems were discussed during the two-day session of the Federal Executive of the Australian Federation of Commercial Broadcasting Stations in Melbourne last week, under the chairmanship of president Mr. J. E. Ridley.

Matters that came up for discussion covered a wide range of subjects including the Parliamentary Standing Committee on Broadcasting; the Industry Co-operation Committee; F.M. experimentation; accreditation of program-producing organisations; advertising agency accreditation and other agency matters; audience research; the proposed historical library; the P.R.E.I. log and other industrial matters.

The Federation has decided to give evidence before the Parliamentary Standing Committee on Broadcasting at Canberra next Monday when the president, Mr. Ridley, will submit the considered views of the commercial stations regarding the financing of the National broadcasting service. It is understood that the Federation will support the A.B.C. view that listeners' licence fees be increased.

### Co-operation Committee

Representatives of the Federation, who are members of the Radio and Broadcasting Industry Co-operation Committee, reported to the Executive meeting progress which had been made in discussions with radio manufacturers and other groups on various matters of common interest.

### F.M. Experimentation

During the week the Federal Executive met representatives of the P.M.G.'s Department for discussions relating to the proposed F.M. experimental stations to be erected by A.W.A. in Sydney and Melbourne for the Federation. It is understood that the meeting was very satisfactory and that the Federation as a result is now in a position to proceed with operations as soon as the stations can be established.

### Program Producers

The decision of the Hobart Convention to set up standards for the accreditation of program producers

has been implemented and the Federal Executive had before it, and finally confirmed, the set of rules which have been drawn up. The accreditation rules will come into operation this year and will provide a big step towards further elimination of any sub-standard programs either from the content or technical production points of view.

### Agency Accreditation

Among the agency matters discussed was the question of a new form of application for accreditation and a new form of renewal of advertising agency accreditation. The whole subject will be discussed with the 4A's shortly in Sydney, so that the agency point of view will be fully known.

### Program Surveys

The meeting had before it an invitation from the 4A's to the Federation to nominate two representatives to join a committee to investigate a new method of measuring program audiences. Messrs. John Taylor (2UW) and J. E. Ridley (2GZ) were appointed to represent the Federation on the committee. It is understood that the Association of National Advertisers and the A.B.C. are also represented on the committee which will study a method to be introduced by the Anderson Analysis of Broadcasting.

### Historical Library

The meeting decided to push ahead with the establishment of the Historical Library of Australian Broadcasting and members have been asked to submit interesting material which may be hidden away in individual station archives for inclusion in the library.

### P.R.E.I. Log

The meeting discussed industrial matters involving, variously, Actors Equity, the Musicians' Union and the Professional Radio Employees' Institute. The Federation will be fully represented before Mr. Mooney, Conciliation Commissioner, at Melbourne on April 14 when the P.R.E.I. log of claims for wages and working conditions (see "B.B." March 6) will come before him.

## TELEVISION IN U.S.A.

New York, March 3: "However you look at television, whether it is from a viewer's seat at home or a broadcaster's position behind the studio scenes, the picture is bright for 1947," says a despatch from N.B.C., New York. "Brighter than it has been at any time since public television service in America was inaugurated in 1939.

"For the first time since before the war, television sets are moving off production lines; one television network is already in service along the East coast; programming is advancing in number of hours, variety and excellence as television broadcasters and television set manufacturers step up the pace of their activity in an effort to fulfil their long-standing promise to the public in 1947.

"While it is true initial set distribution will be limited to those areas where television program service is already available, as additional television stations go on the air (in almost 50 major cities in the United States where television station licences have already been awarded) manufacturers' distribution patterns will expand accordingly.

"At the time of writing, the National Broadcasting Company already operates one four-station network along the Atlantic Coast from New York to Washington. Utilising the facilities of N.B.C. New York station, the General Electric in Schenectady, Philco in Philadelphia, and Dumont's station in Washington, television's first network is servicing programs to viewers in Connecticut, New Jersey, Pennsylvania, Delaware, Washington, New York and intermediate points along the East Coast. Another network link, between New York and Boston, is expected to be put in service some time in 1947.

"During 1947 also, the National Broadcasting Company's network television plans call for putting on the air television stations currently under construction in Washington, Cleveland and Chicago. Another N.B.C. station is planned for Los Angeles. It is intended that each of these stations will serve as the anchor point for regional N.B.C. networks in the mid-west and on the West Coast. Ultimately the N.B.C. hopes to join these regional networks into a nation-wide television service."

From the purely technical viewpoint N.B.C. states:—"Post-war television started off miles ahead of the 1939

intage. Wartime accelerated research, making possible many refinements in equipment both at the transmitting and receiving ends, one of the outstanding developments being the revolutionary image-orthicon camera tube of such sensitivity to light that it is now possible to take television pictures under any lighting or weather conditions at any time of the day or night." They further state:—"In the receiving end of the television system another marked development is the microscopically-thin aluminium-backed viewing tube which has served to increase the clarity and brightness of transmitted television images to the degree that they are now favourably comparable with the best photographic processes.

"It is considered now there is little doubt that television as a source of entertainment, news and education is already beginning to emerge on the national scene as the greatest medium of mass communication yet evolved by science."

## FRED KNOWLES RETIRES

Mr. Fred Knowles, who retired from A.W.A. last week after having completed 11 years' association with 2CH Sydney, is one of the "old-timers" in advertising, newspapers and the show business.

Arriving in Australia from London in 1911, Fred freelanced as a journalist and artist, wrote short stories and a few scenarios in the early days of local "movie" production, played lead opposite Jean Robertson in "The Woman in the Case," and did character parts in other films.

For three years he was publicity manager and personal representative for Hugh D. McIntosh and also handled the record-breaking Itala film "Caberia" through all States for Hugh D. McIntosh and W. Barrington Miller.

Mr. Knowles served with the 23rd Infantry Brigade in World War I and was wounded at Bullecourt in 1917. Back in Sydney, he was appointed Commonwealth Publicity Officer for recruiting during the last year of the war. He also handled N.S.W. publicity for the Treasury for one of the big Commonwealth loans.

Mr. Knowles joined the original team three months before publication in March 1919 of the first issue of "Smith's Weekly" and remained with "Smith's" for 15 years, the last three as general advertising manager.

He joined A.W.A. on the broadcasting side in 1936. Attached to 2CH sales most of the time, he was, during the last nine months, acting in the capacity of assistant to Mr. Maurice Chapman, manager of 2CH.

Well remembered on the 2CH announcing staff before enlisting in the early days of the war, Phillip Geeves, has rejoined that station in the role of Studio Supervisor. Discharged recently after seven years' service, Phillip rose through the ranks to captain and saw service in the Middle East, Syria, India, and the Pacific Islands, where he was mentioned in despatches. He also went on a special mission to the United States. In addition to his work on 2CH he was announcer, before the war, on A.W.A. station VK2ME, broadcasting as the Voice of Australia.

## BOOKS and PUBLICATIONS

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- **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**  
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- **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**  
By E. G. Beard, M.I.R.E. (Aust.) Contains 496 pages in 7 sections covering Broadcast Reception; Broadcast Receiver Technique; Principles and Components; Service to Radio Receivers; Technical Formulae, Tables and Charts; Mathematical Formulae and Tables; Valve Data. 21/9 each. Prices include Postage Cash With Orders

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J. A. CRAWCOUR—

Man on the Land

To broadcast for 30 to 40 minutes continuously for six days weekly takes quite an amount of preparation as Joe Crawcour, 2SM Sydney, Rural Commentator, has found out.

"The Man on the Land" session was inaugurated by Joe Crawcour over 2UW in 1935, but he left 2UW and joined 2SM about five years ago and his session is now broadcast Monday to Saturday, following the 12.30 news service. The session celebrates its 12th birthday on March 25 and the handling of the session by Crawcour can be ably commended in that his efforts have been and are beneficial not only to all his country listeners but also to those in the Metropolitan area.

Through the years of his broadcast, Joe Crawcour has built up an interested, appreciative and yet critical audience who all seek knowledge on matters relating to rural production. Keeping this in mind Joe Crawcour has to be certain of his facts, and spends many hours' research in authoritative quarters.

Many lads have been placed with positions on farms and stations due to Joe Crawcour's efforts.

With the restoration of the Sydney Royal Agricultural Show next month, Joe Crawcour will be up to his eyes in work when he once again broadcasts from the balcony of Anthony Hordern and Sons Pavilion in the Showground. This year Anthony Horderns have lent their beautiful pavilion to the Australian Wool Board, and a most comprehensive display will be staged. The Australian Wool Board is co-operating with Mr. Crawcour in making the position available for his daily broadcasts. Joe arranges for seven or eight people to be interviewed each day of the show and this is no mean task. He recalled that at a previous show he had a station man from outside Bombala, N.S.W., speaking on Polled Herefords. Imagine the pleasant surprise when a little later, an enquiry was received from buyers in South Australia, through their Victorian stock agents and the sale of a dozen animals resulted. This has been only one of many reactions to Joe Crawcour's broadcasts from the Showground.

Since the cessation of hostilities, a

great number of returned men have availed themselves of the services of 2SM's Rural authority and no pains have been spared to start them off on the right track. A striking illustration of this occurred recently when a returned man and his wife visited Joe to enquire about making a living from a few acres of land they possessed. While overseas, the soldier's wife made a little extra by keeping a few fowls and his idea was to start poultry farming. When asked about his financial position, until the money started coming in, he told Crawcour that he had no worry on that score, as he had an offer of 1,000 birds, second year layers, so would be receiving cash returns straight away. Speedily sizing up the situation Crawcour enquired whether any quota of bran, pollard, meggitts meal, etc., had been or could be arranged. Nothing had been done, nor could it be fixed, so that returned soldier did not part with all his savings and deferred pay to a so-called patriotic poultry farmer whose only thought was himself. This is a feat of which Joe Crawcour is justly proud.

It is actions such as the case of the returned man that have built up the name of Joe Crawcour, 2SM Rural Commentator, during the past 12 years. That his sponsors appreciate the work he is doing, is amply demonstrated by the fact that he consistently retains their goodwill and support. As a service to the nation the Man behind the Mike at 2SM's "Man on the Land" session, J. A. Crawcour, is to be congratulated on his session's 12th Birthday and wished many more years of service.

P.M.G. F.M. TRANSMITTER AT SYDNEY SHOW?

It is understood that the V.H.F. F.M. Transmitter built by the Post Office engineers for use by the A.B.C. in Sydney is to be exhibited at the Royal Show in Sydney this coming Easter. This would indicate the possibility of its erection and operation soon after the show. The orderly introduction of V.H.F. F.M. transmissions on well planned lines, without any unnecessary delays, will prove of great value to the entire industry.

News Reporter Wanted

The publishers of this trade newspaper have a vacancy for a live-wire journalist at our Melbourne office. The primary job is to provide a supplementary news cover of the Victorian Radio and Electrical Industries for both "Radio & Electrical Retailer" and "Broadcasting Business" and it is essential that applicants have a working knowledge of the activities covered by these papers.

The job is full-time and permanent for the right man and a commencing salary of £9 per week will be paid. Applicants are invited to submit full particulars of themselves and past experience, in writing to Oswald F. Mingay, Box 3765, G.P.O., Sydney.

New Sydney Telephone Numbers

With the issue of the new Sydney telephone directory many telephone numbers have been changed. Fred Thompson has had his number changed from B2085 to BX2737. Mr. A. L. Finn BX2597, J. W. Thompson BX2701, and Trans-Radio BX2421, are others showing new numbers.

News Deadline

F.C.C. AIDS INDUSTRY

New York, March 10: C. R. Denny, F.C.C. chairman, speaking at annual dinner of the Institute of Radio Engineers here this week, pledged F.C.C. would do all in its power to smooth the path of the experimenters in new and better broadcasting techniques so that these developments could most quickly be lifted from the experimental stages into general usage. "Clearly we are on the threshold of immense expansion in the use of radio in our daily lives," he declared.

B.M.B. SURVEYS

Washington, March 11: "Broadcasting" magazine's survey of station managers' opinions regarding most desirable frequency of B.M.B. surveys shows that 47% of them favour a yearly B.M.B. survey and 12% twice a year, while 27% favoured every two years.

DARWIN NATIONAL OPENED

The new National station at Darwin, N.T., opened on schedule on March 12. Opening speeches by the Prime Minister, the P.M.G. and A.B.C. Chairman Boyer were broadcast. The station uses the call-sign 5DR and operates on a power of 200 watts.

Horner in A.B.C. Broadcast, Talks of Broadcasting Future

Mr. H. G. Horner, who recently retired from the position of general manager of the Macquarie network and 2GB Sydney, gave an interesting broadcast over National stations recently. He dealt with his 20 years of broadcasting in Australia. The former Macquarie chief, who will shortly leave for a trip to England, made several interesting points on radio of the future, particularly in regards to F.M. and television.

"Australia is lagging behind the rest of the world," he said, "and I can see no apparent reason why this is so."

"The new form of transmission known as frequency modulation," he said, "has definitely been accepted in America, and has come to stay. This transmission has the effect of excluding all forms of electrical interference, statics, etc., and reproduces the voice and musical generally with the utmost clarity. There are at present nearly 200 F.M. stations operating in the United States, and it is estimated that there are over a quarter of a million sets now in use, and that approximately five million receiving sets will be manufactured during 1947.

"Charles Denny, chairman of the Federal Communications Commission of America, addressing a recent Broadcasting Convention, stated that F.M. in his opinion, was the finest broadcasting system attainable, and that it was his expectation that eventually the entire nation, except the most sparsely-settled areas, would be served by F.M. Also, Commissioner E. K. Jepp, until recently Chief Engineer of the F.C.C., stated 'We expect some 2,000 F.M. stations within the next few years,' but at the same time he pointed out that both systems will be available for some considerable time. He stated that anyone buying a new radio to-day would certainly be unwise to buy a set that did not provide for F.M. reception as well as A.M."

"The British Broadcasting Corporation have carried out extensive trials also, and have now invited tenders for F.M. transmitters, which will bring an entirely different radio service to Britain. All this development would not have taken place if America's leading radio experts, and those of Great Britain, were not entirely satis-

fied regarding the advantages of frequency modulation.

"As regards to television, what has been done—or rather what has not been done—in Australia?" he asked. Great Britain has made greater strides in television than has any other country, and it was largely in use there before the commencement of World War II. As a matter of fact, an adequate television set may be purchased in Great Britain for about £37, plus sales tax—approximately £45 in all.

"Little seems to have been done in the television field in Australia. I agree that a reasonably cautious policy should be adopted, and that we should endeavour to benefit by the experience of the larger nations, but surely the time has come when we should get moving, otherwise it will be a long time before Australian listeners will have the advantages of two important developments such as frequency modulation and television.

"It is no wonder that the wireless trade, meaning by that the manufacturers of radio sets throughout Australia, are concerned at the small demand for new radio receivers. The public have heard of the advantages of F.M. and are therefore hesitant to buy a set which may be obsolete in a few years' time, and this position will continue to exist so long as the powers that be fail to make a definite statement as to future policy. Personally, I cannot see that the matter presents any insuperable difficulties. Commencing with the city stations, it is suggested that the A.B.C. should build F.M. transmitters and operate both F.M. and also the present type of transmission. F.M. licences could also be granted to city commercial stations for dual transmission. Just as soon as one commercial station built an F.M. transmitter all others, as a matter of self-preservation, would follow. Later, the same procedure could be applied to stations in the country districts. The same programs could be broadcast on both transmissions. Anyone wanting to buy a new radio set would naturally want an F.M. set. The listener who could not afford to buy a new set, or whose old set was in reasonably good condition, could receive all programs as at present. As sets became old and

Post Office Official Says Advertising on Air Not Overdone

Acting Director General of Posts and Telegraphs, Mr. G. T. Chippendall, in evidence before the Parliamentary Standing Committee on Broadcasting at Canberra this week (see also page 6), expressed the opinion that advertising on Australian commercial stations was not "excessive."

He said that obviously the public were satisfied with commercial programs, otherwise there would be complaints. He considered that the programs reached a reasonable standard considering the station incomes. Commercial stations had a book asset value of £1,645,000 and an aggregate annual income of £2,279,000. Aggregate profit made by the stations, before paying tax, was £428,000 but 45 out of the 100 stations had an annual income of less than £10,000.

Mr. Chippendall said in reply to a question that he did not think any attempt should be made to fix maximum rates which commercial stations should pay artists to prevent them outbidding national stations.

He did not favour sponsored programs on the A.B.C. If that happened, commercial station incomes might drop and thus lower the standards of programs. Also the commercial stations would be at a distinct disadvantage due to the much higher aerial power of the A.B.C. stations.

Mr. Chippendall reminded the Committee that commercial stations were paying the Government much more than £25 a year broadcasting fee. There was an additional direct charge of half of one per cent. on gross earnings which in 1945-6 amounted to £10,701. Then there was general income tax to be met also.

Mr. Chippendall declared that on the present basis of the A.B.C. receiving 12/- of the licence fee, the Post Office accounts showed a deficit of £143,976 on providing the technical services.

obsolete, all new purchasers would buy F.M. sets and after a reasonable period there would be no necessity for the old type of transmitter to operate as everyone would have sets capable of F.M. reception."



## Queensland

Commonwealth and State tobacco experts are expected to meet in Brisbane shortly to plan a tobacco research program. Much of the research will be carried out on experimental stations in tobacco producing areas, where officers of the Council for Scientific and Industrial Research and State Departments of Agriculture will be able to ensure the development of long-term trials and experiments. Tentative plans are in hand to establish these stations.

Object is to produce tobacco more adapted to Australian environment. An official of the Department of Commerce and Agriculture said that tobacco developed for other environments, such as were found in the United States, could not be expected to prove satisfactory under Australian conditions.

An Australasian record price of 75d. for scoured wool was paid at the wool sales which closed in Brisbane on March 13. Continental buyers dominated the market.

Queensland racing fans received quite a shock over the announcement of Jim Anderson's retirement from 4BC where for 16 years he has been broadcasting race descriptions. His place at the 4BC race microphone has been taken by Ron Anwin who has been understudying Anderson for some weeks on the station.

Four Australian oil companies have planned a co-operative attack in conjunction with the State and Federal Governments on the post-war search for oil at Roma, Queensland. The companies are:— The Roma Blocks Oil Co., N.L.; Kalimna Oil Co., N.L.; Australian Oil Development, N.L.; and Roma North Oil Co., N.L. An area of 10,000 sq. miles of the district will be examined. Vacuum Oil have also arranged an enterprise in conjunction with Zinc Corporation Ltd. and the D'Arcy Exploration Co. They will supply the technical staff for an investigation which will ultimately extend from S.A., N.S.W., Qld., to W.A., the N.T. and New Guinea. American geologist, Dr. Frank Reeves, who arrived in Australia last week, will conduct

detailed investigations of selected areas. Vacuum have already invested £1,500,000 in conjunction with other companies in the search for local oil.

## New South Wales

The New South Wales Government Statist in a January Review of business statistics reveals that intake of wool at Sydney for the first six months of the financial year to December last was considerably above that of the corresponding period in the previous year. Total wool production for 1945-46 in N.S.W. was 431,549,000 lbs. compared with 448,683,000 lbs. in the previous year. The wheat harvest for 1945-46 yielded 62,520,000 bushels compared with 17,134,000 in the previous year and with the average 1934-45 to 1943-45 yield of 51,635,000 bushels. Butter output from N.S.W. factories at 18,169,000 lbs. for five months ended November last, was far below the average of corresponding periods in the previous five years.

In an all night sitting N.S.W. Legislated a 40 hour week at 5.20 a.m. on March 13. An attempt to keep the legislative steam roller lumbering on was greeted by cries of protest from bleary-eyed politicians on both sides of the House, when the Government sought to introduce fresh business after the measure was passed. The house adjourned five minutes later. However, the 40 hour week must still pass the Legislative Council before it can become law in this state.

Addressing a meeting of 1,000 manufacturers and trade union representatives in the Sydney Town Hall on March 12, J. A. Young (N.S.W. President of the Paint Manufacturers' Association) warned that if the Federal Government did not take action immediately Australia would be without linseed oil, essential in the manufacture of paint, within six months. "The effect of this would be incalculable upon industries allied to the paint industry," he said. A request was subsequently made to the Prime Minister (Mr. Chifley) to open negotiations at once with the Indian Government for the exchange of Australian wheat or other foodstuffs to obtain 5,000 tons of linseed a month.

## Victoria

Melbourne man Gyle Soilleux, who has been replanning Australia's Northern outpost—Darwin—has just been appointed Australian representative on the UN Board of Design. In the work of planning the headquarters of UNO Soilleux will be associated with British, American and Continental top line architects. They will include Wallace K. Harrison (UN Director of Head Quarters Planning) who has co-planner of the Rockefeller Centre and Howard Robertson—British nominee—who designed the British Government's pavilions at the Brussels World Fair in 1935 and the New York World Fair in 1939.

New Delhi business man, Mr. T. H. Mumtaz, who is visiting Australia to buy textile and other types of machinery, said, in Melbourne, after a 10-week's stay, that he had gained the impression that we were not interested in trading with his country. In Australia he found there was no uniformity of prices, no promise of delivery, and in some instances the quality of the goods did not justify export to India. Manufacturers were more interested in doing trade with China and East Africa. Eastern markets were the natural markets for Australian goods, but there was a danger that Australia would never be a cheap supplier because of production costs and short working hours.

## Tasmania

Plans to open co-operative butcher shops are suggested in Hobart by the Tasmanian Farmers Federation. The Secretary (Mr. M. G. Barker) said it was hoped to place the proposal before graziers this month. The idea is that the shops would give the grazier a stable market at payable prices and enable the consumer to obtain quality meat at a more reasonable price.

The absence of industrial unrest in Tasmania was reflected in the payments made by the Commonwealth in unemployment benefits under its Social Services legislation, stated the

Premier of the state (Mr. Cosgrove) early in March. He said the amount paid out was £7,905, which represented 7d. per head of the population and he contrasted this with the figures for other states which were: Queensland 1/9; South Australia 2/7; N.S.W. 2/2 and Victoria 4/3.

## Western Australia

A 2,100 miles Teletype circuit has been installed and now operates between the Melbourne Herald and the Daily News in Perth. This means news breaking in the Eastern States is received in the Daily News office in Perth the instant it is typed in Melbourne. Co-operation and enterprise by the P.M.G.'s Department was vital to the success of this enterprise.

Western Plywood factory at Carlisle recently installed a new peeling lathe which is said to be one of the most modern in Australia and which will enable the production of plywood to be more than doubled. Acquired from the Commonwealth Government through the active interest of the Department of Industrial Development, the machine will enable the company to peel other logs than Karri for plywood veneers. At an inspection of the new lathe, the Minister for Industrial Development (Mr. Hawke) and Mr. E. Hearne, of the furniture section of the Chamber of Manufacturers, praised the founder of the firm, Mr. T. Cullity, for his initiative and determination in establishing a new industry in this State.

Technicians from Perth have commenced the installation of the new three-channel telephone carrier connecting the port with the city. When the work is completed, it will relieve congestion on the existing lines and hasten 'phone calls between the two places at peak periods.

A fish transport service between Geraldton, Dongarra and Perth has recently come into operation, conducted by two ex-servicemen Messrs. A. J. Davis and W. Taylor. Two large service trailer trucks fitted with commodious refrigerated chambers will be employed in the service. It is estimated that each truck could transport between four and five tons of boxed or bagged fish and 6 tons of loose fish. The freezing units on these trucks are the first of their kind in

this State and will maintain a temperature as low as 18 deg. in the chamber.

The "Canning" and the "Murray," two 300-ton water ships built at Fremantle, left recently on their voyage to Shanghai where they will be used in the services of UNRRA. These ships speak well for the skill of the artisans employed and are more than 100 per cent. Australian products, being built entirely of Australian timbers and powered with Australian engines.

Said to be the largest of its kind in Australia, Perth's new theatre, the Mayfair, was officially opened on March 10 by the Lord Mayor (Mr. J. Totterdell). The theatre has sound-proof walls, a repository for patrons' parcels, cushioned chairs and is air-conditioned throughout. There is also a well-equipped nursery with a nurse in attendance.

An R.A.A.F. Liberator took off from Pearce on a 2,000-mile round trip to Antarctic waters on March 12. It was the first peace-time long distance flight of the R.A.A.F. and the first flight from Australia so far south to investigate the weather vagaries from the air. It was captained by Group-Capt. D. Kingwell, D.S.O., of Brisbane. The four-engine plane travelled 1,000 miles south of Perth to latitude 46 deg. in the "Roaring Forties" region to study meteorological conditions, to test crew fatigue and to observe the performance of the aircraft in that area. A safe return was made 13 hours after take-off.

Mr. Bruce Bellamy, advertising manager Vacuum Oil Company and immediate past-president of the V.I.A., was the guest at a recent luncheon meeting of the West Australian Institute of Advertising (Inc.).

## SYDNEY I.R.E. MEETING

A meeting of the Sydney Division of the I.R.E. will be held on Monday, March 31, at 7.45 p.m. in the main hall of Science House, Gloucester Street. Mr. H. B. Wood, O.B.E., B.Sc., M.E., M.I.E. Aust., M.I.R.E. Aust., Chief Engineer, Standard Telephones and Cables Pty. Ltd., will be the lecturer and his subject will be the 200 kW. Naval Wireless Telegraph Transmitter at Canberra.

## SYDNEY NATIONAL AT NEW SITE

On March 12, 1947, 2BL joined the other Sydney A.B.C. transmitter, 2FC, at the P.M.G.'s Radio Centre, Liverpool, N.S.W. Simultaneously with the change of site, a new 10 kW. transmitter, made by Standard Telephones & Cables Pty. Ltd., has been placed in service, while the 736 ft. vertical radiator originally erected for 2FC is now shared by both stations.

Completion of the 2BL installation ends the period of temporary operation of this station at Kingswood, near Penrith, N.S.W., which commenced during 1942, when the old 5 kW. 2BL transmitter was moved as a security measure from its original site at Coogee.

## Victorian Items

### NEW COMPANIES

A. & R. Electronic Equipment Company Ltd., Regd. Mar. 4. To acquire business of A. & R. Electronic Equipment Company, 67 Gardiner Pde., Glen Iris. Regd. office: 25 Queen Street, Melb. Capital, £5,000 in £1 shares. Subscribers for 1 share each: David Kennedy Anderson, radio engineer, Jessie Beatrice Anderson, Harold Percy Anderson, engineer, Glen Iris, Andree Roudie, Ashburton radio engineer, Glen Iris, Wm. Genat, Melb., taxation consultant.

R. W. STEANE & CO. LIMITED, mfrs. and dealers in radio and elec. goods, etc. Regd. Feb. 28. Regd. office: 143 High Street, Kew. To acquire business for R. W. Steane. Capital, £10,000 in £1 shares. Subscribers for 1 share each: Alan Henry Robinson, Wm. Arthur Prendergast, Melb., Solicitors; Constantine Demetrie, Melb., law clerk; Mrs. Keitha Grace Steane, and Robt. Wm. Steane, radio engineer, Kew.

A special staff of four has been set up by 3AW Melbourne to handle exclusively the station's daily Radio Newsreel, broadcast at 12.15 p.m. 3AW's radio roundsman, Robert O'Brien, and technician, Jack Kling, with the portable wire recording unit spend most of their time on interviews and news-breaks, and it has become necessary to augment the staff. Ted Park, former American columnist and radio commentator, has now been assigned as full-time scribe for 3AW's Newsreel. Ted was a former fighter pilot in New Guinea and is married to an Australian lass. Doreen Murphy, former 3AW switch girl, is now on secretarial duties at the unit's new office at the Russell Street Radio Theatre. Special Saturday night editions entitled "Radio Newsreel Remembers" are being broadcast to commemorate topical events. Typical of these was 3AW's "Melba Commemoration" program on Saturday, February 22, when interviews of intimate acquaintances of Melba were broadcast, including one with Mr. George Sutherland, managing director of Allans.

## SYDNEY EASTER SUNRISE SERVICE

Frank Grose of 2GB Sydney is busy organising the Sydney Easter Sunrise Service for this year. Introduced during the war years this impressive dawn gathering has been one of the highlights of outdoor broadcasting. The original setting was the outer Domain, but this year it will take place in Hyde Park alongside the Pool of Remembrance at the Anzac Memorial.

## Purely Personal

Mr. Charles Batten, manager of Adelaide station 5KA, returns to-morrow after a fortnight in Sydney on business. He was accompanied by the station's production manager, Mr. Jack Fox, who spent a lot of time investigating various techniques used in some of the big Sydney radio productions.

Leo Finn, Sydney manager of Frank Mason & Co., motored down from Sydney recently for a week's visit to Melbourne.

J. B. Faulkner, salesman for Frank Mason & Co., Melbourne, leaves for England early in April. This is his first trip home, after 33 years in Australia.

Mr. D. Macdougall, Victorian manager of the "Sydney Morning Herald," was recently elected unopposed to the presidency of the Victorian Institute of Advertising. Former president, Mr. Bruce Bellamy, advertising manager of Vacuum Oil, did not seek re-election, Vice-presidents, H. E. Israel, and secretary, E. J. Brereton, were also elected unopposed.

Dick Hyde, business manager of the Colgate-Palmolive Radio Unit, has to be out of his present home "up the line" by April. He's frantically looking for a house to buy on the north side of the harbour.

Sid Kemp, manager of the Argus Network, has returned to Melbourne after an enjoyable holiday spent at Torquay, Victoria.

Sid Morgan, managing director of 3KZ, Melbourne, is another holidaymaker who is looking very fit after his vacation.

Mr. Noel Leggatt, general manager of Frederick Stearns and Co., has returned from a trip to New Zealand, on which he was accompanied by Mr. Ralph W. Henderson, vice-president of the parent company in U.S.A., who is visiting "down under" to set plans in motion for big expansion in Australia and N.Z. Contracts were signed in N.Z. for the building of a modern laboratory and manufacturing unit there. It is likely the Sydney factory and laboratory will be considerably expanded as a result of Mr. Henderson's visit to Australia.

Mr. H. W. Weathesbee, managing director and Mr. C. J. Harrison, publicity manager of Horlicks, England, together with Mr. L. W. Barrett, managing director Horlicks Australia, and Mr. L. R. Coleman and Mr. T. R. Carruthers of the J. Walter Thompson agency, will be the guests at the 21 Club of Australia luncheon at Ushers' Hotel, Sydney, to-day, March 20. The Horlick's executives were also guests of the Council of the Australian Association of National Advertisers at lunch earlier this week.

Mr. W. H. M. Fry, publicity officer for Tasmania of the Shell Company of Aust. Ltd., has been transferred to the Victorian branch of the company. The position will be filled in Tasmania by Mr. T. L. Molloy.

George Iven Smith is one of several Australian broadcasting executives who have made good overseas. Latest news of him is his appointment as chief of the program

### PRICE CONTROLS LIFTED IN CANADA

The lifting of controls on radios, phonographs and combinations became effective in Canada on January 13. Although ceiling price removal will improve the sales situation, difficulty in obtaining anything better than mantel radio sets still exists due to shortage of timber for console cabinets.

planning staff for United Nations' International Network. He has been given four months' leave of absence from the Arthur Rank film organisation, for which he is associate producer, to carry out the UNO job in New York. Smith put his first foot up in broadcasting fame when he started with 2WL, Wollongong, N.S.W., some years ago. Subsequently he joined the A.B.C. and was in charge of juvenile broadcasts and then went to London on loan from the A.B.C. to take over the Pacific Service of the B.B.C. He joined Arthur Rank last year.

Mr. Dan McVey, managing director Standard Telephones and Cables and formerly Director General Posts and Telegraphs, has been appointed a director of Dunlop Rubber (Aust.) Ltd.

The wide circle of advertising and broadcasting friends of John Barnes, manager of Producers Meat Supply Co. and father of 3XY's Sydney representative, Rick Barnes, will regret to learn that he recently underwent a serious operation at St. Luke's Hospital, Darlinghurst, Sydney, where he is still laid up. Latest reports, however, show that "Old Lion Heart," typically, is fighting back and has hopes of soon again unleashing some of his tireless energy in business.

Bill Stephenson, 2UE's popular personnel manager, is being inundated with congratulations on the arrival of his brand-new brunette daughter, Joan Elizabeth. Bill is now the proud father of three children—little blonde Anne, schoolboy Peter and the dark-eyed Joan.



The Lord Mayor of Brisbane, Ald. Chandler, left Sydney by air on Sunday last for a visit to America where his mission involves impressing New York financiers of the desirability of "converting" their stock in Brisbane City Council Loans. Brisbane's Town Clerk, Mr. Slaughter, will follow Ald. Chandler next Sunday. There is little doubt that the mission will be an absolute success.

Mr. K. G. Simpson, formerly senior account executive of Goldberg Advertising, Victoria, has been appointed chief executive of Carden Advertising, of Queen Street, Melbourne.

### TOP - RANKING WOMAN ANNOUNCER

required by leading Melbourne Commercial Radio Station

This is more than an announcer's job. It calls for a youthful woman with some years' practical microphone experience—one who can really organize and conduct special Women's Sessions, and can supply brand-new programme ideas and write first-class material.

Obviously, she must have an outstanding radio personality.

If you measure up to these requirements, apply at once, giving full details of experience and ability, and some idea of salary expected, to:

"WOMEN'S SESSION"  
c/- "Broadcasting Business"  
Box 1774, G.P.O., Melbourne

Queensland manager for Lever Bros., Mr. Eric R. Edgar, has been transferred to Melbourne and Mr. John Andrew Marshall will be taking his place—this executive change takes place at the end of March.

Leon Jackson, general manager 4VL, Charleville, Q., has been spending a couple of weeks in Brisbane on business and reports that things are looking up in Western Queensland now that the six years' drought is broken.

Four members of the Australian Broadcasting Commission, Messrs. R. J. F. Boyer (chairman), E. R. Dawes, J. S. Hanlon and Mrs. I. M. Kent, recently visited Tasmania.

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

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required by leading Melbourne Commercial Radio Station

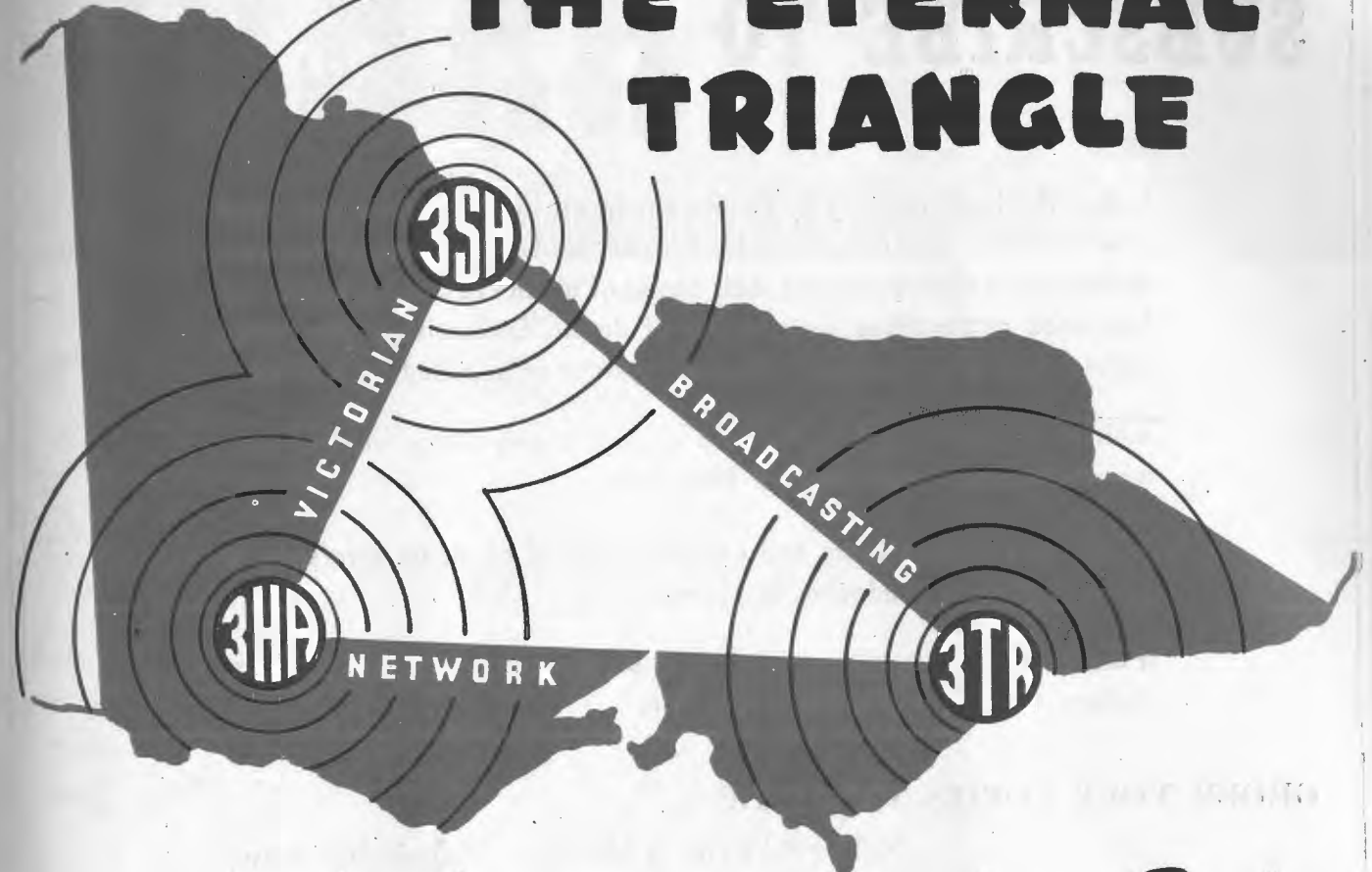
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# BROADCASTING BUSINESS

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448th Issue

Thursday,  
April 3, 1947

Incorporating "Commercial Broadcasting"

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



*It's not All a matter of form!*

*Hi Fellers!*

*Here's one for the road:*

*The clerk in the Registry office said to the VERY thin girl at the counter:  
"I'm sorry Miss, but you can't make arrangements to get married until you've filled out your form properly".*

*The girl flared up and said: "Look, Mister; if my boy friend's satisfied with me as I am, what the heck's it got to do with the Government?"*

*As I said when I heard that one, it's not always a matter of form . . . there's always the personal side. You find that in radio, too; where personal service sometimes can lift a proposition out of the red, and right into the black. All the service in the world of course can't save some campaigns—when they get on the wrong track and run off the rails; but if you've never known what real service can do to make radio pennies produce customer pounds, then talk over your next proposition with 2UW. You'll find that they won't be satisfied unless you are happy. It's a 2UW "know-how"; and it pays—YOU!*



*Most People Listen to* **2UW**