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# BROADCASTING BUSINESS

VOL. XV, No. 20  
449th Issue

Thursday,  
April 17, 1947

Incorporating "Commercial Broadcasting"

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

## Here's 8 in a Row!



### Hi Fellers!

Did you hear about the chap who complained to his pal that his wife listened to the radio all day.

"She hasn't spoken more than a dozen words a day to me for more than six months," he said. "I'm going for a divorce."

"Hold on," his pal said, "if that's all that's the matter old boy, you'd better think hard before you do anything . . . you'll never find another one like that."

That's just a story—but here are some hard facts about the programmes broadcast especially for women today:

Pioneer Tours' sponsorship of "Anne of Green Gables" in the 2UW Women's Session four days a week, means that 2UW now has EIGHT top-line serials on the air in the morning programme. Look at the list—and the sponsors.

"My Husband's Love" (Sunlight Soap), "Hollywood Holiday" (Kolynos), "These Old Shades" (S. R. Buttle), "Crossroads of Life" (Persil), "Mary Livingstone, M.D." (Kraft), "Aunt Jenny's Real Life Stories" (Velvet Soap), "Anne of Green Gables" (Pioneer Tours), and "Limelight and Shadow" (Jenyn's Corsets).

Measure that audience!



## MOST PEOPLE LISTEN TO 2UW

# INTENSIVE COVERAGE OF EIGHT PRIME MARKETS BY EIGHT HOME-TOWN STATIONS

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

Reaching more people than ever before—and with a clearer signal—these eight stations give intensive coverage to eight markets bursting with sales potentials.

All these stations dominate the areas they serve. Each is the most listened to locally. Each is the only station located in its respective market.

There is only one way to cover completely and economically each of these important markets. That is with the network listed above. Leading agencies and advertisers are getting "on the beam" and placing more new national business than ever on these stations.

All particulars from

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD.**

SYDNEY

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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, APRIL 17, 1947

Vol. XV, No. 20 (449th issue)

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## EDITORIAL

### Radio Drama Comes of Age in Australia

With the so successful culmination on Sunday evening last of Macquarie Network's first Annual Award for meritorious acting in radio drama, the Australian radio theatre has really assumed its rightful stature. It should go on to new heights with such healthy encouragement to our radio players as this Annual Award provides. It is not just enough that our best players should earn high broadcasting fees. The stimulus of another form of recognition is, to artists, the most powerful spur to their artistic development. That is something which the film industry in U.S.A. long ago learned. There the annual Academy Awards for top acting honors in films each year has proved its inspiration to film players. In American radio too, annual awards are made by various organisations with the fulfilled object of encouraging the very best talent to peaks of their histrionic abilities.

So to the Macquarie organisation, Australian broadcasting, both national and commercial, owes this much—a tribute for a part well played in the general movement for the better development of Australian culture.

It is significant that all four artists who won the first set of Awards, while they won their "Oscars" for certain specific parts played in Macquarie productions, were freelance performers. Thus whatever encouragement, whatever development of their acting ability accrues from the stimulus of their recognition will be reflected, not in a confined channel of activity, but widely through the whole field of broadcasting, stage and films in Australia.

A strong move by broadcasting managements to encourage the better development of Australian acting and writing and production talents does not stop at that point. The Federation of Commercial Stations has in hand a project which when consummated will prove of inestimable value to the industry and to cultural standards in broadcasting. The first step in this direction is the organisation, now going ahead, of annual awards for the adjudged best Children's Sessions or features on the commercial airwaves anywhere in Australia. Another section will be devoted to awards for the adjudged best Australian written scripts, in one division single plays and in another, serial scripts.

These features of our broadcasting system today are a very healthy sign and should be taken into consideration by those who are so apt to fling critical comments in the direction of our radio programmers whenever the least jarring note or incident crosses their hypersensitive ears.

The Achilles Heel of the broadcasters lies in the fact that they cannot escape the listener—he is everywhere all the time, listening and registering. The advertisement announcement for Tom Brown's liver pills is broadcast with equal eloquence as is the announcement advertising a Rolls Royce—the broadcaster hasn't the kind of facility that the press has of setting the pill ad. in agate type and burying it in a jumble of other advertisements at the foot of a big page. After all broadcasting is a very democratic medium (not everyone even objects to the pill ad!) and the wonder of it is that so much really worthwhile matter and high class production is broadcast rather than that there be a spate of sub-standard material on the air. One hundred stations broadcasting an average of 16 hours daily makes 1,600 daily hours of broadcasting, or 112,000 hours weekly, or 6,724,000 hours a year. It's not bad for a young country.

# Vital Days for Broadcasting

## Our Radio in PSCB and Cabinet

### "Melting Pot"

(From Our Canberra Correspondent)

Canberra.—Australian broadcasting will be in the political melting pot this week when the special Cabinet sub-committee of three appointed "to examine the technical, financial and other fundamental problems of a changeover to frequency modulation transmission" will meet. The Parliamentary Standing Committee on Broadcasting has been asked to complete its report on ABC finances so that this can be studied by the three Cabinet Ministers—the Postmaster General (Senator Don Cameron), the Minister for Information (Mr. Arthur Calwell and the Minister for Supply and former Postmaster General (Senator Wm. Ashley).

A draft of the report was prepared at the end of the recent sittings of Parliament and members have been studying it during the Easter recess. Finality is expected when the Committee meets during intervals of Parliamentary assembly this week. A majority report from the Labour members will form the chief guidance to the Federal Government, but it is certain that the representatives of the Liberal Party—Senator Hays from Tasmania, Messrs. Percy Spender (N.S.W.), W. Hutchinson (Vic.) and W. Falkinder from Tasmania—will submit a minority report. The Country Party is not represented on the Committee because "it regards the Committee as an obstruction to the progress of Australian broadcasting."

Liberals are on the Committee, however, in the words of their leader (Mr. R. G. Menzies) "to watch and if possible counter by reasoned argument the tendencies towards nationalisation and unwarranted interference with the broadcasting industry and the ABC."

There is no doubt that this "reasoned argument" will be needed during the next few days and at Cabinet meetings which will review the broadcasting question during April. The immediate problem of ABC losses is being seized upon by some Labour

Ministers and by a number of the private Labour members as the favorable moment to nationalise the commercial radio industry, either directly by early acquisition, or indirectly by changing broadcasting over to the FM system without granting licences to the existing commercial operators.

A forceful case is being put by one Minister for the disbandment of the Australian Broadcasting Commission and its replacement by direct Ministerial control over a broadcasting department whose administrative head would be a Director-General. Ideas in this direction have grown within the Department of Information where the Director-General (Mr. E. G. Bonney) is mainly responsible for the operation of the short-wave transmitters in Shepparton, Vic., known as "Radio Australia."

The Prime Minister (Mr. J. B. Chifley) is known to oppose nationalisation of all broadcasting, because at this stage he believes the Government has too many other commitments; and he has been impressed by earlier Broadcasting Committee reports on the place of commercial radio in the Australian set-up. He is also influenced strongly by the opinions of departmental officers like the Acting Director-General of the PMG (Mr. G. T. Chippindall), who pointed out officially a few days ago that Parliament had recognised the existing commercial broadcasting service as a distinct unit of the broadcasting system of the Commonwealth.

Mr. Chifley is concerned at present with the financing of Australian broadcasting, especially how to overcome the disastrous practice of meeting current ABC commitments by liquidating funds intended for post-war broadcasting buildings.

The main draft of the PSCB report now under consideration is understood to traverse the possibilities of increasing the annual commercial transmitting licence fee considerably, of increasing the listener's licence fee,

of a third ABC network carrying sponsored programs and of heavier subsidies from Consolidated Revenue to the ABC.

Increases in the licence fees will be opposed by at least two Labour members of the Committee and by all the Liberals, leaving two other threats to the existing system. The implications of heavier subsidies from the Federal Budget and of possible sponsored sessions over national stations are clear and threatening to the commercial radio industry. The ABC chairman (Mr. R. J. F. Boyer) opposes both these proposals because "they will increase Ministerial control."

Before Mr. Chifley as Treasurer can be persuaded to go against opinions such as those of the Secretary to the Treasury (Mr. S. G. MacFarlane), Mr. Chippindall and Mr. Boyer, however, the PSCB must convince him that a new broadcasting department controlling the national stations directly and overseeing the commercials would be more economical. At this writing, data on this financial aspect is being assembled for consideration of the Committee members when they come to their final meeting on the ABC monetary question.

If possible, the recommendations of both the PSCB and the special Cabinet sub-committee will come before the Full Cabinet within the next ten days. Meanwhile a big question mark hangs over ABC Broadcasting House and many Government members have nationalisation fever about what they call the "B" stations.


#### PUBLIC BODIES SEEK CO-OPERATION OF BROADCASTERS

The manner in which public bodies these days solicit the co-operation of the commercial broadcasting stations in any project involving direct contact with the public should be a source of satisfaction to the managements of the stations and to their Federation.

Recently the N.S.W. Road Safety Council approached the Federation advising of an extension of the publicity and educational campaign and asked for the Federation to nominate a representative to the committee. Mr. J. E. Ridley was elected from the N.S.W. division.

In Sydney also the Federation has been asked to nominate a representative on a committee organising the 1947 Health and Recreation Exhibition. Mr. John Taylor will represent the broadcasters.

## A Cross-section of Reasons Why RADIO 2UE IS SYDNEY'S No. 1 STATION



A STORY TO REMEMBER  
AUSTRALIA'S CHOICE  
AUTHORS' PLAYHOUSE  
BEYOND THE SETTING SUN  
BYE BYE, BABY  
CALLING THE STARS  
CALTEX STAR THEATRE  
CASHMERE BOUQUET SHOW  
CLOSE SHAVE LEGION  
COLGATE CAVALCADE  
DANGER UNLIMITED  
EDMUND CONQUEST  
HIGHLIGHTS OF HARMONY  
JUSTICE RIDES THE RANGE  
LASTING LOVELINESS  
LEAVE PASS  
MAY WE COME IN

MELODY AND RHYTHM  
MUSIC IN THE TANNER MANNER  
MUSIC, SOFT AS SILK  
OFFICER CROSBY  
ON THIS DAY  
PALMOLIVE HOLIDAY  
RADIO REVELS  
RUMPUS ROOM  
SHOO SHOO BABY  
SENTIMENTAL INTERLUDE  
SYNCHROMATIC HOUR  
2UE SPORTS FEATURES  
THE DIGGERS' SHOW  
THESE OLD SHADES  
VELVET RHYTHM  
WHAT'S COOKIN'?

YOUR SALES MESSAGE, TOO, WILL BE  
BETTER PLACED ON THE AIR THROUGH

RADIO  
2UE

## THE SYMPHONY OF CHEMICALS

### Big American Sponsor who backs Music to Sell

By HENRY H. REICHHOLD  
President, Reichhold Chemicals Inc.

When I first discussed details of the "Sunday Evening Hour" with my agency, Kenyon & Eckhardt, there was some talk about the dynamite-packed Sunday evening lineup on NBC, directly competing with our proposed symphony program. Hoop-eratings were reviewed for that period—a procedure which left no doubt that in ordinary radio it was the better part of valor to leave that hour in its lonely sustaining glory. However, ratings as such do not bother me at all. If that's heresy, coming from a sponsor, make the most of it.

Further research revealed that several million listeners would listen to a symphony program at that time. These listeners, a minority in radio, but a sizable market anywhere in the world, obviously liked symphonic music to the exclusion of almost any other form of radio entertainment. They were the listeners who go to concerts, support symphony orchestras and buy musical merchandise. These listeners were our potential subscribers for "Musical Digest," a "town and country" type magazine selling at the luxurious price of 50 cents a copy.

Aiming at this audience allowed us to practise several rather unconventional commercial treatments on the program. First of all, I have always shied away from extraneous talks during my musical programs. All the conversation—what there is of it—should be about musical subjects. Hence our decision to omit intermission commentaries.

Additionally, it was decided to play standard qualified classical works without cutting for time and making other adjustments usually obligatory for radio programs. This meant the programming of one major and at most two minor compositions on each broadcast. We were determined not to let anything spoil the beauty of the performance given by Dr. Karl Krueger and the Detroit Symphony Orchestra—so we did away with middle commercial breaks and received special

Readers who studied Morris C. Hastings' New York Times article in our last issue ("BB" April 3) headed "Does Radio Give Public Music it Wants?" will be intrigued by this logical follow-up explanation from one of America's biggest sponsors as to why he sponsors symphony. Henry H. Reichhold, president of Reichhold Chemicals Inc., is publisher of "Musical Digest" and is also chairman of the board of Vox Recording Co. He sponsors the Detroit Symphony Orchestra on the ABC Network, Sundays 8-9 p.m., and wrote the following article especially for "Broadcasting" magazine published in America.

permission to drop the middle station break.

Our commercials are short and placed at the end of the program. Opening credits give a general picture of the "Musical Digest" and lead directly into the first number. Our end commercials are based upon controversial articles in the magazine.

#### Fan Mail Heavy

It is interesting to note that we are selling a \$5 product, sight unseen, through the broadcast series. In addition, we also mention the Vox Recording Co. which will issue records by the orchestra. Yet, our fan mail—and subscription list—is mounting by the hour with letters of praise for the uncommercial treatment of the program.

Our Hoopers will be low—I know that in advance. But I contend that my thesis is essentially sound. People who love good classical music will listen to it no matter what other diversions are on hand. They will approve commercials if the commercials do not interfere with the music and if they treat of a musical subject.

Mr. Hooper, I rest my case with the "Sunday Evening Hour."

## NEW BRISBANE STATION OPENING SOON

Latest reports from Brisbane indicate that the new Labor Party station in Brisbane, 4KQ, will be on the air by the close of this month. Every effort is being strained to open up the station before the State elections on May 3.

Staff executive positions have all been filled with Charles Hurndell as manager, Chris Jenkinsen sales manager, and Jim Woods program manager. In addition a number of good announcers have been appointed.

Amalgamated Wireless A/sia. Ltd. have been appointed sales representatives for Sydney and Melbourne for the new station.

## WORLD TELECOMMUNICATIONS CONFERENCES

The U.S. State Dept. has announced that nearly sixty nations have been invited to send delegates to the World Telecommunications Conferences which will commence in Atlantic City, U.S.A., on May 15.

The conferences will comprise several sittings, expected to last several months from May 15, when the World Radio Conference will commence. On July 1, a Plenipotentiary Conference will commence and will probably last from four to six weeks. The sessions will conclude with a World High-Frequency Conference—the first of its kind to be held.

The Australian delegation to these conferences is headed by Mr. L. B. Fanning, Director General of Australian Posts & Telegraphs, and he is accompanied by a strong team of technical advisers from his department.

## HUGE LOSS ON A.B.C. WEEKLY

Costs relating to Australian Broadcasting Commission publications A.B.C. Weekly and Talk, were reported to Parliament last month by the Auditor General, Mr. A. C. Joyce.

In the first three months of its appearance (3 issues) Talk incurred a loss of £504.

The total loss on the A.B.C. Weekly since beginning in December, 1939, had amounted to £150,442. Net loss for this year 1945-46 was £13,745 compared with £8,933 for the previous financial year 1944-45, although revenue was up over £1,000.

## Another Public Service . . . and meeting the Public Demand for

# NEWS IN THE MAKING

## THE RADIO ROUNDSMAN DAILY NEWSREEL 12.15 to 12.30

Fifteen minutes, and always up-to-the-minute. It anticipates the evening news—and brings world famous visitors to the mike.

## EXTENSION!

By Popular Request

## THE RADIO ROUNDSMAN New Nightly Newsreel 6.45 to 7 p.m.

Commencing April 21, the Radio Roundsmen will broadcast a new evening newsreel at the peak time before the regular 3AW-Age news service.

## "RADIO ROUNDSMAN REMEMBERS" 8 p.m. Saturdays

The anniversary of the week is remembered in a special Saturday night commemorative programme. Highlights of great events are recalled with dramatic realism. You can be sponsor.

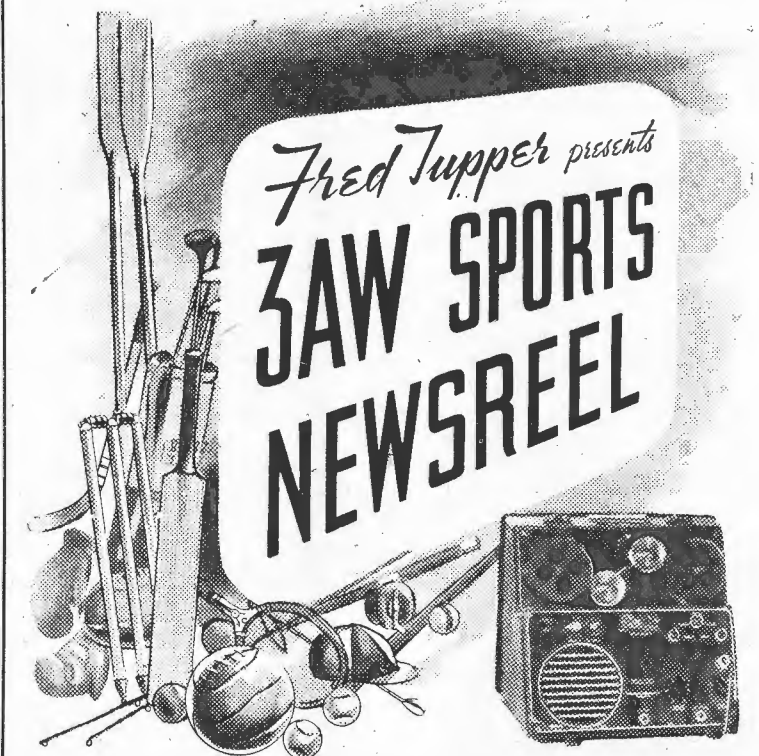
## 3AW - 3CV

REALISING the ceaseless desire for topical news, 3AW is augmenting its regular news sessions and flashes by its own news unit under Bob O'Brien, the Radio Roundsmen. The station's portable wire recorder goes on to new locations for each edition, giving on-the-spot descriptions and interviews which would not normally be broadcast.

Edwards Park, American journalist, is now on the permanent staff of the newsreel unit which has its own technicians and staff ready to be out for the scoops—anywhere, at any time.

### Live Local Features distinguish Melbourne's Live Station, 3AW

Four new programmes of deep local interest is further proof for sponsors to consolidate their message to Melbourne's million, through Macquarie.



A highlight for Friday night listeners is Fred Tupper's excursions to Football clubs' coaching rooms and off-the-record sports interviews at 6 p.m. for the Melbourne Sports Depot.

## RAIN COULDN'T STOP OPERA FANS

Overcast skies and heavy Melbourne autumn rains failed to dampen the enthusiasm of more than 125,000 music lovers who thronged the Botanic Gardens on Sunday, March 30, at 3 p.m., to see and hear a unique open air performance of Verdi's "Rigoletto" identical with that sponsored by the Vacuum Oil Co. Pty. Ltd. over 3DB and 53 other stations throughout Australia.

The brilliant musical and dramatic cast included the Melbourne Conservatorium Symphony Orchestra, Westminster Singers and front rank singing and dramatic stars—including Glenda Raymond, John Lanigan, William Laird, David Allen, Patricia Kennedy, Keith Eden, Douglas Kelly, Keith Howard, Lance Nicholls, Ailsa MacKenzie, David Reid and Elizabeth Wing.

The orchestra and choir were under the direction of Hector Crawford. Dorothy Crawford was responsible for the dramatic production. Narrations linking together story and arias were spoken by 3DB's studio manager, Eric Pearce.

The performance was relayed to country stations, 3BA Ballarat, 3GL Geelong, 3BO Bendigo and also to 2UW Sydney.

When heavy showers interrupted the concert after vocal items by Maxwell Cohen, 1946 Sun aria winner, and Joyce Macartney, winner of the 1946 P. & A. Parade, Hector Crawford decided to abandon the performance of "Rigoletto." When, however, he noticed that the huge crowd apparently had no intention of leaving the gardens, he decided to present the opera.

While members of the cast took it in turns to hold umbrellas over the singers, the record crowd sat enthralled through a brilliant musico-dramatic performance of Verdi's most tuneful work. The fact that each of the main roles was played by both a singer and an actor added to the interest.

Sustained and enthusiastic applause followed the dramatic finale in which Glenda Raymond and William Laird (singing), and Patricia Kennedy and Douglas Kelly (acting) starred as Gilda and Rigoletto.

After the performance, Hector Crawford said:

"The fact that such a large crowd defied the weather to see and hear "Opera for the People" to-day is proof

## SYDNEY STATIONS COMBINE IN BLANKET APPEAL FOR BRITISH FLOOD RELIEF

For the first time all six Sydney commercial stations will throw in their lots together to provide an all day blanket appeal for charity funds on Sunday, April 20. It is for the Australian Red Cross British Flood Relief Appeal.

The appeal was opened on Sunday last in a half hour blanket broadcast by well known Melbourne sporting identity Mr. Sol Green, who has been responsible for raising many thousands of pounds for charity over Melbourne commercial stations.

In anticipation of an immediate public response to Mr. Sol Green's broadcast, a battery of special phones were staffed on Sunday to receive phoned promises of donations, the names of donors being reserved for broadcast announcement after the opening of the all-day broadcast on April 20.

For the big appeal the Sydney stations have arranged to clear all times that are not solidly committed for special Sunday program features, and at the very least stations will be able to devote the first half hour of every hour during the day to participation in the broadcast except for the Lux hour and Macquarie Radio Theatre hour on relay at night. Some stations will be able to devote even more time.

A pleasing feature of the venture is the manner in which so many well known radio personalities, both station and program organisation staff

members and free-lancers have signified their willingness to work out the day on the air.

Complete plan of the appeal was formulated by a committee of managers of the Sydney commercial stations under the chairmanship of Mr. John Taylor, while Federation president, Mr. J. E. Ridley, sat in with a watching brief. Details of organisation have been carried out by Mr. Colin Gilder, with the assistance of Mr. Mitchell of the AFCBS N.S.W. office.

Last week cables were sent to England requesting Mr. John Watson (formerly well known in Australian radio circles) to endeavour to get speeches from the British Prime Minister, Mr. Attlee, and from Mr. Churchill, and other material which might assist the program.

Perth, April 11:—The W.A. Division of the AFCBS carried out an all-day appeal on Saturday, April 12. Owing to the impossibility of synchronising times on all stations due to varying commitments, each station operated independently in the common cause, and there was no blanket broadcast. Station staffs worked in shifts to receive phone calls and collate information regarding addresses and amounts promised by donors and the announcers at each station acknowledged over the air donations telephoned to their individual stations.

### BALLARAT HELPS BRITAIN

First to co-operate with local Ballarat authorities in the urgent appeal for relief for Britain, was 3BA on Sunday, March 30, when, despite heavy program commitments—a big sum was raised. With only 2½ hours available between features during the afternoon and night, the Ballarat station closed at 10.30, with £4,612/6/- promised. A feature of the appeal which was conducted in conjunction with Ballarat Rotary and Red Cross, was the voluntary opening of many country exchanges to enable district listeners to phone in promises. At the time of going to press, contributions in the mail have raised the total to £5,022/6/-—a record for a single day cash appeal on 3BA.

that these concerts in the Botanic Gardens have become over the past eight years an integral feature of our Sunday life during the summer months.

The Vacuum Oil Co. distributed 20,000 attractively printed programs among the crowd. This number, though far in excess of previous concerts, did not satisfy the eager demand.

This undeniable proof of the average man and woman's interest in opera—hitherto regarded as "high-brow"—cannot fail to be reflected in the growing radio audiences for Vacuum's "Opera for the People" broadcasts from the Major Network and co-operating stations in all States of Australia.

# Days of Joyous Bright Programmes



## BRISBANE'S No. 1 STATION

### DAYTIME SUNDAY SUPREME

On Sundays alone 4BC broadcasts 4 one hour programmes, 10 half hour programmes and 5 quarter hour programmes, giving Brisbane its finest Sunday entertainment.

### S. R. O. FOR THE PAST 5 YEARS



### MATINEE UNIT PROGRAMMES

Matinee Unit Programmes are a feature of 4BC's afternoon sessions and are broadcast 3 hours daily Monday to Friday including 60 feature units. There is room for your sales message in the Matinee Unit Programme.

### 4SB (SOUTH BURNETT) RELAY TIMES

Monday to Saturday, 6 a.m. to 8 a.m.; Monday to Friday, 11 a.m. to 1.30 p.m.; Saturday, 12.30 p.m. to 11 p.m.; Monday to Saturday, 6 p.m. to 11 p.m.; Sunday, 1 p.m. to 2 p.m., 5 p.m. to 11 p.m.

4BC's Sponsored Daytime Sessions are outstanding. During the week 4BC, in conjunction with relay station 4SB (South Burnett), presents no less than 4 one hour programmes, 16 half hour programmes and 41 quarter hour programmes. The hour programmes feature bright musical programmes—the half hour programmes are headed by "Jane Young's Cottage" with 6 half hours weekly and the 41 quarter hour programmes include such outstanding features as "Barnaby Rudge," "The Legend of Kathy Warren," "Limelight and Shadow," "Songs of Yesteryear," "Wuthering Heights," "Around the World with Father Time" and "Westward Ho!"

Good company means assured listenage. You can deliver your sales message in 4BC's popular daytime sessions.



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

# MACQUARIE AWARDS CUT NEW STEP IN CULTURAL PROGRESS OF RADIO BROADCASTING

Brilliant Scenes Mark First Annual Presentations

The pomp and glamour that Macquarie organisation threw around the presentation night last Sunday for the winners of the first annual Macquarie Awards for radio artists was a worthwhile effort. All the atmosphere was there of a Hollywood first night. Crowds surrounded the floodlit Macquarie Building in Phillip Street and Fox-Movietone cameramen were on the job to film the arrival of the Award winners and other notables of stage and screen, and the representative gathering of guests.

The Award winners were Miss Catherine Duncan for best star role (female) of the year, her part of Fraulein Von Bernberg in "Children in Uniform;" Mr. Peter Finch for best star role of the year (male), his part as Rene Latour in "The Laughing Woman;" Miss Lyndall Barbour for best featured player in support role of Elinor in "Indian Summer" and John Nugent Hayward, best featured player in support role of Gribaud in "The Duke in Darkness."

These four brilliant artists were featured in the Macquarie Theatre play, Emil Zola's "Terese Raquin," on Sunday night supported by John Cazabon and Joan Lord.

The Macquarie Theatre Sunday night plays have already been broadcast from the 2GB Auditorium for over six years under the consistent sponsorship of Murdochs Ltd., departmental store. At the conclusion of the play, Macquarie paid a tribute to the sponsors not only for their long association with the feature, and thanked the directors and management of Murdoch's for their courtesy in giving most of the time available that night to award proceedings.

Mr. R. E. Lane, 2GB-Macquarie general manager, introduced Macquarie chairman and managing director, Mr. R. E. Denison, to make the presentations. Before doing so, Mr. Denison expressed his regret that Mr. H. G. Horner, who had fathered the Macquarie awards project, was unable to carry out the actual presentations. He had, in fact, sailed for England the

previous day with Mrs. Horner for a well-deserved holiday.

Miss Duncan and Peter Finch were each the recipients of 100 guineas and trophy, and Miss Barbour and John Nugent Hayward each received 50 guineas and medallion.

In accepting her award, Miss Duncan, the former Melbourne artist, now domiciled in Sydney, said she felt she would like to make an award to Macquarie for being the first to institute this annual award to radio actors. It set the seal on radio drama as perhaps our only real national theatre—a theatre which goes to the people in every part of the Continent. It recognised radio actors and artists in their own right and encouraged them to set new standards in the craft. Miss Duncan also paid a tribute to producers E. Mason Wood and Laurie Cecil.

Mr. Frank Clewlow, Federal director of drama for the ABC, chairman of the Award Committee, which also comprised Miss May Hollinsworth of the Metropolitan Theatre, Mr. Harald



Catherine Duncan and Peter Finch, winners of Macquarie's first annual awards for the best star roles of the year in Macquarie productions, compare their attractive bronze trophies.

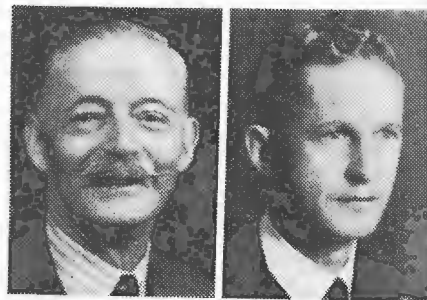
Bowden of J. C. Williamson Theatres and Mr. Jesse Collings, film and stage editor of the Sydney "Sun," told the audience that in arriving at the awards all four judges' opinions were unanimous, adding, "we were all very much struck by the extremely high standard achieved by all the actors and actresses engaged."

Following the function at the auditorium, the directors and management of 2GB entertained about 200 guests at a supper reception at the 2GB offices where a toast to Murdoch's was happily responded to by Mr. Alf Mallaloe.

## FM STRIKES INTERFERENCE PROBLEM

FM station operators are encountering a problem of interference from each other's wavelengths when operating only one channel apart. Moves are reported to be afoot to influence the FCC to order operation of stations two channels apart instead of one as at present under the allocation of the 100 megacycle band for FM. That would present an overcrowding problem in the long run and far sighted planners among operators and set manufacturers already see a distinct possibility of a re-allocation of FM to the 44-50 megacycle band now reserved for one of several television bands. Majority of the industry engineers in original FM hearings before the FCC stumped strongly for the 44-50 mc. band which they claimed gave longer distance reception than the 100 mc. operation. FCC's determination to push FM up to the 100 mc. area has long puzzled the FM enthusiasts.

## OFF TO THE U.S.A.



Mr. A. E. White, director of the White & Gillespie group of business in Melbourne and Sydney, including White & Gillespie Record Processing Co. Pty. Ltd., and Mr. E. A. White, production manager of White & Gillespie (Melb.) Pty. Ltd. and White & Gillespie Record Processing Co. Pty. Ltd., have left for the United States of America and England by the S.S. Marine Phoenix from Sydney on April 14 to study the latest developments in Record Processing technique and to purchase up-to-date plant.

The W. John Haysom Company, Melbourne, which handles the 3AW Sunday morning feature, "Presbyterian Half Hour," has submitted to the Presbyterian Church Broadcasting Committee a provisional plan for a regular State-wide broadcast of this session—a matter which is receiving close attention.

# Business is Good in Industry



# 2 H D

NEWCASTLE

# 2 K Y

SYDNEY

The Family Stations of the Industrial Community

2HD Newcastle  
Waratah 487-856

2KY Sydney  
M 6291

Stan Allan, Melb.  
Central 4705

## USA RADIO HIGHLIGHTS

(From Our Washington Correspondent)

Networks and stations showed an average seven per cent. increase in net time sales in 1946 over the previous year the Federal Communications Commission has revealed in a preliminary report. The four big networks (CBS, NBC, ABC and Mutual) and their ten key stations show net time sales at over 70 million dollars on a gross of 193 million dollars—an increase of 2% over the previous year. At the same time three of the five regional networks indicated a decrease of 10% in net time sales. Preliminary financial reports to FCC from 751 AM stations show an increase of 9.2 per cent. over the amount of net time sales reported by the same stations in 1945, FCC stated. This increase was the result of a 4.9 per cent. rise in sale of station time to networks, an 8.1 per cent. increase in the sale of station time to non-network advertisers, and a 9.2 per cent. increase in the amount of commissions paid to agencies. FCC added: "With respect to total broadcast revenues (that is, net time sales plus incidental broadcast revenues, such as sale of talent, and so forth), an increase of 8.9 per cent. was indicated over 1945 for the same stations."

General Electric Co., has made a new Opinion Meter which may have important uses in broadcasting as time goes on. Tests have been carried out in recent weeks and the gadget seems to "deliver the goods." Principle is to register the "degree" of reaction of any number of people to a given statement. Each holding a gadget in his hand connected to the meter, up to 120 people can be mass measured on their opinions regarding certain subjects. For instance the question is asked "To what degree do you believe the schools and colleges are equipping young men for active life?" The degree of pressure exerted by each "guinea pig" on the gadget registers collectively in the Meter which automatically sorts out the average and shows the completed rating on a clocklike dial.

Reacting to public criticism of over commercialisation of the nation's airwaves, the big networks are certainly turning ever increasing attention to public service programs. Leader in the field of new public service programs

is undoubtedly Columbia Network, whose president, Paley told NAB conventioners late last year a lot of "home truths" about American radio's weaknesses. CBS in early March pushed their famous and profitable "Information Please" sponsored program off the air (loss \$50,000) to make way for a documentary (un-sponsored) on U.S. juvenile crime. Feature is titled "The Eagle's Brood," has cost thousands of dollars to produce. CBS writer-director, R. L. Shayon wrote it, with a powerful Corwinian flair.

The second stage of Westinghouse's "sky hook" broadcast and television relay plan, which was fully described in "BB" Jan. 8, 1947, was entered recently when Charles E. Nobles, young Westinghouse engineer who conceived the idea submitted to the FCC first engineering reports in support of the company's contention that "stratovision" is technically feasible. The bulky report of nearly 500 pages is titled "Results of Stratovision Flight Tests on Frequencies of 1 mc, 107.5 mc and 514 mc." Westinghouse now hopes to show that steady rebroadcasts of good quality can be provided over an area of at least 400 miles diameter. They claim that one stratovision plane would serve an area of approximately 103,000 square miles compared with best present day ground station coverage of a radius of from 35 to 50 miles.

Television was truly turned to light the path of medical science at the famous John Hopkins Hospital in New York late February, when for three days doctors from all parts of the world watched a series of operations through ten telereceivers in rooms adjacent to the operating theatre. The demonstration marks the first important step towards eliminating crowded amphitheatres of most big hospital operating rooms and thus lessening risk of infections from onlookers. Another important aspect is that many more medical students than can at present be accommodated inside the operating theatres will not have to "queue up" for this vital part of their training.

## FOOD PARCELS DRIVE BY FOUR A'S

The 4A's second round-up for Food Parcels for Britain which was instituted by the Sydney Division following a welcome tendered to Mr. Ian Hutcheson during the London Lintas chief's recent visit to Australia, resulted in another magnificent gesture by the advertising agency fraternity. Up to last week funds for 156 food parcels had been collected and handed to the food forwarding authorities.

Mr. John Humphrey, 4A's general secretary, stated last week that the agencies effort in this good cause had not ceased at the 150 parcels but was being energetically pushed on with among the members.

The deep appreciation of fellow agencies in England for the parcels already received from Australian advertising agencies is shown in the scores of letters which have been received at 4A's headquarters.

Here are three extracts:—

From R. F. White and Sons Ltd.: "We, the staff of the oldest advertising agency in the world, join in wishing you all in the Australian advertising world the heartiest greetings and good wishes for all time. . . In these days of stringent rationing we, in the Homeland, deeply appreciate all that you are so generously doing for us here."

From Kempdell's of Glasgow: "All we can offer you in return is our warmest thanks and hope that we may have the opportunity soon of repaying this nice gesture of our Brothers in Trade in the Southern Seas."

From Crawford's of London: "The arrival of your wonderful parcel has created a lot of excitement in this organisation, and we want to thank you very much indeed for your thoughtfulness in sending this to us. . ."

## YOUTH PROGRAMS

In furtherance of the Victorian Broadcasting Network to encourage youth programs, 3TR Sale has formed a junior choral and dramatic club. Their first broadcast presentation, "The Emperor's New Clothes," was particularly well done and it is proposed to broadcast further presentations by these young people in the near future.

# WHAT IS "GEN"?

All the ex-R.A.A.F. boys know. It's the latest INFO., more commonly known as the "G.G."

Here then, is the latest "GEN" or "G.G." on 3YB

1. Recently granted exclusive broadcasts of the City of Warrnambool Centenary Celebrations. 17 outside broadcasts successfully carried out in one week (March 23 to 30th).
2. On Easter Sunday, 3YB made its first all day Appeal (9 a.m. to 5 p.m.) for the Warrnambool Base Hospital. £1,356 raised from 1,400 subscribers.
3. Breakfast Session Announcer, Ken Walne, recently conducted a 3d. appeal for £50 to purchase Radio Set for Children's Ward in Warrnambool Base Hospital. 4,000 three-pences subscribed in three weeks!
4. Latest GEN on 3YB advertising for March. 88 Local and 61 National Accounts—Total 149. Programmes include Hoadley's "Golden Boomerang," Becker's "Danger Unlimited," H. C. Sleigh's "Jimmy Colt," Australasian Post "Unto All Men," Nestle's "Return of First Light Fraser" and "National Singers," Brockhoff's "Junior Information," Alba Petroleum Co's "You Be The Judge," Cadbury's "Hit Tunes," Colgate's "Leave Pass," "Calling the Stars," "Way to a Holiday," "Lasting Loveliness," Cashmere Bouquet," "Soft as Silk" and "Cavalcade." O. T. Ltd.'s "Guest Artist," Maples' "Fifty & Over" and "P. & A. Parade," Atlantic "Bob Dyer Show," Gillette "Close Shaves," Frederick Stearn's "Drama of Medicine," B.G.E. "Thirty Exciting Years," Vacuum Oil Co's "Opera for the People," Carlton & United Breweries' "Digger's Session," Sunshine Biscuit Co's "Sunshine Selections" plus 30 x ¼ hour top ranking features sponsored locally. (The SHELL SHOW starts on 3YB on April 23rd.) Also commencing Robur Tea Show, featuring "Sincerely Rita Marsden."
5. Value of Dairying products for Warrnambool and surrounding districts exceeds TWENTY MILLION pounds per annum. 45,000 cows milked twice daily. The Nestle's factory at Warrnambool alone treats more than 100,000 gallons of milk daily.

The above IS "GEN"—"GOOD G...!"

LIST 3YB TO COVER THE RICHEST WESTERN DISTRICT DAIRYING MARKET.

# 3YB

"CITY OF WARRNAMBOOL"  
WESTERN DISTRICT UNIT OF THE ARGUS NETWORK

Head Office: 365 Elizabeth Street, Melbourne.  
Phone: FO 411.

Sydney Rep.: V. M. Dinneny, Herald Building, 66 Pitt St., Sydney  
Phone: BW 8943.

# Why the Critics?

(By Lex Lippmann)

Quite recently I was trying to evolve an article to point out to readers just why there is so much criticism of some types of advertising on the air while printed almost daily in the newspapers there are advertisements the nature of which would not be tolerated by the most pocket-poor of our Australian commercial stations, and which go unchallenged (probably because so little noticed!) by the critics.

I had the theme all pat when slapping on my desk came a monthly bulletin put out for clients by station WIRA in Fort Pierce, Fla., U.S.A., with the self-same idea portrayed in the form of an actual newspaper-radio slap-slap incident over there. So here is their story instead of mine:—

"Our old Grandfather always told us never to argue with anybody . . . that the other fellow would have the last word withal. We have followed faithfully that now departed gentleman's advice to this day, but a couple of Sundays ago we took literary issue with Jack Kofoed over what he had to say about radio advertising in his *Miami Herald* column.

"And we thought that you, as a merchant who invests in radio to deliver his advertising message, would be interested in the rather significant results of our exchange of comments.

"Mr. Kofoed's columnistic objection to physician-tested cigarettes, hustling bustling soap and other advertising copy which he credited to radio but which likewise appears regularly in

newspapers and magazines and on billboards, matchbooks and other mediums across the nation led us to the logical conclusion that a radio advertising message gets through it Mr. Kofoed (and 140 million other Americans). In fact, we were so thoroughly convinced that such was the case that we disregarded old Gramp's advice and wrote to Mr. Kofoed.

"And here is his answer . . . the last word . . . as quoted from the January 28th *Miami Herald*.

" . . . Tom Watson of Station WIRA thinks my diatribe against certain types of cigarette, soap and beauty radio advertising really indicates that I am impressed by it. On the contrary. The same sort of stuff in newspapers and magazines can be passed by without ruining a story one is reading, but not when it hits your ears like an oral bomb."

"In a nutshell, Mr. Kofoed!

"You just can't 'pass by' radio advertising. When it hits your ears like 'an oral bomb,' it gets through to that frontal lobe, and you carry it wherever you go . . . carry it to the advertiser's place of business . . . and that means RESULTS!

"So in a way our old Grandfather was right. The other fellow *did* get the last word . . . the word we gratefully reprint here so that you too may profit by it.

"And our thanks to Mr. Kofoed for a fine illustration of the power of radio advertising!"

## BRITAIN'S DOLLAR HOLDINGS

Britain's dollar shortage is unlikely to become acute in the next twelve months since, according to Reuters financial correspondent in London, existing dollar credits amount to about £1,467 million, which includes a residue of £513 million from the United States loan, £145 million from the Canadian loan, and gold and dollar reserves amounting to £629 million.

Under the Bretton Woods agreement, Britain is also entitled to buy an additional £80 million worth of dollars for sterling from the International Fund, which represents a quarter of her quota payments to the fund.

## ELLA SHIELDS AT V.I.A. LUNCH

Guest speaker at the V.I.A. luncheon held on April 10, at the Victoria Palace, Melbourne, was the theatrical star, Ella Shields. Introduced by the V.I.A. President (Mr. D. Macdougall), Miss Shields referred to her creation, 33 years ago, of the famous character of "Burlington Bertie." In her address, Miss Shields said she intends to stay in Australia, but has no intention of retiring, because that might conflict with her great love of meeting people.

The president announced that plans are on their way for the projected club rooms of the Institute.

## NEW CAPITAL ISSUES

New capital issues made by Australian public companies during the first quarter of this year amounted to £4,216,357, which is almost half the total for the whole of 1946.

During the three months, thirty-two companies announced new share issues aggregating £3,816,357 and one company raised a debenture issue of £400,000. In 1946 the total was £8,770,907, which included £8,670,900 share capital and £100,000 debenture.

A fairly wide range of industries has been permitted to raise extra capital during the past three months. The largest amount for any group is the £1,120,156 for eight companies in engineering activities. The following particulars give the trend, the number of companies involved being shown in brackets.

Engineering (8) . . . . .	£1,120,156
Newsprint (1) . . . . .	750,000
Entertainment (1) . . . . .	500,000
Manufacturing (7) . . . . .	480,750
Retail (3) . . . . .	340,106
Transport (1) . . . . .	300,000
Mining (5) . . . . .	95,000
Investment Trust (2) . . . . .	93,200
Construction (1) . . . . .	50,000
Miscellaneous (3) . . . . .	87,145

Total . . . . . £3,816,357

## CROWDS RUSH SYDNEY STORE

Haslam's Pty. Ltd., whose mercery stores are in several Sydney suburbs, recently concentrated a fortnight's campaign of spot radio advertising over 2UE and 2UW to draw attention to the opening of their sixth store, at Fairfield.

Details of the bargains available attracted so much attention that women lined up from 6 a.m. waiting for the doors of the new store to open at 9 a.m., by which time Mr. G. Haslam, fearing for the safety of the plate glass windows, was forced to seek police help. At the peak, 3,000 women milled around the store, blocking the road to traffic.

The advertising campaign, restricted to radio, was placed by J. Walter Thompson Pty. Ltd.

Advertising is a specialised technique for mass communication and exists for two reasons—because it is fast and because it is cheap.

# Judge a Radio Station by the Programmes it Keeps



★ EDMUND CONQUEST  
Mon. to Thurs., 9 p.m.  
Sponsored by Nestles

★ COURTSHIP AND MARRIAGE  
Mon., Tues., Wed., Fri., 7.45 p.m.  
Sponsored by Bushells

★ MARTIN'S CORNER  
Mon. to Thurs., 6.30 p.m.  
Sponsored by Kelloggs



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 FJ 2118



## Samuel Biber — Biber Furs Pty. Ltd.



When Sam Biber wrote his book and radio talks series "The Romance of Fur" he actually wove into it, wordlessly but in wealth of experience, the romance of Samuel Biber.

At the age of 13 Sam Biber left behind him the grimy streets of London, "jumped a ship bound for the Americas." Today he is one of the leading furriers in Australia, an authority on fur-bearing animals of all countries, a man of wide commercial interests in Sydney and even a director of a radio program producing company.

It was in America that Mr. Biber first touched fur. He worked up and down the north and southern American continents in ships, between times taking time off ashore to work in the fur trade and all the time gaining knowledge and more knowledge about fur, furs and furred animals. Then backwards and forwards from America to London, working on ships—a steward. Finally he worked his way to New Zealand (that was aboard the famous old S.S. Remuara), and there began his first active steps to fur fame.

But there was no fur trade in New Zealand in those days and a man had to live. So Sam Biber became a municipal employee in Wellington—working on the trams! However that was not for long, and soon afterwards his was the job of establishing the first fur workroom in New Zealand. It was at Kirkaldie and Staines, Wellington. The war came and Sam Biber joined the N.Z.E.F. in 1915. He was invalided home to N.Z. and discharged in 1917. His little bit of deferred pay and other savings enabled him to start the Imperial Fur Co., "exporters and importers of fine furs."

Two years later he came to Australia and established Davis and Biber, which subsequently, in 1923, became Biber Furs Ltd., with subscribed capital of £30,000. Mr. Biber has always been a firm believer in advertising and himself was responsible for devising and carrying out many of his firm's vigorous press advertising campaigns in the early days of building up his business.

Then, sixteen years ago, he "met" radio. He was contesting a municipal election at Woollahra and had taken some advertising time on 2GB to support his candidature. Until that time, too, Biber Furs Ltd. was mainly engaged in the wholesale fur manufacturing trade for Australia and New Zealand. The municipal election

broadcast advertising gave him the "brainwave" of turning public service into service to the public. He started up in the retail fur business in a big way, backed by broadcast advertising. He believes in the advertising principle that imparting knowledge about the product is the best means of interesting people in buying that product. To this end he conducted his own sessions for a number of years, first on 2GB and later on 2UE, telling tales of the fur trails in the romance of fur. And quite recently he formed Bibers Radio Productions, of which he and his wife and well-known radio writer John Appleton are the three directors. They will produce documentary types of program features, for which there is a good demand in Australia and overseas.

To some people it may seem strange that Sam Biber, furrier, is a lover of animals, but that's the way he says it is. He is an ardent campaigner for the breeding of fur-bearing animals in captivity rather than that they be slaughtered by cruel methods in their native state. If the fur-bearing animals were bred in captivity, he explains, they could be put to death painlessly in the lethal chamber when the time came to take their furs.

He deplores the wicked waste of an Australian national asset in the indiscriminate destruction of so many of our valuable fur-bearing animals, such as phalangers ('possums), squirrels, water rats and platypus. All of these, he says, should be bred under captive conditions and experimented with to produce new and glorious furs. He has made many attempts to make our various governments see the wisdom of such development, but all, so far, in vain. Restrictions against the breeding of our best fur bearers stand in the way of an industry that could be worth many millions of pounds to the nation.

In holiday mood Sam Biber is an ardent swimmer, but there is nothing he likes better in the sporting line than watching a good game of cricket. His membership of such clubs as the A.J.C., S.T.C. and Tattersalls and the R.A.C.A., however, indicate at least some regard for "the sport of kings."

Footnote: Son William David, who matriculated through Cranbrook, then completed a year of science at Sydney Uni., joined the fur firm at the beginning of this year.

### RADIO VETERANS' ASSN.

Steps are being taken in Sydney to constitute a Veteran Wireless Operators' Association along much the same lines as the American organisation of similar name, which has been functioning successfully for more than 20 years. Tentatively it is proposed that membership should be limited to wireless operators who were at sea in merchant ships 25 years ago or more. The

organisers request anyone who comes within this category to contact either Mr. Dave Wyles, Philips Electrical Industries of Australia Pty. Ltd., 69 Clarence Street, Sydney (address to his private G.P.O. Box 1927, Sydney), or Mr. Pym Watt, 14 Spring Street, Sydney, where further particulars will be supplied.

### HOSPITAL APPEAL

On Easter Sunday, 3YB Warrnambool, conducted its first all day Appeal for the Warrnambool Base Hospital, from 9 a.m. to 5 p.m. £1,356 was raised from approximately 1,400 subscribers.

Over a period of years, 3YB has given splendid assistance to the Hospital through its women's club and now hopes to make the Radio Appeal an annual event.



## EACH DOMINANT IN ITS SPHERE

It's full steam ahead for the advertiser who relies on 2TM to bring him sales from an area teeming with purchasing power . . . dominated by 2TM power. Ring up more sales through the town crier of the State's rich north — Station 2TM.



As a result of 2TM WOMEN'S RADIO CLUB decision to assist the Child Welfare Movement, several branches have already commenced projects for their individual towns. Uralla Branch has equipped a boys' band with instruments and uniforms, and their example has spurred Walcha Branch to interest the town's people in a similar band; and are preparing a drive to that end.

Manilla has done an excellent job preparing a bus to bring children from outlying districts to school; while Werris Creek has given general assistance to a nursery at the hospital.

Quirindi has commenced a play centre for children and this should be well patronised. Tamworth and district are shortly beginning to raise funds for a Tresillian Home — and other additions to their long list of worthy causes.



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

## TUNING FORK CONTROL FOR HAMMOND ELECTRIC ORGAN

Chief engineer, Mr. Murray Stevenson, of 2UE Sydney, has solved the problem of frequency variation in the power supply which has been seriously affecting the operation of the station's Hammond electric organ since the commencement of Sydney's power supply difficulties.

Lately it has been impossible to maintain the frequency of the alternating current supply at its normal constant value of 50 cycles per second. The effects of fluctuation in frequency of the supply are most noticeable where synchronous motors are used to maintain constant speed. As the name implies, synchronous motors keep in step with the supply frequency, and if this is constant as is normally the case, the motors maintain constant speed.

A common example is the electric clock which under normal conditions keeps very accurate time, but present day variations in the frequency of the electric power supply become evident as losses in time indicated by electric clocks connected to the system.

Another less common but more difficult situation arises when musical instruments such as the Hammond electric organ are operated from an electric supply in which the frequency does not remain constant. Such instruments rely on the constant speed of a synchronous motor for the production of musical tones of the right pitch. Whereas clocks can be reset at convenient intervals, the problem is not so easily solved with an electric organ, since it is out of tune at all times when the frequency of the power supply differs from its proper value of 50 cycles per second.

Mr. Murray Stevenson, chief engineer of 2UE, has solved this difficult problem by using an electronic oscillator to supply current of the correct frequency to the synchronous motor in the Hammond organ. Such an oscillator has been installed by 2UE for use in conjunction with the Hammond electric organ with the result that the organ stays in tune with other musical instruments at all times irrespective of change in frequency of the electric power supply system.

The oscillator unit consists of a two-

Mr. Murray  
Stevenson



stage push-pull amplifier using a pair of 6L6 valves in the output circuit. Positive feedback is applied to maintain oscillation and a tuning fork, which is tuned to precisely 50 c.p.s. is incorporated in the feedback circuit so that oscillation occurs at 50 c.p.s. The amplifier output frequency is therefore maintained constant even though the frequency of the supply from which it draws its power varies.

A supplementary feature of this system is the ease with which the pitch of the electric organ can be changed if necessary by merely adjusting the tuning fork in the control unit.

### Magic Eye Race Commentator

Broadcasting his selections for the Sydney Cup from 2UE, Clif Cary, 2UE's sporting editor, gave Proctor as the winner with Rainbird second and Spam third; and that was the way they finished. But honours of the meeting went to the ASB commentator, Ken Howard. Most of the people who saw the Doncaster were of opinion that either Wellington or Crusader had won. Ken singled out Blue Legend a furlong from the post and as the horses flashed past the finishing line he broadcast "a photo finish—Blue Legend first." In the La Perouse Handicap on Sydney Cup Day, Bundagen and Arrowsmith went stride for stride in the final few yards. When the photo finish was semaphored, Howard commented "they've called for a photo but it's London to a brick on Arrowsmith." Bookmakers on the course laid 10/1 against Arrowsmith getting the verdict!

## MELBOURNE GOOD FRIDAY APPEAL NETS OVER £31,000

Despite current industrial troubles and the subsequent shortages of spending money, this year's Children's Hospital Appeal conducted by 3DB and "The Sporting Globe" raised the magnificent total of £31,411/11/7 between 9 a.m. and midnight on Good Friday.

Although less than last year's record figure of £41,591, this year's effort is £3,000 in excess of the 1945 total of £28,064.

In the past six years, 3DB has raised more than £140,000 through these efforts.

Two hundred girls from offices and telephone exchanges handled 1,000 calls an hour on 50 phones throughout the day. Two tellers from the National Bank, aided by members of the 3DB and "Sporting Globe" staffs, had a strenuous day counting donations brought into 3DB's office.

Licensees, staffs and customers of hotels were well to the fore—as in previous years—with combined donations of more than £8,000. Garage proprietors, through the Victorian Automobile Chamber of Commerce, contributed £280 raised by donations from motorists for free air service during the year.

Country listeners contributed thousands of pounds through a well-organised chain of 150 agents in provincial areas. Another splendid response came from sporting bodies of all descriptions. Well-known sportsman and patriotic worker, Johnny Walker, arrived at the studio during the evening with £450 in cash which he had collected during the year.

An heirloom diamond pendant was offered for auction by 70-years-old Mrs. A. D. Power, of Camberwell, and realised £262/10/-.

Children also helped. Pupils of the Tyler Street, Preston, State School contributed £113. A gang of youngsters contributed 1,000 pennies collected during the year.

### SCHRAM BROADCAST

Sponsored by A. J. Whalley, agent for Datum Watch Co., Switzerland, the Paul Schram concert held in the Melbourne Town Hall on Tuesday, April 15, from 1.5 to 1.50 p.m., was broadcast through 3AW Melbourne, 4BH Brisbane, 2GB Sydney, 5DN-RM Adelaide-Murray Heights, S.A., and 3GL Geelong.

# In South Australia it's 5KA!



REPRINTED FROM "RADIO CALL," 26/3/47.

# 5KA

The Voice and  
Choice of  
South Australia

**14 New SPONSORED PROGRAMMES!**  
**7¼ HOURS OF New BUSINESS**  
**EVERY WEEK!**

← BUSINESS IS  
 BOOMING ON  
 THE NATION'S  
 STATION!

**H**ERE is another chapter in the 2GB Success Story! . . . A story that has been contributed by the nation's leading advertisers. Actually written by the ad-men themselves. After all, who could write a better story of the success of 2GB?

For the past 21 years, advertisers have shown their confidence in the successful selling power of 2GB and the first three months of 1947 is positive proof that 2GB is doing the job bigger and better than ever before.

In the first three months of 1947, fourteen new sponsored programmes, totalling seven and a quarter hours of new business every week has been placed with 2GB.

That's a contribution in a big way to the 2GB Success Story . . . and this avalanche of NEW business . . . here it is . . . . .

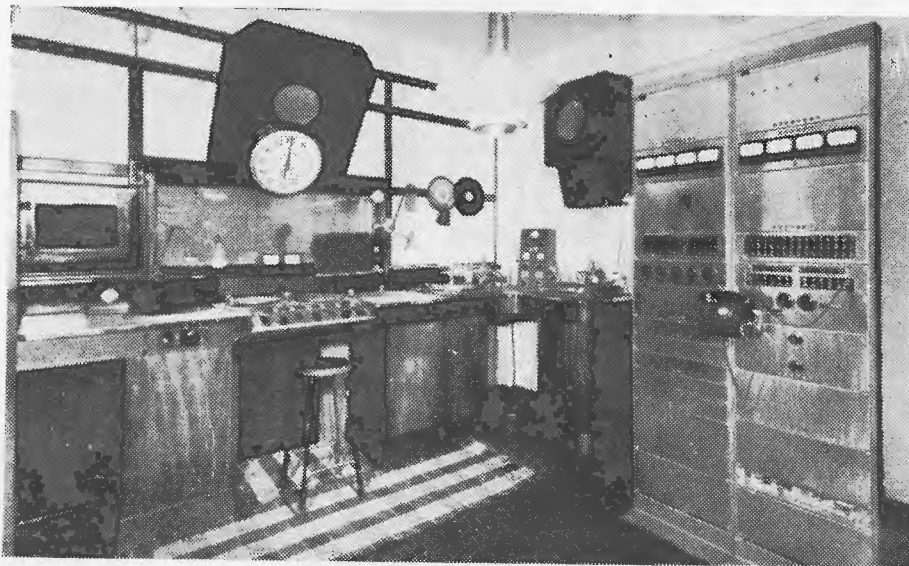
"MAN MANAGEMENT" (Goodlands), Monday to Friday, 8.30 to 8.45 a.m.; "RACING AND SPORTING PREVIEW" (Club Razor Blades), Saturday morning, 10.00 to 10.30 a.m.; "HALL OF MEMORIES" (Mr. A. J. Van Boss), Tuesday, 11.00 to 11.15 a.m.; "COME SWEET HOME" (Anthony Horderns), Monday to Thursday, 12.45 to 1.00 p.m.; "THE MAGIC CARPET" (Golden Fleece Carpet Co.), Sunday, 1.45 to 2.00 p.m.; "BLESS THIS HOUSE" (Anthony Horderns), Sunday, 4.45 to 5.00 p.m.; "TALES OF THE PACIFIC" (H. E. C. Rawson), Monday and Wednesday, 5.45 to 6.00 p.m.; "JUST FOR YOU" (Feltex), Sunday, 6.00 to 6.45 p.m.; "MARRIAGE REGISTER" (Mark Mayne), Sunday, 6.45 to 7.00 p.m.; "YOU AND THE JUDGE" (Ampol), Monday and Wednesday, 6.45 to 7.00 p.m.; "THE ROMANCE OF CANADA" (Biber Furs), Tuesday and Thursday, 6.45 to 7.00 p.m.; "SHELL SHOW" (Shell Co.), Wednesday, 8.00 to 8.45 p.m.; "RENDEZVOUS WITH GENIUS" (Seppelts), Wednesday, 9.00 to 10.00 p.m.; "HISTORY'S UNSOLVED MYSTERIES" (Sydney Morning Herald) Wednesday 9.00 to 9.30 p.m.

**IN ALL YOUR PLANS FOR PROFITABLE SELLING, INCLUDE**



## Versatile Recording— INSTALLATION AT B.E.A.

Following on the easing of war-time restrictions on materials and personnel, and in response to demands for improved facilities to conform with the ever-more exacting requirements of modern transcription production, Broadcast Exchange of Australia, well-known Melbourne recording organisation, some time ago decided to re-vamp their technical facilities and embarked on a developmental project that entailed more than duplication of their existing equipment. This project has now been completed, and as the apparatus and facilities now installed are representative of the latest practice in the recording field, some details are given as a matter of general interest.



View of No. 1 control room at B.E.A. showing amplifier racks at right. Cutting heads are at the back centre and the dramatic control panel is at left.

The basis of the new installation at B.E.A. is a group of four American-made "Presto" transcription recorders. These machines are installed in pairs in two separate recording rooms and are each complete with automatic equalisers and microscopes. The machines provide four combinations of feed screw adjustments of 96, 112, 120 or 136 grooves to the inch, with either outside or inside starting positions, at either speed of 33½ or 78 r.p.m.

The frequency response of the recordings has been standardised to two types. Radio feature programs are recorded to the American N.A.B. standard, or what is generally referred to as "Orthacoustic," while all 78 r.p.m. pressings or acetates and 33½ acetate recordings are recorded to a standard lateral frequency response with a "crossover point" of 500 c.p.s. It is of interest to note at this juncture that extremely satisfactory playback frequency response may be obtained by using the A.W.A. pick-up equaliser type R.6938 in conjunction with any

of the accepted brands of transcription pick-ups.

Standard lateral recordings can be played with an additional 5.5 kC/s. scratch filter, if it is installed. "Orthacoustic" feature recordings should only be used with an "Orthacoustic" equaliser, and any scratch filters should be switched out of circuit in order to utilise the full frequency range of these recordings.

Particular attention was paid to the design of the "Dramatic Control" panel, which contains nine faders, each with "pre-cueing" facilities, via a separate amplifier and loudspeaker; red warning lights indicate when any control is not set in normal position. Faders are readily accessible for cleaning and servicing. Four turntable, two transcription and two of the variable-speed types are used, with controls on each pick-up for high and low-frequency control — a combination of these adjustments being used to control certain sound effects. An interesting feature is installed whereby all recorded sound effects and bridging music is heard

in the studio by a loud speaker located on the "dead side" of the microphone, fed by means of a special amplifier that isolates the microphone output preventing feedback. This factor is found to greatly assist the mood of the actors in many ways.

With the aid of the various adjustments to the "pick-up" response characteristics and very critical control, very satisfactory results can be obtained whilst "dubbing" a number of copies from an original recording, thereby producing very high-grade replicas by this process.

The amplifier system is modelled on advanced broadcast engineering practice and its performance has been built to a standard ahead of present-day requirements, having in mind the coming needs of frequency modulation. The finish of the amplifier appearance is a radical departure from the usual black or grey, being done in matte chrome on brass panels, providing a pleasing contrast to the black controls, patching panels and telephone facilities.

All speech channels are amplified to a reference level of 600 milliwatts at 500 ohms, and are then fed into a splitting amplifier for the purposes of electronically isolating an "outgoing relay" and separating the speech channels to each of the four cutting-head amplifiers.

Every speech circuit, amplifier input and output, speaker line, cutting head, faders, etc., all terminate on to testing jacks on patching panels whereby any unit or section of the plant can be isolated by means of plug and cord for the purpose of maintenance and performance tests. Duplication of circuits is carried to a point whereby any probable breakdown can be isolated on these patching panels and eliminated by means of plugging in an appropriate reserve circuit in a matter of seconds.

A meter panel containing eight meters clearly indicates amplifier voltages and the general performance of critical circuits, with additional facilities for testing the current flow of any valve in the plant, even whilst recording if necessary.

Particular attention has been paid to the correct termination of incoming landline recordings; ten private permanent landlines are installed to various points, such as the commercial stations, outlying studios and the

P.M.G. program room. Input facilities to the amplifiers are in duplicate, with continuously-adjustable landline equalisers at each point. This duplication is a safeguard in an emergency against a landline becoming noisy during a lengthy recording. This particularly applies to recordings taken simultaneously to a broadcast and which cannot be duplicated. A phone call to the appropriate station can enable a cross fade to a second landline input and the recording proceeds without interruption.

The landline equalisers are of B.E.A. design, resonate at 9 kC/s., and have proved efficient on short local lines and on underground cables to remote locations, restoring operating conditions to the equivalent of a local set-up. This landline correction has been proved more critical for recording than any other medium for the reason that nothing can restore brilliance to a record if the overtones and highnotes lost on the landline are not cut out on to the disc whilst recording.

Two studios, one capable of handling musical and dramatic production, the other for talks and commercial recordings, complete the installation. These studios are acoustically treated

## CANADIAN NATIONAL SERVICE SHOWS DEFICIT, TOO

(From Our Washington Correspondent)

Washington, D.C., March 28: The Australian Broadcasting Commission is not the only government broadcasting utility which is suffering the pangs of annual deficits. The Canadian Broadcasting Corporation which is somewhat the equivalent of the A.B.C., in its very delayed annual report for the financial year ended March 31, 1946, shows a deficit of \$78,425 or about £26,000. (The A.B.C.'s last deficit for 1945-46 was £14,952).

C.B.C. chairman A. Davidson Duntun, attributed the deficit to a decrease in receiving set licence fees, less commercial program revenue than anticipated, (the C.B.C. takes limited sponsored programs) and increased overhead due to greater payments to artists, musicians, salaries and pension fund.

The report reveals that 18.8% of

with Perfotile and rock-wool for absorption of unwanted reverberation. An assortment of microphones for cardioid, spherical or bi-directional pick-up, depending on the class of recording, are used.

all the network's broadcasting hours was used for sponsored programs originating in Canada and U.S.A.—a drop of 2.8% over the previous year but representing an increase of \$45,000 in actual revenue. U.S.A. networks fed in 1,367 hours of sponsored programs and 1,242 hours of unsponsored matter, while C.B.C. provided only 7½ hours to M.B.S. and C.B.S. networks.

The major networks in U.S.A. have decided, following C.B.S. chairman Paley's outspoken appeal to broadcasters to put their house in order, at last year's N.A.B. convention, to soft-peddle murder and gangster serials which have been the cause of so much criticism from social organisations in U.S.A. C.B.S. has already turned down a huge half hour sale on the grounds that the network has enough crime doesn't pay sagas already airing. N.B.C. have declared to agencies and would-be sponsors of crime serials that they will stand pat on the two already airing, and will add no more. A.B.C. has adopted a policy that if a new crime series goes on it can only do so by removal of another.



### There's only one answer in Central Victoria

By Day

Leading Retail stores are spending their entire appropriation with 3CV and getting the results.

By Night

Relaying the entire 3AW-Macquarie shows from 6.30 p.m.—with the new nightly news-reel and Shell Show—tops in popularity.

Your Macquarie Man Will Help You.

**3CV**  
CENTRAL VICTORIA



Presented in association with the "Strand Shopping Basket," a daily feature on 2CH Sydney, the actuality broadcast, "Speaking of the Strand," is creating considerable interest in the Strand Arcade each Friday.

This innovation enables passersby in the Strand to "air" their views at the 2CH microphone and at each broadcast a big crowd gathers to hear the views of someone else and also to hear what various 2CH personalities have to say.

Bob Pollard comperes the show and interviews people selected at random

from the crowd, on topical subjects. Cash awards and theatre tickets are distributed to those who broadcast.

Hilda Morse, who conducts "Melody Matinee," and Sid Everett, conducting the 2CH mid-morning session, also participate in the broadcast, chiefly with commercials. Cliff Nicholls, who presents the 2CH breakfast session, also takes part.

Sponsors of "Speaking of the Strand" are the Chic Salon, Economic Vacuum Cleaners and Lillian Park. All three are associated also with Strand tenants, including the Strand Bag Shop, Bakers Pty. Ltd., Tosca Jewellers and Patricia Dunn in the "Strand Shopping Basket" presented

**AUSTRALIANS DOING WELL IN SOUTH AFRICA**

In an interesting letter to the editor of "B.B.," Juan Cortez, formerly of Macquarie and now of Cortez Radio Programs, Johannesburg, writes that the advent of commercial broadcasting in South Africa is still a matter for speculation.

He reports that his organisation, during January and February, sold more than 600 quarter-hour transcriptions to the South African Broadcasting Corporation alone. These include the "Edgar Wallace" Series, "Peter Chance", "The House That Margaret Built" and "Victoria, Queen of England." Cortez's own material has also been sold to Burlington Productions of Melbourne, and to the National Service in New Zealand.

Juan Cortez states that Marjorie Gordon (whose season he is managing) is meeting with great success there. Incidentally, she was born in Jo'burg.

It is also learned that Leal Douglas, ex-Sydney, is doing some radio and film work in South Africa before going on to London.

**SOMEONE SAID . . .**

Actually, nothing sells a product so well as the product itself. Advertising cannot create one single point of superiority. What advertising CAN do is to speed up the process of getting a good product well known—and it can do it faster and cheaper than any other method. But no amount of advertising can sell a product that cannot be sold without advertising.

daily at 11 a.m. by Sid Everett. All report good results.

**70 YEARS IS A LONG TIME!**

—but that's the aggregate behind the THREE control room personnel at the RECORDING CENTRE PTY. LTD.

This, combined with high fidelity recording equipment makes your choice an obvious one.

**THE RECORDING CENTRE PTY. LTD.**

Film House, 251a Pitt Street SYDNEY  
Phone MA 1140

**W & G**

**RECORD PROCESSING CO. PTY. LTD.**

**MODERN METHODS ENSURE HIGHER FIDELITY · FASTER SERVICE**

185-187 a'BECKETT STREET, MELBOURNE, C1, VICTORIA

For Radio Programmes

**OSWALD P. SELLERS**

Australian Agent for

**GEORGE EDWARDS—COLUMBIA**

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.  
B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.  
MU 3115

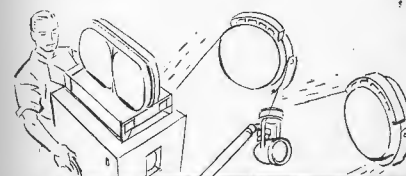
Telegrams: "Selos" Melbourne

**The case of the Unfortunate Sponsor**

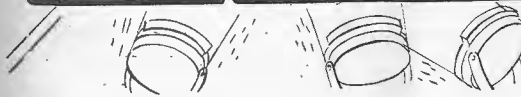
He took infinite pains—even a personal pride—in choosing the best talent available for his radio programme. His radio audience must have a standard of entertainment as high and true in quality as his own merchandise. When the programme came on the air . . . the warmth and realism of the original performance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

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

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



**Kinelab**



**MOTION PICTURE PROCESSES**  
**SOUND DEPT.**

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

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

# INFORMATION IS BEST PUNCH IN ADVERTISING COPY

"How silly it would sound if a salesman talked like many an advertisement! That he does not is because he is face to face with his prospect; he knows the simple, natural terms in which he has to phrase his sales talk. There is not the gap in space and in understanding between him and his prospect that lies between the writer of an advertisement and his ultimate reader," so writes Dr. Daniel Starch in "Advertising and Selling," USA, after he conducted an investigation of the "pulling" power of informative as compared with not-so-informative press advts. In all he analysed 583 magazine advertisements to find that it pays to put facts in your advertisements. Many of his findings apply equally to radio advertising.

"Difficulty of the advertising writer is partly that he is addressing not an individual buyer but a type of buyer. He cannot aim too precisely; he must fire with a shotgun rather than with a rifle. On the other hand, the copywriter has the advantage that he can use a larger vocabulary than can the salesman, because practically all persons have larger reading than speaking vocabularies. However, this advantage should be used by the copywriter to help him choose words that most aptly describe the uses or characteristics of a product from the point of view of the prospective customer's understanding. This advantage should not be used merely to surround the product with verbiage that pleases the vanity of the writer or client but speaks a language that is different from that of the reader and prospective buyer.

"It has been amply demonstrated in selling that the most successful salesmen are those who are the most helpful to their customers. Those who sell the most goods are, by and large, the salesmen who speak most convincingly of the benefits their prospects will get from the proffered merchandise. Advertising that is designed to sell should take a similar approach. It should be helpful to the reader if it hopes to induce him to buy; it should impress him with helpful suggestions and not merely becloud him with meaningless words. . . ."

From his analysis, Dr. Starch found

that advertisements which were above average in both information and reader interest had three times as great sales power as advertisements which were below average in both information and reader interest by the ratio of 163 to 56 or three to one. Advertisements above average in information and average in reader interest had nearly twice the sales power of advertisements below average in information and average in reader interest, the sales performance index being 138 to 79.

In the case of some products, such as cosmetics or cigarettes, among which differences between brands are subtle or difficult to state in factual terms, copy technicians rely chiefly on reader interest. High reader interest may go a long way to offset absence of information. However, it does not follow that proper mingling of information and reader interest would not be a more pertinent sales combination than reliance chiefly on reader interest.

Dr. Starch comments:—

"It is not easy to understand why copywriters often lean so heavily upon hokum in their writing when they can as easily include useful information. This is something of an overstatement, of course, because it is not entirely an effortless matter to include useful information. The latter may require making a study of the characteristics of the product, learning how it is grown or fabricated and some inquiry into how the product is used by customers or how it might better be used. So perhaps there is merely laziness on the part of copywriters who eschew information for words, who bridge lapses in their knowledge with nicely-turned phrases.

"Perhaps they are not lazy, but believe that it is better to be smart than soberly helpful. This point of view is hard for many of us to understand, but it is common enough, and it is a point of view that does more harm to the advertising business than any other single factor. It tends to emphasise superficiality when infor-

## Newsreel Birthday



Macquarie Newsreel celebrates its first birthday with the traditional birthday cake. Editor Peter Barry cuts the cake whilst Bert Button (assistant manager 2GB), Johnny Walker (roundsman) and Bill Burley (engineer) are happy celebrants.

## F.M. STATION COVERS 30,000 SQ. MILES

Striking evidence of the increased efficiency obtained from modern developments in V.H.F. technique was provided recently in Minneapolis, U.S.A., when 100 MC. band F.M. station WTCN went on the air with a 3 kW. transmitter and an 8-bay "square-loop" radiator giving a horizontal power gain of more than 8 times.

With this set-up, WTCN proved capable of giving noise-free high-quality coverage of an area of 30,000 sq. miles, while in some directions, listeners reported consistent, noise-free reception at distances of up to 150 miles.

Both transmitter and radiator are new developments of the Federal Telephone & Radio Corporation of New Jersey, U.S.A., an overseas associate of Standard Telephones & Cables, Australia.

mation and the sound use of it are of paramount importance.

"It is curious that advertising writers and their employers have never given this matter the attention it deserves. Certainly it is a basic fact that it is possible to write just as interesting an advertisement with information as without it, and to know that advertisements that carry helpful information presented in an interesting manner actually sell more goods per dollar of advertising cost—three times as much."

## BREIF CLUB

### New Officers Elected

At the first meeting of the new Board of Management of the BREIF Club of Sydney (Broadcasting Radio Electrical Industrial Fellowship Club) held on Thursday, April 10, the newly elected President, Mr. Oswald Mingay, was duly inducted into the Chair by the retiring President, Mr. Eric Dare (Mullard). Mr. Bob Herring (Eveready Batteries) was elected Senior Vice-President and Mr. "Bill" O'Brien (Breville Radio) was elected Junior Vice-President.

Mr. Roger Enemark (S. A. Maxwell & Staff) was re-elected Honorary Secretary and Mr. John Rubie (N.S.W. Manager for Philips Electrical Industries) was elected Honorary Treasurer.

Mr. A. E. Trubridge (Vesta Batteries) was elected Assistant Honorary Secretary and Mr. A. R. Allen of Vesta Batteries, Assistant Honorary Treasurer.

Mr. Clarrie Ives (A.G.E.) was elected to the Board of Management to fill a vacancy.

**Talks Committee:** Mr. Leo Beston, Chairman, and Messrs. A. E. R. Fox, (A.W.A.), Leo Finn, Ed. Burnett (Philips Valves).

New BREIF President, Mr. Oswald F. Mingay



**Sports Committee:** Messrs. Clarrie Ives (A.G.E.), Chairman, and G. K. Herring (Eveready), Burnett (Philips), Leo Beston, and Max Jones (ERDA).

**Social Committee:** Mr. Wal. Roots (S.T.C.), Chairman, and Messrs. W. J. O'Brien (Breville Radio), Bob Dyer, Leo Finn and Roy Fitzgerald.

Mr. Eric Dare (Mullard) was elected Chairman of the War Comforts Rehabilitation Fund, together with Messrs. Allen, Heskett (Martin De Launay), A. P. Hoskings (A.W. Valve Co.), J. Rubie (Philips).

Mr. G. K. Herring was elected Chairman of the Provident Fund Committee with Messrs. John Rubie, Fox, Heskett and Allen.

There will be a golf day on a day and place to be fixed.

The new rules and constitution will be printed shortly.

The speaker for May 5 luncheon will be arranged by Mr. Beston and his Talks Committee.

Mr. John Rubie, the newly elected Treasurer, was asked to investigate suggestions made by the Auditor and to report to the next Board Meeting.

The BREIF Club Ball is in the hands of the Social Committee of which Mr. Wal. Roots (S.T.C.) is Chairman, he will investigate likely places and dates for later this year.

The appointment of a Publicity Officer and Publicity Committee was held over until the next Board Meeting, on the second Tuesday in May.

### MORE AID FOR THE NEEDY

The Women's Club of 3CV Maryborough, Vic., has been responsible for raising considerable sums for patriotic and charitable purposes. Apart from the Central Committee, the Club has several active auxiliaries supporting various institutions. Recently, the Club has raised £233 for the "Food for Britain" appeal; while another worthwhile effort concerns the Club's Scholarship Fund, which enables eight children of ex-Servicemen to each hold a four year's scholarship at a secondary school.

TO THESE AND 47940 OTHER ROCKHAMPTON PEOPLE

**4RO** is a personal friend

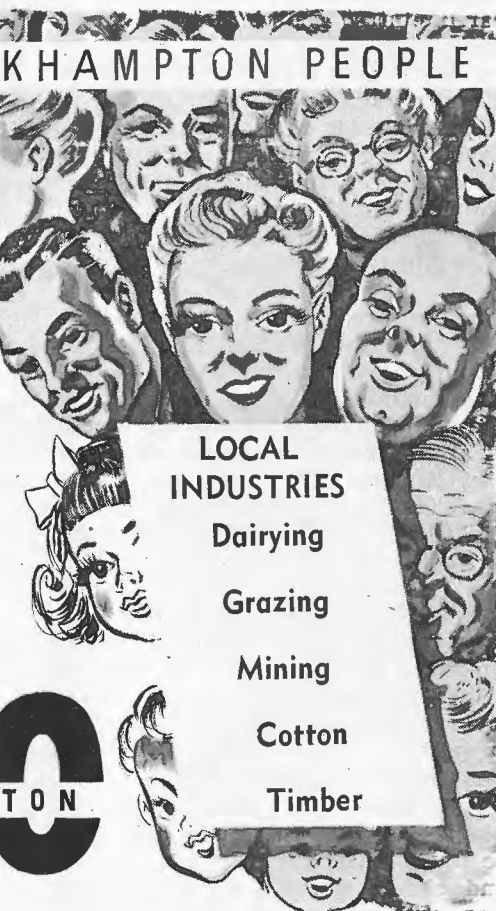
More than just a Radio station, 4RO is looked on as a personal friend by the town and country listeners of the rich Rockhampton

District. This accounts to a large degree for the amazing pulling power of this station in an area where there is wealth from huge primary industries—dairying—grazing—mining—cotton and timber. . . . Wise advertising men all over Australia have realised this and today 4RO is equally proud of its national programmes and locally sponsored features both during daytime and night.

**4RO**  
ROCKHAMPTON  
**4RO**

The voice of Central Queensland.

LOCAL INDUSTRIES  
Dairying  
Grazing  
Mining  
Cotton  
Timber



# We Salute

**S. A. Maxwell, F.O.A.—  
Director of Trans Radio Advertising Service and  
S. A. Maxwell & Staff**



"If it is the desire of a man to become a doctor, a dentist, a lawyer or a barrister, the avenues of preparation are clearly defined, educational process extended through many years — from school, through the university, a short time in actual practice and then, if necessary, a man can set up his own business. In advertising it is not quite the same," says "Sam" Maxwell. "In many respects experience must be the main teacher. If this experience is added to concurrently by analytical study, the result is usually one of success and progress."

The son of a master mariner, Sam Maxwell at the age of 16 thought he would go to sea, but at the last minute the medical people rejected him because they stated his eyesight would not be good enough at 40! So Sam's parents introduced him into the Commonwealth Bank Service, where he served from 1916 to 1926. In that ten years he became a rowing man with the Leichhardt Rowing Club, one of Sydney's oldest clubs, founded by Sir Henry Parkes. In this club he moved through hon. treasurer, hon secretary, vice captain and captain, scoring a record in that when only 21, his captaincy brought his club the Junior Pennant. From there he moved to the N.S.W. Rowing Association where his gift for organisation and administration found scope. His was the idea and the job of organising an All Blacks eight-oar crew to visit Australia from New Zealand. The crew arrived and made history by defeating the Mosman Eight Oar Crew that had held the championship for 7 years, but what was more important, rowing came to the forefront, and the N.S.W. clubs soon became full of members. About that time he thought out the idea of a Henley Regatta on Leichhardt Canal and co-opted all the retail stores to support.

It was the then publicity director of David Jones — Mr. Albert Gregory, who suggested to this young man that he was wasting his time as a banker and should become an advertising man and taking this sound advice,

Sam then studied advertising, taking Stott's Course in Melbourne. (He found out some years later that his tutor by correspondence, was in fact, Hugh Berry.) On the completion of his advertising course, he resigned from the Commonwealth Bank and entered the automotive industry as a salesman, again following the good advice of Albert Gregory.

In the automotive industry, Sam made good, ultimately graduating to sales manager of W. T. Coggins, becoming chairman of the Lorry Importer's Division of the Motor Trader's Association — a Councillor of the M.T.A. and an executive member of the Chamber of Automotive Industries.

The depression saw the motor trade flattened right out. After Sam had spent some months in the height of the depression selling commercial vehicles throughout the butter country and the northern rivers — he got into overalls and drove a 2 ton demonstration truck right through the Rivers District, selling as he went. But 18 months later, he was out of a job.

Again his rowing experience came to his assistance and he became rowing writer, under the nom-de-plume of "Cambridge" for the Sydney "Sun" and also for the "Referee" and "Sunday Times." Later he was the first man in Australia to give a broadcast description of the G.P.S. Boat Race. That set-up was interesting. In the cabin of the umpires' launch, "Lady Hopetown" AWA had installed a short-wave transmitter and Sam was on the roof hanging on to the funnel, broadcasting into a small hand-crystal microphone which was strapped on to his hand. His broadcast was picked up by Roger Fitzharding with earphones on the shore at Abbotsford. Fitzharding retailed the story into a land-line microphone which was fed through to the national stations for broadcast.

This seemed to put Sam right into broadcasting and soon afterwards he was conducting the Motor Master motoring session on 2UE with eight contributing sponsors, but a few months later he dropped that and

conducted motoring sessions on 2UW.

Then came Sam's boldest venture in broadcasting. Operating as Trans Radio Program Service and Talent Bureau he organised and launched on the air the first Australian "Women's Magazine of the Air" based on the NBC idea of the same name. It was Trans Radio too, who later launched the big celebrity concerts of Jan Rubini.

Sam Maxwell pioneered in a big way retail store radio advertising in Sydney and Mr. Frank McDowell briefed him to handle McDowell's advertising. The biggest job in pre-war days was the handling of the firm's Jubilee Program and the host of details connected with the organisation of that venture. This was no ordinary radio job, it was a job that entailed the merchandising of the program and the idea in a big way. Initially, McDowells Jubilee was planned to run for only three months, but so well did it go on, it was extended for much longer than that. Many will recall the printing of the East Lynne book, the broadcasting of the East Lynne play, how over 50,000 books were distributed within six weeks. They will also remember how Ronnie Morse as Francis Levenson and Queenie Ashton as Lady Isabel arrived in the old coach, with a police escort, at McDowells front door where the "heralds" greeted them with the traffic in King Street jammed for half an hour!

Trans Radio's was moving on nicely in the broadcast advertising field when the war came. Having a young staff, practically the whole organisation went into the Services. Sam himself took part in the foundation of the Department of War Organisation of Industry and was in charge of the Heavy Industries Rationalisation Section during the war years. He was Government chairman of 17 Industry Committees, including such Industries as bricks, foundries, electroplating, sheep shearing machinery, pipes and radio servicing.

When he left WOI to return to his own business, his fellow officers in the department, numbering over 50, gave him a special dinner at which Mr. Ifould, who organised WOI, stated that the man who gave him the most heart shocks was Maxwell until he found that Maxwell with his direct, quick method was right nine times out of ten and knew what he was doing. Industry, on hearing of Sam's resignation, sprang a surprise party at Ushers Hotel, subscribing 150 guineas for the purpose, and so

honoured him for a job of work well done.

Back to business it was a case of start again. To do this in advertising when so many of the accounts had settled in different directions was a big job. Sam decided that he would have to add additional departments on to his previous set-up and build a really worthwhile post-war advertising agency, with an efficient press organisation running side by side with the broadcast set-up.

Even then he had a further interruption. The director of UNRRA, SWPA, sent for him and asked him if he would wind up the 1945 Clothing Collection, cutting such red tape as he deemed necessary, and getting the job done so that the people of Europe could get the clothing contributed by the Australian people before the winter set in. Sam did this job very effectively, taking over on behalf of UNRRA from Mr. Roy Stanley, who was the organising secretary of the Australian Council for UNRRA Civilian Committee. Then Mr. Frank Gaines, director of UNRRA, asked Maxwell if he would organise the 1946 appeal, most of which was to be directed to China. This particular drive was

FOR  
**MAXIMUM**  
SINGLE NETWORK  
**COVERAGE**  
OF THE  
**GOLDMINING**  
**RURAL**  
**PASTORAL**  
AND  
**METROPOLITAN**  
AREAS OF  
**WESTERN**  
**AUSTRALIA**  
USE THE  
**WHITFORD NETWORK**  
**6PM-AM-KG-GE**

launched in August 1946 and closed down, the job accomplished, on November 10, 1946, the final accounts being rendered by December 15, which was regarded as quite a record job.

At the beginning of this year, Sam went back to business and was able to apply his full vigor to advertising and merchandising. The organisation that is now operated under the control of S. A. Maxwell & Staff broadened its scope to include overseas selling and advertising. He says that every angle of organisation must be covered in an advertising campaign because in his opinion it is not just good enough to know how to evolve persuasive, appealing advertisements for the press, or good entertainment for the air, it is necessary to co-ordinate that activity in the field force in such a fashion that there is no loss

of time, no loss of objective and nothing but streamlined activity of all forces to ensure a given end. Within the agency he leads a team who have all been grounded on the same technique: first, advertising students; secondly, salesmen, sales managers and sales executives in the field and lastly fully matured advertising men who understand, in addition to their advertising and merchandising function, the technique of production planning, production costing, industry planning and industrial analysis.

"A cultivated mind is one that has passed through a great many apprenticeships of thought and is able to look at things from many different directions. Culture is proportional to the number of points of view which an intellect has at its disposal."

## CENTRAL QUEENSLAND

To ensure that sales messages reach the 40,000 listeners in this rich responsive market, Sponsors must use 4LG the station with the huge coverage.

4LG sells to Central Queensland because 4LG's loyal listening audiences are guided in their buying habits by sales suggestions made by 4LG.

## 4LG CENTRAL QUEENSLAND

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LONGREACH**

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## South Australia

### STH. AUST. DEFICIT

The Premier (Mr. Playford) has revealed that the State deficit for the first nine months of the financial year amounts to £471,000 compared with £1,285,000 deficit for the corresponding period of last year. Chief reason for the improved position lies in the increased Commonwealth grant for this year.

### 110 NEW COMPANIES

A total of 110 new companies, with a nominal capital of £1,812,000 in all, have been registered in South Australia for the first quarter of this year, and it is likely that 1947 will eclipse last year's record.

### GRAPHITE

A new graphite company, Western Carbon Co. Ltd., with nominal capital of £60,000, has been formed in Adelaide and will operate the Koppio graphite lease of 40 acres near Port Lincoln.

### EXPORTERS MEET

Adelaide will be the scene, on April 21, of the annual conference of the Australian Exporters' Federation.

### NEW AUSTRALIAN CAR

Considerable interest has been displayed in the South Australian built car which was first shown to the public at the Royal Adelaide Exhibition, April 8, when it was inspected by the Premier (Mr. Playford). Designed by Mr. J. Thompson and produced by the Wiles Manufacturing Co. Ltd., this two-cylinder four-stroke car is said to be a revolution in cheap car design. The Premier said the car would cost about £300. The car has proved most impressive in its trials on the Adelaide hills.

### BIG CHARITY CHEQUES FROM "CAROLS"

At a recent gathering held in the C.T.A. rooms, Adelaide, Mr. K. A. Macdonald, manager of 5AD, and Mr. G. M. Park, president, Commercial Travellers' Association, presented cheques totalling £973/11/10 to representatives of the Adelaide Children's Hospital and the Sommerton Crippled Children's Home. This sum represents the proceeds of the third "Carols by Candlelight" presentation on December 24 in Elder Park. The program was organised by "The Advertiser" Network in conjunction with the Commercial Travellers' Association and is another fine example of the charitable work carried out by these organisations during recent years.

## BROADCASTING BOOKINGS

F. Tritton Pty. Ltd., Brisbane's complete home furnishers, have extended their contract on 4BK/AK/IP by contracting for announcements immediately following the 7 p.m. news session, seven nights a week. Account handled by Noble-Bartlett Advertising.

The Queensland Temperance League over 4GR Toowoomba, are following up the second series of "In His Steps" with the transcription "Premier Performance", Wednesdays, 9-9.30 p.m. for 12 months, placed by Gordon & Gotch.

G. E. Adams, cake makers, have taken a 12 months' scatter campaign through stations 4TO Townsville, 4CA Cairns and 4MK Mackay, and renewed 1-hr. sessions Sunday nights on 4BC Brisbane. Campbell Advertising handle the account.

Harry H. Millman and Geoff Millman, optometrists and jewellers of Brisbane, have signed for a quarter-hour session of new releases on 4BC every Wednesday night at 9 p.m. Account handled by Noble-Bartlett Advertising.

National Services Centres Organisation, Brisbane, who buy anything from a needle to an anchor for the country man, are sponsoring over 2MW Murwillumbah, 5 minutes a week, 7.12 p.m. Thursdays, for 12 months. Edmonds Advertising Agency account.

M. E. Humfress—Brisbane skin and leather merchants, have contracted through Edmonds Advertising Agency for 217 x 5 minute sessions on 4VL Charleville.

Contracts for "Bulimba Sports Round Up", Friday nights half hour sports review, sponsored by Queensland Brewery Ltd., on 4BK/AK Fridays, 9-9.30 p.m., has been renewed for a further 52 weeks by Johnston Jones Advertising.

Hutton & Foggitt Jones, distributors of "Pineapple" and "Rex Foods" Products, have purchased another series of musical discs featuring "Salvatore Santa Ella & His Symphony" for broadcast in their quarter hour time channel, 6.30-6.45 p.m., on 4BC/SB Sundays. Johnston Jones Advertising is the service agency.

Creche & Kindergarten in Brisbane on behalf of the "1947 Miss Australia Quest" are sponsoring over 4BH-156, 100 word announcements Monday to Saturday, breakfast sessions for 6 months. Account is handled by Edmonds Advertising Agency, who have also placed over 4BK-26 1/2 hours, 10.45-11 a.m., Fridays, and 26 1/2 hours, Saturday evenings, 6.30-6.45 p.m.

J. M. Bauman, gunsmith, of Brisbane, is sponsoring a session "The Beloved Rogue" twice a week, Mondays and Tuesdays, 7.45-8 p.m., on 4VL Charleville. Edmonds Advertising Agency handles the account.

The Richmond Brewing Co. (agency: N. V. Nixon), again contracted to sponsor Eric Welch's ringside descriptions of the wrestling bouts at the West Melbourne Stadium on Wednesday nights at 9.30, through 3DB-LK during the 1947 Winter Season.

As from April 1, the "Zans" 50 word announcements campaign has been extended to 2UE Sydney and 2HD Newcastle. N.S.W. Leyshon Publicity Services Pty. Ltd. handle the account.

Goldman & Co. Ltd., suppliers of riding equipment and leather goods, have contracted with 2UE for 12 months for the sponsorship of a quarter hour musical session, 10 a.m. Sundays. Account is handled by the Commercial Advertising Service.

Arranged and presented personally by Harry Taylor, General Draper of Warrnambool, a special program from 3HA Hamilton is broadcast by relay from Warrnambool at 1.30 p.m. Thursdays.

Quarter hours and 50 and 25 word spots, form part of the radio campaigning of the Liberal Party of N.S.W. Both radio and press publicity for the Party are being handled by the Goldberg Agency.

## AGENCIES

United Service Publicity Pty. Ltd., of Melbourne, has moved to more commodious and modern premises at Commercial Union Building, 409 Collins Street. Directors J. F. Barnes, G. C. Hayler and A. N. Kemsley, set up this company in January, 1946, and it began in small temporary space in Bourke Street. In three months it was transferred to Electra House, 341 Collins Street, and now its rapid expansion has required this latest move. The company consists almost entirely of ex-service personnel, and has a staff of nearly 50.

Goldbergs, Sydney, on April 3, farewelled Mr. Milton Chick, before he left to take up an executive post at the Melbourne office, following nine and a half years with the Sydney agency as copywriter, Radio Manager and Press executive.

Adelle Kirkby has joined the radio division of the Goldberg Agency, Sydney. Miss Kirkby was secretary to Melbourne's Hector Crawford for two and a half years, and also spent three years with 2UW.

An interesting and welcome innovation has been introduced by the Victorian Institute of Advertising in the form of a monthly bulletin. Written in a snappy style, it is hoped that this bulletin will forge a strong link between advertising members.

The revised renewal of accreditation form will be further discussed by the representatives of the Four A's and the N.S.W. section of the Broadcasting Federation this week. Discussions have already been held between the Victorian sections of both bodies. The new renewal form and possibly revisions in the Accreditation Rules will tend to tighten up the accreditation position in line with similar action recently taken by the accreditation bureau of the ANPA.

A visitor to Sydney this week was Mr. A. N. Kemsley, one of the directors of United Services Publicity, Melbourne.

## BROADCASTING BOOKINGS

Sheekeys, Goulburn soft drink and ice manufacturers, renewed 52 weeks, featuring A.W.A. transcription "The All Time Hit Parade," half hour Sundays, 10.30 on 2GN.

Chettle's Gift Store, Goulburn, has contracted for spot announcements, Women's Session, 52 weeks on 2GN.

The "Patsy Anne" Baby Shop, Goulburn, have contracted for direct announcements daily in the Children's and other daytime sessions for a period of 52 weeks on 2GN.

Mrs. M. Bousfield, "Fireside Inn", Goulburn, is sponsoring 3 x 15 minute sessions for 52 weeks, Lunch Time Music on 2GN.

Renewals on 2GN are the Goulburn Electric Supply Co., and Miss Dorothy Bladwell suits and costumes. Both for twelve months.

R. B. Gray & Son, Saddlers and Leather goods manufacturers of Goulburn, have signed for 52 weeks, sponsoring "Songs of the Lone Prairie", Sunday mornings at 9, on 2GN.

Morton Bros., Sports Depot and Hairdressing Salon, Goulburn, at present sponsoring the Goulburn Sporting Session conducted by Jack McCauley, Saturdays, 6.45 p.m. over 2GN, have extended with a contract for a half hour program, Fridays at 8 p.m., featuring an A.W.A. show for the next 52 weeks. It is expected that the "Australia Show," directed by Humphrey Bishop, will open Morton Bros. new series of programs.

Barker Bros. Dry Cleaners have contracted with 5KA Adelaide for a half-hour, "These Tunes Are Tops," Mondays and Wednesdays, 11 to 11.30, for 52 weeks.

## WARRNAMBOOL CENTENARY

Radio played a big part in the Warrnambool Centenary Celebrations, from March 23 to March 30. 3YB, the "Argus" Western District station, carried out a number of actuality broadcasts and created radio history in that, for the first time since their inception, two of Victoria's best known radio shows were originated by the local station, from the stage of the Warrnambool Town Hall.

With a line-up of old district identities, the Maples' session "Fifty and Over," was compered by John Dexter on Sunday, March 23 and on the same night the audience in the Warrnambool Town Hall saw a production of Maples' "P. and A. Parade", which consisted entirely of local artists and was relayed through the usual "P. and A." network of 17 stations.

Neither of these two programs had previously been presented entirely from a point outside Melbourne, and it was necessary for John Dexter of 3UZ and Eddie Balmer and Margot Sheridan of 3KZ to travel to Warrnambool a couple of days beforehand to conduct auditions for the big night.

Other broadcasts originated by 3YB during the week, and relayed through 3UZ, 3SR and 3UL, included the Choral Thanksgiving Festival from the Botanic Gardens on the afternoon of March 23, and a Massed Bands Recital on the following Sunday, March 30. The Choral Festival featured a combined choir and orchestra under guest conductor, Mr. Herbert Davis, and compered by John Dexter.

Monday, March 24, was 3YB's busy day. Firstly a broadcast of the Official opening by the Premier, from the Civic Square, and then the official luncheon was aired. Following swiftly, came the broadcast of the "Warrnambool Can Make It" Exhibition, opened by the Premier; and at night, the Centenary Ball descriptions from 10.00 until 11.30 p.m.

Tuesday was children's night at the Town Hall, with 3YB in attendance; and on Wednesday night, there was a Celebrity Concert, featuring Joyce McCartney and Lawrence Cowan, together with pianist Henry Portnoj. On Thursday, the Grand Pageant was described in the morning, whilst in the afternoon, Tom Moon, 3UZ ace commentator, described the local races, through 3YB and 3UZ; and at night, the usual live artist show, "Warrnambool on Parade" (now in its 88th week), was on the air, with the "P. and A." winners of the previous Sunday.

# 6PR-6TZ

Sydney Representative:

S. O. CLARKE

O'Brien House

Phone BW 7283

Melbourne Representative:

VICTORIAN BROADCASTING NETWORK

239 Collins Street

Phone Central 4124

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THEY KNOW—That 4BU Listeners are asking for 4BU Advertisers' goods

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# 4BU

BUNDABERG

QUEENSLAND COASTAL UNIT OF THE MACQUARIE NETWORK  
SYDNEY REP.: MACQUARIE MELB. REP.: MACQUARIE



# On and Off

By GEORGE MATTHEWS

To help Australian authors, F. J. Palmer & Son, in conjunction with N.S.W. Bookstall, have asked 2UE's Si Meredith to run a worthwhile competition.

Si, story-telling at 12 noon over 2UE for 17 years, is to select and broadcast from manuscript the ten best romances submitted, settings not necessarily Australian.

Three winning novels to be published, authors arranging own terms with publishers, and receiving £75, £15 and £10 prizes.

**NEW MOTHER:** Having resuscitated "First Light Fraser," Macquarie Network now plans to revive "Big Sister."

Audition discs have newcomer Dinah Shearing in the Thelma Scott role. Thelma (since driven back to Sydney by rain) was on location with the "Sons of Matthew" movie cast when samples were made.

Produced by Lynn Foster and recorded for Lintas at BAP, "Big Sister" held top serial rating throughout the war years when aired by Macquarie opposition stations.

**RE-UNION:** In the guest list at H. G. ("Macquarie") Horner's final party, April 11, before he sailed Englandwards per Orion — John Taylor, general manager of 2UW, airers of "Lux Theatre" and "Amateur Hour," previously 2GB. AWA broadcasting department chief, Viv. Brooker, was also at the Horner send-off. John Taylor, one of the speechmakers, later joined Grace Gibson and husband for supper.

**WINNER:** AWA was scheduled this week to disc samples of a new Anthony Scott Veitch racing serial, "Shenandoah," story of a wonder horse in northern N.S.W.

At a farewell supper party to Mrs. John Cazabon (off to New York per Marine Phoenix), I heard Veitch gathering from American actor, Leigh O'Malley, first-hand information about Virginia's Shenandoah Valley, famous racing nursery.

John Cazabon, one of Sydney's most successful freelancers, is again to work part time with George Edwards Productions.

**ACTORS TO EAT:** At Sydney Equity clubrooms, artists called for Sunday night plays will soon be able to obtain meals, also lunch on weekdays.

Am told this by president Marshall Crosby's big son Jim, celebrating birthday with guitarist wife, Iris, at Roosevelt Restaurant. Jim, formerly

chef at Oyster Bill's, will run the meals himself.

Another Crosby son, "Smacker," is making the most of his repatriation scholarship with London Royal Academy of Dramatic Art. Was chosen to play Macduff in "Macbeth."

**SPRING CLEAN:** After the American occupation, efforts are being made to make King's Cross more respectable — at Springfield Inn, anyhow.

A radio producer, staying there during the crowded Easter show and racing period, took note of this forthright intimation.

"Allied servicemen will not be permitted to enter these premises after 11 o'clock with a lady friend. Any persons found on the premises, who are not booked, will be prosecuted."

**STAGE WHISPERS:** I wouldn't be surprised if certain leading Borovansky Ballet members (delightful in "Gay Rosalinda" at Sydney Theatre Royal) form a rival company soon with ballerina Laurel Martyn, now married, living in Melbourne.

"Follow the Girls" didn't repeat its Sydney success down south, so Lois Green and Bebe de Roland are off abroad again.

The firm's next show? Yes, a revival of a revival—"No, No, Nanette." Natalie Raine, whose stay in England was one of the briefest ever, will play the original Elsie Prince role.

**SICKENING:** Twenty-two aspirants for parts in Grace Gibson transcriptions were disappointed when auditions had to be cancelled on April 12.

Reason—producer-writer Reg Johnson down with flu.

**NEW POLICY:** "Hester's Diary," with Elaine Montgomery and Madeline Howell, is one of the programs being made in accordance with AWA's new policy of discing for general release.

Besides being one of the prettiest girls in radio, Elaine Montgomery is a first-class pianist.

Madeline Howell, daughter of producer Edward Howell, is doing brilliantly at Sydney University. Remember her in the Howell family affair, Fred and Maggie Everybody?"

**TALE PIECE:** 2GB's lunch-time announcer Harry Hambridge would like us to believe this is original . . .

"My boy is a radiologist."  
"What station is he on?"

## PROGRAM BUSINESS

The Radio Newsreel Unit recently set up by 3AW Melbourne, as reported in "BB" March 20, continues to bring highly interesting material to 3AW listeners and its popularity can be gauged by the fact that, commencing Monday, April 21, a new nightly newsreel, at 6.45 p.m., will be added to its activities. Spot announcements of 50 words are being made available to advertisers as from the first broadcast of this additional feature, which will precede the regular 3AW-Age news

An added local attraction to 3AW programs is the Wednesday night wrestling broadcast from the Melbourne Stadium, with Fred Tupper at the ringside. The first broadcast was scheduled for April 16, coinciding with the opening of the wrestling season. Preceded by the Shell Show and Melbourne Quiz Kids Quest, this new feature provides 3AW with a particularly strong line-up.

Two original plays were presented during the Easter season by the VBN. 3TR Sale featured "Easter Story" written by Miss Dorothy Bowden, under whose supervision it was presented. 3HA Hamilton presented "The First Robin Redbreast," written by Eric Reade, and presented under the supervision of Mr. Wilfred Spargo. Sponsored by local firms, local artists took part in both productions.

The Queensland Institute of Public Affairs have contracted for 156 x 5 minutes broadcast three nights weekly on Queensland and N.S.W. country stations. 4IP, 4LG, 4VL, 4AY, 4CA, 4GY and 2MW. The feature is "Highlighting the Headlines", a miniature March of Time written and produced by Noble-Bartlett Advertisers, who handle the account.

On Saturday night, March 29, The Atlantic Union Oil Co.'s show—"Can You Take It?" starring Bob Dyer, had its opening broadcast from the Brisbane City Hall—the show commenced at 7.30 and went until 10 p.m. and was broadcast over 4BC from 8 to 8.30 p.m. This entertainment was very well received by an audience of 2,160—capacity house, and after the show, Mr. T. A. Kelly, Manager, Atlantic Oil Co., presented a cheque for £212/6/- to Mr. Green, Chairman of the Queensland Bush Children's Health Scheme Appeal.

## NEW ZEALAND TRIP FOR QUIZ WINNER

Mr. Gordon W. Wald of Glenelg (S.A.), who won the Colgate Palmolive Holiday Quiz, will sail shortly with his wife for New Zealand. This trip, covering both Islands, constitutes the prize which jackpotted from a mere trip to Katoomba!

It is learned that Mr. Wald has recently been appointed manager of the electrical section of Radio Wholesalers, of Adelaide.

## 1947 CONVENTION

This year's annual convention of the AFCBS will be held at Jervis Bay in November. Originally scheduled for November 3-8, the dates have since been changed to November 10-17.

## RADIO LICENCES, FEBRUARY 1947

Licence totals for single sets are shown in col. 1 with additional supplementary licences (for "second sets," etc.) in brackets.

NEW SOUTH WALES		
New Issues . . . . .	4,712	(635)
Renewals . . . . .	33,435	(1,386)
Cancellations . . . . .	6,198	(575)
In force at 28/2/47 . . . . .	577,190	(29,690)
Increase or Decrease . . . . .	-1,486	(+60)
Licence % to Population	19.63	—

VICTORIA		
New Issues . . . . .	2,773	(201)
Renewals . . . . .	25,232	(1,269)
Cancellations . . . . .	976	—
In force at 28/2/47 . . . . .	409,039	(19,844)
Increase . . . . .	+1,797	(+201)
Licence % to Population	20.14	—

QUEENSLAND		
New Issues . . . . .	2,244	(115)
Renewals . . . . .	12,009	(255)
Cancellations . . . . .	831	(107)
In force at 28/2/47 . . . . .	198,756	(5,450)
Increase . . . . .	+1,413	(+8)
Licence % to Population	18.21	—

SOUTH AUSTRALIA		
New Issues . . . . .	1,402	(133)
Renewals . . . . .	9,575	(864)
Cancellations . . . . .	1,022	—
In force at 28/2/47 . . . . .	157,996	(13,640)
Increase . . . . .	+380	(+133)
Licence % to population	24.77	—

WESTERN AUSTRALIA		
New Issues . . . . .	689	(76)
Renewals . . . . .	5,931	(268)
Cancellations . . . . .	153	(12)
In force at 28/2/47 . . . . .	106,687	(5,241)
Increase . . . . .	+534	(+54)
Licence % to Population	21.59	—

TASMANIA		
New Issues . . . . .	372	(75)
Renewals . . . . .	2,779	(165)
Cancellations . . . . .	300	(18)
In force at 28/2/47 . . . . .	52,061	(3,347)
Increase . . . . .	+72	(+57)
Licence % to Population	20.73	—

COMMONWEALTH		
New Issues . . . . .	12,192	(1,235)
Renewals . . . . .	88,961	(4,207)
Cancellations . . . . .	9,480	(712)
In force at 28/2/47 . . . . .	1,501,731	(77,222)
Increase . . . . .	+2,712	(+523)
Licence % to Population	20.16	—

## BOOKS and PUBLICATIONS



### from the MINGAY PUBLISHING CO.

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



# The Making of Radio Make-believe

## Behind the Production Scenes in a Recording Studio



### Production

This is the story of "Hester's Diary"—not the kind of story the general public would read or about any other big radio transcription, but it is the story of the making of a production for the air, of the toil and the care and the enthusiasm that go into all of it from the time the script writer turns in his completed script to that moment when the final flat disc revolving upon some distant turntable takes life and shape and colour in sound, at the touch of a pickup needle—a modern Galatea.

This is the story that has not before been told in these pages.

Starring Elaine Montgomerie and John Tate, "Hester's Diary" is shortly to be released by the AWA Radio-

Recording Studios. It offered an opportunity for "BB's" representative to sit in behind the scenes and to watch the making of an episode—timing, rehearsal and recording. And to discuss the job of program producing with Mrs. Edward Howell who is well known in radio and stage circles as Therese Desmond and whose 20 years experience and innate talent has placed her as one of the foremost personalities in radio today.

We go back a few months, to the day freelance script writer John Appleton offered the scripts of "Hester's

### Plus Acting



"Diary" to AWA—and what happened from that point onward is pretty much the same as would happen to any acceptable serial script turned in to any program producing and recording organisation.

So for our purposes, Mrs. Howell's short, pithy, description of the routine will best tell the story.

"We like to read through quite a number of episodes already written before making a final decision about accepting a script" she told "BB." "And even after that we like to discuss with the author the complete synopsis so that we have a preknowledge of the direction in which the various characters will develop. That is very important for the producer; it is a great help to us in selecting the cast, especially in long run shows where the characters may grow up from childhood."

"Casting," said Mrs. Howell, "is quite a ticklish problem, and one which is not always solved by the mere selection on the particular artists whom the producer from experience and knowledge thinks will fill the bill. Very frequently scenes are auditioned with the selected artists just to make absolutely sure that they are sympathetic to their parts."

At the stage when the cast has been selected the artists are advised as to the date on which they may pick up copies of their scripts and also the date and time and place for rehearsal and recording, which is usually timed to give the players several days "home" reading of their parts.

At the AWA Recording Studios in

## Makes Listeners' Mental Pictures



Clarence Street, Sydney, 15 minute episodes of serials are recorded at the rate of six episodes a day.

When the artists "on call" assemble at the studio for recording they are presumed to have familiarised themselves with their various character parts and "Operation Platter" (as it is sometimes facetiously called) proceeds usually upon an extraordinarily even and matter-of-fact path. Take for example our observation of events one afternoon recently in the making of "Hester's Diary." The cast, or such of them as were required for three episodes scheduled for making gathered in the studio. The sound-proofed studio reverberated with the thunder of rustling foolscap sheets of script as the players filled in a few minutes' final silent reading of their parts. Then the producer entered. There followed a short conference with the players, instructions, a word of advice to this or that one, encouragement to another; final alterations which she had made in the script since the players had picked up their copies—perhaps a jarring note removed or an incongruous piece of dialogue to be altered or omitted. With all scripts marked accordingly the producer returned to her booth behind the big glass panel that gives a clear view of the studio. She touched a button on the control panel and a light flickered in the studio. The players were suddenly alert, listening.

"We'll read through once for timing." Mrs. Howell's instructions came to the players through the inter-studio microphone. They took up their positions near the microphone. First the narrator, and then, as each character enters the story they in

Opposite page: Top, Mrs. Howell at production controls; lower, Elaine Montgomerie and John Tate in a dramatic episode.

Above: No trouble is spared by the publicity department to assist the public in building mental pictures of their favourite radio stars.

turn or together stepped silently and briskly into microphone position, to read their parts (only it mustn't, and doesn't sound like reading!)

Meantime, in the producer's booth, recorded sound effects or musical "bridges" were interpolated, fed into the same microphone circuit from a battery of four constantly running turntables. Script in one hand, stopwatch in another, the producer listened with her experienced ear. Occasionally, a dart at the script with pencil indicated a correction to be made or an improvement in voice level to be discussed with the respective player before the read through for recording.

The timing is over. The episode has run 12 minutes 50 seconds. That's troublesome. It must be cut back to 12 minutes 30 and the producer knows from experience the first read-through is a shade faster than it would be played with the full weight of each player's artistic ability in the portrayals. At least 20 seconds must come out of the script.

There's another short conference with the players in the studio. The necessary cut is made, advice to one player about her over-emphasis of a dramatic passage, and at last when the producer is satisfied that all points are clear, she returns to her control booth. There's a check through with the turntable operator who has a cue sheet on a board in front of him, a curt "Are you ready?" to the record-

ing engineer and then to the players in the studio . . . "Stand by on the light!" That is a warning to the artists to take their cue from a light flicker in the studio when they will drop their roles as everyday people and step into the "clothes" of fantasy and fiction in their characterisations of the living peoples of an author's mind. The cutting head of the recording machine is lowered to the revolving surface of the gleaming black pristine disc, the music swells, the narrator steps up to the microphone and the episode is under way. It's a fascinating breath-holding moment, there's a quiet tenseness in studio and control booth and recording room, a tenseness that dissipates, for nobody knows why, as soon as the show starts. It's as if everyone expects a "fluff" or a breakdown of some kind at that critical moment. But, in the opinion of most producers, it is the point at which fewest of all errors or minor tragedies occur in the making of a production.

To the players, it is just the rising of another curtain, but their job in enacting character parts for radio is a very different thing, a very much more difficult and more skillful thing than in performing the same parts on stage. The stage offers so much more in the matter of aids to the characterisations, the props., the dressing for the parts, the atmosphere created by physically constructed scenes on stage. All these compare with the dressing in shirtsleeves or everyday clothes, holding a script in hand, and nothing but one little metal contraption, the microphone, for an audience; and in most cases not even being able to hear the sound effects that are dubbed in to create the "scenery" of radio.

The script of "Hester's Diary" was written by the successful actor-producer-writer, John Appleton. The story opens on New Year's Day, 1809. At the invitation of their brother Charles, Hester and Deborah, under the eagle eye of their elder married sister, Catherine, had come down to London after the Christmas festivities at "Bamford Priory," for the purpose of attending a New Year's Function to be held by the officers of the 73rd Regiment.

At the Ball, the great moment comes to Hester when the young man, Darnley, who had entered her life some four years before, also arrives as a guest. She is stricken when he does not even recognise her, and is obviously the faithful attendant of the Hon. Alice de Burgh.

(Continued on page 38)

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## Queensland

### NEW INDUSTRIES AT ROCKLEA

The Minister for Post-War reconstruction, Mr. Dedman, has announced that among the recent submissions approved by the Cabinet sub-committee on secondary industries were leases of buildings at the Rocklea munitions factory. Dominion Motors of Queensland are one of the lessees and they will manufacture earth-moving and automotive equipment and would also use the buildings for the reconditioning of motor cars. National Products Ltd., of Brisbane, for the manufacture of foodstuffs, cordials, etc., has also been approved while a third lease has gone to Mr. R. A. Pemberton for the production of novelty woodwork articles. Mr. Dedman said the Rocklea munitions factory would ultimately be acquired by the Queensland Government.

### WILLING WORKERS IN QUEENSLAND

First hand observation has convinced Mr. H. Grenville Graham, British industrialist, that Queensland people put as much effort into their work as the English people, despite the sub-tropical climate of the State. Mr. Graham said that he had come to Australia to assess its market potential because his interest had been aroused by Mr. Bruce Pie whom he met some two years ago in England. Mr. Graham's projected company will produce clothing accessories such as linings, pocketings, bias bindings, pipings, etc., used in the manufacture of clothing, bedding, boots and shoes, motor cars and hats. Mr. Graham will select a site in Brisbane for his factory and is convinced that the market for his goods in this country would greatly expand.

### CONFLICTING VIEWS ON PROGRESS

When commenting recently on a statement by the former Queensland People's Party, president, Mr. G. Ward, the Queensland Labour Minister, Mr. Gair and the Q.P.P. leader, Mr. Pie, both clashed in their remarks on the secondary industry outlook in Queensland. Mr. Gair said that since the war ended, secondary industry in Queensland has expanded considerably. Manufacturers now regarded Queensland as offering more opportunities than the highly in-

dustrialised southern States. They were impressed by the fact that we have so many raw materials here and by the relative absence of industrial disputes compared with the southern States, added Mr. Gair. New Queensland manufacturers since the war ended included refrigerators, canned fruits, concrete tiles, synthetic resins, plastics and foodstuffs. Mr. Pie said that more than 50 British and American organisations were negotiating to establish undertakings in Australia, which would involve a capital outlay of more than £20 million, but Queensland was missing out. There are more than 15,000 unemployed in this State and yet the Government had made no effort to share in Australia's future industrial progress, added Mr. Pie. A few examples given by Mr. Pie of registration of companies in other states were Peerless Fabrics Ltd., in Victoria, capital £100,000, Lightburn and Co., in South Australia, capital £200,000, Hollins Mill Co., Ltd., capital £500,000 and the establishment of an English diesel engine factory in South Australia.

### SUGAR INDUSTRY ENDANGERED

The chairman of the Central Queensland Sugar Cane Prices Board, Mr. W. Forgan Smith, has announced that the evidence heard at the appeals for increases in peak tonnages of certain Queensland sugar mills had not revealed any change of circumstances that would justify an alteration to the board's previous judgment. This means that the mill peaks for the 1947-48 sugar season will not be altered. Mr. Smith also said that if the draft charter to be discussed at the international trade conference at Geneva, was given effect to, it would result in a reversal of what had been Australia's fiscal policy since 1910. The sugar agreement would go and with it the benefits of Imperial preference, he added. The proposals which emanate from the State Department in Washington and not from Britain, said Mr. Smith, are most serious from Australia's point of view.

### LAND WORKERS' HIGH RATES

In a recent broadcast from the BBC, Mr. Colin Clark, economic adviser to the Queensland Government, said that Australia had room for twice the number of men now employed in farming and grazing. These workers total about half a million and there was room to increase this number to

a million and a quarter, said Mr. Clark. They earned bigger incomes than any agricultural population in the world excepting New Zealand, he said. In Britain, America and Denmark farmers have to be subsidised, even at present world prices, went on Mr. Clark, but in Australia and New Zealand the Government fixes the farmer's price for wheat and butter at less than the world price. The English consumer reaped the benefit.

Mr. Clark said that a very much larger population could engage in farming in natural rainfall areas without irrigation. If we dammed every river in Australia it would still only give us enough water to irrigate a very small fraction of our farmland. There is unused farmland in every state but the greatest developments would occur in Queensland and Western Australia, concluded Mr. Clark.

### BIG ROAD PROGRAM

It is expected that £10,000 will be spent in Queensland each year during the next three years as part of the Federal Government's allocation of £100,000 to a Commonwealth road safety campaign. The RACQ have already co-operated in discussions with transport authorities in preparing plans for road safety education.

## New South Wales

### MODERNISING RAILWAYS

An American company has licensed Industrial Steels Ltd. of Sydney, to manufacture its patented railway car couplers, freight trucks and other railway equipment. Mr. Cleve Pomeroy, president of the American firm—the National Malleable and Steel Castings Company of Cleveland, Ohio, made this announcement on April 6. He gave no estimate of the extent of the manufactures contemplated under the licensing agreement, but indicated that the project was tied up with the program to modernise Australia's railway systems.

### FILM EQUIPMENT FOR AUSTRALIA

British and Australian film interests have decided upon a long-term plan for Anglo-Australian film production. Mr. S. Y. Gresham, Australian representative for Ealing Studios (London), who returned to Sydney at the end of last month said that the agreement would involve the re-equipment of the Pagewood and Cinesound studios in Sydney and that when production was

under way it was hoped to build more up-to-date studios and laboratories, to which new equipment would be transferred. "Production activities will be based on a joint arrangement with the three organisations involved," said Mr. Gresham. These are, the J. Arthur Rank Organisation, Ltd., Ealing Studios and the Greater Union Theatres-Cinesound Productions. New equipment being sent out is entirely of British production, and includes the latest Gaumont Kalee sound-recording apparatus and several Newell cameras, which have been accepted in London technical circles as being of the highest possible standard.

### NEW PACIFIC AIR SERVICE

It was announced in Sydney on April 10 that Australian National Airways will introduce a direct service between New Zealand and Canada on April 24. The service will be in addition to the company's existing weekly service between Australia and Canada. The route will be Auckland, Fiji, Canton Island, Honolulu, San Francisco, and Vancouver.

### 17,000 APPLY FOR 700 NEW CARS

During March, the N.S.W. Road Transport Department was able to release only 713 new cars, while 17,171 had applied for them. By the end of the month the unsatisfied applications the department held totalled 16,458 for new cars and 8,885 for new trucks. The department releases only those new motor vehicles which are supplied by the manufacturers for distribution.

## Victoria

### BRITAIN SEEKS CASEINE SUPPLIES

Keen interest is being shown by British plastics manufacturers in the supply of casein from Australia. Mr. D. C. Barrington, British Government representative and agent for the Casein Plastics Association of Great Britain, and Mr. E. O. Weeks, plastics technician and director-general of Trinoid, plastics manufacturers, arrived here recently with authority to buy thousands of tons of casein for which they are prepared to offer up to £150 per ton—almost double the present home price, which includes a Government subsidy of £16/10/- a ton. Export of casein is prohibited,

but it is hoped by the British representatives that the Federal Government will lift the ban in view of the high price offered.

### MELBOURNE UNIVERSITY OPENS BRANCH

University history was made in Melbourne early this month when 560 students, including 43 women, took up residence there at an ex-R.A.A.F. training school which has been converted into Victoria's first university "branch." The students were taken from the railway station by bus convoy and within three-quarters of an hour from their arrival were seated in the redesigned dining rooms. A day was allotted to give them an opportunity to settle down and on the third day regular lectures were commenced.

### UNIQUE CLUB TO ENCOURAGE SONG-WRITERS

The Melbourne Bread and Cheese Club is holding a £50 competition for song-writers, entries for which close on July 2. Prizes in each class are £15 for first, £7/10/- for second and £2/10/- for third. Entries should be forwarded to the club at 23 Williams Road, Melbourne.

The club was established four years ago when a Melbourne restaurateur permitted artists to display their paintings in his dining room. Since then paintings to the value of £2,000 have been sold. The club is now expanding its activities to assist musicians.

## Tasmania

### ACCENT ON YOUTH

Station 7LA Launceston is playing a large part in bringing to Launceston listeners, the exceptional talent of Tasmania's youth and one of the most "talked-about" live artist shows Launceston has had for a considerable time, was "Cavalcade of Youth," held in the Albert Hall on March 28. The hall, holding about 3,000, was packed to capacity. "Cavalcade of Youth," produced by Arthur Ryan, was organised by 7LA, the proceeds being in aid of the Boy Scouts' Association. The Chief Scout, His Excellency, Admiral Sir Hugh Binney, KCB, D.S.O., travelled to Launceston from the Capital to attend the show.

## Western Australia

### LUGGERS AHOY!

The 1947 pearling season opened at Broome on March 31 with the sailing of luggers belonging to Messrs. Male, Morgan, McDaniel and Dakas. Owing to bad weather conditions and crew difficulties, the luggers were not able to sail as early this year as was expected.

### TO SPEED BUSINESS

The new phonogram room at the Perth GPO features fluorescent lighting, air conditioning and a specially designed ceiling to reduce noise. Three large tables made in the Perth postal workshops have been installed. There are 20 positions at present occupied by girls, compared with 18 in the former phonogram room, but 28 are provided and it is expected that these will be sufficient to meet the demands of the service for about 20 years.

### PERTH IS GROWING

The construction of a new suburban station in Perth about midway between Maylands and Bayswater has begun and about 4,000 cubic yards of sand will have to be removed in the process.

### AIR RADIO TESTS

The Department of Civil Aviation's special testing unit, C47, has recently been in Perth for a short period. Said to carry more radio equipment than any other aircraft in Australia at present, this plane is the first of several ordered by the department for testing air-radio facilities throughout Australia. The C47 was flown to Perth by a well-known West Australian, Mr. E. H. Fry, who is acting as superintendent of Civil Aviation in W.A.

### DINING CAR EQUIPMENT

As part of the move to improve the dining car service on the State railways, the W.A. Government Tender Board, on behalf of the Railway Department, has accepted a tender by Flower, Davies and Johnson Ltd. of £6,007 to supply four sets of air-conditioning equipment for two dining cars and two kitchen cars, and the same company's tender of £2,979 a set for four sets of electrical equipment for dining cars.

## Purely Personal

The Brisbane manager of the Atlantic Union Oil Company—Mr. F. W. Kelly, accompanied by Mrs. Kelly, entertained a number of guests at a cocktail party, at Lennon's Hotel, Saturday night, March 29, on behalf of his organisation to celebrate the commencement of "The Atlantic Union-Bob Dyer" show in Queensland. Amongst those present were—Alderman W. R. Moon, Vice-Mayor; Mr. and Mrs. E. P. Griffin, Secretary of Wealth Broadcasting Corp.; Mr. and Mrs. Frouse Knox, manager 4BC; Mr. Roly Graham, sales manager 4BC; Mr. and Mrs. Roy Hancock, Mr. and Mrs. George Green, managing director Eagers Pty. Ltd.; Mr. J. G. Lee, advertising manager of Atlantic Union, Mr. and Mrs. Scott Steverson, Brisbane advertising manager Atlantic Union, Mr. and Mrs. J. W. Johnson, manager 4IP Ipswich, Mr. L. G. Scott, Garage & Motor Traders Journal; Mr. and Mrs. Bob Dyer, Miss Fifi Banvard, Miss Rita Moore, Mr. Lloyd Lambie, Mr. Roy Wedmeyer, treasurer Q.A.C.C.; Mr. G. E. Green and Mr. J. Devine of the Q'land Bush Children's Health Scheme Appeal, to which the proceeds of the "Atlantic Show" at the Brisbane City Hall held earlier in the evening, were donated.

During his recent visit to South Australia, Mr. Chas. Hosking (Hos) of the Victorian Broadcasting Network, had a pleasant experience when a reunion was arranged by leading Adelaide radio executives to enable him to meet his old associates of the days when he was Manager of National station 5CL. Mr. Hosking recalled his intensive efforts to build and maintain goodwill which was mainly responsible for that station's early popularity.

Mr. H. Whistler, newly appointed manager for the Macquarie Network Station 2PK Parkes, recently spent a few days in Macquarie Head Office, meeting various executives.

Mr. H. G. Horner, formerly General Manager of Macquarie and 2GB, left on Saturday last by the "Orion" for London, accompanied by Mrs. Horner.

Mr. Ron Woolff, 2UE Secretary, was surprised to see his pretty twin daughters, Marjorie and Barbara, as the Two Smart Girls Coming to Town in a metropolitan daily recently. Marjorie and Barbara would like to win 2UE's "Rumpus Room" Talent Quest. It's just as well for everyone's peace of mind that they work at different offices in the city, because the Bedser twins are easy to pick compared with the Woolff twins.

Mr. Val Woodland who recently returned from Army Radio Services in Japan, and was formerly manager of 2LM Lismore—has returned to his original stamping ground—Brisbane, and is now one of the news readers of the Queensland Radio News Service, which emanates from the "Courier-Mall". He was one of the stalwarts of 4QG back in the late 20's and subsequently worked for several Queensland commercial stations.

A farewell presentation of a large travelling bag was made to Dr. W. G. Goddard on Thursday, April 3 by the staff of 4BC. He has become very well known over the air through his 4BC broadcasts of the "Book of Time" and "Dr. Goddard's Daily Barometer", and resigns from the station after 13 years, to take up a position with the Commonwealth Government in the Department of External Affairs, Canberra. 4BC's manager, Mr. Prouse Knox, and sales manager, Roly Graham, made farewell speeches to Dr. Goddard, and the presentation was made by Mr. Tom McGregor.

Mr. S. G. W. Horniblow has accepted an editorial executive appointment with the Melbourne Argus. Mr. Horniblow was until recently Editor of the Daily Mail, London. He left England by flying boat on April 6, and takes up his new appointment immediately on his arrival in Melbourne.

Congratulations to Syd Morgan and 3KZ Melbourne for the "break" they got in the February 3 issue of American "Broadcasting." A good picture of the 3KZ managing director is surrounded by an account of the station's magnificent effort in raising enough funds to build a new Children's Block at Melbourne's Austin Hospital.

Mr. E. L. Kiernan, managing director of Kiernan and Co., Melbourne, home furnishers, has returned from a visit to England where he was greatly impressed by the community's efforts to re-establish Britain's economic standing. Mr. Kiernan, who is a consistent supporter of radio advertising, was successful in arranging for the import of post-war furnishings.

Among the many farewell functions tendered Mr. and Mrs. H. G. Horner before their departure for England was a happy dinner party given by their old friends Mr. and Mrs. Cliff Paray, of 3CV, at Glen Eagles Restaurant, King's Cross. The guests included the Lord Mayor and Lady Mayoress of Sydney, Ald. and Mrs. Bartley; U.S. Consul General for Australia, Mr. O. Nielsen and Mrs. Nielsen; U.S. Consul for Sydney, Mr. C. H. Derry and Mrs. Derry; Mr. and Mrs. R. E. Denison; Mr. and Mrs. R. E. Lane; Mr. and Mrs. Harold Bowden; Mr. and Mrs. D. Draper and Mr. Bruce Shellard.

### "Hesters Diary" — (Continued from page 35)

Wishing to return to their pied-a-terre, she is forced to entertain one of the gay Deborah's cast offs. He was a young Ensign named John Carmichael, and this was the man whom Hester, egged on by her younger sisters, and as fearful of spinsterhood as her older sister, eventually follows to New South Wales, in 1813.

The vessel she was travelling on, "The Olympian," was attacked by a French privateer, but a favourable wind, and the coming of a storm, helped them to escape capture. Five people were lost overboard—which was considered a fair average—in the storms of the Indian Ocean, and after nearly six months' travel, the "Olympian" dropped anchor in Sydney Cove.

From here, Hester, very lonely and somewhat frightened, started a very strange and new life. She was married under the Vice-Regal patronage of Governor and Mrs. Macquarie, but her husband was suffering from bad health, having caught the fever of the bad air, "malaria," and because of this, and because under Governor Macquarie's rule, no officer could be granted land, he resigned his commission and became a "free settler." At this point, wherein she and her husband become identified with the early life of the Port Jackson Colony, "Hester's Diary" reaches the conclusion of Book 1 but four other books follow to total 260 episodes.

## STOP PRESS

### PSCB REPORT

Although it is understood Prime Minister, Mr. Chifley, has perused report of the Broadcasting Committee on ABC finances, no Cabinet consideration has yet taken place as special Cabinet Sub-Committee (see page 4) is not expected to meet until end of this week owing to Mr. Calwell's late return from Perth and illness of Senator Cameron.

Mr. H. C. Barnard, Minister for Repatriation, and Mr. J. I. Armstrong, Minister for Munitions, have been added to special Cabinet Sub-Committee on Broadcasting.

### COLOR TELE. OUT FOR FIVE YEARS

Washington, D.C.—The FCC has turned thumbs down on CBS's application for licence to set up tele. service in color using sequential system. This leaves RCA well out in front with current development of black and white which will be standard service in US for at least five years. RCA contended through 14 weeks' FCC hearings that it had electronic color in laboratory stages but years away for public application. CBS had spent about two million dollars on their sequential (mechanical) colour method.

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Holder of excellent references and Technician's Certificate (first class). Experience includes extensive compering, O.B.'s, acting and news reading. Since discharge following five years' RAAF service have been 12 months night announcing leading Brisbane station and recently manager of country station.

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Be with the majority of Victorian country listeners who turn the dial to the popular V.B.N. Stations . . . they'll help you to "crack" these big potential markets for your products . . .

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# BROADCASTING BUSINESS

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450th Issue

Thursday  
MAY 1, 1947

Incorporating "Commercial Broadcasting"

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

## There's Always a First Time!



### Hi Fellers!

It's hard to believe this one, but a feller told me it happened. It was this way.

*She was a very young bride—and she'd lived all her life on a lighthouse. When her new husband brought home sausages for tea, she said she'd never cooked them before.*

*"It's easy," hubby said. "Fry them—like fish." When the meal was served, he looked at his plate—and then at his wife.*

*"I know it doesn't look much darling," she said, "and I did it like fish, too—but there's not much left on those things after you've cleaned them."*

But, as I said, there's always a first time. There's always a first time, too, in radio . . . a first contract, a first sponsorship success—and a first time on 2UW.

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