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BROADCASTING BUSINESS

Vol. XV, No. 12

44th Issue

Thursday
December 26, 1946

Incorporating "Commercial Broadcasting"

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

**Hi Fellers—
Here's to You!**

HERE'S one for the road.

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

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

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

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

most people listen to

2UW



YOU WOULDN'T GO TO A CONFERENCE UNCOVERED . . .

AND
YOU SHOULDN'T ATTEMPT
TO COVER SOME OF AUSTRALIA'S
MOST IMPORTANT MARKETS WITHOUT:

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

This network offers you eight stations—each with a concentrated audience in 8 of the major markets in Australia—each with DOMINANCE in its area—most of them ALL OF THE TIME!

If it's complete coverage of rich, responsive markets you're after this network of stations is your answer and you buy a ready-made audience of potential customers for your services or product.

All particulars from

AMALGAMATED WIRELESS (A'SIA) LTD.

SYDNEY

BRISBANE

MELBOURNE

BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, DECEMBER 26, 1946
Vol. XV, No. 12 (441st issue)

Contents: Page

Radio Assisting School Education	4
Johnson & Johnson Chief at 21 Club	5
Greetings from Canada	5
Crime and Criticism	6
Stop Press	6
Radio Founders' Day	8
Press Must Be Free	10
Power Increases	10
Field Intensity Factor in Surveys	14
Industry Co-operation Plea	15
Wire and Tape Recording	16
What's Wrong With Advertising?	20
Advertising Agencies	21
Program Business	22
Purely Personal	26

Advertisers This Issue

A.W.A.	2
A.A.R.D.S.	28
Allan, Stan.	18
Chappell & Co.	25
Kinelab Pty. Ltd.	17
Queensland Network	21
Radionic Products	18
Recording Centre	16
Sellers, O. P.	16
V.B.N.	27
White & Gillespie	16
2HD	13
2KY	13
2UE	9
2UW	Front Cover
3AW	11
3CV	23
3KZ	7
3XY	19
4BU	19
4LG	18

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Telegrams and cables: OSMINGAY, Sydney.

EDITORIAL

When Criticism—Like Crime—Does Not Pay!

In last issue of "B.B.", in the course of an interview about criticism of commercial station programs, the president of the AFCBS, Mr. J. E. Ridley, observed how easily people could criticize programs but how difficult it was to pin them down to specific cases. That is becoming quite an important factor these days and whenever politicians or others who claim to be acting in the public interest shout complaints about broadcast programs they should be discounted unless fact and figure of the case can be produced. It is true that Mr. Sheehy (Lab. S.A.) did refer to "The Shadow" in the course of his tirade in the House of Representatives at Canberra. Whether he listened intelligently to that program or not is a moot point. Perhaps the reader will be able to judge that after reading the producer's explanations elsewhere in this issue. That particular program is a "crime-does-not-pay" series which has won the approbation of the American police authorities and may yet do the same here. It certainly does not seem to be a program which would encourage juvenile delinquency as some of its critics would have people believe. It could certainly be no more harmful to young red-blooded kiddies than seeing a cowboy picture or hearing a cowboy serial.

There have been many other outbursts of criticism of radio programs during recent weeks—in fact, they have cropped up almost like an organised row of puppets. Even quiz shows have been attacked from some quarters—particularly from the churches. In fact, it is apparent that broadcasting can't please everybody—or at least there is always somebody who can raise a complaint about something on the air. Perhaps that is one of the things which does keep broadcasting so healthy. Nevertheless a welcome, and well-deserved, change some time would be for some responsible people to hand out a few bouquets instead of the continual brickbats. Behind most of the criticisms voiced from time to time there is an appalling lack of understanding of human fundamentals;—as Professor Marshall Hall once wrote: "Oh, amiable philanthropists, I pray you ponder this; who'd teach the world what it should be, must learn first what it is."

. BUT—POOR ADVERTISING IS A CRIME

But when it comes to advertising "copy", whether it is written or spoken, there is a need for at least some New Year resolutions.

The recent Hobart Convention of the Australian Federation of Commercial Broadcasting Stations resolved to clean up "singing commercials" and other stunting types of spoken advertisements on the air. That is a move in the right direction, but the problem of poor advertising goes much deeper to the essence of what is said, rather than how it is said, or written. In many respects advertising has gone haywire in recent years. The cure is in the hands of advertising men themselves, the individual, and is not something that can be legislated for. There is far too much affectation in copy, not enough honest-to-God selling; too much display of trickery, and not enough faithful display of the product and its virtues. If all advertising copy men would make a New Year resolution that they would, before setting out to write an advertisement (a) master the subject of their product; (b) tell the reader or the listener what they would themselves be told about the product, then perhaps advertising would regain that high respect in which it was held by the public in years gone by.

AUTHORITIES LACK EDUCATIONAL FORESIGHT

Praise for Co-operation of Country Broadcasting Station

Are School Conditions More Degrading than Radio Programs?

With some politicians and some members of the Teacher's Federation and other "leaders of thought" pulling sights on the programs of commercial broadcasting stations ("BB" Dec. 12) it will be refreshing to those critics to read something of a Case History relating to the fine work of one country broadcasting station which has come to hand since our last issue.

It would appear from remarks made at the Orange High School Speech Night that the poor state of our Government controlled educational facilities is probably as great if not a greater deterrent to cultural development than even the poorest form of broadcast program. There is a compulsion upon kiddies to attend our barbaric public schools—there is no compulsion upon them to listen to radio programs.

In his annual report the headmaster of Orange High School (Mr. R. A. Golding) appealed for a new deal in education and referred to the inadequate periods of training for teachers, the too large classes, the buildings used for school houses, which "would be condemned as factories or residences," and schools starved for equipment and material of all kinds.

"These conditions are not tolerated in factories by governments, which shut their eyes to the lack of educational facilities for the youngsters, adolescents and adults" Mr. Golding declared and later said:—

"Unfortunately, the majority of our schools contain much that is ugly, and little that is beautiful. Is it any wonder that children leave school with something lacking in their broader cultural development, with little artistic taste, with small powers of appreciation?"

School Aid from 2GZ

"During the year, many school debates were broadcast through the good offices of 2GZ who continue to

be very good friends to the school," Mr. Golding's report continued and referring to the school's War Memorial Reference Library project, paid tribute to the great assistance the station had given towards raising the required £1000.

"I feel that I must make special comment on the civic spirit, progressive outlook and generosity of this station" he said. "At their annual dinner I thanked the Chairman of Directors, Mr. Manchee, for their valuable help during 1945 and mentioned in passing that we were about to establish a war memorial library and that station manager, Mr. A. Ridley had promised us their support. Mr. Manchee stated that we could call on 2GZ and he felt sure Mr. Ridley would do all in his power to help us along with the project. How that promise was honored is now history—2GZ and their staff worked the whole of one Sunday and the pupils of the school made a house competition of the collection. Added to this, you will notice that most of the remaining money was raised by dances and concerts for each of which 2GZ made their hall available free."

Speakers at the Orange High School Speech Night also made extensive, eulogistic reference to the public-spiritedness of the local commercial broadcasting station, including representatives of the Ex-students Association, the Parents and Citizens Assn., the School's vice-captain and other students, the President of the Canobolas Shire, and the Rev. J. Smart Fisher.

Speaking to the headmaster's Report, Rev. Fisher said that the school building and its surroundings was a disgrace to a community such as Orange. The record of 2GZ's work to aid the school was a challenge to all public bodies in the town as well as a standard to which they may aspire.

Shire president, Mr. J. M. Caldwell, said that the co-operative assistance

This report is not the kind that ever gets into the daily press. Had there been some criticism of the local broadcasting station it would have made "NEWS." That's what we meant in last issue when we said "the difference between criticism and praise is that criticism makes news headlines—praise is taken for granted." And it does seem that many people do get their ideas of things (including commercial broadcasting) from what they read in the daily press.

This case refers only to the activities of one commercial broadcasting station. There are probably many more outstanding examples of how our commercial stations are playing vital roles in assisting education in other parts of Australia.—Ed.

given and the tangible good done for the school by 2GZ was a permanent proof of its lively interest in the welfare of the youth and people of the town and district.

AARDS Quiz

WHO are the managers of the commercial broadcasting stations in Australia?

WHAT broadcasting station charges £1/11/6 for a 100-word announcement between 5 p.m. and 6 p.m.?

WHERE are the locations of every broadcasting station in Australia?

WHEN can't you broadcast a political announcement?

HOW many transcribed programs are there in Australia, and what are their titles?

The answers to those questions and many more besides are found in the *Broadcasting Edition of Australia's Advertising Rate and Data Service*, (BAARDS for short). It's a MUST on every advertising executive's desk. It's the modern streamlined reference book on all matters appertaining to broadcast advertising. Available from the publishers, Mingay Publishing Co. Pty. Ltd., Box 3765 G.P.O., Sydney, or branch offices (see page 3). Subscription, including monthly changes and additions (post free):—Australia £2/2/-; other British countries £2/10/-; America \$10.00; other foreign countries £3/3/-.

RADIO'S FINE SELLING JOB PRAISED BY JOHNSON AND JOHNSON CHIEF

The broadcast advertising medium had done "a great job" for Johnson and Johnson Pty. Ltd., the managing director Mr. Bill Northam declared at the 21 Club of Australia's December luncheon at Usher's Blue Room in Sydney on December 12.

Mr. Northam was the Club's guest of honor for the function while other guests were Messrs. Claude Willmott and Ray Walters of Willmott's Advertising Agency; J. Martin, Chief Wireless Inspector; George Snape, president of The Inch Club; J. Taylor, manager 2UW; and Reg Lane, general manager-elect of Macquarie Broadcasting Services.

Opportunity was taken by the Club members to congratulate their vice-president, Mr. J. E. Ridley, upon his election last month to the presidency of the Australian Federation of Commercial Broadcasting Stations.

Proposing the toast to Mr. Northam and Messrs. Willmott and Walters, Mr. Fred Thompson said that Mr. Northam had risen from a minor position with his company in Brisbane not so many years ago to the managing directorship of an organisation employing over 700. He was loved by a loyal staff, from whom nothing was ever heard but "peak sales."

In Mr. Northam the parent American company had someone to carry out in Australia the organisation's all-over policy of dignity and success which had carried it to the top position in the world in the manufacture of surgical dressings.

Mr. Thompson said that the names of Claude Willmott and Ray Walters would always be remembered in advertising circles. Claude was one of the real pioneers in advertising who played a great part in the establishment of the advertising fraternity. He was everybody's friend and nobody's fool, shrewd but generous to the nth degree. Wherever one saw a list to help the strugglers, Claude Willmott's name was never missing from it. Ray Walters, though still a young man, had already made his mark in advertising, said Mr. Thompson and went on to pay tribute to the magnificent paper which Mr. Walters had prepared for presentation in the

series of lectures arranged by the 21 Club. This paper along with five others would be preserved for all time as arrangements had been made to publish them in booklet form.

Responding, Mr. Northam expressed his appreciation of the Club's invitation to lunch and for the complimentary remarks which had been made. He felt very much at home with the 21 Club members, with some of whom he played golf—at very great expense! (laughter.)

He said that he was "sold" on radio and so too were his directors. It had done a great job for Johnson and Johnson who had enjoyed a great success through the use of that medium. Mr. Northam said that some of the tributes paid him he would like to hand across to Claude Willmott who had been the company's advertising adviser for 36 years.

In the course of a witty response, Mr. Willmott announced that at the specific request of Messrs. Clapham and Northam, directors respectively of Johnson and Johnson's American and Australian companies Mr. Ray Walters was being sent to the headquarters organisation in America next year. "I'm conceited enough to say they won't teach him such a helluva lot," Mr. Willmott added.

Mr. Willmott said that he still believed the press was the stronger of the two major advertising mediums but every day radio was getting more firmly into the home. This was amply demonstrated the other day when a third of a million replies were received in respect of some broadcast request.

The toast to the other guests, Messrs. Martin, Lane, Taylor and Snape, was proposed by chairman, Mr. Finn, and responded to by Jack Martin and Reg Lane.

A courteous gesture was made by Mr. George Snape when he proposed a toast to the 21 Club president, Leo Finn, in the course of which he took the opportunity, on behalf of The Inch Club (which represents in the press field interests identical with those of the 21 Club) to wish the 21 Club seasonal greetings and to express

Australian Commercial Broadcasters Receive Greetings from Canada

The executive of the Australian Federation of Commercial Broadcasting Stations this week received a letter from the Canadian Association of Broadcasters, containing the following Christmas Message, signed by the Chairman of the CAB Board, Mr. H. Sedgwick:—

"The Canadian Association of Broadcasters send you their heartiest greetings and good wishes.

"We have admired the work that you are doing, the standards of ethics that you voluntarily impose upon your member stations, and the strong fight that you maintain in the interests of freedom of speech and expression, and the rights to conduct your business as a democratic, responsible enterprise.

"We in Canada, engaged in private commercial broadcasting, join hands with you in a continued effort to expand the electronics field free from Government interference, and we shall follow your progress with ever increasing interest.

BBC SHAKE-UP

Following upon a number of recent resignations of leading executives of the BBC, the British Prime Minister, Mr. Attley, last week announced that the chairman Sir Allan Powell and the vice-chairman C. H. Millis had both resigned and that Lord Inman had been appointed chairman for five years with Lady Reading vice-chairman.

AUSTRALIA'S YOUNG COMPOSERS

Latest of Australia's young composers to hit the news headlines is 17-years-old Peter Sculthorpe of Tasmania. This month he was awarded the prize for "the best musical composition of the year" at Melbourne Conservatorium of Music. Professor Bernard Heinze said he was impressed with the unusual talent exhibited in Sculthorpe's "Chamber Suite."

his Club's sincere appreciation and pleasure of having been invited as a guest to the 21 Club's festive board.

PROGRAM COMPLAINT LAID BY THE HEELS

"The Shadow" Says Crime Does Not Pay

When Mr. Sheehy, Labor member from South Australia, attacked commercial broadcasting programs in Federal Parliament recently ("B.B." Dec. 12) he chose an unfortunate (for him) example in quoting "The Shadow," for that serial is definitely a "crime does not pay" feature.

Referring to Mr. Sheehy's criticism last week, Miss Grace Gibson, whose program production organisation is responsible for the re-scripting and producing of the well-known American feature, said she could not understand what Mr. Sheehy was complaining about.

"Every episode of the series opens with the legend — 'Once again we bring you the thrilling adventures of The Shadow . . . the hard and relentless fight of one man against the forces of evil. These dramatisations are designed to demonstrate forcibly to old and young alike that crime does not pay!'"

"In introducing the series after the commercial we open with:—

"The Shadow—mysterious character who aids the forces of law and order . . . and the closing announcement is as follows:— 'Next week—same time—same station—we bring you another strange and thrilling adventure in The Shadow's daring battle against the forces of evil. Be sure to listen for another thrilling Shadow story. As you sow evil so shall you reap evil . . . crime does not pay—the Shadow knows!'"

Miss Gibson pointed out that in every episode The Shadow brings the culprit to justice and throughout the entire program the theme is always against crime. Columbia films had produced and distributed throughout Australia 15 chapter films of "The Shadow" which have been shown for general exhibition here and in N.Z.

In America, The Shadow is broadcast over 326 stations and is extremely popular with children, so much so that in U.S. parents often tell their children that if they don't behave "The Shadow" will get them.

Miss Gibson said that the American Police Review, authoritative police journal, has awarded "The Shadow" a citation for its contribution to law and order and produced a copy of it, which reads:—

"The American Police Review congratulates the producers and sponsors

of 'The Shadow' for their contribution to the cause of better law enforcement. Thirteen thousand police executives throughout the United States read the Review and our purpose is to help them ascertain the best tools and methods to combat crime. The editors of the Review have turned a critical ear to 'The Shadow' program for some time and are gratified to note that your presentation of police roles truly reflect the intelligence and character of the high type of police officer now found throughout the land. We therefore take pleasure in presenting to you the American Police Review Certificate of award for distinguished service to the cause of better law enforcement."

Stop Press . . .

FM—TELE NEWS FROM U.S.

(From our own Correspondent)

Washington, Dec. 9: Official FCC blessing has been given the newly-organised FM Assn. by Charles Denny Jr., acting FCC chairman, who has written commending the idea of the crusade ("BB" Dec. 12) to carry the story of FM to every radio listener.

The FCC is taking practical steps to aid FM development by deciding to issue special temporary licences for powers less than those granted until the high-powered transmitters are available.

The output of radio receivers with FM rose from 17,541 in September to 23,793 in October, according to figures just released by Radio Manufacturers Assn. Of the October output, 22,191 were console radio phonographs, 833 mantel models and 769 consoles without phonograph.

The hearing before the FCC to decide whether color television goes commercial or retains experimental status commenced to-day, Dec. 9.

Tele. in Canada has been okayed by CBC Board who last month commenced a study of a plan to set up video stations.

Marsland Gander, radio editor of London "Daily Telegraph," in Chicago last week declared that while America was ahead technically in television she lagged behind England in programming and program facilities for the new art.

NORTHERN N.S.W. QUEST

Three Stations Aid Local Talent

The extensive northern N.S.W. search for amateur talent culminated in the Grand Final on Saturday, December 7, when a relayed broadcast from 2AD Armidale to 2NZ Inverell and 2TM Tamworth was made.

Finalists from Inverell and district were Mr. George A. Kerr, school teacher of Glen Innes High School, and 13-year old classical pianist, Noel Webber, also from Glen Innes. Mr. Kerr subsequently won the Grand Final for his baritone rendition of "The Road to Mandalay." Competition from the three centres, Armidale, Tamworth and Inverell, was very keen. The runner-up in the Grand Final was Ron Hemmings, 5th year student of Tamworth High School, for his playing of Grieg's "Concerto in A Minor."

West. Australian News

December was the high spot in the year for the W.A. Institute of Advertising (Inc.) as three important functions took place during that month.

A largely attended illustrated lecture given by member Arthur N. Viveash of Illustrations Ltd., proved particularly interesting. Mr. Viveash gave a screening in full color of the "Rosewood Cattle Station." Those present included members of the Agricultural Society and various pastoral industries. "Rosewood" is one of the vast stations in the northern part of Australia and 140 miles from Wyndham.

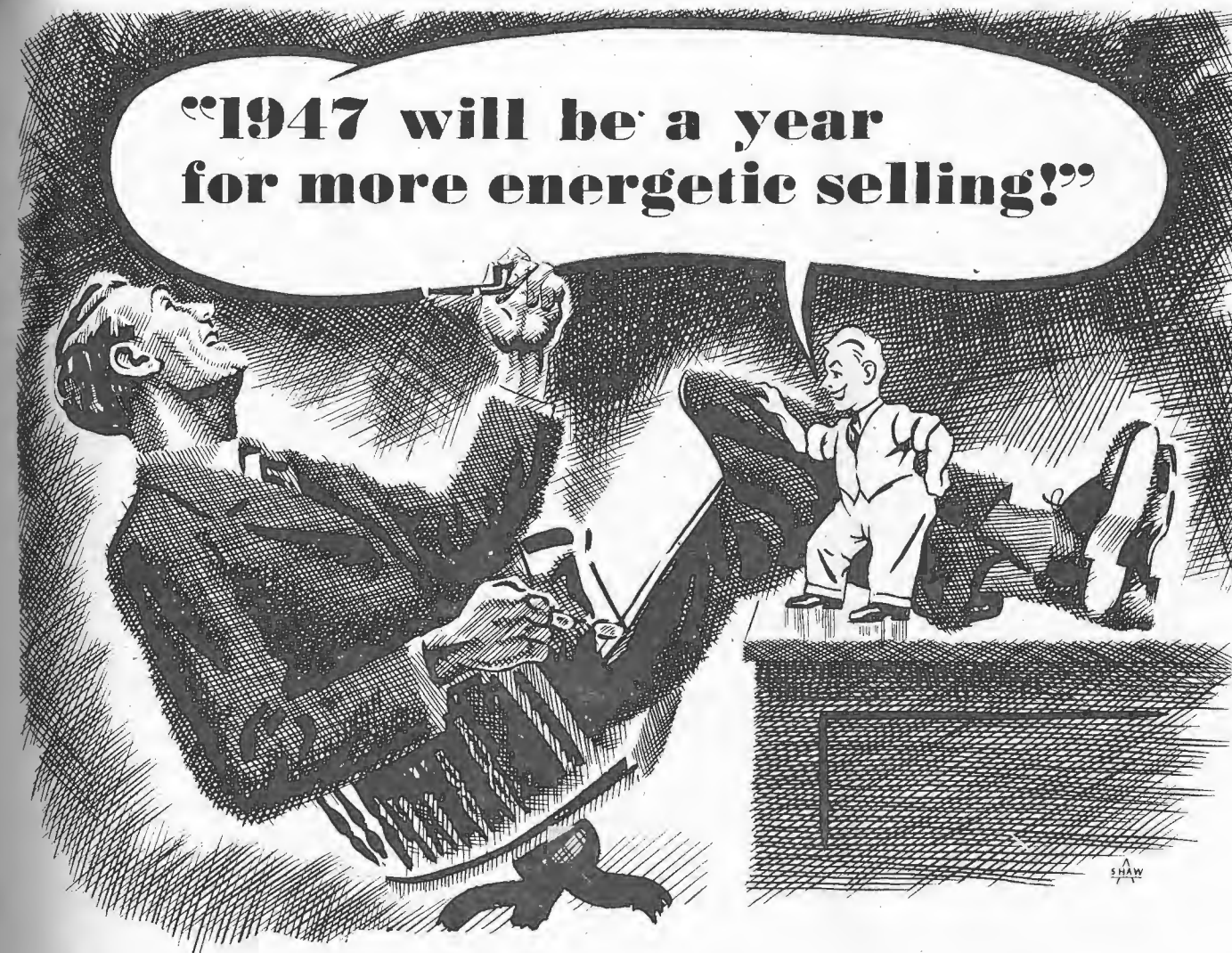
At the annual meeting office bearers for 1947 were elected as follows:

President: N. E. Hutchison (Gordon & Gotch); vice-president, N. C. S. Mount; hon. sec., E. C. Churchward; and hon. treas., E. L. Gower (W.A. Broadcasters Ltd.). Other members of the Board: T. Darrell Hicks (Display Service); F. G. Parker (J. Gibney & Sons); H. J. Wells (Rich Sign Co.); R. E. Wells (Daily News); J. V. Finney (Daily News); R. E. Cranfield (Dalgety's Review).

The Christmas luncheon was a great success, and eulogistic references were made to the work of the 1946 Board and it was pleasing to note that a record membership had been reached—60 members.

W. A. Broadcasters Ltd. broke new ground when they went along to the school speech days at Presbyterian Ladies College and Perth College and recorded the "break ups." After the recordings were made they were edited and re-cut, and brought down to half-hour broadcasts and presented in the program from 6IX-WB-MD some days later. This enabled scholars who had taken part to hear themselves and parents who were too far away to attend to enjoy their children's efforts.

Cliff Nichols and Graham Stone are now presenting the 2CH breakfast session. Nichols is best known in radio as "Nicky" of the former "Nicky and Tuppy" team of 3AW where they were together for 14 years which is probably a record for commercial broadcasting in Australia. Graham Stone also from Melbourne, is well established on 2CH, having been associated with that station's night program.



In spite of what the slightly pessimistic might whisper in your ear, the outlook for 1947 is definitely not gloomy. Allowing for production difficulties, and this and that factor, each passing week sees more goods available . . . less empty spaces on store shelves. But, with a greater variety of old lines and the advent of new ones, selling

becomes a little more than merely supplying a demand. It means CREATING a demand. This no doubt explains the ever-increasing weight of advertising appearing in all media, including radio. If you are selling in the fertile Victorian market, 3KZ's immense following will be glad to hear about your product.

3KZ WILL HELP YOU MEET & BEAT COMPETITION

Sydney Representative: A. L. FINN, 65 YORK STREET, Telephones, BW6251, BX1047

Banquet Commemorates Radio Founders

Attended by over 100 Institution members and guests representing the Services, Science and Industry, a successful banquet was staged by the Institution of Radio Engineers, Australia at the Wentworth Hotel, Sydney, on December 12 as part of its Commonwealth-wide annual commemoration of Radio Foundation Day.

Simultaneous functions were held in other cities by the various Divisions of the Institution and the occasion was marked on a National scale by an A.B.C. Interstate relay at 7.45 p.m. of specially-recorded messages from Viscount Mountbatten of Burma, who is President of the British Institution of Radio Engineers, and Sir Ernest Fisk, who was first President of the Australian body.

In his message, Lord Mountbatten paid tribute to the initiation of Radio Foundation Day by the Australian body and anticipated that the movement would become world-wide.

Sir Ernest Fisk referred to his early association with the I.R.E. in Australia and recalled the initial celebration of Radio Foundation Day in 1936, when the occasion was acknowledged by a special message from the Marchese Marconi, whose successful bridging of the Atlantic by radio on December 12, 1901, provided the inspiration for Radio Foundation Day. Sir Ernest concluded by sending best wishes to all of his old friends and associates in Australia.

As a background to the function, the Institution organised an exhibition of radio and electronic equipment in the Wentworth Ballroom annexe and this included equipment ranging from 1901-era spark and coherer assemblies to the latest items of radar and aerial navigation equipment.

The assembly commenced at 6 p.m. with cocktails and an inspection of the exhibits, and at 6.30, the banquet commenced with I.R.E. President D. G. Wyles in the chair. At 7.30, Mr. Wyles proposed the Royal Toast and after this was honoured, proceeded briefly to review the origin and sig-

nificance of the occasion.

At 7.45, the sound system was switched over to take the A.B.C. relay and following this, the Hon. Clive Evatt, representing the N.S.W. Government, spoke to those present on the relations of the engineer to the community at large.

Mr. A. S. McDonald, Past-President of the I.R.E., and newly-appointed Chief Engineer of the Telecommunications Commission, then welcomed the guests on behalf of the Institution and the first response to this toast was by Lt. Black, R.A.N., representing Rear-Admiral G. D. Moore, C.B.E., R.A.N., on behalf of the Services.

Other speakers in response were Mr. J. J. Malone, Chairman of the Overseas Telecommunications Commission, on behalf of Communications, both Postal and Overseas; Sir John Madison, D. Sc., B.E., President of the Institute of Physics, on behalf of Research and Engineering Bodies; Mr. R. J. W. Kennell, President of the Radio & Telephone Manufacturers' Association, on behalf of the Radio Industry & Trade Bodies; Mr. C. J. A. Moses, General Manager of the Australian Broadcasting Commission, on behalf of the National Broadcasting Service; Mr. John Ridley, President of the Australian Federation of Commercial Broadcasting Stations, on behalf of Commercial Broadcasters; Mr. H. J. Brown, Supt. of Communications, Australian National Airways, on behalf of Civil Aviation; and Mr. J. M. Moyle, representing Sir John Butters, Chairman of Associated Newspapers Ltd., on behalf of the Press.

Other guests present included Messrs. R. C. Allsop, (Truth & Sportsman); T. Armstrong (Supt. Wireless

Branch, Sydney); N. G. Crook (President, Radio & Electrical Retailers' Association of N.S.W.); J. R. Edwards (Radio Press); C. C. Faulkner (Elec. & Radio World); K. L. Godfrey (representing Mr. R. P. Godfrey, Chairman of the Electrical & Radio Development Association of N.S.W.); W. F. Hebblewhite (Standards Association of Australia); J. M. Martin (Chief Inspector of Wireless, P.M.G.'s Dept. Melbourne); D. V. Mills (representing the Chairman, Sydney Division of the Institution of Engineers, Australia); Group Captain K. R. Parsons (representing the Chief of the Air Staff); Dr. J. L. Pawsey (Chairman N.S.W. Division of the Institute of Physics); P. D. Reddell (Supt. of Technical Education, N.S.W.); Inspector W. E. Salmon (representing Mr. W. J. Mackay, Commissioner of Police, N.S.W.); and J. B. Theodore (representing Mr. E. G. Theodore, Consolidated Press).

LARGE QUIZ PAY-OFF

An all-time record for prize money in Australian radio was established this month by 2UW, when £788 was paid out in four days. The total consisted principally of two big jackpot prizes which had mounted over the preceding weeks.

It started with the "Telegraph Sports Parade" in the 2UW Theatre Friday Night show, when the "Quiz Kitty," jackpotted to £190, was won by a competitor who successfully answered three questions on current sports. This session carried a weekly prize of £10, which had not been won for 18 weeks.

A total of approximately £20 was paid out in smaller prizes in the following half-hour during the broadcast of "Superquiz."

On the following night, in "The Atlantic Show," Bob Dyer's "Crackpot Quiz" which offered £558 worth of much-in-demand merchandise (including a refrigerator, a washing machine, gas cooker, set of golf clubs and balls, six car tyres and others) was won when a 35-years old schoolteacher successfully answered three general knowledge questions. One other prize which he may yet win is an offer to a £5000 to nothing "double" on the Doncaster-Sydney Cup, the double to be named within a week of nominations.

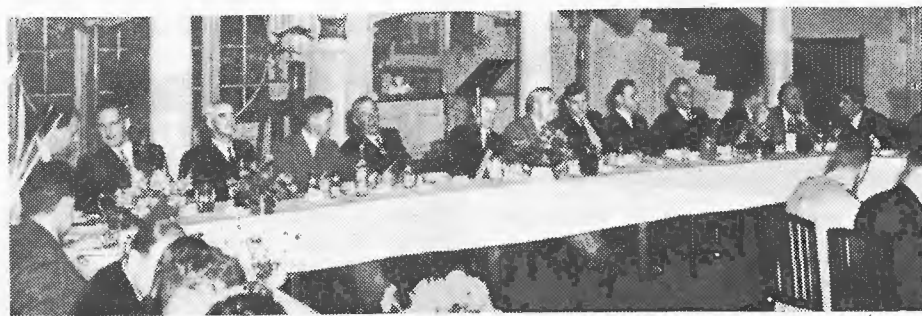
Two days later, on the Monday, a listener walked into 2UW and claimed the £20 jackpot prize for finding one of Bob Dyer's lucky £1 notes. The listener was a bank manager who noted the number on his pad, kept watch for it as he counted the money, . . . and found it!

To all our friends . . .

Greetings

We hope your Xmas cheer cut a new record in seasonal festivity and trust that happiness and prosperity will be broadcast through your programme for the coming year.

RADIO **2UE** SYDNEY PTY. LTD.
29 Bligh Street BW 3121



Guests at the President's table at the I.R.E. banquet.

PRESS MUST BE FREE

"The Printing Press must be free because under any other system the poison of propaganda would destroy the mind and corrupt the will of the nation," declared Sir Keith Murdoch, chairman of the Herald and Weekly Times Ltd. (owners of 3DB-LK) in the course of his speech at the annual meeting of shareholders on Nov. 29.

"During this year," said Sir Keith, "the newspapers of Australia joined with others in the British Empire, at the invitation of the British Press, in conference and discussions concerning the duties and responsibilities of the public press. The American editors and publishers likewise addressed themselves to these great questions, and something in the way of re-definition and recharting has taken place.

"Like many institutions and indeed civilisation itself, the Press finds itself placed by the victory for democracy at critical crossroads. That is recognised clearly. It must advance, or it will retrogress. Democracy is ruled by public opinion and public opinion must be well served by a great Press if it is to be an enlightened and just rule. There can be no doubt that should democracy fail to rule wisely and strongly, the atomic age will destroy man instead of elevating him. And we must remember that the atomic age is an age not only of atomic energy but of atomic time. Things are moving very fast.

"Thus a good Press is more than ever necessary. By a good Press I mean a free Press, and public-spirited Press, and an energetic Press, a daring and adventurous Press. We do not suggest that the Press is more than one of the columns of the great house of human society, but we believe that all except the Communists would agree that without this column the house would collapse.

"The printing press must be free because under any other system the poison of propaganda would destroy the mind and corrupt the will of the nation.

"Can anyone suggest an alternative? Will you entrust any Government to pay for and control the Press? Will you trust any institution? Will you trust any body of scientists? There is no halfway house between a free Press and slavery. A free Press means that anyone is able to publish the reading matter that the public would take and pay for, and anyone is able to choose whether and what he wants to read; a controlled or subsidised Press means that the newspaper writes not for the readers but for the Government, and the readers must take what they get; they have no other.

"But of course the Press must be much more than merely free. It must be fact-finding, truth-telling, truth-seeking to the limit of human capacity and enterprise. It can deviate from this purpose only at the risk of its soul.

"I believe that in two ways the concepts of newspaper functions have taken stronger shape during the year. The first is in the more definite acceptance by newspaper leaders of the primary responsibilities of newspapers to inform public opinion objectively of all facts of importance in life. Facts of importance are all facts of public interest, which must be discovered, interpreted and set clearly forth. Perversion or suppression is unthinkable. The public must be made to understand, by zealous service, that this is so.

"The second concept is that true freedom of the Press is not achieved until reporters may roam in all countries, news is free in all countries, and lines of newspaper communication throughout all the world are untrammelled, open, cheap and rapid.

"The printing Press must be free in all countries for all countries; only then will we get truth and good faith ruling all. Only then will propaganda, suspicions, and distrusts, lose their destroying power.

COST OF BROADCASTING SERVICE

Questions in Federal Parliament

Some interesting figures about the cost of conducting the national broadcasting service were recently revealed in the House of Representatives when the minister representing the Postmaster-General replied to several questions by Mr. Jos. Francis (Lib. Q.).

For the three years, 1943-'44, '44-'45 and '45-'46 the Telephone Branch received from the Wireless Broadcasting Branch the amounts of £243,995, £247,945 and £265,249 respectively for those years (book entries and not cash transactions). Capital expenditure on new stations and equipment in each of the three years was £73,819, £55,766 and £72,930, while total expenditure for maintenance of broadcasting services was £677,299, £721,138 and approximately £735,800.

The expenditure for maintenance does not include special amounts of £70,766 and £71,831 for 1944-'45 and 1945-'46 respectively appropriated through the P.M.G.'s Department vote and paid to the Australian Broadcasting Commission.

POWER INCREASES FOR COMMERCIAL STATIONS

Other Permits Expected to Follow

Charleville and Cooma commercial stations 4VL and 2XL have been granted an increase of power to 500 watts from the 200 watts upon which they are currently operating.

It is anticipated that the P.M.G.'s Department will shortly grant a number of other power increases to certain country commercial broadcasting stations — probably those in the shared-channel field.

Both 4VL and 2XL share the frequency of 920 kC/s. Cooma station has announced its intention of moving on to the higher power in January so that 4VL also will probably step up next month.

The commercial broadcasting stations of Australia have for years suffered from a distinct disability in the restriction by the P.M.G.'s Department to "peanut" power. In the face of

that official policy, however, the National stations are operated on comparatively high powers ranging from 2,000 to 10,000 watts. Total wattage of the 29 National stations in Australia (exclusive of short-wave services) amounts to 156,500 whereas the total wattage of the 100 commercial stations amounts to only 62,200! The highest commercial station power allowed so far is only 2,000 watts and of these there are only 12 stations in that category and only eight 1,000-watters. The rest range from 750 watts down to 100 watts.

It is understood that stations 2BE Bega (200 watts) and 4ZR Roma (200 watts) which both share the 1490 kC/s. frequency channel, have also been granted permission for increased power but just when the increase will be made has not yet been disclosed.

A Review of accomplishment

in
1946

- (1) World celebrities including Tommy Trinder, Todd Duncan, etc., released for all to hear.
- (2) 5 of Australia's leading sports commentators united for the 1946 Melbourne Cup Hour.
- (3) Spectacular 5-station Davis Cup relay — Australia's largest sporting hook-up!
- (4) A popular Musical Comedy every Wednesday at 8.
- (5) Establishment of Junior 3AW and its new youth activities.
- (6) Bert Oldfield describing Test Cricket.
- (7) World's best literature dramatised, including "Anna Karenina", "Constant Nymph", "Random Harvest", etc.
- (8) 7 new first-rate night features illustrate 3AW-Macquarie's versatility and leadership in showmanship.
- (9) 3AW Radio Newsreel inaugurated.

THESE PRECEDENTS

ARE BUILDING

A LOYAL AUDIENCE FOR

3AW and

THEY LEAVE IT AT THAT!



Look to 3AW-3CV to PATH-FIND

New fields of broadcasting

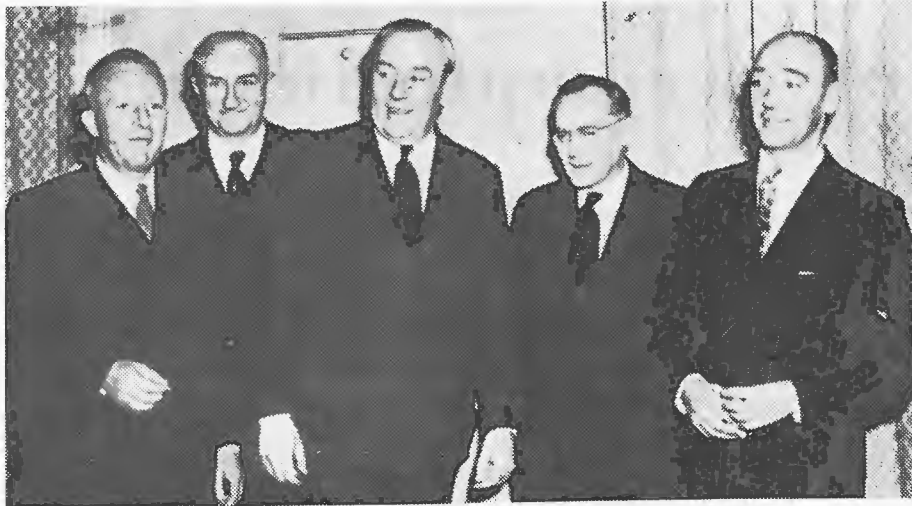
in
1947

With the expected equalising of the seller's market and its effect on future business, the executives of 3AW and Macquarie have long-range motives in holding key times on key stations for those companies faced with merchandising problems likely to develop in the new year.

Some big shows have already been booked. In no sphere will 3AW be backward; sponsors will benefit from a more progressive programming policy aimed at making most people, most of the time, tune to

3AW . . . and leave it at that





Guests at Maples "P. & A." Parade prizegiving night at the 3KZ studios were, left to right, Syd Morgan (managing director 3KZ), D. Lamond (Maples director), Cr. Conelly (Lord Mayor of Melbourne), Lionel Newton and Lauri Newton (Maples directors).

Cheque for Charity

The grand final of the 11th P. and A. Parade, sponsored on a chain of 18 stations emanating from 3KZ, by Maples, well known Melbourne Furniture Store, presented a great array of talent to a packed house at the Melbourne Town Hall on Sunday, December 8. Enthusiasts even stood for the whole performance, and the sponsors are to the congratulated in giving these artist a chance to attain a step on the ladder of fame.

A concert was given from 8-15 to 8-45 p.m. by identities of past P. and A. Parades, before the 16 competitors for this year's prizes took the stage.

The broadcast opened with a selection of musical comedy gems played by the P. and A. Orchestra, conducted by Gabriel Joffe with Margot Sheridan at the piano and Len Davis at the Hammond Electric Organ. Listeners were invited to enter the Listener's contest, held in conjunction with the grand final (B.B. 12/12/46) and the response to this contest was tremendous.

The first prize in the 1946 P. and A. Parade, a trip to America, was awarded to Miss Joyce McCartney, dramatic soprano, of Brighton. Other sectional prize-winners (adults, £200, juveniles, £50) who contested the finals were:— Adult instrumentalist, Lou Toppano; adult pop. singer, Al Royal; juvenile vocalist, Alan Miles; juvenile instrumentalist, Kevin McMillan; and juvenile pop. singer, Annette Klooger.

The Lord Mayor, Cr. Connelly, was present at the 3KZ studio on Dec. 15,

to hear the announcement of the winners, and to receive, on behalf of his Hospitals Appeal fund, a cheque for £658 proceeds from the final night of the Parade, held in the Town Hall, on Sunday, December 9, when admission was by ticket only, obtainable for a donation to the Hospitals Appeal fund.

VIC. I.O.A. XMAS DINNER

The Annual Christmas Dinner of the Victorian Institute of Advertising held in the Melbourne Town Hall on December 17 was a great "get together" of the advertising fraternity and allied trades professions.

After sherry, the dinner was truly Christmasy in its atmosphere with the traditional hot turkey and between courses, after a toast to the King, Mr. Bruce Bellamy, President of the Victorian Institute of Advertising, welcomed his fellow members and their guests in a brief and the only speech of the evening.

Later, there was the drawing of the raffle for the V.I.A. Christmas Appeal and "Smoky" Dawson entertained with songs but the star turn of the evening was manager of 3UZ Arthur Prince's demonstration of the "Three Card Trick" and other feats of legerdemain.

Other items were given by Harcourt French, and Dudley Simpson, the pianist, contributed in on small measure to the night's success,

Women in Radio

"SALLY"—INDUSTRIAL WORKERS' FRIEND

Starting her Workers' Session over 2UE just over 4 years ago when Sydney factories were all-out on wartime production, Sally Harten with her signature call of "Sal---ly," came to be identified with music that people working in factories wanted to hear, interspersed with brief human relations talks promoting industrial harmony and "cheerio" calls to her thousands of factory listeners.

With years of social service work behind her, she left Australia in 1938 for a trip abroad to study working conditions in Europe. She visited the showplace factories of Europe, including the Bata shoe factory at Zlin in Czechoslovakia and Philips' Lamps factory at Eindhoven, Holland. In London for four months she studied social work with Dr. Merril Cruickshank. In New York, she took courses in dietetics, hairdressing, personality development, physical culture, line color and design, and studied at the Mothers' Health Organisation, Lower East Side, under Dr. Frank A. Calderene, how to teach workers to buy, budget and plan to serve a balanced diet. She also attended the Dale Carnegie Institute, gaining a diploma in public speaking.

With the experience she gained of social conditions all over the world, "Sally" came back to Australia, certain that her knowledge could be applied to serve and improve social conditions in this country and her Workers' Session over 2UE was launched.

One secret of Sally's success is her interest in other people. When a lad formerly employed at de Havilland lost his parents and had the opportunity of a post in Preston, Lancashire, England, with advantages of experience and additional salary, he came and told "Sally" about it. Did she think he had a chance of getting to England? "A chance!" Sally almost shouted the words. "Laddie, you're there!" She saw Cabinet minister and shipping officials and passed authorities, and the boy sailed exactly a month after he'd come to her with his problem.

The Workers' Session conducted by Mrs. Sally Harten is broadcast Monday to Friday at 2 p.m.

THE LINK . . .



OLD AND NEW HAWKESBURY RIVER BRIDGES

Joining MIGHTY SYDNEY with the RICH INDUSTRIAL NORTH

These most populous sections of Australia's most populous State, whose toiling legions represent SPENDING POWER have another link

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2KY and **2HD**

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Friendly, Personal, Family Stations who are welcome in Every Home.

SYDNEY—STATION 2KY (M 6291).

MELBOURNE—STAN. ALLAN (Cent. 4705).

FIELD INTENSITY VITAL FACTOR IN AUDIENCE RESEARCH, SAYS U.S. EXPERT

"There's No Truth in the Listener"

One of the most interesting contributions to the survey controversy raging in America was recently published in "Broadcasting" last month in the form of a letter from Edgar H. Felix, director of Radio Coverage Reports which he founded in 1935. Felix has long been a believer in field intensity measurements as an important part of audience research. He has been interested in field intensity surveys since his service as an Army Signal Corps officer in World War I. In 1942 he returned to this branch of the service and became a major before being released early in 1946. Former promotion and public relations manager of WEA New York, he is author of several books and once worked for N. W. Ayer & Son.

This is what he wrote:—

Radio statistical research has shown a tiresome tendency to childish controversy but BMB is setting a new pace. Brought into being by a last-minute maneuver at the close of a skeleton wartime convention, its technique formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the service, sold to radio stations by strong-arm district meetings with ill-concealed implications of agency and advertiser boycott, and finally forced to deny most of its projected claims in a last minute retreat, there is little, at first sight, to encourage an effort to resurrect the BMB fiasco, the third, and no doubt the last, joint industry effort at station area claim validation.

The attempt by agency and advertiser association employees to reassure broadcasters that a form of doctored BMB map will be accepted as valid listener area claims will deceive no one. Feltis now says that BMB finding has no significance in how much or how often respondents listen. Therefore it hardly seems likely that any arbitrary figure chosen by the broadcaster himself to replace the discredited 10 per cent. BMB figure for his county claim will carry any more weight than the original BMB maps.

But it is unfair to BMB to blame it alone for its \$1,250,000 fiasco. The BMB survey result is precisely what the participating stations ordered when they signed their contracts. The managements must have known and

recognised features of the familiar CBS listening area technique just as every experienced and competent time buyer did. But, instead of urging a more conservative and reasonable approach, many station managements asked for inclusion of all counties in their maps in which they obtained as little as five per cent. response.

The CBS listening area procedure by Paul Kesten in the early thirties, long before the full force of the able engineering and allocation developments corrected the enormous original disparity between CBS and NBC coverage, provided CBS with a selling claim for most of the area then claimed by NBC. The CBS listener questioning approach was an inspired and brilliant capitalisation of the listener's willingness to declare himself a patron of any station whose call letters he can distinguish, despite interference, fading and background noise. The rural listener of to-day, encouraged by preferred premiums and the thought of possibly still more prizes, is no less ready than in 1930 or 1935 to claim regular listenership under the most tenuous circumstances. Only in congested areas, where one high-level station after another rolls in as the listener turns his dial, does his overtaxed memory fail to recall all the minor and rarely-used services.

Perhaps the first proposition made by the BMB questionnaire: "List below: the Call Letters of all Radio Stations which you or someone in your family listen to at home—AT ANY TIME" encouraged listeners to even greater heights of exaggeration than the more conservative CBS ques-

tions but I do not believe a mere quibble over questionnaire wording will materially improve the validity of this technique. Like the fisherman there is no truth in the listener; can't even tell you accurately what he listened to fifteen minutes ago, or Hooper's earlier statistical victories over the CAB recall technique quite effectively proved.

Ever since I first published a proposal for a "Radio Bureau of Circulations" in 1927, suggesting a combination of listener and field strength study, there has been ample evidence that radio managements want a reasonable, valid and uniform area claim. Their support of BMB clearly supports this view. But stations will not again support anything remotely resembling BMB in technique. The time buyer wants to know the area in which a radio station is an effective selling tool, where it has a normal and regular reliance and where it can be influential in promoting the interests of sponsors. All that Georgia response from New York stations and that Oregon claim by Los Angeles stations is just a lot of LSMFT to the competent time buyer and to the intelligent station salesman. All the beautiful network maps showing coverage of 3,071 out of 3,072 U.S. counties are nice for hanging in the office and for the edification of big shots and stuffed shirts. But time buyers know that the real business is done by stations only in those areas where they are among the top-notch physical deliveries; the area beyond is mere bonus, receiving only sporadic, irregular and advertising valueless accidental service.

BMB claims to have explored the possibilities of combining physical and listener investigation. In spite of its self-styled expertness, it considered only the equal field strength contour map, discarded in 1935, as having no listening significance or correlation. In that year, a group of leading agencies financed an extensive field survey which I carried out to investigate the disparity between fixed millivolt contours and listener response in the hope of defining new and significant contours. But my finding was that there is no fixed millivolt standard to area of significant utilisation because the prevailing available service varies in all areas. The listener chooses his programs from among the best physical deliveries available to him and no commercially-significant proportion of total audience is ever earned anywhere by a station which is not also

among the best available physical deliveries.

The prevailing service standard is the line at which a station begins to be materially outranked by six or more competitors. The actual field strength varies at each point along the contour in accordance with the prevailing available services there. A prevailing service area map, made of a leading 50 kW. station in the New York area, showed a surprising range of field strength values indicative of the prevailing service area along the contour. The measured field strength ranged all the way from 3.0 mv/m down to values as low as 0.2 mv/m in directions which had little or no nearby service sources. The value of 0.2 mv/m will be recognized as being far below any technical engineering standard. In areas having less congestion of stations, it is quite conceivable that the prevailing service standards may fall even below this 0.2 mv/m value.

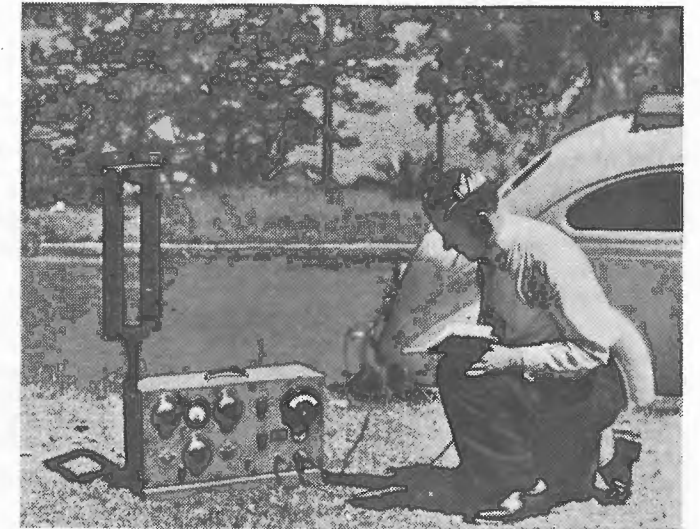
Subsequent to the 1935 investigation, more than half the agencies billing over a million in radio and all the leading networks subscribed to a service which, at a cost of over \$1000 a year, provided them with information as to the stations meeting the prevailing service standards in all population centers of the U.S. The technique involved and the methods underlying the prevailing service area map were described in the July 1944 issue of the Proceedings of the Institute of Radio Engineers. (U.S.A.)

Let's get down to business in radio area claims and sell only that area where delivery is sufficiently effective to be both competitive in quality and normally sampled; within that area, there will be a reasonable number of competitors and not the considerable number erroneously indicated through the listener claim method. Establish your commercial effectiveness within that conservatively claimed area by spot listener checks in limited geographical units (areas much smaller than counties in most instances) with sufficient sample to command respect. Continue, if you wish, to range all over the map on the BMB basis to define your maximum sporadic coverage, but present that finding only for what it is worth to show bonus and accumulated peak performance. What excuse is there for more than ten or fifteen stations to a network if, as listeners claim, that is all it takes to reach all the U.S.?

I know there is nothing new about this dual listener and coverage survey doctrine because I have been selling it to time buyers since 1935. There is too much at stake to permit BMB to wither because it has gotten off to a bad start. Its paid staff did a bang-up job and set up a competent working organization. There isn't a whole lot that can be done to repair the 1946

Conducting a Field Intensity Survey

The photo shows an Amalgamated Wireless technician recording a measurement made with an RCA TMV.75B Field Intensity Receiver during a recent field strength survey. This subject was dealt with by Mr. Robert Gill, MIRE (Aust.), of AWA's Engineering Sales Dept., in a recent paper delivered before the Institution of Radio Engineers (Aust.), and created a considerable amount of interest. In addition to detailing the procedure for medium-wave site selection and field intensity surveys and the correlation of the results, Mr. Gill dealt with the factors governing FM VHF coverage.



survey; let's concentrate on developing a BMB technique for 1948 that combines physical and listening research, shows the optimistic maximum by listener research and the normally useful area by reliable and valid physical research. Establish extent of station use within that guaranteed area by accurate spot listener surveys. About the only stations that won't

stand behind that approach are those having neither useful coverage nor program following. BMB could do that job effectively at a cost comparable to present methods because of the substantially reduced cost of selected spot surveys over the attempt to appraise what everybody does in every county of the U.S.

Ridley Urges Industry Co-operation to Solve Technical Problems

Among those responding to the toast of "The Guests" at the I.R.E. Foundation Day Banquet at the Wentworth Hotel, Sydney, on December 12, was AFCBS President, John Ridley. Mr. Ridley's remarks were both topical and to the point and excerpts are presented as a matter of general interest.

Opening his remarks, Mr. Ridley referred to the fact that he was speaking as representative of Australia's 100 commercial broadcasters and went on to refer to the harmonious relations which existed between the commercial and national stations. In this respect, he mentioned Mr. C. J. A. Moses, who spoke earlier during the evening, and said:—

"My experience with the General Manager of the Commission is he feels with the Federation that we have in our hands the application of a scientific discovery and a very important one, and that our object is to do the best in the interests of the people of Australia.

"Commercial broadcasting is a comparative newcomer to the field, and has just celebrated its 21st birthday. We have grown quite substantially,

and alongside the National Stations, have produced the finest broadcasting system in the world. We owe a great deal to people like Mr. Malone, who in the early days played a part in formulating the policy which is more or less now adhered to.

"We have only to trace the history of commercial broadcasting in Australia to find the splendid part played by the members of the Institution. I am very pleased to see here tonight members of your Institution who held such commanding positions on commercial broadcasting stations. They have done a fine job. Commercial broadcasting, like National broadcasting, has not yet developed a great deal technically during the past 21 years, especially when compared with what is supposed to be in store for us. Today we are confronted with F.M., television and facsimile, also news and print services.

"Many of us do not know today the precise technical form in which these new services will appear. Likewise we are concerned about the effect these will have on the present radio industry.

(continued page 19)

ENGINEERS DISCUSS WIRE AND TAPE RECORDING SYSTEMS

The ever-increasing interest in wire and tape methods of sound recording and reproduction was reflected in a series of Conventions held earlier this year in the U.S.A. by the American Institute of Radio Engineers and the Institute of Electrical Engineers. A general outline of some of the papers dealing with this subject is given below.

The characteristics of the various methods of wire and tape recording available were disclosed in numerous papers, displays and demonstrations during the conventions. The advantages and limitations of the various recording media, such as round steel wire, paper tape which carried a magnetic material, steel magnetic tape and the mechanical methods of embossing in grooves on film, were all disclosed. It became evident that the quality necessary for the satisfactory reproduction of high-quality radio programs could be obtained with any of these methods, provided that the wire or tape was moved at a sufficiently high speed. Recording speeds ranged from a little less than one foot per second for the magnetized paper tape to a speed of four to five feet per second for high-quality transcription

work. Speeds of the order of one foot per second, used with the tape recorders and with embossed film gave remarkable demonstrations.

One arrangement was described in a paper by Dr. S. J. Begun of Brush Laboratories, Cleveland, using a magnetized paper tape at a speed of one foot per second. The Recordograph instrument using embossed film was also demonstrated. A wire type recorder by the Armour Research Foundation utilized speeds of from two to five feet per second. A German-built magnetic tape recorder was both displayed and demonstrated during the IRE Convention. This instrument used iron-oxide impregnated tape $\frac{1}{4}$ in. wide and 0.5 mils thick. The magnetic material was a dark maroon colour and was apparently completely dispersed throughout the cross section of the strip. The tape developed by the Brush Laboratories consists of a blue-black coating of magnetic material on a paper strip $\frac{1}{4}$ in. wide and is supplied wound on regular 8 mm. film reels.

The paper tape can be edited simply by tearing out any desired sections and splicing with Scotch tape adhesive. No break is detectable on playback. For example, an "album" of popular songs can be compiled on one

uninterrupted reel; a complete half-hour radio program can be recorded or a series of symphonic arrangements can be compiled. Recordings on the tape can be "erased" at any time and new recordings made over and over again.

Upon completion of a record, the rewind button is pushed and within a few seconds the recording is ready for playback. Although each reel of paper tape can accommodate a half-hour of playing the required rewind time is well under one minute. It was claimed that the new coated paper tape can be produced at less cost than previous magnetic recording media such as wire and metal tape.

The Brush Laboratories also perfected a new wire recording medium, a magnetic layer deposited on the surface of a highly ductile metal base (such as brass). This coating is electroplated by a special process to give it the necessary magnetic properties for recording. Brush has perfected a means of plating this wire in such a way that exceptional uniformity and fidelity are obtainable. It was stated that the cost of this medium should be below that of the usual stainless steel wire.

The wire recorder was one of the most talked about systems during the convention inasmuch as close to thirty companies have been licensed to produce equipment using the ultrasonic biasing methods, developed by Armour. As is well known, this system uses a stainless steel wire about 0.004 in. in diameter. The advantages claimed for magnetic wire recordings are: No needle scratch—low background noise level; no break in continuity as found with record changing; wipe off and re-use of wire; instantaneous play-back without processing; unlimited number of play-back; extended recording time; excellent fidelity without elaborate precautions or special skills in recording; lightness, compactness, portability. In addition, any portion of a record can be erased and revised without harm to adjacent portions. The method of recording introduced by Armour combines a fixed high frequency current with the audio signal—the high-frequency component being in the order of 30 kilocycles. A series of minor hysteresis loops result. When the magnitude and frequency of the two currents are adjusted properly the final permanent value of magnetism in the wire is dependent only on the instantaneous value of the low-frequency (audio) field, and is substantially linear through the origin, thus giving a straight-line recording characteristic. The high-frequency component does not appear in the final record. In this way, all even harmonics are elimin-

(Continued on page 18)

Three Leading Sydney Stations and numerous producers entrust the recording of their feature radio shows to KINELAB



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Wire and Tape Recording Systems

(Continued from page 16)

ated, and the full magnetic capabilities of the record medium are used. The quality reproduction depends on the residual magnetization, coercive force, and energy product of the wire.

Wires that have been developed recently allow records of the same quality to be made at one-third the previously-used speeds, and further improvements are very likely. The cost of a wire spool was asserted to be competitive with ordinary types of disc records having equal playing time. The development on wire is still going on and improvements in this regard are still expected.

Some work has progressed in several laboratories in the matter of making measurements of the magnetic properties of tapes, wires and other magnetic recording materials. In a recorder system demonstrated by the Armour Foundation, a speed of two to two and a half feet per second was utilized. At the latter speed the output was within 3 db between 80 and 8,500 cycles and was down 5 db at the 65 cycle and 10,000 cycle points. The wire used had a strength of 3 lb. for a steady pull. In this regard the pull required to break the magnetic paper

tape (Brush) was stated to be 6 lb. steady pull. This is interesting in view of the fact that paper-base tape might be considered to be extremely fragile.

In other discussions, various details of wire recorder heads, magnetic characteristics and recording speed conditions were described. At a symposium on these subjects (AIEE) details of wire recording were outlined by D. W. Puxley of the General Electric Co., describing the wire recording system using ultrasonic magnetic biasing. A new wire recorder head design was described by T. H. Long of the B. G. Conn, Ltd., these heads were developed to overcome the tendency for foreign material to accumulate across the working gap.

WIRE RECORDER FOR RADIO NEWSREEL

Following on the acquisition of a portable wire recorder 3AW has inaugurated a daily radio newsreel under the guidance of Melbourne commentator Robert O'Brien who has just joined 3AW as Radio Roundman. A separate news gathering unit has been established at 3AW with Peter Clarke.

The unit will be available at all times with immediate transportation to cover newsworthy events with first-hand descriptions, and "on the spot" interviews. The editorial content will be non-participant and both sides of all industrial and controversial disputes will be aired. 3AW Radio Newsreel will at present be aired at 12.15 p.m. daily but outstanding items will be re-introduced in the 7 p.m. news service.

The Newsreel is bringing to light many sidelights of activity not covered by the press and is another indication of 3AW's policy in keeping its local services well to the forefront in listener interest.

Mr. Rex Reinitz, young Australian journalist and author who has turned his hand to script writing in recent months, is joining the staff of Grace Gibson Productions. He has already scripted several important shows for national sponsors, such as "The Story of Flight."

The 1946 Broadcasting Edition of AAR (with all stations rates) is now available from Mingay Publishing Co. Pty. Ltd., Box 3765, G.P.O., Sydney.

Industry Co-operation

(continued from page 15)

Five different principles are involved in the decisions which must be made:—

1. Will the public receive sets in sufficient quantities to justify the advertisers' and others support of the new radio broadcast structure?

2. The radio manufacturer. Will the radio manufacturer place on the market receivers of standard design and in sufficient quantities at prices attractive to the public?

3. Will the broadcaster develop his service to ensure the listener gets the best possible developments?

4. Advertising. Will the expense involved warrant the advertiser making the additional allocations required to maintain the extra service?

5. Government. Will the Government recognise the economics of the situation in such a way as to encourage private enterprise to apply these new technical developments in a practical manner?

In particular, the broadcasters, the radio manufacturers and the Government are the decisive factors, and we hope every opportunity will be afforded us—the commercial broadcaster, the national broadcaster and the radio set manufacturers—to advance these new developments as fully as possible.



J. E. Ridley addressing the I.R.E. Banquet. At left of the photo is Mr. R. J. W. Kennell (see text) and at right is Mr. H. J. Brown, Supt. of Communications, Aust. National Airways.

There is, as Mr. Kennell (President of the Radio & Telephone Manufacturer's Association of N.S.W., who spoke earlier) has said, a most important job for us all to-day and that is to get together.

"If we are to keep the interests of the listeners paramount, it is most important that these factors be kept in mind and a broad view taken. If limited interests are permitted to intrude, this may disturb the future picture, and those responsible must exercise every safeguard against the major upsets that might retard progress.

"We are completely confident. The constitution of Radio Engineers will play its part, not only to the industry, but also to Australia.

DAILY FIRE HAZARD BROADCASTS

Seven commercial broadcasting stations in Tasmania, 7HO and 7HT Hobart, 7BU Burnie, 7EX Launceston, 7AD Devonport, 7QT Queenstown and 7DY Derby are co-operating with the Tasmanian divisional meteorologist in a plan to reduce and combat the bushfire hazard during the summer months. Fire hazard forecasts will be included in the programs from those stations. In addition to playing

an important role in spreading actual bushfire information when fires are blazing, the continual impressing of the fire hazard on the public mind by the stations helps to make people fire-conscious and is believed responsible for the reduction in the number of dangerous fires carelessly lighted.

"It's We Who Change," a Christmas Fantasy, written by Erick Bell-Smith, was recorded in the studios of Kinelab Pty. Ltd., Sydney, for 2SM's Xmas Day programs.

There are no Dial Twisters in

BUNDABERG

Because everybody knows that they have the best Programs anyway, also a Continuous Service every day, Monday to Sunday from 6.30 a.m. to 10 p.m. and 500 watts from the vertical radiator giving Perfect Reception.

Your salesman to the rich market of Central Coastal Queensland is

4BU - BUNDABERG

A UNIT OF THE MACQUARIE NETWORK

RADIONIC EQUIPMENT

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



RADIONIC PRODUCTS

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

CENTRAL QUEENSLAND

To ensure that sales messages reach the 30,000 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

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

Representatives: Sydney: FRED THOMPSON, B 2085
Melbourne: STANFORD ALLAN, Central 4705

MR. TIME BUYER!

Let's Assess the Facts!

Let's get together one day, and thoroughly discuss the case for 3XY. It's a good solid story we have to tell. Your phone is handy . . . reach for it NOW!

3XY

163 Spring Street, Melbourne.
Central 6612

Sydney Rep.: Mr. Rick Barnes
42 Pitt. St. Phone: B6315

WHAT'S WRONG WITH ADVERTISING?

(By Another Critic)

Advertising has been so long "at the crossroads" that most advertising men have got used to it, or at least to hearing it said so.

Maybe it is at the crossroads still, dozing in the sunbaked shower of gold that industry has been pouring over it for so many years on a seller's market.

Those days are fast nearing their end. It's time advertising stood up, took stock, and asked a simple question of itself—What have I done?

To-morrow advertising will have to SELL and sell honestly. It will have to come to vigorous life, bury the half-truths, the inuendo, the trickery of phrase, and instead remember the pioneers in the profession who respected the public's dignity just as they respected the dignity of the product.

If that is an indictment of advertising as it is practised generally today the reader should exclude the few exceptions. Not all advertising is decadent, but most of it is. Some of it reaches the very highest planes. But all of it could be generally so much better that one wonders what is the "influence" that has so stultified what should be a really-powerful and highly-respected form of human expression designed to walk hand-in-hand with the progress of human endeavour. Summed up, all the faults found with advertising, and all the faults to which numerous critics (mostly advertising executives) have pointed, in the main add up to "copy" or perhaps the approach to "copy". Most advertising copy assumes too much levity—towards the product and towards the public. Too much copy is out of touch with public temperament.

If a product is good, its advertising must be good, its copy must be good; copy has a responsibility towards the product. Advertising plays an essential role in the distribution of goods and services within our economy. Informative advertising which gives reliable factual data concerning goods and services is a direct benefit to the consumer and will be accepted as such only if it is stripped of half-truths and all-too-obvious "tricks of the trade". Consumer know-

ledge of new and improved products which contribute to a higher standard of living is the most important step towards that higher level of living.

After years of a dearth of goods, people are hungry for detailed, specific, reliable information about the new products that are, or soon will be, rolling off manufacturers' assembly lines. Little of to-day's advertising really begins to satisfy that hunger.

There is no pat answer to the question of what is the difference between "good" advertising and "bad" advertising, but H. K. Reynolds, vice-president of the big American ad. agency Foote, Cone and Belding, in a recent pep-talk to his staff pointed out the most important accoutrements which a good advertising man should have. They are worth reprinting here:—

1. There must be *complete* honesty—a deep sense of obligation not only to the client who pays the bills, but even more so to the customers who keep the clients in business.

Until every advertising man realises that his most important job is to persuade the advertiser to come clean with his customers, advertising will make little progress in selling itself to the public.

2. There must be *common sense*, but more important, *the ability to use it*. Many people, including the president of the company, have common sense, but when it comes to advertising, they usually lose it. Many advertising men also appear to lose their common sense when they sit down before a typewriter to compose an advertisement. They start thinking in terms of tricky headlines, how to get attention, whether to use straight copy or pictures and captions, whether the copy should be short or long, and so on. Every advertising "expert" knows that you can get attention by using pictures of babies, dogs and pretty women, yet too many advertisers are employing such sure-fire but lazy techniques to sell products not connected with babies, dogs or pretty women.

People are interested in products manufactured for their use. They have more interest in those products than advertising men will admit. *Too many advertising writers place themselves in front of the product and won't let the reader see it, feel it or taste it*. They are so infatuated with tricks that they don't know when no trick is needed.

Common sense is a most uncommon thing in advertising.

3. There must be a sense of humour. Perhaps the greatest lack in advertising to-day is good humour. This does not mean that advertising has to be funny.

4. There must be an almost fanatic, almost al interest in the client's business and a willingness to live with it, sleep with it and eat with it.

5. There must be curiosity—an intense desire to find out why people act the way they do.

6. There must be intuition. Intuition has always been considered the exclusive property of women, but men have it, too—at least they must have it to be really successful in the advertising business. Intuition is the little bell that rings in your head when you get an idea that you know is good, like "Look at all three," or "Next time, try the train." Intuition is the little voice that wakes you up in the middle of the night and says, "Write this down." So you wipe the sleep out of your eyes while your wife grumbles, and you grope around for a piece of paper and a pencil to scribble, "You take the highroad, I'll take the railroad."

On the other hand intuition is knowing that "Next time try the train" is a great selling idea, to be used for ever, while "You take the highroad, I'll take the railroad" is only a cute idea to be dropped after one insertion.

7. There must be perspective—ability to differentiate between the important things and insignificant things, and be guided accordingly in your copy.

8. There must be faith—faith not only in the product you are selling, but also in the fundamental good judgment, good taste and common sense of the people you expect to buy it.

COMBINED SERVICE FOR TESTS

Because of the shortage of land-lines, the Major Network and the 2UE Sport net are providing a combined national service, for descriptions of the cricket between the M.C.C. and Australia. This applies throughout the Test series. Commentators in Sydney for the Second Test were Keith Dumbier (2UW), Eric Welch (3DB) Jack Gurry (3UZ) and Cliff Cary (2UE). They provided a ball-to-ball story to all stations on the combined service.

Additionally, at lunch and tea breaks, exclusive commentaries are being given over the Major Network by Charles Bray, and over the 2UE Network by Alan Kippax, for all tests

NEW YEAR WILL BRING NEW SHOWS

Long Theme in "The Romance of Industry"

A number of new and outstanding broadcast features on which program organisations, stations and networks have been working during the closing months of this year will find outlets to the public in the New Year.

In most of these features, there is an appreciable trend towards the better class material with cultural, educational, and entertainment values well blended.

Two very good shows that will come from the 2CH-AWA organisation are: "Juvenile Jury" (bought by Lintas Agency) and "The Romance of Industry".

The latter demonstrates a program opportunity which stations and advertisers have passed up for a long time. It could have been done long ago, with credit to advertising. Each half-hour in the series, treats the romance behind the development of some great Australian industry or institution. Sponsors who have so far booked their "stories" are QANTAS, Felt and Textiles, Lewis Bergers, Bank of N.S.W., and Mutual Life and Citizens Insurance, while a number of others are

AGENCIES

News is announced this week that Goldbergs are taking over "big-time" Vincents A.P.C. account in the new year. With that announcement comes further news that David Manual, 2UW sales representative, moves into Goldbergs on January 6 as manager of the radio division. Meantime, Dave Manual is out of town chasing kangaroos in a sweltering 112 degs. in the shade and is also keeping his ear to a portable radio for what's cooking in Sydney.

Mr. Don Gibson, formerly with Jackson Wain Agency, has joined Dyer-Malone Advertising as media manager and will take up his new post on December 30.

Mr. Edward H. O'Brien of O'Brien Publicity Pty. Ltd., was guest of honor at a staff party held in the Cantala Room at the Hotel Australia, Melbourne, on December 16.

Mooney-Webb Pty. Ltd. have moved from their rather cramped quarters on the first floor of the Bank of New Zealand Building, 349 Collins Street, Melbourne, to the ground floor where they have taken over a suite previously occupied by the Prudential Assurance Co. Ltd.

E. W. Best, Managing Director of Leyshon Publicity, returned to Melbourne on December 18 after a fortnight's business trip to Brisbane, Sydney and Canberra. Strangely enough, his sojourn in Sydney fitted in with the 2nd Test.

being negotiated. It is proposed to circularise all schools about the series when it is ready to start off about March next.

Quite a striking point of view on advertising is put by United Service Publicity Pty. Ltd., ad. agency which started up in Melbourne at the beginning of this year, in a booklet all about themselves designed to introduce their services to prospective clients. It's this: "It should be remembered that about a million Australians were under arms during the war. It will be no disadvantage, on occasion, to be able to speak to this million (nearly a third of the male population) with a fellow-feeling. Great numbers of them travelled widely, and saw and criticised so many things, that they developed a sceptical outlook which goes deep and tinges their thinking in characteristic ways that are hard to understand. . . . U.S.P. Pty. Ltd. is completely staffed by returned servicemen and women including the three directors Messrs. J. F. Barnes, C. G. Hayler and A. N. Kemsley.

Congratulations to Bob Dyer for his thoughtfulness in entertaining eight Smith Family kiddies in his Atlantic Oil program last Saturday. Not only feasted them but made sure they got good presents, too.

VICTORIAN AGENCIES CHRISTMAS LUNCHEON

On Friday, December 13, the quarterly meeting of the Victorian Division of the Australian Association of Advertising Agencies, Federal, was held at the Hotel Federal, Melbourne. The Victorian Chairman, Mr. J. Vincent, presided.

Business included discussion on 15% Case, Newspapers and Radio Stations; Convention—Schedule for March, 1947; Educational Plans and link with the Advertising Association of Australia.

At the luncheon which followed, there was a very happy gathering and Christmas wishes were conveyed to the members on behalf of the Executive. This was followed by a response conveying the thanks of the Association to the Executive for the work carried out during the past year.

It's a Lot Easier This Way!

Covering Queensland of course

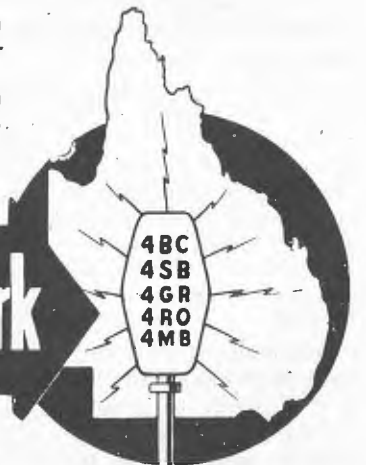
You can do it the hard way, picking a station here and a station there . . . or you can do it the easy, safe way, in one "buy" of the five power-full stations of THE QUEENSLAND NETWORK.

And don't forget that you CAN'T reach some of the most important consumer areas in Queensland unless you use the Q.N. group, because in lots of places, the local Q.N. transmission is the ONLY commercial voice which can be clearly heard.

It's a lot easier this way.

A Million Listeners in one "Buy"

THE Queensland Network



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

PROGRAM BUSINESS

There's quite a national flavor about the "Authors' Playhouse" feature play for broadcast on 2UE, December 20. Titled "Viola," it was written by Mary Hewitt, an ex-schoolteacher who lives in Maryborough, Queensland. Mrs. Hewitt is the first Queensland resident to be represented in "Authors' Playhouse." In an exchange of telegrams, Mr. Hewitt said she enjoyed writing "Viola"—a play about school life—because it took her back to the time when she was herself teaching in Western Australia. "Authors' Playhouse" is sponsored by Beckers Pty. Ltd., whose advertising is serviced by the Weston Advertising Company.

J. A. D. Gibson and Co. Ltd., Sydney wholesale tea and coffee house, have taken another George Edwards dramatic serial program to continue their policy of an "end-of-the-week" days feature. The new program, "The Mask of Fate" follows the conclusion of "The Pace That Kills," in the same time channel, 6.45 p.m., Wednesdays to Saturdays, on 2UW. "The Mask of Fate," an original script by Max Okaye is the story of a female Jekyll and Hyde—a woman who, during the day, is the wife of a respected doctor, but who at night becomes a shadowy, menacing figure of the underworld.

Commencing January 13, The Royal Art Furnishing, Sydney retail furniture store, will sponsor a feature serial "Edmund Conquest," on 2UE at 7.30 p.m. The contract is for six months of 15-minute episodes broadcast Mondays to Thursdays inclusive. "Edmund Conquest" is a 2UE production and is set in the 16th century on the Barbary coast. Muriel Steinbeck and Len Thiele have been cast in the leading roles and supporting artists include Kevin Brennan, Harry Howlett, Nancye Stewart, Moray Powell, John Bushelle and John Gray.

"Talent Tote" is another new show of the line-up scheduled by 3XY for 1947. "Talent Tote," a new quest for radio talent, will commence on January 13 at 8 p.m. and will be compered by Alwyn Kurts. A feature of this program will be the manner in which the prize money is awarded to competitors. Without being previously auditioned, competitors are to present their acts to a studio audience while the judges (seated in another room) will adjudicate. Points are to be awarded and at the end of the program, dividends will be declared in accordance with the points won by each person.

"Fantasia of the Air," commencing from 3XY on January 2, at 9.10 p.m., is a musicale to appeal to all tastes, presented by Alwyn Kurts. This program is sponsored by Mack's Furnishing Co. Pty. Ltd.

S. R. Buttle Pty. Ltd. have taken the 7.30 p.m. channel, Monday to Thursday on 2UW Sydney for the presentation of the George Edwards production of the A. E. Martin story "Myra."

Carlton United Breweries have made time available on 3CS, 3GL, 3UL and 3YB for the R.S.L. at various times and on different nights. This is an extension of Carlton United Breweries goodwill gesture when, some time ago, they made a similar arrangement with the V.B.N. stations, 3HA, 3SH and 3TR. These sessions are given over to the local R.S.L. Associations. Paton Advertising service Carlton United Breweries account.

E. C. de Witt and Co. Aust. Pty. Ltd. have taken a further George Edwards program "Dawn Journey," to follow the end of "Beloved Rogue" on 2UW, Monday to Thursday, in the 7.45 p.m. time channel, which de Witts have now occupied for many years. The new show, an original script by Max Okaye, is a story of romantic adventure, which opens in 18th century England, and sweeps to the American colonies and back again.

One of the four new programs scheduled by 3XY for the New Year is a full hour of music to the popular taste commencing January 22. This session will be broadcast at 9 p.m. Thursdays and Alwyn Kurts will present the musical annotations.

JUNIOR INFORMATION BROADCASTS TO CONTINUE

"Junior Information" broadcast from 3KZ on Tuesdays from 7.30 p.m. to 8 p.m., compered by Norm Banks and sponsored by Brockhoff's Biscuits, completed its 1946 edition on December 17, when prizes of £50 each for the winning boy and girl, or alternatively, a scholarship for one year to any Melbourne public school, were awarded to successful competitors. This is the sixth year of Brockhoff's sponsorship of this educational program, and the 1947 edition will commence on January 7. During the interim, special musical programs will be sponsored by Brockhoff's at this time on Tuesday nights. The account is serviced by Carden Advertising.

AAAA (Federal) Convention

The second annual convention of the Australian Association of Advertising Agencies (Federal) will be held in Melbourne, possibly at the Hotel Australia, March 18-21, 1947, general secretary Mr. John Humphrey announced last week.

Over £10,000 raised in 2CH League's Fine Effort for 1946

Representatives of many important charitable organisations praised the work of the 2CH Women's League when they expressed thanks for cheques totalling over £10,000 at the League's Christmas party held at the Sydney Trocadero on Friday, December 13.

Nearly 1000 people attended the occasion—the last "get-together" of the league for 1946—and the presentation of cheques was made by Mrs. L. A. Hooke, Patroness of the League, who also took the opportunity to congratulate members on the year's work. Among those who praised the efforts of the League, were Lady Anderson, on behalf of the Food for Britain Appeal, Mr. P. Lazarus, joint chairman of the Anti T.B. Association and Youth Campaign (both of which benefited considerably from the League's work); the Rev. E. J. Davidson, on behalf of the fund for Christmas Cheer for Destitute Men; Major Richardson, superintendent of Homes and Hospitals for Red Cross; and Miss E. Bloore, director



Major Richardson (Supt. of Homes and Hospitals for the Red Cross) accepting a cheque from Mrs. L. A. Hooke, Patroness of the 2CH Women's League. Also at the Christmas party are Meg McSpeerin, organiser of the League; Lady Davidson (Food for Britain); Miss Ohlsson (Crippled Children). At left: Section of the crowd.

of the Red Cross Handcraft Service. Other organisations to receive cheques included the Smith Family, Crippled Children's Association, the St. John Ambulance Brigade, the Royal North Shore Hospital, Graythwaite, the Spastic Centre, Far West Children's Home, Boddington T.B. Sanatorium, Salvation Army, and Red Cross Lady Gowrie Home.

The total of over £10,000 raised, included £6000 from the Judith McSpeerin candidature for the Princess of Youth campaign, and £2200 raised in one month, and conducted by the Aus-

tralian Red Cross, 2CH, and associate A.W.A. Stations, for an original objective of £5000 to provide work shops for totally disabled ex-Servicemen.

Among the guests of the League at the invitation of Meg McSpeerin, the League's organiser, were 50 patients from the 113 A.G.H. and from Ingleburn Camp Hospital, seated at special tables and entertained by League members.

The entertainment, compered by Sid Everett, included vocalists, floor shows, and dancing, as part of the program from 2-30 to 5 p.m.

3CV

THE MACQUARIE
Greater
RADIO
SEASON

relaying
3AW nightly
6.30 to 10.30

3CV

The wonders of broadcasting never cease!

PROOF
of the
Pudding:

Nov. 27th: Lost 1 canteen of cutlery!! The owner advertised in every newspaper throughout Central Victoria but had no success in finding the lost article.

He tried ONE spot advertisement over 3CV—result—canteen was found.

On the same day 3CV broadcast an appeal for the return of a lost dog which was found within 30 minutes of the announcement going over the air.

The Central Victorian Station, reaching all the listeners in Central Victoria.

Generous Sponsor Gives Xmas Dinner To 1000 Old Age Pensioners in Sydney Town Hall

Below: Preparing the Christmas puddings for Gattrell White serving to the guests.



South Australia

All South Australian stations prepared attractive Xmas programs. "Carols by Candlelight," organised by 5AD in conjunction with the Commercial Travellers' Association, will be broadcast from Elder Park 9.15 to 10.15 p.m. on Xmas Eve, while 5KA will broadcast Melbourne "Carols by Candlelight" on relay from 3KZ.

5KA's Christmas program commences at 7 a.m. and runs right through to 11.15 p.m. Highlights will be Spike Jones' 20-min. "Nutcracker Suite" at 8.30 a.m. and between 2 and 6 in the afternoon there is to be a party for sick kiddies, featuring "Alice in Wonderland" with Tommy Trinder, Anne Stevens and company, orchestra and chorus. There will be the usual evening sessions, except that there will be greetings and carols in place of commercials and at 9.30 p.m. a half-hour of "In His Steps."

5AD's Bob Fricker on Xmas morning will conduct a special breakfast session featuring Spike Jones' "Nutcracker Suite" and also "A letter from Father Christmas"—script written by Eugene Lumbers. The afternoon program, broadcast from 1 p.m. to 6 p.m., includes "The Snow Goose" (Herbert Marshall and Joan Lorring) at 2.30; Joan Kinmont's "This My Son" (a narrative poem similar to Alice Duer Miller's "White Cliffs of Dover") recited by Jessie McLennan, from 3.30 to 4.30 and at 5 p.m. an hour of old-time music hall favorites. 8.30 to 9 p.m. 5AD will broadcast Dickens "Christmas Carol" featuring Ronald Colman and from 9 to 10.30 the Xmas Cycling Carnival from Wayville with Stan Short, Adelaide's cycling expert, as commentator. This

hour and a half is sponsored by the League of South Australian Wheelmen and Cycle Traders' Sports Ltd.

5DN start their Xmas Day program at 7 a.m. There will be no advertising until 6 p.m. when programs will be as usual except for a special Xmas flavor. At 9.30 music includes hymns, carols, anthems, etc.; 10.30 "Christmas Carol" (Ronald Colman); 11.30, a Xmas fantasy "The Juggler and the Lady"; 12.15, "While the Turkey Cooks"; 1 p.m., dinner music; 2 p.m., Terry Howard Xmas show; 4 p.m., "Snow Goose" (Herbert Marshall).

In seeking advice for conducting a "Carols by Candlelight" program for Darwin, Mrs. A. R. Driver, wife of the Administrator of the Northern Territory, contacted 5AD. This is the first program for Darwin and to assist the organisers, programs, and other useful information gained from previous "Carols by Candlelight" programs organised by 5AD were forwarded to Mrs. Driver. It is hoped that there will be an interchange of goodwill messages between the Northern Territory Administrator and the Lord Mayor of Adelaide, Mr. McLeay.

New Year's Eve 5KA have programmed a special broadcast of the annual gathering of Adelaide folk outside the Town Hall. There will be a brass band, pianists, community singing and the usual New Year's Eve gaiety. The broadcast will be from 11 p.m. until the crowds disperse after midnight and will include the Lord Mayor's speech. 5KA's broadcast will be made from the balcony of the Town Hall.

Bob Dyer has advised the Major Network that his "Atlantic Show," scheduled to commence Jan. 4 in this State, will not now be

The directors of Gattrell White Ltd., sponsors of "50 and Over" on 2SM Sydney, entertained 1,000 old age pensioners in Sydney Town Hall on Dec. 16 at a Christmas dinner. Four thousand pensioners who failed to obtain tickets for the dinner were each sent a Christmas pudding.

The four men in the picture above are Messrs. John Dunne (2SM), C. A. White, Ashley White and J. Maher (Gattrell White Ltd.) watching the stage show provided by 2SM artists after the dinner. Mrs. Dunne is seated next her husband.

Broadcasting Bookings

Port Huon Fruit Juices Pty. Ltd., 52 half-hours, 6.30 p.m. Sundays, "Hit Parade," renewal as from Dec. 1—7EX, and 52 half-hours, 8-8.30 p.m. Saturdays, "The Three Musketeers," renewal as from Nov. 30—7LA. Paterson's Pty. Ltd., 52 half-hours, 7.30-8 p.m. Mondays, "Say It With Music," renewal as from Nov. 17—3DE.

"Zans," 50-word scatters National campaign to be extended to June 30, 1947, 2GB, 2KY, 2SM, 2UW, 2HR, 2KO, 2CA, 2CF, 2GN, 2GZ, 2KA, 2KM, 2LM, 2NZ, 2TM, 2WG, 2WL, 4BC-SB, 4BH, 4BU, 4CA, 4GR, 4LG, 4MK, 4RO, 4TO, 4WK, 5AD-PI-MU, 5DN-RM, 5KA-AU, 2BH, 6IX-WB-MI, 6PM-AM-KG-GE, 6PR-TZ, 7HO, 7HT, 7EX and 7LA.

Kath Yourell, florist, women's sessions Mondays, "Musical Corsage"—4WK.

Scheff—Duco Spray and Panel Beaters—women's sessions, "Fate Blows the Whistle"—4WK.

Ace Sports Depot—"Ace Artist"—Sundays, 12.15 p.m.—4WK.

broadcast in South Australia and Queensland for several months.

Foy & Gibson's 1946 Amateur Show concluded Thursday, Dec. 12. Winner was 16-year-old Dawn May, classical pianist, who played Chopin's Fantasia Impromptu. Her prize was £70 plus a £20 one-week engagement at Hoyts Regent Theatre, Adelaide. Second prize of £20 went to the Doris Ladies' Choir, while Dorothy Lovering, 18-year-old singer of popular songs, received £10 for third prize. Mr. W. P. Lewis, manager of Foy & Gibson Pty. Ltd., when presenting the cheques, congratulated the winners and said that Foy's were looking forward to sponsoring a 1947 Amateur Show which would be bigger, brighter and better and would commence in approximately two months. In place of the Amateur Show until it recommences in 1947, Foy's will sponsor "Michael Shane—Investigator", well-known book and screen character, whose adventures are presented in series of four one-hour episodes Thursdays 9 to 10 p.m.

Dec. 26 to 28 inclusive, 5AD will broadcast the Davis Cup matches. Commentators include Vivian McGrath, Don Turnbull, Nancy Bolton and Eric Welch. Program sponsored by Spaldings. 5AD will also broadcast the South Australian Tennis Championships, Wednesday, Jan. 8, to Saturday, Jan. 11. Commentator, Ron Honey Program will be locally sponsored.

Queensland News

Stemaine Perkins Pty. Ltd. are sponsoring "The Shadow" session—half hour 6 to 7 Saturdays on 4BC. Account is handled by National Advertising Agency. Trevor Henderson, Queen Street optometrist, has recently renewed "Stairs Are Right To You" 7.45, 8 p.m. Sundays, through 4BC. (Vinnicombe Advertising Agency).

Another special Christmas greetings session placed by Littleton-Harvey-Simmins will be broadcast on 4BK/AK on Christmas night, 7.15 to 7.30 on behalf of Rapidheat Pty. Ltd.

Vinnicombe Agency announce the annual renewal of "Musical Revue" session on 4BC—1 hour every Sunday from 8.15 p.m. Henderson's Mercery, mercers and dry cleaners, sponsor this session of popular recorded music, which has been broadcast over 4BC since 1936.

Music Masters and Vic Jensen Pty. Ltd. will be jointly sponsoring the Test cricket matches over the entire season, broadcast through 4BH. Account handled by Gordon Gotch.

Max's Private Hotel, Brisbane, have renewed their scatter campaign on seven entry stations—4GR, 4SB, 4LG, 4RO, 4VL, 4ZR and 2LM. Gordon and Gotch is the agency.

Maxam Food Products Ptd. have renewed their contract on 4BK for 52 x 1/2 hour sessions every Wednesday night at 8.30, covering "With a Song in my Heart." The account is handled by Noble-Bartlett.

The Queensland People's Party have contracted for 208 x 5 minute sessions at stations 4BH, 4GY, 4IP, 4MK, 4TO, 4BU and 4LG. Women's sessions are being used to present "The People's Philosophy." Contracts were placed by Noble-Bartlett.

Littleton-Harvey-Simmins announce use of a one-hour's session of bright music on Christmas Day from 4BK/AK to express Christmas wishes for the Queensland Furniture Company. Time channel is 12.45 to

1.45, and a special variety and comedy program is being compiled.

Catering for the big interest in sport, Harry Guinsberg, manufacturer of Ameratex shirts, blouses and frocks, plans in the new year to present each Friday night the George Edwards' racing serial "The Pace That Kills," together with a dramatised "Life of Darcy," prepared and presented by well-known racing commentator "Ajax." Stations will be 4BC/4SB and the program will run from 9.15 to 10 Friday nights. Account is handled by Littleton-Harvey-Simmins.

Brisbane Motor Cycle Engineers commenced a series of hot five 10 minute sessions under the title "Rhythm of the Road" on 4IP Ipswich to tie up with the expansion of the abovementioned firm, as they have recently opened up a branch at Ipswich. (Gordon and Gotch agency.)

Contract has been issued by Edmunds agency on behalf of Curzons departmental store covering a series of talks, broadcast over 4BK, by Miss Rhondda Kelly who returns to Australia from abroad early in the new year.

Thomas Perrot & Sons, one of Brisbane's leading florists, broadcast a special feature on Xmas Day, 11.15 a.m. over 4BK, as a tribute to Sir Henry Wood, Queens Hall Promenade Concerts, when a special Xmas message was given by Mr. Perrot senior. Feature tied up with their regular Sunday afternoon broadcast at 4.30 "Music and Flowers."

Miss Billee Stokes, secretary to the manager of 4BK, has resigned to be married on December 30. As a parting gift the staff presented Miss Stokes with a valuable tea set.

Wedding bells rang for Joe Allen, Queen Street optometrist, who sponsors over 4BH "Harmony in Vision," when he married Miss Fox on December 7. Congratulations go out to both these young people on their big venture.

Seen at 4BC recently on a short visit from Melbourne was Mr. Cliff Best, chief of

Leyshon Publicity Services, Melbourne, who handles Nicholas (Aspro) Pty. Ltd. publicity.

Managing director of 4IP, W. J. (Bill) Johnson, pulled off another prize recently by winning the pairs championship for 1946 at the Ipswich Bowling Club. E. B. Johnson, his brother was rival skipper on this occasion but in 1944 the two brothers won the Q.B.A. metropolitan doubles championship. Bill is that keen on the "roll up" on the green that he skipped for a rink of four in the Australian bowling championship on December 27 in Melbourne.

"Tristrams" special announcements through the Test matches broadcast over 4BK twelve announcements per day were put over, motto being "Always say Tristrams please" and "Tristrams at all times. (Campbell Advertising.)

Again this year 4BH organised a broadcast "Carols by Candlelight" from Brisbane Botanical Gardens on Xmas Eve. Special arrangements were made to handle the vast crowds which always attend these Yuletide gatherings. Proceedings were under the capable guidance of George Hardman.

Qld. Aerial Ambulance & Taxi Service, through Johnston Jones Advertising, are using 50-word scatters on 4MB, 4BU and 4RO.

Queensland Brewery Limited are using the Edgar Wallace racing thriller "Flying Fifty-Five" in their 1/2-hour time channel, 6.15-6.30 p.m. Monday to Thursday weekly. (Johnston Jones).

Returned Soldiers' Auto Company, through Johnston Jones, have renewed their contract with 4BC-4SB for 52 x 1/2 hours of "Dance with the Modern Maestros" presented 2.30-3 p.m. Sundays.

"Music As You Dine," the early evening dinner music program sponsored by Hancock & Gore Limited, 6-6.30 p.m. Fridays on 4BC, has been renewed for a further 52 weeks by Johnston Jones Advertising.

Chappell's

Extend to

Directors, Management & Staff

of

Broadcasting Stations

Every wish for a Successful
and Prosperous New Year

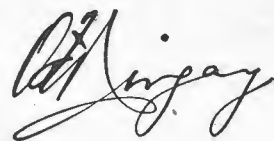
CHAPPELL & CO. LTD.

MUSIC PUBLISHERS

NATIONAL BUILDING, 250 PITT STREET, SYDNEY

TO OUR READERS—

We of "B.B." sincerely trust you enjoy a Happy Christmas Season and that the New Year will bring you prosperity and happiness.



Purely Personal

Mr. Ken Stephens, who some years ago was well-known in Sydney broadcasting circles through his association with 2UE and 2KA, and who is now established in the radio and electrical business and beach mining activities in the Southport-Surfer's Paradise area of Queensland, has been spending a couple of weeks in Sydney on business bent. Ken hasn't been in Sydney for a couple of years so decided to extend his stay into a short holiday, planning to motor back to Queensland early in the New Year.

Mr. E. J. McCann, Tasmanian manager for the Australian Broadcasting Commission, who has been acting manager for South Australia, has been transferred to Brisbane as acting manager for Queensland.

Mr. Leon Jackson who has had a long broadcasting experience with Brisbane and later N.S.W. country stations, has been appointed manager of the Charleville station 4VL.

Broadcasting Federation president, Jack Ridley, paid dearly in blushes at the December luncheon of the 21 Club of Australia, when the subject of his golfing prowess was mentioned. First fellow-member Fred Thompson took a crack at him when, referring to Bill Northam's promising efforts with the pill, he declared that Johnson and Johnson's M-D was not of course in the same class as Jack "von" Ridley. A little later Northam followed-through by saying that at least Jack Ridley never played a customer's game—it had cost him a lot of money, knowing Ridley—on the golf course!

Recently-appointed Victorian sales manager for the Shell Co., Mr. S. A. J. Walker has been with the company 17 years, where his work has taken him to England and most of the Australian States. He saw active service with the 2nd A.I.F. and was a prisoner-of-war in Germany for three years.

Congratulations to Colin and Mrs. Mingay Jnr. on the birth of a baby son—to be called David John—on Friday, December 13, at "Roslyn" Private Hospital, Lindfield. Mother, son and father doing well—also grandfather Oswald, who was in Brisbane on the big day.

The chairmanship of the Queensland State Committee of the Broadcasting Federation has been held by Mr. Ted Gold, 4SR, until recently when Charlie Carson of 4BH was appointed at the last Federal Convention in Hobart. On Thursday, December 12, at the Carlton Hotel, Brisbane, a number of the station managers and other executives met to celebrate the handing over by Ted Gold of this chairmanship job to Charlie Carson.

Mr. E. A. Crabbe, chief aviation technical officer for Australia of the Shell Company has left Melbourne on a six months' visit to America and England, where he will investigate the latest developments in aviation, modern fuels and lubricants.

The Pharmaceutical Society of Victoria has appointed Mr. S. J. Baird treasurer, following upon the resignation of Mr. A. W. L. Jones, who has held this office for 15 years.

Mr. R. Mountain, economist of the National Bank, spoke on the Bretton Woods monetary agreement at the Constitutional Club luncheon in Melbourne on Monday, December 9.

Mr. S. J. E. Barrie, sub-inspector of the Bank of Australasia, has been appointed sub-manager, Perth. He was attached to inspectors' office, Melbourne, for many years and has recently been relieving in other States.

Mr. Ian Stevens, editor of the "Statesman," one of India's leading British newspapers, arrived in Sydney early this month on a four months' vacation, which he will spend in Australia and New Zealand. Mr. Stevens entertained hundreds of R.A.A.F. personnel at Calcutta during the war,

Classified Advertisements

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

POSITION VACANT

MANAGER REQUIRED FOR BRISBANE BROADCASTING STATION. Applications are invited and will be accepted up to and including 10th January for the position of Manager, (with Commercial Station experience preferred) of a new broadcasting station to commence operating shortly at Brisbane. Applications should be supported by a statement of qualifications and experience, and addressed to the Secretary, Queensland Branch, A.L.P., Dunstan House, Elizabeth St., Brisbane.

NOVEMBER LICENCE FIGURES

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

NEW SOUTH WALES		
New Issues	4,759	(571)
Renewals	39,617	(1,843)
Cancellations	2,389	(261)
In force at 30/11/46	563,010	(27,991)
Increase	2,370	(310)
Licence % to popln.	19.23	

VICTORIA		
New Issues	2,701	(431)
Renewals	27,649	(1,187)
Cancellations	2,781	(458)
In force at 30/11/46	402,271	(19,198)
Decrease	80	(27)
License % to popln.	19.90	

QUEENSLAND		
New Issues	2,306	(164)
Renewals	14,159	(441)
Cancellations	43	(2)
In force at 30/11/46	194,430	(5,296)
Increase	2,263	(162)
Licence % to popln.	17.90	

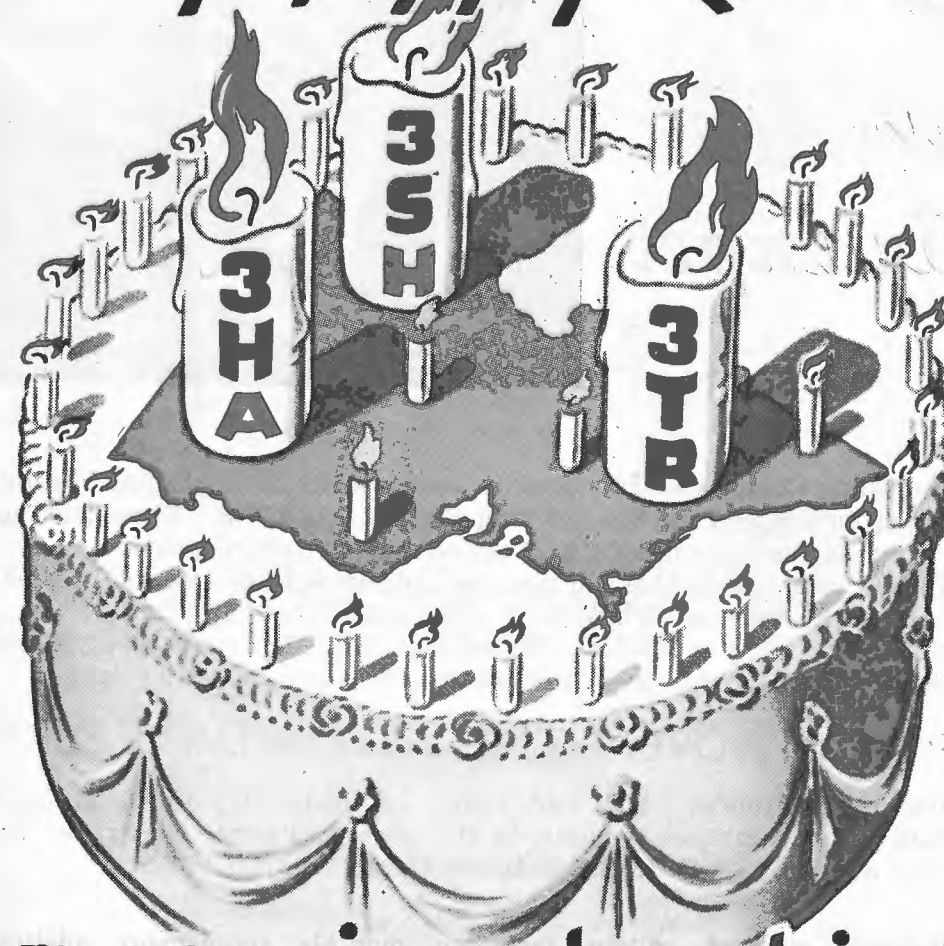
SOUTH AUSTRALIA		
New Issues	1,562	(131)
Renewals	9,929	(789)
Cancellations	628	(18)
In force at 30/11/46	156,237	(13,090)
Increase	934	(113)
Licence % to popln.	24.53	

WESTERN AUSTRALIA		
New Issues	959	(84)
Renewals	6,864	(319)
Cancellations	702	(35)
In force at 30/11/46	105,058	(5,007)
Increase	257	(49)
Licence % to popln.	21.37	

TASMANIA		
New Issues	520	(95)
Renewals	3,271	(182)
Cancellations	150	(28)
In force at 30/11/46	51,176	(3,154)
Increase	370	(67)
Licence % to popln.	20.51	

COMMONWEALTH		
New Issues	12,807	(1,474)
Renewals	101,489	(4,731)
Cancellations	6,693	(802)
In force at 30/11/46	1,472,182	(73,724)
Increase	6,114	(674)
Licence % to popln.	19.80	

Many Happy Returns



from your investment in the
V.B. NETWORK



You'll have cause for a celebration when you test the business results from this popular Network. Located in the heart of Victoria's three great country strongholds—Western Victoria, Gippsland and Northern Victoria—these powerful stations enjoy an established audience of prosperous prospects for your products.

The **VICTORIAN BROADCASTING NETWORK**
Head Office: 239 COLLINS ST., MELBOURNE. PHONE: CENT. 4124

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

We'll
Blow
Our
Trumpet



Mingay Publishing Company is proud of its achievement in publishing during 1946, the Newspaper Edition and the Broadcasting Edition of AARDS. These editions were compiled and published during a difficult period but the ready acceptance by advertisers and agencies of this service is a pleasing indication of the esteem in which it is held, and of its assistance to all buyers of advertising "time" and "space." And now coming up early in 1947, the Periodical & Miscellaneous Media Edition. This will complete the entire coverage of Australian advertising rates and data.

AUSTRALIAN ADVERTISING RATE & DATA SERVICE

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PUBLISHED EVERY SECOND THURSDAY

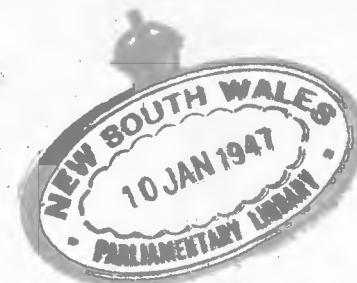
BROADCASTING BUSINESS

VOL. XV, No. 13
442nd Issue

Thursday,
January 9 1947

Incorporating 'Commercial Broadcasting'

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



Hi' Fellers -
This is the Gravy!



I heard of a chap the other day who advertised in his restaurant that he served colored gravies — "to match any waistcoat".

MAYBE it was just a stunt, but I reckon it's the sort of stunt that spells "know how" in any business . . . knowing how to please. It's the same kind of "know how" that the 2UW boys have . . . knowing how to give the advertiser a winning deal; and knowing how best to please the customers. If you haven't sampled the 2UW "know how", then, as my old pal Dyer says: "You Ain't Heard Nothin' Yet!"

Ask the 2UW boys to help you with your particular advertising problem, and then you'll see for yourself why



most people listen to **2UW**