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# BROADCASTING BUSINESS

Vol. XV, No. 14  
443rd Issue

Thursday,  
January 23, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers -  
Learning the "Know How"

N. S. W.  
PARLIAMENTARY  
LIBRARY



THIS happened about four years ago, but maybe it's new to you!

*The Polish airman, escaping to Britain to join the R.A.F., was sent to a flying school in the far Highlands. A couple of months later, in London, somebody asked him if he had learned to speak English. "Aye mon," the Pole said, "a wee bit".*

AT least he had the right approach . . . he was learning "know how" from his own experience.

When I tossed that one to a couple of the 2UW boys the other day I remembered that they too had learned the "know how" the hard way . . . the right way . . . knowing how to provide a top-drawer deal for the sponsor and his audience.

It's "know how" that counts in radio today . . . and boy, do the 2UW fellers know how!

It's just another reason why

most people listen to **2UW**

# SELLING POWER in 8 BUYING MARKETS

WITH COMPLETE COVERAGE  
WHEN YOU USE THESE 8  
OUTSTANDING RADIO STATIONS

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

Each station DOMINATES the area it serves, each has a market which can fit into your plans for profitable selling.

These are the only stations located in their respective towns and are most listened to locally—by using them, you get a loyal Concentrated Audience ready and able to buy—and YOU BUY a ready-made audience of potential customers for your services or product.

IF you have goods or services to sell, we invite you to participate in the benefits which result when you use these 8 stations.

All particulars from:

**AMALGAMATED WIRELESS (AUSTRALASIA) LTD.**  
SYDNEY — BRISBANE — MELBOURNE

## BROADCASTING BUSINESS

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

THURSDAY, JANUARY 23, 1947  
Vol. XV, No. 14 (443rd issue)

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BROADCASTING BUSINESS, published and printed every second Thursday by Mingay Publishing Company Pty. Ltd., 146 Foveaux Street, Sydney, N.S.W. 1/- per copy. Back copies (if available, 2/- each). Subscription Rates, 10/- per annum (£1 for two years) post free in Australia; 13/6 other parts British Empire; \$3 America; 17/6 all other countries. Registered at the G.P.O., Sydney, for transmission by post as a newspaper. Contents copyright.

## EDITORIAL

### Strange "Request"

The "request" by the Parliamentary Standing Committee on Broadcasting transmitted through an officer of the PMG's Department, to commercial broadcasting stations to broadcast a specific announcement for the Committee, has opened up a long line of speculation in broadcasting circles as to whether or not a right and proper course has been adopted by the PSCB.

First point of interest in discussions seems to be centered around the powers of the Committee in making such a request. The Minister certainly is empowered by the Broadcasting Act to do so, but there is no reference in the Act generally, or specifically in the charter of the Standing Committee, whereby that power can be legitimately assumed by the Committee. The Act says (Section 65) "The Minister may, by notice in writing, require the licensee of a commercial station to include, without charge, in any program broadcast from the station, such items of general interest or utility as the Minister, from time to time determines: provided that the requirements of the Minister, shall not be such as to entail the broadcasting of matter for a period in excess of 30 minutes in any period of 12 consecutive hours." Neither is there anything in the Act which delegates the power of the Minister, as determined by that Section, to his departmental officers.

Text of the letter requesting the announcement to be broadcast appears elsewhere in this issue of "BB". The PSCB is seeking the views of interested organisations and persons on the problem of satisfactorily financing the National broadcasting service. One suggestion which the Committee is scouting, is that the ABC should be allowed to enter the competitive commercial broadcasting field by way of broadcasting sponsored programs. It is possible that the broadcasting of the PSCB's announcement by commercial stations would encourage that view, and in the light of that proposition, the Committee's request would be a most unfair one, if not an impertinent one.

On the other hand of course, it may be argued that the announcement would encourage the opposite view in regard to the ABC and sponsored programs. The fact that listeners may hear the announcement over a commercial station would in itself indicate a commercial station listening-habit, and the listener may therefore not care two hoots in Hades what the ABC did with its programs.

The suggested terms of the announcement too is open to the severest criticism. In the first place it does not reveal who has requested the announcement; secondly it fails to explain what proportion of the present listeners licence fees are appropriated for programming and managing the national service; thirdly "sponsored programs subject to advertising restrictions appropriate to the national service" is a completely unknown and unstated quantity (or quality).

The fact that the PMG Department's letter is couched in the most courteous terms, the responsible officer avoiding any suggestion of demand that the announcement be broadcast, does not detract from the danger inherent in "requests" of this nature emanating from the Parliamentary Standing Committee on Broadcasting, when the Act so clearly states that the Minister alone has that prerogative. It is already generally felt throughout the broadcasting industry that the Committee is over-inclined to meddle with matters which do not legitimately concern it, and in fact charges of that nature against the Committee, as constituted by the previous Parliament, have been made publicly by Members of the Opposition at Canberra.

## APRA'S 1946 AWARDS

The announcement of the 1946 APRA Awards for the best Australian musical compositions was received with considerable interest throughout broadcasting circles.

For 1945—the first year of the APRA Awards—only one work was selected. It was the Alfred Hill "Quartette for Strings in D Minor." Last year, however, there was a total of seven awards, as follows:—

"An Australian Symphony" by Lindley-Evans, with words by George Essex Evans; "Capricornia" by the late Roy Agnew; "Sonata for Violin and Piano" by Raymond Hanson; and among the lighter works "To My Lady" by Vera Buck of Victoria; "Isle of Innesfree" by Ramsay Pennicuik of Sydney; "Jamaican Rhumba" by Arthur Benjamin of N.S.W., but now living in Vancouver; and "Christmas Bells" by Frank Hutchens of Sydney.

A spokesman of APRA told "BB" last week that although APRA and Columbia had borne the expense of recording the Alfred Hill winning work and had made the work available to broadcasting station libraries there was some disappointment over the infrequency of its broadcast by stations. Nevertheless, APRA would push ahead with arrangements to have all of the 1946 Award works re-

corded so that they would be available for performance by broadcasting stations as well as being available to the public.

Meantime APRA had photostated "Capricornia" which, with the co-operation of the Department of Information, was to be featured in America, where young Australian pianist Leonard Hungerford who was one of Eugene Ormandy's "discoveries" when that great conductor was in Australia a couple of years ago, will render its first American performance.

The activities of APRA in the encouragement of Australian music has had a very stimulating effect in recent years and as well as giving a fillip to new composing the Association has been instrumental in bringing into the limelight quite a few already published works which were nevertheless little known by the public. Two such works likely to hit the popularity polls this year are "Bush Fire" and "Go Down Sun", both by Hal Saunders and Iris Mason. Both numbers have been recorded and the ballad of "Bush Fire" is sung by Raymond Beatty. This number would make an excellent theme for broadcasts arranged by the Bush Fires Advisory Committees in each State, according to APRA manager Mr. Jack Woodbridge.

## Stop Press

### POSITION VACANT

We have a vacancy with opportunity for right man in our Melbourne branch as assistant to our Victorian Representative. Must be able to write news copy for radio, electrical and broadcasting trade publications. Some knowledge of those industries essential to successful applicant.

Write direct, stating full experience, education, personal details, salary required and enclosing copies of references, to O. F. MINGAY, Box 3765, G.P.O., Sydney.

### NEW SITE FOR 4LG

4LG management purchased property at Cramsie for site new transmitting station. Station has been carrying on with emergency equipment since fire, May last. Philips 1,000 watt 'mitter on order for new station.

### A.C.A. REDUCE RADIO ADVERTISING

It was learned this week that Australian Chemists Alliance, manufacturers of patent medicines, who have built their business over a period of eight years by radio sales merchandise are not renewing their sponsored sessions which total one and a half hours weekly on Sydney and Newcastle stations. They are however, keeping on their campaign of spot announcements on N.S.W. country stations. It is the intention of A.C.A. to explore the field of press merchandising for the rest of the financial year, and then when appropriation is made up for next year, a press campaign plus a strong plan of radio merchandising will give A.C.A. a solid sales backing for their products. The A.C.A. account is serviced by S. A. Maxwell Advertising.

## BROADCASTING AARDS IS SOMETHING TO BOAST ABOUT

It is not often that an Australian industry or profession can show a clean pair of heels to its counterpart in the United States, but in the matter of broadcasting rate cards it would seem that the Australian broadcasters have beaten the Americans by a street and a half in setting out clearly all relevant rates and data respecting their station's time charges and facilities.

Right through 1946 the National Association of Broadcasters executives were struggling with formulae to bring all member stations into line on published rate cards, uniform in regard to the amount of information given.

A study of some of the proposals has revealed that (exclusive of certain particulars peculiar only to American broadcasting) the advertising agencies seek no more than that which has long been fairly standard practice in Australian station rate cards.

The publication for a number of years in Australia by Mingay Publishing Co. Pty. Ltd. of broadcasting rate books and since last year the Broadcasting Edition of Australian Advertising Rate and Data Service, has considerably contributed to the full and frank display of station rates and facilities. Broadcasting AARDS is packed full of information for the radio time buyer and is kept up-to-date with a monthly supplement service.

Copies of BAARDS can be obtained only by direct subscription to Mingay Publishing Co. Pty. Ltd., Box 3765, G.P.O., Sydney, or from branch offices in Melbourne (phone Central 2642), Adelaide (phone Central 7944), Perth (phone B5320) and Brisbane (phone B5320).

## FOURTH TEST COVER BY MAJOR NET.

Ball-by-ball descriptions of each day's play in the Fourth Test at Adelaide, between January 31 and February 6, will be provided by expert commentators Eric Welch (3DB), Keith Dunbeir (2UW) and Steve McKee (5AD) over Major Network stations.

In South Australia 5AD management has announced that station's withdrawal from the Adelaide Test broadcast on the grounds that the cricket authorities are demanding too much for the rights which thus go exclusively to the A.B.C. in Adelaide.

As in the first three Tests, sponsorship of 3DB/LK's broadcast will be by Hartley's Sports Store (Agency Moon-ey-Webb).

# F.F.C. CHAIRMAN ESTABLISHES STATUS OF F.M. IN U.S.A.

An unequivocal statement of the American F.C.C. attitude toward FM was made by F.C.C. Chairman Charles R. Denny at the NAB Convention held in Chicago last October. The text of his address has just come to hand and is noteworthy not only for its favourable attitude toward F.M. broadcasting, but also its clear statement of present U.S. broadcasting control policy. Mr. Denny's remarks follow:—

The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aural broadcast system attainable in the present state of the radio art. FM is not coming; it's here. And it is growing fast. Already there are 66 stations in operation, 564 more authorized (counting both construction permits and conditional grants), and in addition, there are 307 applications pending. Our long-range plans for FM look forward to the day when every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be covered—night and day—with satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Coast states. The area in between these two sections is what is now the poorest-served portion of our country. FM will serve large parts of it, but cannot reasonably be expected to serve it all. Our long-range plans look to revamped AM service to fill in the gaps. Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own station. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 315 (35%) who have not applied. Of these, 215 are locals and I urge them to get their applications in just as fast as they can. Of the 100 remaining holdouts, 83 are regionals and 17 are 1A and 1B "near-channels" who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position.

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play, and they will be forced to sell their AM. As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area. Today there is one loud discordant note in FM receivers. While the man-

ufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly, except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers are sabotaging FM. I do not go this far. I am convinced that some manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers, and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers. In fact, if a man lives in a town with 3 AM stations and 3 FM stations, do you think he will buy a receiver which can only get half of the stations in town?

In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

### AM Licensing Policy

My next subject is one which finds my host (NAB President Miller) and me in complete agreement. It is the Commission's AM licensing policy.

When the war ended there were 936 AM stations. We announced that the wartime freeze on broadcast construction was being lifted and that we would be back in business at the same old stand beginning October 3, 1945. A year has passed. Let's see what has happened. We have granted 448 permits for the construction of new AM stations and we still have 659 more AM applications pending.

The applicants who are waiting for their file numbers to be reached in

our application processing lines (and incidentally no one has succeeded in inventing a way for getting his case considered ahead of his turn), and the applicants who are in hearing, say that we are moving at a snail's pace. On the other hand, there are a few broadcasters who joined the lodge prior to October 1945, who fear that the Commission is introducing competition to their communities with "irrational haste."

To the applicants who say we move too slowly, I answer that in the last 12 months we have done almost 11 years' work. In the 11 years between 1934 and October, 1945 the Commission licensed 451 new AM stations. And, as I have said, in the 12 months between October, 1945 and October, 1946, we authorized 448 new stations—only three short of equalling the total actions of the preceding 11 years.

Now my next remarks are addressed to the handful of broadcasters who regard this new competition as unwelcome. They cry for the Commission to preserve the position they have enjoyed as a result of the wartime freeze on the construction of new stations. They ask the Commission to make an economic determination as to the number of stations their community will support. I don't believe they realize the degree of Federal regulation which they invite. This is what would be involved: first, the FCC would have to make an estimate of the potential radio advertising revenue in the market. This would, of course, vary depending upon the efficiency of the operators to tap that potential.

Second, we would have to make an appraisal of the efficiency of the present broadcaster and the new applicant.

Third, the Commission would have to determine what a fair revenue for the existing broadcaster would be. This would be necessary in order to ascertain whether there would be enough left over for a new station.

Fourth, to be certain that all similarly-situated existing broadcasters are treated alike we would have to prescribe a uniform system of accounting.

(Continued on page 29)

# PSCB Request to Stations to Broadcast Announcement

Seeking Public Views on Financing of the National Service

A request from the Parliamentary Standing Committee on Broadcasting to commercial stations to broadcast an announcement asking interested persons to write their views to the Committee on alternative methods of financing the national service (including the suggestion of sponsored programs for the ABC) last week, created some keen interest among station managements.

Signed by the Chief Inspector of Wireless (Mr. J. M. Martin) for the Director General of the P.M.G.'s Dept., the letter reads as follows:

"The Parliamentary Standing Committee on Broadcasting has requested the Department to arrange for the following message to be broadcast by the national and commercial stations at the end of an early evening news session, on one occasion in the near future—

"We have been requested to broadcast the following announcement. Listeners licence fees do not cover the cost of the national broadcasting system. It has been suggested that Parliament should sanction an in-

crease in fees, or that the deficiency should be financed from the general revenues of the Commonwealth, or that the ABC should be authorised by Parliament to raise additional revenue by sponsored programs subject to advertising restrictions appropriate to the national service. Organisations and persons interested are invited to supply written statements of their views on these suggestions, and on any other ideas they may have for meeting the deficit. The statements should be addressed to the Parliamentary Standing Committee on Broadcasting, Canberra."

"It would be appreciated if, in compliance with the Committee's request, you would be so good as to have the message broadcast by your station."

Up to the time of going to press it could not be ascertained if any broadcasting station had broadcast the suggested announcement. It is known however that numerous stations had refrained from doing so, pending a careful study of the position. The view was held in some quarters that the

Standing Committee may be exceeding its powers in making such a request to commercial stations.

(See article page 8, comment page 3)

## THE LONG ARM

Having a phone connected these days is a work of art or great patience but the allocation of your telephone number always has been purely a matter of chance as to what number it will be—that is, chance so far as you, the subscriber, is concerned. Here at "B.B." we think we struck a million-to-one chance when our numbers were going up for our branch offices in Perth and in Brisbane. They are both B5320.

As at November 1, 1946 at least 89 FM stations were in operation in America with nearly all of them employing interim equipment pending completion of full equipment, according to an FCC report.

## "FM Is Something" says Macquarie Executive back from U.S.A.

Frequency modulation broadcasting was very impressive compared with AM, Mr. Ben Coombes, Macquarie executive recently arrived back from USA and Canada, told "B.B." last week. He said he had many and ample opportunities of listening to demonstrations of the new method.

He said FM was being demonstrated in stores in New York and Washington and his main impression was its freedom from static and other interference. He stayed at Palmer House Hotel, Chicago, during the NAB Convention and while there rented an AM portable set for his bedroom. Reception, however, was extremely poor and for long periods impossible due to interference. In parts of the hotel however where FM sets were on display for the Convention delegates, FM reception was clear and strong.

FM is no longer a question of taste, Mr. Coombes declared, but it was now generally accepted as a considerable

technical development over AM and as such must replace eventually the older system. The NAB Convention devoted about 50% of its time to FM discussions and he had the opportunity of observing a great many station managers who had been undecided about it before swing right over in favour of FM. Both NAB and the FCC were now fully behind FM.

Operators of FM stations were content to work at a loss and while the FCC had given permission for the duplicating of AM programs on the FM stations few managements availed themselves of that concession, preferring to build separate programs for their FM outlets.

Mr. Coombes said that about the time he left America the color versus black-and-white television controversy had just about resolved itself by the simple expedient of RCA forcing the issue with flat out production in black-and-white along the full line from

transmitter through cameras and studio equipment up to \$300 receivers. This after they had demonstrated electronic color and announced that color was three years away. In two days a few New York stores took two million dollars worth of orders for tele receivers at \$300 each.

Mr. Coombes said he was disappointed in the television studio productions he had seen but the emphasis was on outside broadcasts of special events and sporting fixtures and these really were inspiring. Household installation of television receivers was a complicated and expensive job and necessitated the television broadcasting stations to provide what they called a "pattern" service right through the hours when no actual programs were being transmitted to enable servicemen to "line-up" the receivers in homes after installation.

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

A STORY TO REMEMBER

AUSTRALIA'S CHOICE

AUTHORS' PLAYHOUSE

BEYOND THE SETTING SUN

CALLING THE STARS

CALTEX THEATRE

CASHMERE BOUQUET SHOW

CHAMPAGNE COCKTAILS

CLOSE SHAVE CLUB

COLGATE CAVALCADE

DANGER UNLIMITED

EDMUND CONQUEST

FREDDO FROG

JUSTICE RIDES THE RANGE

LEAVE PASS

MELODY AND RHYTHM

MUSIC IN THE TANNER MANNER

MUSIC, SOFT AS SILK

OFFICER CROSBY

ON THIS DAY

RADIO REVELS

SHOO SHOO BABY

SENTIMENTAL INTERLUDE

SYNCHROMATIC HOUR

2UE SPORTS FEATURES

THE DIGGERS' SHOW

THESE OLD SHADES

VOYAGE FROM BOMBAY

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

RADIO  
2UE

# SPONSORED PROGRAMS AND THE A.B.C.

## New Standing Committee out to Discover Public Reaction

There is nothing new in the suggestion of the possibility of the Australian Broadcasting Commission probably being recommended to express its views on the feasibility of entering the competitive field for sponsored programs.

The hypothetical inference was contained in the Thirteenth Report of the Parliamentary Standing Committee on Broadcasting in July last year and reported in "BB" about that time. But last week the daily press in Australia made headlines of an announcement by the newly appointed PSCB

that the Committee would be interested in hearing an expression of public opinion on the question of sponsored programs on the ABC. What, in fact, the new Committee is up to is merely carrying out the recommendation of the former Committee that one of its first duties be to study the alternative methods suggested for the adequate financing of the Australian Broadcasting Commission. One of the old Committee's (far from unanimous) ideas was that the ABC indulge in commercial programs.

### IDEAS OF FORMER COMMITTEE

The Thirteenth Report dealt with the financing of the National Broadcasting System and the old Committee's conclusions after lengthy deliberation was as follows—

"In the circumstances, and as the present Standing Committee will cease to hold office on the termination of the present Parliament (this was in July last year—Ed.) during the next few weeks, and having regard to the restrictions imposed by the Broadcasting Act on our conducting investigations while Parliament is in session, we are not in a position to examine thoroughly, in consultation with all the interests concerned, the alternative ways in which the expanding requirements of the national service system, both for technical and program services, might be financed more satisfactorily than is now possible under the methods adopted in the past. We therefore recommend that this be the first duty of the incoming Committee to be constituted when the new Parliament is elected and we suggest that the necessary terms of reference should be issued to that Committee."

In that same Report the PSCB, after referring to the possibility of a readjustment of the ABC's proportion of the listeners' licence fee, or, alternatively, to the possibility of financing deficits of the technical service out of

Consolidated Revenue, made the following comments:

"There is a third method which some of us favour, under which it might be found possible to make the program and technical services self-supporting, and thereby avoid the additional taxation involved in the other two methods. This method would involve, first, allocating to the technical authority (the Post Office) a sufficient portion of the licence-fee revenue to balance the cost of the technical services which would be a prime cost, and without which the Commission, as the program authority, could not function; and to give the Commission authority, by amendment of the Broadcasting Act, to supplement the remainder of the licence-fee revenue by entering into contracts for sponsored programs. Those of us who favour sponsored programs are of the opinion that there appears to be room for the Commission to receive a share of the radio advertising revenue now available without upsetting the economics of existing commercial stations, in view of the phenomenal rise of income in the commercial service during the last four years, namely, in round figures, from £1,330,000 in 1941-42 to an estimated amount of £2,200,000 in 1945-46.

"This idea of a publicly-owned instrumentality seeking to balance portion of its expenditure by revenue from advertising would not be an innovation. For instance, as is well known, the Post Office partially offsets the cost of its telephone directories to the extent that it derives revenue from the commercial advertisements in those publications.

"With sponsored programs, it may be that there would be a degree of automatic reduction of the Commission's expenditure on its own programs. This reduction would be experienced by the extent to which the Commission instead of preparing the programs itself for the sponsors, availed itself of opportunity to accept suitable programs supplied by the sponsors themselves, who, as in the case of commercial station programs, would have already purchased them from producers or advertising agents.

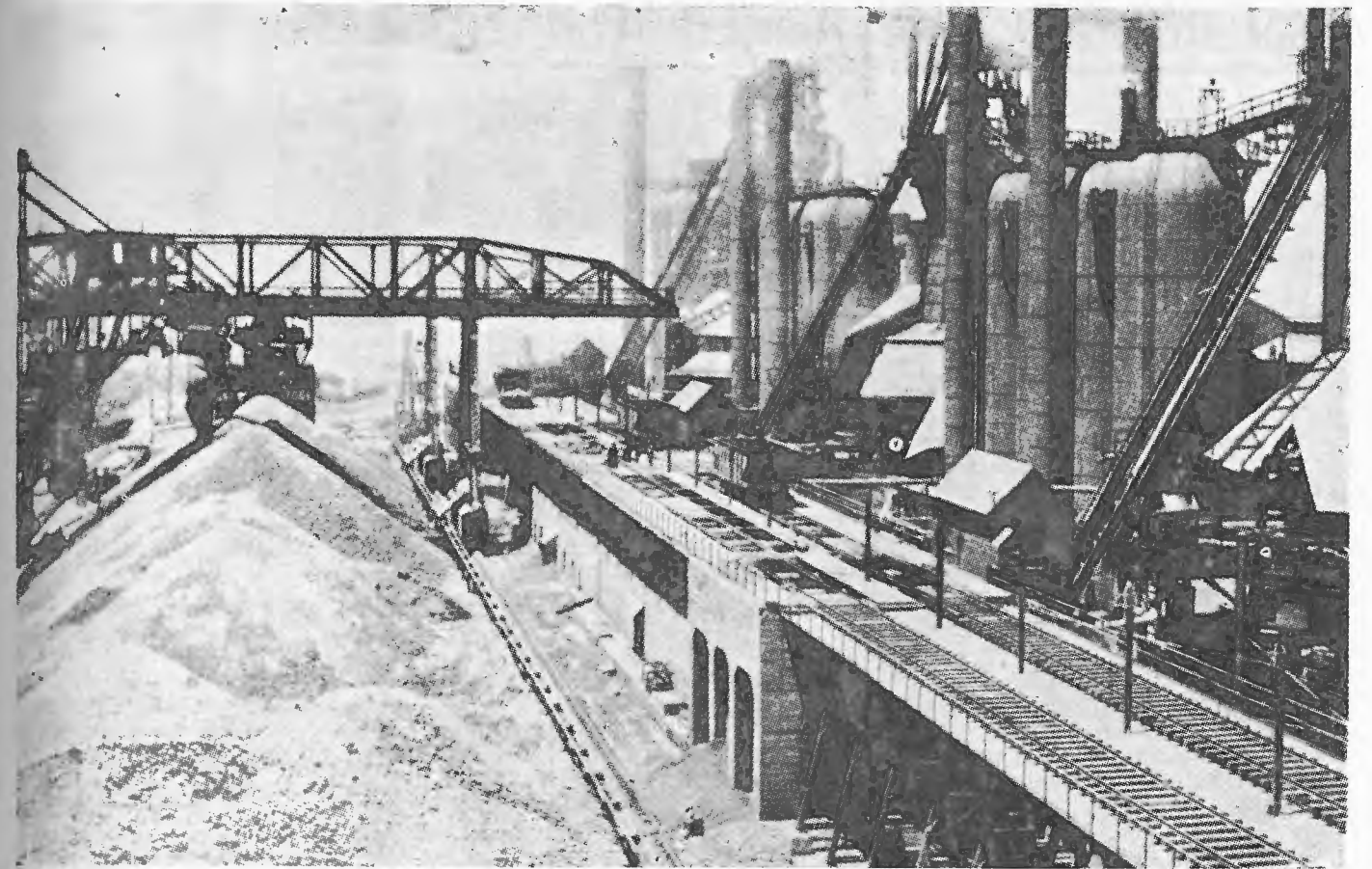
"Some of us hold that the introduction of sponsored programs in the national service would be parallel with the advice of a broadcasting advisory committee appointed in 1928 by the Government of the day. The committee comprised Sir Harry Brown (Director General of Posts and Telegraphs), Mr. Justice Hammond, Professor J. P. Madsen, The Honorable R. B. Orchard and Mr. W. H. Swanton (former President of the Chamber of Commerce). In a report dated September 22nd, 1928, that committee recommended that the "A" class (national) service be maintained from the revenue derived from licence-fees and from any profits which might be derived from "C" class stations. The following is an extract from the committee's recommendations:—

"That the 'A' class services be maintained exclusively from the revenue derived from broadcasting listeners' licence-fees and from any profits which may be derived from 'C' class stations. The apportionment of the revenue between the various authorities concerned is left for subsequent determination.

"That a restricted number of stations, to be operated under similar conditions to those now obtaining in respect of 'B' class services, be provided for under the scheme. The number of such stations will be determined from technical considerations, the guiding principle being that in no circumstances should they jeopardise the main service to be rendered by the national service stations.

"The 'B' class stations will obtain their revenue from advertising sources, but a restriction will be placed upon the companies to prevent their service being leased for a single advertising item exceeding a period which has been tentatively fixed at fifteen minutes.

(Continued on page 12)



Newcastle Blast Furnaces

# 2KY AND 2HD

HAVE FIRST CONTACT WITH

## INDUSTRIAL N.S.W.

2KY's PERSONAL contact with 250,000 wage earners is an ADVERTISER'S "SURE THING"

2HD's Success Story puts this

### NEWCASTLE STATION in the "MUST CLASS" for All Advertising Allocations

SYDNEY  
Station 2KY  
Phone M 6291

NEWCASTLE  
Station 2HD  
Phone Waratah 487

MELBOURNE  
Stanford Allan  
Phone Cent. 4705



J. G. Lee—Atlantic Union Oil Co. Ltd.

Jack Lee, advertising, sales promotion and public relations manager for Atlantic Union Oil Co. Ltd., knows as much about advertising as he does about oil—and that's plenty.

His company's recent entry into broadcast advertising in a big way as sponsors of Bob Dyer's Atlantic Show weekly, over a long list of stations brings him right into the news.

He commenced in the oil industry as a junior in 1916. After completing accountancy course, decided that advertising and selling was more attractive, and completed a course in these subjects, and then bombarded the Advertising Manager with so many letters and suggestions that for peace and quietness he transferred him to the advertising department.

He joined Atlantic Union Oil Co. at its inception in 1928, and after three months on probation, was appointed Advertising Manager for Australia and New Zealand, directing all national campaigns embracing every medium of advertising.

Jack Lee has taken a keen interest in setting up standards of practice for advertising generally, and particularly for the protection of national advertisers. He was at the inaugural meeting of the Australian Assoc. of National Advertisers, joined the first council, and has been on every council to date and was president for four years ending 1939.

The Audit Bureau of Circulations was formed as a result of the Australian Assoc. of National Advertisers activities, and Mr. Lee was Vice-President of the A.B.C., representing the advertising section, for three years.

He visited U.S.A. and Canada for six months in 1937 for a general study of overseas advertising and selling practice.

He called together the first meeting which resulted in the Victorian Outdoor Advertising Association being

formed, and he followed its early course closely through the Company's Victorian Advertising Manager who was on the original Committee.

He took part in the formation of the Association of New Zealand Advertisers with the late W. F. J. Blackiston who was Atlantic's New Zealand Advertising Manager, and who became first President.

Jack Lee is an ardent worker for charities and he was N.S.W. Director of Red Cross Roll Call for 1945. He was on committees of several "Crazy Balls", the advertising fraternity's functions for charity.

*Most humorous incident remembered:* Atlantic's Melbourne Show pavilion is next to the Kraft Cheese building, and at the commencement of the 1939 Show the building on the other side was painted out and mysteriously left blank until almost the opening day. One morning a toothless old mechanic, at work on one of Atlantic's diesel engines, rushed into the building and proclaimed that we were now in very good company since we had "Kraft Cheeses" on one side of us, and "Christ Jesus" on the other—he actually did not mean to be sacrilegious because a Missionary Body had taken possession of the building which had painted across the whole front the wording "Christ is Here".

In his spare time Jack Lee used to be a Physical Culture Instructor, but that was before injuring his leg on a racing motor cycle. He is fond of classical music and has an outstanding collection of records.

Jack Lee has notoriously indecipherable handwriting and while this fact is known to his directors they sometimes get led up a garden path. In the course of a memo to his board once he wrote, "I think classics are the best things on the air." In writing it he closed the "c" and the "l" and the board members read it as "daisies". One of them told him afterwards that it was a very confusing memo.

## Station Manager at "Mike" to Announce Charity Appeal Result



Managing director Mr. Syd Morgan of 3KZ announcing the result of 3KZ's Christmas Day appeal for Austin Hospital and Australian Red Cross at midnight on Christmas Day. The amount raised was \$20,873/15/2. During the day 3,152 listeners telephoned the station with their donations ("B.B." Jan. 9). Syd Morgan was in Sydney last week on business.

## EXTENDED SPORT SERVICE

A considerable projected increase in the sporting coverage on 2UW Sydney is indicated by the appointment of two additional broadcast sporting men—Barry Page of 4BC Brisbane, and Lyal Richardson of 2TM Tamworth.

They will be associated with Keith Dunbier in 2UW's sporting coverage, Barry Page co-ordinating the studio sporting service, and Lyal Richardson assisting Keith Dunbier on outside sporting broadcasts.

By arrangement with 3DB and 2UW, Eric Welch's Sporting Service from 3DB is now relayed in Sydney only through 2UW. This Service previously was shared by 2UW and 2UE.

# 3AW keeps attracting the attention of Melbourne's million . . . . .

—now it's the new

# 3AW DAILY RADIO NEWSREEL

The Radio Roundsman gets the news as it happens . . . proving to Melbournians that 3AW is the people's station

Melbourne's only portable wire recording unit is used by the 3AW Radio Roundsman to get on-the-spot interviews and eye witness stories of the day's events before the evening papers by broadcasting every Monday to Friday from 12.15 to 12.30.

Many notable scoops have been secured and incoming ships and planes are met for interesting interviews.

3AW Radio Newsreel offers the best in radio reporting. It is novel, always topical, always newsy and interesting and is the ideal vehicle for sponsors seeking an attentive audience.



KEY VICTORIAN STATION  
MACQUARIE NETWORK

# 3AW

The Choice of the People all through the Day

## SPONSORED PROGRAMS FOR A.B.C.?

(Continued from page 8)

"That a group of stations to be known as 'C' class stations be provided for in the general scheme. These stations would be owned, controlled and operated by the same authority as that responsible for the 'A' class stations. They would be leased for agreed periods to firms and other organisations which might desire to transmit comprehensive programs for the sake of publicity in such manner as not to compete with the smaller advertising items for which the 'B' class stations are provided."

"The committee's recommendations were accepted by the Government, but the class 'C' station proposal was not implemented. In this connection, the Post Office has advised in evidence tendered in December, 1945—

"It is understood that at the time a statement was made to the Press announcing the Government's proposals for the establishment of the national service, the development of the class 'B' stations and the institution of class 'C' stations. According to official records, no subsequent action was taken to establish the class 'C' stations, and, with the expansion of both the national and commercial services, it would appear that the proposal was allowed to lapse."

"Now that the national service has two networks of stations in the capital cities and in Newcastle, some of us are inclined to think that consideration should be given to the question of regarding one of the networks as available, within proper limits, to fulfil the purpose of the class 'C' stations envisaged by the 1928 committee, except that the idea of leasing any of the stations would no longer be applicable, as the Commission could itself arrange contracts for the sponsoring of programs at levels appropriate to the national service."

"The principle of sponsorship as a means of financing publicly-owned

broadcasting stations has been adopted in Canada, New Zealand and South Africa. The United Kingdom and Australia are the only Empire countries that have avoided that method so far. The Chairman of the Commission, while conceding that there is no question about the ease with which sponsored programs can be operated, is personally opposed to the idea; in his opinion a national service directly supported by public funds is preferable. He also says—

"If we had a third network on which we could sell time, we would have a second leg to our finances and would probably be in much the same position as the Canadian or New Zealand broadcasting authorities... It is really a matter of high policy which should be determined by Parliament."

"The Chairman has added that he would be glad to arrange for the question to be considered by the Commission with the object of making recommendations if so desired."

"On the question of establishing a third national network in capital cities at the present time, it is a matter for consideration whether it would not be preferable to defer a decision until country listeners who pay the same licence-fees as city listeners, are provided with the second national network at present enjoyed by capital city listeners. In any case, it does not appear practicable to consider such a project favourably until additional radio channels become available, that is, until the frequency modulation proposals referred to in our Twelfth Report are implemented."

"The annual charges on the capital cost of national frequency modulation stations and on any experimental television stations which it may be decided to provide in the national service, are also factors which affect the future financing of the national system."

## HARDY'S "BALLAD TIME" TURNS FLESH AND BLOOD

R. M. Hardy & Sons "Ballad Time" has undergone a complete change and as from February 14 will be presented on the Macquarie Network and a number of co-operating stations as a flesh and blood presentation under Macquarie production.

Hitherto "Ballad Time" was a recorded feature. The new format calls for narration by John Dease and will feature Australian singing stars such as John Cameron, Lorenzo Nolan, Albert Chappelle, Terry Howard, Al Royal, Phyllis Raisbeck, Willa Hokin, Gwen Parsons and Norma Beattie.

Accompaniment will be supplied by Iris Mason at the Hammond organ.

The new show will occupy the 7.45 p.m. time channel each Friday for 15 minutes. Stations contracted for the show are:—

N.S.W.: 2GB, 2HR, 2CA, 2LF, 2WL, 2LT, 2MG, 2PK, 2AD, 2AY, 2GF, 2GN, 2MW.  
VIC.: 3AW, 3CV, 3BA, 3BO.  
QLD.: 4BH, 4BU, 4CA, 4GY, 4MK, 4TO, 4WK.  
S.A.: 5DN, 5RM.  
W.A.: 6PR.  
TAS.: 7HO, 7LA.

Hansen-Rubensohn is the agency handling the account.

## RADIO SPONSOR TURNS PROGRAM PRODUCER

Behind the recent registration of Biber's Radio Productions Pty. Ltd., lies an interesting story of a big radio sponsor's extraordinarily keen interest in broadcasting as an advertising medium—but that is a story that will be more fully told in a later issue of "B.B."

With a background of sound experience in the documentary type of broadcast programs both as to production technique and to public acceptance of the type of entertainment, the new producing venture has set off with an ideal in mind which as carried out will considerably add to the service which broadcasting renders.

Directors of Biber's Radio Productions are Messrs. Sam. Biber of Biber Furs Pty. Ltd., John Appleton, well-known scripter and producer and Dorothy Biber.

Using the recording studios of AWA the organisation has already produced "Hudson's Bay" (26 x ¼ hours) and "East India Company" (26 x ¼ hours), while currently in production is the "Story of Canada" which covers a 1,000 years canvas. In this feature, Mr. Biber told "B.B." last week, the Canadian Trade Commissioner, Mr. Croft, and Assistant Commissioner Mr. Bruce Rankin, had shown keen interest and given most helpful co-operation—in fact, Mr. Rankin himself would be introduced in the opening episode.

Mr. Biber said that AWA had been appointed distributing agents for all output of Biber's Radio Productions.

Mr. Biber stated that Biber Furs would be sponsoring "East India Company" on 2CH Sydney, commencing Feb. 3, in the 7.45-8 p.m. spot, Monday, Tuesday, Wednesday. This would be followed by the "Story of Canada" and the yet-to-be-produced "Story of Australia," "Story of New Zealand," and "Story of South Africa."

Mr. Biber himself has done a great amount of broadcasting, presenting his own series of "Tales from the Fur Trails" some years ago, and other features. He is firmly convinced of the public thirst for documentary type of broadcast entertainment. He instanced "Hudson Bay" which was broadcast over 2UE and proved to be the best "business puller" his company had ever known in its 15 years of broadcast advertising.

# Men that make YOUR Market



Industrial enterprise and highly skilled labour clasp hands to produce more in Newcastle . . . to further develop vastly expanded primary industries . . . and to swell already well-filled pay envelopes. To these well paid workers add a large population comprising the prosperous rural community in the Hunter Valley and you have a diversity of audience to be found nowhere else in the Commonwealth.

This is Australia's FIFTH market . . . ideal testing ground for your new campaign. Test YOUR campaign on 2KO!

through  
**2KO**  
NEWCASTLE

# English Folk Not Starving— But They Do Go Hungry

London Agency Chief Entertained by AAAA (Federal)  
Pleads for Continuance of Food Parcels

Mr. Ian Hutcheson of Lintas, London, who was formerly controller of Government advertising in Australia on loan from Lintas Pty. Ltd., advertising agency, in Sydney, was guest of honour of the N.S.W. division of the AAAA (Federal) at luncheon at the Wentworth Hotel's Palm Court on Wednesday last week, January 15.

The chairman, Mr. Herbert Adams, welcoming Mr. Hutcheson said that this was the first of a series of regular monthly luncheons which the N.S.W. Division hoped to have during the year and it was most opportune that Mr. Hutcheson who had done so much in the foundation of the present virile advertising association, and who also was a life member, should be the first guest of honour.

Other guests welcomed to the luncheon were Mr. Jack Lee (Atlantic Union), Mr. Geoff Harris (Dalgety's), Mr. Frank Haines (21 Club of Australia), Mr. Roy Stanley (National Advertisers Assn.), Mr. George Snape (The Inch Club), Mr. Max Jones (AFCBS). Apologies were received from Messrs. J. E. Ridley (AFCBS), A. C. Paddison (AFCBS), R. A. Henderson (ANPA), Dutreband (Audit Bureau of Circulations), Del. McKay (ANPA), Basil Orr (AANA), T. Gurr (ABC), and Leo Finn (RRA).

Proposing the toast of Mr. Hutcheson the AAAA (Federal) president, Mr. Hugh Berry, apologised for having to strike a sombre note but could not let the opportunity pass of relating how some of "Hutch's" friends took him to a dinner party soon after he arrived back in Australia, but "Hutch" had lost the habit of eating good food and was unable to do the meal justice.

"You see, he's been in England for over two years," Mr. Berry added. "While the advertising fraternity have done much in sending parcels of food to Britain, it is still not nearly enough. We are for the most part quite ignorant of the bitter vicissitudes through which the English people are passing."

Supporting the toast, Mr. Ray Walters said it was a sad thing that Aus-

tralian advertising had lost such an able and likeable executive as "Hutch."

Responding to the welcome he had been given. Mr. Hutcheson admitted that his feelings were quite near the emotional stage. He said he came to Sydney on his way to New Zealand on business for his company but had stayed here three weeks instead of a few days. He had a soft spot for Australia (one of his sons is still living in Australia completing his education) and his friends were many and staunch.

Mr. Hutcheson said that he wanted to make it quite clear that people are not starving in England—"but my God they go hungry!" The actual health of the people was better than in pre-war years.

"In the 2½ years I've been there with my wife we've not starved but very often we've been hungry, and you can take it from me those parcels are really something to look forward to, no matter what is inside of them, they just help to break up that awful monotony of unpalatable food which is the Englishman's daily ration. We are lucky, we have a home, but eat in the kitchen always because there is not enough fuel to sit anywhere else in the house in warmth."

Mr. Hutcheson said the most welcome items over there are fats, flour and sugar and soap. It was marvellous to get a bit of fat even if only to fry a slice of bread to change its flavour. The bacon ration was recently cut from 3 oz. to 2 oz. per week. It wasn't the inch less that the people missed but the fat that they could get from that inch.

Speaking generally of the economic position in Great Britain Mr. Hutcheson said that England had her strikes but they were not so numerous and not so frivolous as in Australia. He believed that one of the worst things Britain had done recently was the "Britain Can Make It" exhibition. It was a good display, very impressive, but in London alone 1½ million people had been made to queue up to see

## TRINDER CAMPAIGNER FOR FOOD PARCELS



Bob Dyer and Tommy Trinder at the microphone during "The Atlantic Show" on January 4.

During his broadcast as guest star, Trinder made an appeal for support from listeners for his "Food for Britain" fund. At the end of his appeal, Bob Dyer handed Trinder a cheque for £50 (£25 from the sponsors and £25 from Dyer) and donations up to Jan. 18 had reached £100. These donations had come from listeners of all ages in Queensland, N.S.W. and Victoria.

something which they knew they could not get.

Other points made by Mr. Hutcheson were:—

- The anomaly of a socialist Government being by far the biggest advertiser in the country when, if you took socialism to its full length there would be no such thing as advertising.

- Costs in England are up and record newspaper circulations had skyrocketed advertising inch rates.

- Maximum newspaper space is 5½ inches double column but these even have proved to have a tremendous impact.

- In spite of all their difficulties the only thing the English people really have a good growl about is the weakness of the beer!

Mr. Len Bartlett asked the chairman's permission to put a question and a motion to the members of the AAAA present. It was "Shall we repeat the drive for parcels for Britain recently successfully carried out through the good offices of Frank Goldberg?" The unanimous "YES" that greeted the suggestion nearly lifted the roof off the hotel.



# EACH DOMINANT IN ITS SPHERE

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



## WOMEN'S RADIO CLUB 3000 ACTIVE MEMBERS

2TM WOMEN'S RADIO CLUB, with 3,000 members adhering to a policy of promoting Child Welfare, has now been granted land by the Quirindi Council—as well as land set apart at Gunnedah and Tamworth by the local Councils.

The aim of the 2TM Women's Radio Club is to establish playgrounds for pre-school children—these will be among the first to be established outside the metropolitan areas.

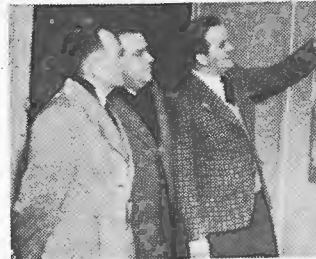


Sydney Office: Lisgar House, 30 Carrington St. . . . . BW 7375  
Melbourne Office: HUGH ANDERSON, 130 Exhibition St. Cent. 4366

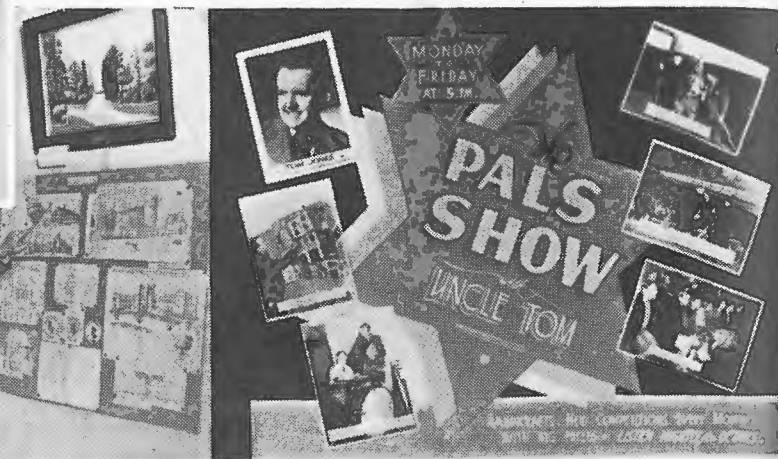




Shown above is Tom Jones examining Handicraft entries and on the right are Mr. F. S. B. Rickards, Rickards Advertising, Mr. N. C. Juncken, Melbourne Tech. College and Uncle Tom judging painting entries whilst on the extreme right is shown a window display on "The Pals Show."



## Another Children's Program REFUTES "Misdirected" Criticism



Sponsored for six days of the week (Mon. to Sat.) by Peters Ice Cream (Vic.) and on Sunday by Wee-Folks Australian Productions the Children's programs from 3ZY supply a definite answer to quite an amount of the recent press comment on children's programs in commercial radio.

The recent daily paper survey on the part played by radio in encouraging children to use slang expressions told only half the story, according to Tom Jones, who as "Uncle Tom of 3XY" the compere-announcer of the children's programs from that station, has commented: "Recent criticism of sessions for children, and the effect of certain types of programs on the mind of the child, has been, I feel, very much mis-directed. With our complete 7 day per week coverage of children's programs at 3XY, we plan all sessions to bring out the latent talent in the child. Much of the criticism, is levelled, I'm afraid at serials which are broadcast from almost all commercial stations later in the evening—serials which were never intended for the ears of children. The parent who encourages this 'later in the evening' listening is rather like the indiscriminating parent who takes junior to an unsuitable film. It's not the fault of the picture house any more than it is the fault of the station."

In presenting details of the children's programs conducted by 3XY, Tom Jones said that the Pals Club of 3XY which commenced in October, 1945 now has a membership of 54,109

members. The average attendance at "The Pals' Show" (afternoons) is 60 children and "The Pals' Party" (Saturdays) is 700 children. Membership of the club is free, and badges are given to children as they become members. Admittance to the Saturday morning show is also free.

"The Pals' Show" held each afternoon at 5 p.m., is a 30 minute presentation with a half hour rehearsal before going on the air. A children's choir is featured in each broadcast and birthday calls are given with the children singing their birthday song. Various educational subjects and interest creating presentations are introduced each afternoon. During these broadcasts special mention is made of boys and girls of the Club in the "news" interviews with members on their ambitions and also members are brought to the microphone and encouraged to discuss their hobbies.

Juvenile singers, instrumentalists and recitations provide the entertainment and each month a new quiz is featured—"General Knowledge," "Quiz-Quiz," "I'll Sing It," "I'll Act It," "I'll Forfeit," "Melody Quiz," and "Blackboard Quiz," all of which have an educational theme with a point score for the month and prizes for boys and girls. Yet another feature of these children's programs is a dramatized spot of the "Wonders of the Universe," introducing such subjects as "How the Earth was made," "How Rivers are made," and "How the Earth Keeps Warm."

A small company of the members has been formed to present shows for Children of Homes & Institutes.

The Children's party which is a two hour show on Saturday mornings is a theatre presentation and children are auditioned, encouraging youthful entertainers, to appear on the afternoon sessions and on the Party broadcast if sufficiently advanced.

In conducting competitions and handicrafts, sections have been formed in age groups for the members (Senior, Junior and Tiny Tots). These competitions are introduced each month and take the form of Painting, Drawing, Nature Study, Sewing, Modelling and Scrap Books.

Prizes donated by the sponsors include bicycles, tennis raquets, cricket bats and cash.

The Peters Ice Cream (Vic.) account is serviced by Rickards Advertising Service, Melbourne.

The Sunday evening children's program sponsored by Wee-Folks Australian Productions is presented from the studio as a listening program only broadcast and "posted" in the mail studio audience but introduces, A Fairy Tale for Tiny People, A News Bulletin, especially compiled for boys and girls, A Dramatisation of a Famous Children's Story (these books are associated with public schools) and a cash prize competition for children who send letters containing questions broadcast and "posted" in the mail box on "The Answer Train," with appropriate sound effects.

# New Listening Pleasure

Hollywood film recordings have what is called "Presence". Every note, every word and every tiny whisper seems to carry with it the very breath of life, the very presence of the performer.

Kinelab Film Recording Technicians have the "know how" of this quality of "Presence". They can record your band and your stars with all the glamour and every fine shade of the original performance.



Kinelab technique is just as effective in disc recording. Radio audiences know a new listening pleasure when they hear your programmes reproduced with such warmth and realism.

That's why three leading Sydney Stations and numerous producers entrust the recording of their feature radio shows to —



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

## Kinelab

Recording Technicians to Film & Radio Industry  
KINELAB PTY. LTD. Telephone M 2635  
484 George Street - - - SYDNEY

### MOTION PICTURE PROCESSES SOUND DEPT.

# We Salute

C. H. (Claude) Willmott



Widely recognised as the "youngest old man" of Advertising, Mr. C. H. (popularly known as Claude) Willmott is as active today in the interests of his own Advertising Agency and of the Advertising Profession generally, as he was in 1911, when he established the Agency that still carries his name and still enjoys his guidance.

It's difficult to contact Mr. Willmott just now, as with the second Convention of the Australian Association of Advertising Agencies pending in March next, he is actively engaged almost daily in preliminary discussions on the planning of that all-important function.

However, when you can contact him, Mr. Willmott can give you a pithy and accurate history of the growth of the Advertising Agency business in this country.

Born in London in 1880, C. H. Willmott came to Australia with his parents shortly afterwards. He was educated at Geelong College, Victoria, and the Melbourne University.

At the age of 26 (in 1906) he established the Weston Company—the Advertising Agency that still carries that name.

A few years later (1911) he formed Willmott's Advertising Agency.

From that early beginning, Willmott's Advertising Agency, under his very capable direction, has become one of the widest known agencies in Australia.

Probably the best indication of the interest of Mr. C. H. Willmott in the advertising world generally, is contained in a summary of the offices he has held in various advertising activities.

In 1913, he was elected first President of the N.S.W. Advertising Agents Association. In 1918, he led the N.S.W. Delegation at the Queensland Convention of Advertising, at which the Advertising Association of Australia

was formed. Mr. Willmott was elected first Hon. Secretary, and was a member of the Standing Committee that drafted the Constitution of the Association. In 1936, he was appointed a Fellow of the Association.

He was subsequently President of the A.A.A. (New South Wales) for a number of years, and was first Honorary Treasurer of the Audit Bureau of Circulations.

After a brief retirement from Association activities, in 1944 he was appointed Federal Councillor of the A.A.A.A. (Federal). He took a prominent part in the drawing up of the Constitution of that new body, and a particularly active part in the organisation and conduct of the extensive and extremely successful Convention that inaugurated the Association.

Nor have his activities been restricted to Australia. He has made several trips overseas, each time primarily on the business of his own Agency, but nevertheless always with the thought of the promotion of Australian Advertising interests generally well in mind.

In 1922, he visited England and the United States of America. In 1928, he repeated that trip, this time making a more extended stay in each country. Incidentally, during this second trip, Mr. Willmott, representing the Sydney Publicity Club, presented an Australian flag to the President of the New York Advertising Club. The President was Mr. Gilbert Hodges, still an active member of American advertising circles, and still a correspondent with Mr. Willmott.

Finally, Mr. Willmott made a third visit to England, and this time spent some time on the Continent before returning to Australia.

To Claude then, a toast—a salute.

## LOCAL NEWS SERVICE BOON TO QUEENSLAND LISTENERS

Commenting on the recent introduction of extensive independent news services in Queensland ("B.B." January 9), Mr. Malcolm Irvine, manager of 4ZR Roma, said that a country station should be more than an advertising medium. In Roma, where there is no daily newspaper, 4ZR is doing the work of a paper as well as a radio station, he stated. With the co-operation of a local business house, a complete independent news service has been instituted covering the entire service area of the station. In all towns within a hundred miles radius are appointed correspondents who collect news from Surat, Miles, Mitchell, Injune, St. George, and Wallumbilla. These representatives are contacted each night by 'phone and their items, together with those from Roma which are supplied by the station, police, and ambulance, are scripted into a bulletin and is broadcast after the National News in the morning and midday. This service provides the only means whereby an estimated number of from 30 to 40 thousand listeners are kept in touch with current local events. Soon after the service commenced, hundreds of letters poured into the station from all over the South-West of the State expressing appreciation. Along with the news service, a personal "Column" is run through which folk many miles from a 'phone can be readily contacted.

Another valuable service 4ZR renders to its district is ambulance control. In Roma there is a fleet of district ambulance cars that are fitted with receivers constantly set to the Station's frequency. When an emergency call comes to the Centre, 4ZR is notified and the car nearest is called and directed within a matter of seconds. In this way many lives have been saved.

### Commercial Information

**COMPANIES REGISTERED—VICTORIA**  
Automatic Mirrorlite Ads (Australasia) Ltd., advertising agents. Regd. Dec. Capital, £2,000 in £1 shares. Directors: Hubert Leon Joelson, coy. director, Marie Louise Joelson, and Edward Allan Worland, despatch mgr., Fairfield.

**REGISTERED FIRMS**  
Juvenile Jury, Station 2CH, 47 York St., Sydney, radio broadcast act. Com. 13/11/46. Proprs.: Maurice D. Chapman and Albert E. R. Fox.

Savoy Productions Drama Group, 29 Bligh St., Sydney, dramatic instruction. Com. 11/11/46. Propr.: Harry W. Webb.

## CALTEX ON HALF HOUR PLAYS IN ALL STATES

Commencing on February 4, Caltex Limited will sponsor a series of half hour plays titled "Caltex Star Theatre" on 2UE, 3KZ, 4BC, 5KA, 6PM and 7HT, as well as over a large network of country stations. It will be presented at the same time every week, and the first performance over 2UE, 4BC and 6PM will be on Tuesday, February 4, 9 p.m.; 3KZ at 8.30 p.m., Wednesday, February 5, and from 5KA on the same date at 8 p.m. 7HT will commence the series on Saturday, February 8, at 9 p.m.

The series vary in type from drama to romance, from comedy to fantasy. One of the outstanding plays is undoubtedly "Till the Day I Die," which will star Peter Finch, brilliant young Sydney actor.

"Caltex Star Theatre" will star some of Australia's best known names on stage, screen and radio with top-line artists such as Peter Finch, John Cazabon, Lyndall Barbour, Nancye Stewart, Muriel Steinbeck, John Alden, Syd. Wheeler, Thelma Scott, John O'Malley, Kitty Bluett and Rita Pauncefort.

Made by Grace Gibson Radio Pro-

Mr. W. E. Field  
Managing Director  
of Caltex



ductions, production is handled by Reg. Johnston.

The Caltex Limited's advertising account is serviced by George Pattersons.

### U.S. BROADCASTING REVENUE

The big increase in the number of broadcasting stations during 1947 will lead to smaller incomes per station during this year but gross bookings for all stations will be above the 1946 level, according to majority opinions expressed by station and network executives replying to a questionnaire submitted at the close of last year by "Broadcasting". Rising costs of operation was another factor which would lessen individual stations' net revenue.

## A.A.H. IN MELBOURNE

"Australia's Amateur Hour", with producer-director-compere, Dick Fair, will be visiting Melbourne for a six weeks' tour of suburban and country centres during February and early March. The itinerary will be: Melbourne Town Hall (January 30), Brunswick (February 6), Malvern (February 13) and South Melbourne (February 20). Ballarat and Bendigo will be visited on February 27 and March 6.

Melbourne still holds the record for the greatest number of votes ever accorded a performance of "Australia's Amateur Hour," when 54,954 votes were polled from a program presented in the Melbourne Town Hall two seasons ago.

Record for the greatest number of votes polled for an individual act was also created in Melbourne, when John O'Connor, young Collingwood crooner, polled 12,270 votes in the same season.

### ODD CORNER

In the year 1938-39 Australia exported to United Kingdom £12,127,000 worth of butter and in 1945-46 \$8,990,000 worth. In 1938-39 Australia exported to United Kingdom \$14,000 worth of bullion and specie and in 1945-46 (don't laugh!) £A26,412,000.

# Do You Want Any Help?

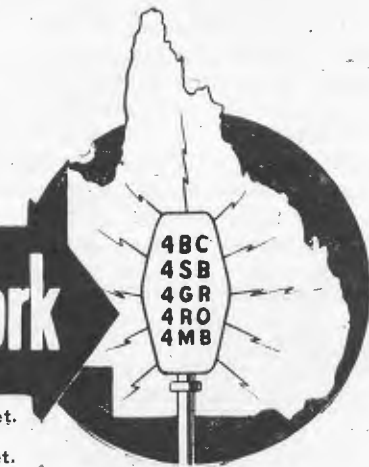
If you are planning a radio campaign in Q'land, you will really appreciate our help—we can save you both time and money.

The Q.N. offers you a straight-line approach, in one hand, to four-fifths of the total population of Q'land; through five power-full stations.

It's a payable proposition—and a time-saver, too. May we tell YOU all about it?

*A Million Listeners  
in one Buy*

## THE Queensland Network



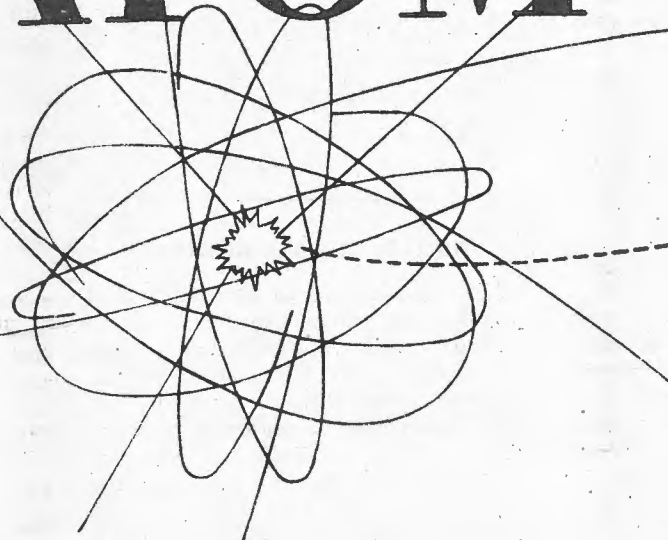
MELBOURNE: P. G. Sullivan, Alkira House, 18 Queen Street.  
SYDNEY: F. Thompson, Asbestos House, 65 York Street.  
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

### "JUVENILE JURY"

Our report ("BB" 9/1/47) that Lever Bros. would be sponsors of "Juvenile Jury" slated to get on the air in Sydney this month, was either premature or wide of the mark according to Lintas agency which handles the Lever account. The agency denies that any

firm arrangement has been made for Lever's sponsorship of the feature, as also they deny that it will replace "All Australian Hit Parade" which is under Lever's sponsorship, stating that no decision has so far been made to drop that show.

# ATOM



ALTHOUGH developed as a "one-shot" war-time proposition, the atom bomb was pre-destined to exert a lasting influence on our daily lives and even before the echoes of the first large scale atomic disintegrations had died away, speculation was rife as to the means whereby this awesome source of energy could be harnessed to make a useful contribution to civilization.

At first, with only sparse data available and vision somewhat blinded by the spectacular effects resulting from the fission of a couple of pounds of uranium, men's thoughts turned toward "matchbox" power units for cars and aeroplanes, and entire cities fed by generators about the size of a pole transformer, but further knowledge has shown that there is a terrific gap in human knowledge between the technique of releasing billions of horsepower in a fraction of a millionth of a second and that of spreading the same amount of power over a useful period of time. In other words—man had found out how to release atomic energy with explosive force, but as yet had no knowledge of its gradual release.

However, it has been truly said that there are several ways of "killing a cat," and this applies equally to the utilisation of atomic energy, so that an indirect approach was indicated.

With this in view, the enormous energy dissipations during certain phases of "bomb" production came to mind and it became evident that dividends might accrue if the "end product" were temporarily disregarded.

Once this was realised, the way became clear for an "interim" utilisation of atomic energy, although at that stage the economics of the proposition tended to be obscured somewhat by the astronomic costs of the "bomb" project. However, the problem had not reached that stage—it first remained to be seen whether there were a technically-feasible means whereby some of the "bomb" processes could be utilised commercially.

The first—and as it proved, most practical—line of approach here was the plutonium "pile"—the device that had been developed to convert ordinary uranium into "explosive" uranium and plutonium. It was known that the plutonium pile gave off considerable quantities of heat during operation and although this heat was not susceptible to direct utilisation, it was evident that if a suitable "heat exchanger" could be devised, the heat energy from such a pile could be used as a fuel to operate a boiler, generate steam, and provide motive power for a turbo-electric system.

Attention was concentrated on this aspect and it was soon proved technically feasible—the economic aspects had still to be considered, together with the basic problem of raw material—uranium—supply.

Preliminary analysis of these aspects indicated that the prospects were favourable and the U.S. Government allocated \$25,000,000 for the construction of a pilot plant at the Oak Ridge, Tennessee, laboratories which were being operated by the Monsanto Chemical Co. for the U.S. Government. Dr. Harrington Daniels, professor of chemistry at the University of Wisconsin was placed in charge of the design aspects of the project and at the present time, development has reached the stage where experimental operation of the plant is anticipated before the end of this year. Further details of this aspect are dealt with under the heading "Atomic Power—Progress Report."

## Economic Considerations

Simultaneously with the technical investigation of the atomic power project, considerable research was directed toward the problems of material supply and economic utilisation of the completed plant, and while complete data on these researches have

# MAN'S MIGHTIEST SERVANT

not been made available, sufficient information has been released to indicate that the proposition is extremely attractive, particularly for large-scale generation of electrical power.

The first report on these investigations was released last September by a committee working under the supervision of Dr. Charles A. Thomas of the Monsanto Chemical Co. (which operates the Oak Ridge project), and dealt with operation of a modified Hanford-type pile, since more design and operating information was available for it than for any other. They were based on two procedures differing from war-time production. The commercial pile would have an operating temperature high enough to supply power and all the plutonium formed from uranium would be recovered for later consumption in the pile, with no attempt to produce plutonium for use elsewhere. In other words, all the energy from the chain reaction would go to the generation of electricity, and none for use later either for atomic weapons or for concentrated commercial products.

On this basis, the report declared, it should be possible at current prices to build a 75,000-kilowatt plant in a normal locality in the eastern United States for approximately \$25,000,000. Assuming that it operated at 100 per cent of capacity, with interest charges on the investment 3 per cent, the operating cost of the plant would be approximately eight-tenths of a cent a kilowatt hour.

A coal power plant, built under the same conditions would cost \$10,000,000, it was found, and with interest on the investment likewise 3 per cent and the price of coal (of 13,500 British thermal units) delivered to the furnace \$7, operating costs at 100 per cent capacity operation would be 0.65 of a cent a kilowatt hour.

If the price of coal rose to \$10 a ton, the report said, operating costs of the atomic and coal plants studied would be the same. It was predicted that prices of coal and oil would rise in the post-war era.

Since that time, further investigations have been made and an outline of a long-term plan has been laid down by the Carnegie Endowment Committee on Atomic Energy. This

Now that the atom bomb has served its warlike purpose and Bikini has provided an object lesson along the same lines, the world can take stock of its new source of energy and consider how best it can be put to work.

So far, no means of directly utilising atomic energy has been discovered, but it has been shown that the methods used for producing "explosive" uranium can also be used as a heat source that bids fair to rival the supremacy of old King Coal.

plan visualises the use of the plutonium from the primary pile in secondary reactors, instead of in the original pile, as suggested above, resulting in an overall set-up somewhat along the lines illustrated in the sketch.

In this plan, all of the mining and refining of uranium, and its utilisation in a primary pile, would be in the hands of a Government instrumentality, thus enabling close control to be kept over these aspects. Power from the primary pile, estimated at some 2,190 million kilowatt-hours, would be sold, as also would be the plutonium produced. This last would be suitably denatured and supplied to operators of secondary reactors, who in turn also would generate power for general distribution and could supply fission products, such as radio-active tracers, for industrial and medical use.

It is estimated that an arrangement such as this would be much more than self-supporting and, moreover, could supply power at only 0.4 cent per kW/h. from the primary unit. From the secondary units, power rates would range from 0.75 cent to 1.1 cent per kW/h., depending on the size of the installation, but in every case, the operating costs would be more than comparable with coal-fired units, although not quite as low as the most efficient hydro-electric projects.

One of the most interesting points revealed by the investigation was that secondary reactor installations, using plutonium supplied by the central plant, would actually cost less to install than coal-fired plants of equivalent capacity, the actual costs for a 1,000,000 kW. installation being \$11,100,000 for a plutonium plant, as against \$13,200,000 for a coal-fired plant. Annual costs were even more favourable, being \$2,970,000 as against \$3,340,000.

Even on small installations rated at 20,000 kW., the comparison remained fairly good—although there was a small added capital cost, this was offset by a reduced annual operating charge.

The report states that there are still many problems to be solved, but these are largely matters of application and do not affect the main issue, which is that "atom-fired" electric power generation plants are not only technically feasible, but, economically, are a sound proposition.

## Materials Supply

The operation of a power generation system such as that outlined is tied up closely with the availability of raw material—in this case, uranium-bearing ores—and considerable attention has been devoted to this aspect.

For some time, there was an impression that uranium was one of the scarcer minerals, but this has now been dispelled—and it can be unequivocally stated that uranium is not a rare element. Its abundance in the earth's crust is greater than that of silver, antimony, and mercury combined, metals which have been extensively mined and are now key components in industry. As a further indication, it is of interest to note that it is about 1,000 times as prevalent as gold. In addition, it may be noted that the other possible atomic "fuel," thorium, is still more abundant than uranium.

The distribution of uranium bearing ores is very wide, although the number of places where known high concentrations occur is relatively small. This is primarily because, until 1940,

(Continued on foot of next page)

# E.M.I.—H.M.V.—Acquire Armstrong F.M. Rights for British Empire

## Fisk Confident of British Television Future

At the 15th annual general meeting of Electric and Musical Industries Ltd., held in London on December 12, Sir Ernest Fisk, managing director of the company, announced that E.M.I. recently negotiated arrangements with Major Edwin Armstrong, world-famous inventor and pioneer of the wide-band F.M. system for broadcasting and radio communications, under which the E.M.I. parent and subsidiary companies throughout the British Empire can manufacture and supply both transmitting and receiving apparatus under Armstrong patents for this system, which will be adopted extensively throughout the world in future years. E.M.I. also have the right to issue sub-licenses under Major Armstrong's patents ("B.B." Jan. 9).

Simultaneously, said Sir Ernest, E.M.I. has secured the latest designs and manufacturing technique on radio engineering laboratories of an enterprising American Co. which manufactures F.M. transmitting apparatus for the Armstrong system and has already equipped many F.M. broadcasting stations in the U.S.

These arrangements mean that E.M.I. and its branches and subsidiaries in the British Commonwealth can enter the post-war period equipped to manufacture and supply the latest types of radio transmitting equipment in addition to the E.M.I. complete system of electronic television, he said.

The E.M.I. System Television was adopted by the B.B.C. in 1936 at the Alexandra Palace, London, and became the world's first successful public television service.

The transmitting equipment at the Alexandra Palace station is known as the Marconi-E.M.I. Television System. The reason for this dual nomination was that before the war, although the television system was produced in the E.M.I. research laboratories, their manufacturing establishments were not equipped to produce ordinary radio transmitting apparatus. For that reason and because of certain patent situations E.M.I. formed a joint company with Marconi's Wireless Telegraph Co. Ltd. to engineer and instal the new E.M.I. Television System.

Electric and Musical Industries Ltd. was formed about 1930 as the result of a successful development by its predecessors, The Gramophone Company Ltd. and Columbia Graphophone Company Ltd. of methods and apparatus for recording speech and music on gramophone discs, supplying

Sir Ernest Fisk



them in millions to the homes of people throughout the world and supplying instruments to reproduce those records.

The Gramophone Company has a branch in Australia which is located at 2 Parramatta Road, Homebush, N.S.W., of which Mr. W. A. Donner is the general manager.

Arising out of this affiliation with Marconi's Wireless Telegraph Company the E.M.I. group acquired from Marconi's the whole of the latter's rights, including patents, trade marks and broadcasting receiving apparatus. At that time E.M.I. designed and produced the radio sets and radio gramophones under the famous "His Master's Voice" trade mark.

Now that they are back to their peacetime research and manufacture, E.M.I. believe, according to Sir Ernest Fisk, that they have the only complete and extensive research laboratories in the British Empire. He said they had many valuable patents at home and in overseas countries and are now able to go out into the world and offer an entirely British television system which can be produced entirely from the research, design and manufacturing facilities of the E.M.I. organisation. This television will stand on

its own merits and Sir Ernest said that he was satisfied it was as completely up to date as any other television system in the world to-day. It would be necessary to still spend money, not only on research and engineering, but on pioneering the idea of television in other parts of the world, he added.

"I do not suggest that very high definition or colour television are to be expected in practice at an early date," said Sir Ernest, "we know how to produce the studio and pick-up equipment for it, but there are some ancillary technical problems to be overcome in these newer television fields, which require a number of years' further research and exploration before such new systems can be broadcast successfully over populated areas.

"However, the television service provided by the B.B.C. at Alexandra Palace, London, right now is equal to the best in the world and is so good in its technical and service aspects as to constitute one of the most attractive and valuable applications of modern science, while the modern receiving equipment now being installed in British homes is robustly designed, reliable in service and simple to operate. We are producing and marketing television receivers for "His Master's Voice" and "Marconiphone" trade marks. It is interesting to note that the price at which television receivers are being sold in England is appreciably lower than the price of similar instruments in the United States to-day.

"E.M.I. interests extend throughout the world, in Argentine, Australia, Brazil, Chile, China, Czechoslovakia, France, Greece, India, Italy, New Zealand, Spain, and Turkey.

### New Gramophone Invention

Another new invention for which E.M.I. have secured patent licenses and rights to sub-license is the Scott Dynamic Noise Suppressor. This is an electronic invention of Hermon Hosmer Scott of Boston which permits reproduction from gramophone records of the full range of music quality up to the highest audible frequencies, while eliminating mechanical scratch.

Before this new invention all attempts at all sound frequency reproduction were handicapped by needle scratch at one end of the scale and by rumble at the other end.

(Continued on page 27)

## Woman Broadcaster Looks at American Radio



Arriving back from America recently, Louise Homfrey—who conducts the Women's Session at 3DB—has said she was very impressed with women in radio in the United States. She said that they were most charming, with a solid influence on the thought trends of the American woman. They frequently broadcast from small towns, where they are given a grand reception, and are officially welcomed by the Mayor of the towns they visit. Miss Homfrey says that women's sessions in Australia compare favourably with those in America—although the Americans spend more time on interviews. Louise herself was interviewed

several times—in San Francisco, and by Mr. Milo in New York. She was also co-guest with Mrs. Raymond Clapper in Bessie Beattie's Session over the Mutual Network, and had a chat with Alma Kitchell over the A.B.C.

She was also included in a session with Margaret McBride over the N.B.C. who is said to be the most popular woman broadcaster in the U.S.A.

Louise says that general interest in Australia was—the climate, rationing, and our compulsory voting system, which Americans consider a good idea that could be well introduced into the States. Americans are also interested in our social services.

Asked what she thought of American radio advertising, Miss Homfrey said she thought it was very repetitive—phrases are very often repeated frequently in 100 word announcements. Also their tempo is much quicker—and as for singing commercials, well they were just silly. More serials are used in America, though they are mostly live. Not so much recorded material is used, except of course at WQXR (New York Times). Only good

recorded music is broadcast over this station—definitely no "hot" bands or jive. One could listen to symphony at breakfast time.

"Sponsors in America," said Miss Homfrey, "co-ordinate radio, poster and press in their advertising campaigns." She also commented on American recordings. "From the point of view of ordinary platters, they are not so good," she said. "Engineers have been trying to widen the range of the scope of the platter, but as yet they have not got the reproduction sets to cope with these recordings."

Singing commercials have long since been given short shift in Argentina, and in fact any type of recorded announcement is on the banned list under regulations issued by the Direction de Radiodifusion. All advertisements must be given directly through the microphone by announcers.

"Danger Unlimited", sponsored by Beckers Pty. Ltd., has been changed from 4BC to 4BH as from January 13. Time channel is 6.45 p.m. Beckers account is serviced by the Weston Co.



"Our Central Victorian Listeners are having a wonderful season . . . and so are we with a bonanza of big shows"

The most closely settled section of VICTORIA is serviced from Bendigo Studios of 3CV with transmitter at Maryborough.

3CV gives a continuous local daily service and relays the 3AW-Macquarie shows nightly from 6.30 to 10.30 p.m.

# Progress Report

## U.S.A.

Synchronising closely with the recent disastrous coal strike in the USA, "Manhattan Project" authorities have announced a speed-up in work on the industrial utilisation of atomic energy. U.S. newspapers did not fail to realize the significance of the developments under way, and one paper summed the position up very neatly by saying:—"Atomic energy won't break the coal strike. But three or four years from now, John L. Lewis' miners may find that the atom has indeed become a rival fuel."

Most significant of the recent announcements is that work on the experimental Oak Ridge power plant is progressing so favorably that the Monsanto Chemical Co. which operates the Clinton Laboratories at Oak Ridge for the U.S. Government, now expects to have the plant in operation by the end of this year or early 1948.

A contract has also been awarded to the General Electric Co., which is now operating the Hanford Engineer Works to cover development of atomic power generation systems and work on this project also is proceeding satisfactorily.

The General Electric Company (with which the Australian General Electric Co. is associated) also figures prominently in a new \$20,000,000 nuclear research project recently announced by the U.S. War Department. This involves the establishment of a new laboratory on a site adjoining that of the new G.E. Research Centre which is already under construction at Schenectady, N.Y.

The new laboratory will be established and operated by the General Electric Company under a contract made several months ago, Maj. Gen. L. R. Groves, Chief of the Manhattan District Engineers, said. It will operate as a nuclear power research centre and serve as prime contractor for design and construction.

As fourth in the series of research laboratories to be devoted to atomic energy research, sponsored by the Manhattan Project, it will be named the Knolls Atomic Power Laboratory. The two-knoll site is a Schenectady landmark.

Research work in all phases of

atomic power development will be carried on in the new Knolls Atomic Power Laboratory. In addition, research on specific problems in connection with the operation of the Hanford Engineer Works, operated by General Electric's Chemical Department, will be carried out in the new facility.

Dr. C. G. Suits, G.E. Vice-President and Director of Research, will have general supervision of the nuclear study program. Responsibility for the atomic power pile project, which is the principal activity of the new Government-sponsored laboratory, has been assigned to Dr. Kenneth H. Kingdon, Senior G.E. Physicist, who with Dr. H. C. Pollock, was one of the first physicists to work on the isolation of Uranium 235. He worked at Berkeley, Calif., with Dr. E. O. Lawrence in the development of the electromagnetic plant for separation of U-235.

## BRITAIN

Work is well advanced in Britain on an atomic power generation pro-

ject and it is anticipated that the first plant will be placed in experimental operation during 1948.

The components are now being made at the atomic research establishment at Harwell and progress has been made on designs for other items which must be made for the first time. A British firm is now producing uranium ore-crushing equipment, and another has an order for turbo-generators. A US firm recently despatched machinery for separating different isotopes of uranium by a simpler method than that used for the atom bomb.

and it is estimated that only 100 tons of uranium a year would be required to supply the entire power requirements of the United States, and even this figure could be reduced by the introduction of more efficient methods of processing than those used in the Report as a conservative basis of calculation.

Work is well advanced in Britain on an atomic power generation pro-

## AUSTRALIA

Professor M. L. Oliphant, Australian-born British atomic scientist, arrived in Australia on New Year's Day for discussions with the Commonwealth Government on establishment of research laboratory at Canberra. He is also to advise the South Australian Government on the development of a field containing uranium-bearing ore.

He is a physicist of international repute and an expert on nuclear energy.

Australia's uranium-bearing ore seam is in the Flinders Ranges, Central Australia. (See also Prof. Oliphant's address, page 27.)

uranium was regarded strictly as a by-product of radium production and surveys of resources were made on this basis.

There are at present four regions in the world where uranium occurs in such quantities that ordinary mining operations suffice to yield considerable amounts of uranium. These are the pitchblende deposits of Canada and the Belgian Congo, the relatively less important carnotite sandstones of Utah and Colorado, and the minor pitchblende deposit at Joachimsthal in Czechoslovakia. In two regions (Canada and Africa), there is enough uranium to make it possible to obtain one ton of uranium from fifty to one hundred tons of ore. In the other two cases perhaps five times as much crude ore must be mined per ton of uranium.

In other parts of the world, the known concentrations are much lower than these but, even so, the mining of these lower grade ores is not an impractical proposition, particularly when the end-product is uranium and not radium.

The quantities of uranium required for power generation are not large

# Retail Advertisers Pay For "Bad"-Will

by R. D. Mallinson

Advertise a sports coat for £1 on the radio and back it by a double column advertisement in the daily newspaper and any city advertiser can expect to attract, maybe five thousand bargain-seekers. Yes, you only have to mention a scarce line and the value-hungry public will be on the doorstep at 9 a.m. next morning.

Retailers often feature scarce lines to get publicity these days. They get the customers in their stores all right, but do they get customer goodwill?

If you have only two hundred sports coats, what does it matter—five thousand customers in the store will be sure to buy something—even a dearer coat, because they wanted a sports coat anyway or they would not have responded to the advertisement. That's O.K. from your point of view, Mr. Retailer, but it doesn't work out that way. Come out from behind the counter and squeeze among the human stampede still looking for the coats that sold out ten minutes after opening time. What are they saying, those five thousand shoving, excited people?

They're mad at you! Your Firm's a swindler! You couldn't possibly have sold two hundred coats in such a short space of time. They'll never come here again if you give 'em away FREE!

These customers don't want a better quality coat at £4—they're moving

Mr. Mallinson, who contributes this short but pertinent article, is an employee of a Sydney chain store, and in his particular capacity he has ample opportunity of studying the reactions (in the store) of customers. His observations are worth reading.

out as fast as your lifts and escalators can shift them. Surely you didn't spend all that money on advertising to create an angry horde of disappointed people?

Before lines are selected for a retail advertisement the Department Head should be consulted. He should have a sound idea of how long a wanted line will last under advertising pressure. Isn't it a far better plan to sell that article, which is so obviously a winner, from window and counter displays—the people will be encouraged to poke around your store more often for chance bargains.

Next time you consider featuring some of "those hard to get" lines, think of the supply you have for this extra demand created by Advertising. Put yourself in the shoes of those who breakfasted early and waited at the doorstep—pinning their faith to the Goodwill of your Store.

# McDOWELL'S SPONSORING LISTENERS' QUIZ

McDowells, Sydney department have extended further their radio advertising by sponsoring "Stump the Experts" a half hour show of questions sent in by listeners to a team of experts. The show is to take the air on January 29 and will be in the 7.30 time channel on 2CH. The team of experts is J. McCallum, George Mackaness and R. A. Broinowski, with a weekly guest expert.

Two of the guests already named are Mr. Doig and Mr. Bowman, both of whom represented N.S.W. in the recently conducted Security Loan quiz. £200 prize money will be paid out in 13 weeks and this will be made up of 10/6 if the question is used, £1/1/- if the question "stumps the experts" and four pair of silk stockings for the most interesting question of the week which stumped the experts. Only questions which are accompanied by a McDowells sales docket will be considered for the prize of silk stockings. The publicity for this new show has included a tying up of window displays and plugs in newspapers. It is hoped to hold the show in an auditorium as soon as possible so as to enable listeners to attend. The compere and question master is Bob Pollard. McDowells account is serviced by Trans Radio Advertising.

The Victorian Broadcasting Network—through their stations 3HA, 3TR and 3SH—raised £4,200 for the local hospitals as a result of their recent one-day appeal.

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MU 3115  
Telegrams: "Selos" Melbourne

# PROGRAM BUSINESS

To support their campaign for 10 o'clock closing the Licensed Victuallers Association has taken a half hour at 9 p.m. Fridays for a "Musical Quiz" on 2KY. During this quiz up to £60 in prize money is given away. Reg Quartley is the compere and Marie Ormston the pianiste. Goldbergs Advertising service the account.

The Bing & Swing Club organised by Brian Howard of 2KY and conducted by him on that station on Sundays at 3.15 p.m., and Mondays at 9 p.m., now has a membership of over 6,000 members. Bing Crosby who is the Patron of the Club records messages and these are played during the sessions. The club runs shows for charities and has formed a revue company to do shows at Hospitals and Institutions. "It is the intention of the Club," said Brian Howard, "to sell goodwill programs to sponsors. During these programs, the sponsor will be asked to give time for Club notices and activities and in return the Club will make the sponsors product the exclusive choice for use by Club members.

Miss Roma Rainford—one of the finalists in the recent "Miss Australia" contest, and twice runner-up in the P. and A. Parades—is featured in a pianoforte program broadcast from 3HA Hamilton on Tuesdays and Thursdays from 5.30-6 p.m. Miss Rainford plays the pieces selected for study by the Musical Examination Board, the session commenced on January 7.

"Limelight and Shadow" will be broadcast from 3UZ—commencing Monday, January 27—Mondays to Thursdays inclusive, from 10.45-11 a.m. This feature, a Hepworth Production, is sponsored by Jenyn's Patent Corset Pty. of Brisbane, and the agency is Johnson Jones Advertising.

"Camera, Lights, Action" will commence its first broadcast from 3KZ on January 30, from 7.30-7.45 p.m., and replaces "Movie Question Box." This new feature, the latest news from the film front, written and compered by Lewis Bennett, is sponsored by the Perfection Toilet Company, who manufacture Le Raimon Sun Tan. Leyshon Publicity service the account.

"These Men Tell Tales," commencing from 3KZ on January 25, is a complete ½ hour feature produced by George Edwards, who himself handles the narrative of the dramatised stories. This station feature, broadcast from 7.45-8.15 p.m. replaces "Town Meeting," the session which has created so much interest and favourable comment, judging by the station mail, and which concluded on January 18.

B. Seppelt and Sons Ltd. are presenting "Rendezvous with Genius," every Monday at 9.30 p.m. from 2GB. The program runs 30 minutes and introduces the world's greatest conductors and singers. The contract is for 52 weeks and was placed by Beckett-Thomson Advertising Pty. Ltd.

To bridge the gap between the 1946 and 1947 P & A Parades, Maples is sponsoring on 3KZ a serial of hourly episodes, commencing on December 22 at 9 p.m. "The Mask of Marius Melville" an Australian Radio Production, starring Walter Pym and Pat Kennedy is the feature, and will be relayed through the usual P & A Parade network of 16 country stations, 3GL, 3BO, 3BA, 3YB, 3UL, 3SR, 3TR, 3HA, 3MA, 2AY, 2WG, 2LF, 7BU, 7HO, 7QT and 7LA.

"My True Story" is a new 15 minute feature sponsored by F. H. Faulding & Co. Ltd., succeeding "Premiere Performance" from 5DN on Monday nights.

It presents dramatised complete 15-minute episodes, each adapted from a story published in "True Story" Magazine. The account is handled by Alan A. Martin Advtg. Service.

Mark Mayne has bought the Artransa production "Leaves From a Marriage Register" to occupy the 2GB 6.45 p.m. Sunday time channel. This is in addition to the company's Wednesday 30 minute feature "Music About Town" programmed at 9.30 p.m. Goldbergs Pty. Ltd. is the agency.

Highlight of 103-year old Mrs. Annie Laird's celebration of her 103rd birthday was the beautiful cake provided by Mrs. "Sally" Harten of 2UE and her girls in industry.

## FIRSTS AMONGST TELE. SPONSORS

The credit of being the first sponsor of a network television program goes to Bristol-Myers Co. of New York, whose "Geographically Speaking" advertising Minit Rub and Trushay was telecast October 27 last through WNBT New York and relayed to WPTZ Philadelphia for simultaneous broadcast. Close behind B-M as tele's earliest net sponsors came Standard Oil Co. whose "Esso Television Reporters" series expanded from WNBT to the affiliate WPTZ on October 31, and then Firestone Tire and Rubber Co.'s November 4 entry into video with a film series. Programs originating at WNBT are sent to Philadelphia by radio relay but those starting up at WPTZ go to New York via AT & T's coaxial cable.

NBC's New York tele station WNBT rates are \$750 per hour live and \$250 an hour film program, plus \$100 per hour transmitter charge. Half hour charge is \$500 live and \$200 film; quarter hour \$300 live and \$150 film; ten minutes \$250 live and \$125 film.

### BENNETT & WOOD RENEW FOR THIRD YEAR

With the strong conviction that their session "Question Box on Sport" over Radio 2UE, conducted by 2UE's Sporting Editor Clif Cary and Allan Toohey, is ideally suited for advertising their many proprietary lines, including their Speedwell bicycle, Bennett & Wood Pty. Limited, have renewed their contract for the third year.

Session is broadcast about 5.15 p.m. Saturdays in the A.S.B. program, and comprises questions received from listeners covering all sports. The most interesting questions are aired on the session, and the remainder are answered personally by letter from Clif Cary. An average of 50 letters and phone calls are received each week.

Bennett & Woods' advertising is serviced by W. E. Smith.

"Imperial Lover," a Donovan Joyce Production, will replace the Dr. Mirakel series in the 6.30 p.m. four nights weekly channel as from January 13 on 3XY.

## E.M.I.—H.M.V. ACQUISITION OF FM RIGHTS FOR EMPIRE

(Continued from page 22)

### Televising Films

E.M.I. research laboratories have recently demonstrated to members of the British Government Television Committee and to representatives of the B.B.C. their new system of televising motion picture films. Previously it has been more difficult to televise motion picture film than studio performances, or outdoor events. This new method developed in the E.M.I. Laboratories, eliminates previous limitations and gives perfect reproduction of film for television services. E.M.I. have set up "E.M.I. Institutes Ltd." under the direction of a famous professor of electrical engineering. It is located at the London Radio College at Chiswick and is designed to provide a technical scientific and operating instruction from a British centre to people in all parts of the world.

The Chairman of E.M.I., Sir Alexander Aikman, in moving the adoption of the report and the accounts, said—"Of the many services rendered to E.M.I. by Mr. Alfred Clark, late chair-

man of directors, one of the most valuable was performed when he persuaded Sir Ernest Fisk to leave Australia and the great company (A.W.A.) he built up there in order to return to England to become the managing director of E.M.I. Sir Ernest came to us with a business and technical reputation second to none in the world of radio and telecommunications. He has now been with us 18 months and your board has had full opportunity of confirming the truth and strength of that reputation—moreover they have found him not only a colleague whose experience and judgment are of the greatest assistance in their deliberations, but a chief executive officer of outstanding ability whose enterprise, determination and drive are of the utmost value in these difficult times."



Members of the radio industry throughout Australia will join with us in congratulations to Professor Kerr Grant, on whom His Majesty the King has bestowed the honour of Knight Bachelor. Sir Kerr Grant is well known throughout Australia, but particularly in Adelaide, where he occupies the Chair of Physics at the University. He has been associated with scientific education in Australia for more than 40 years.

Sir Kerr was born at Bacchus Marsh, Victoria, in 1878, and was educated in Victoria and overseas. During World Wars I and II, he made many contributions to the National effort, both directly and by his invaluable aid in the training of research and engineering graduates.

## RADIONIC EQUIPMENT

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# FREQUENCY MODULATION

## U.S. FM SETS 25% 1947 PRODUCTION

Washington, December 30, 1946: Millions of FM sets, containing the new 88-108 MC band will be on the market in 1947, judging by a survey of leading American manufacturers, says "BROADCASTING."

With receiving set makers going into high gear, FM is expected to account for about 25% of the total production, which may rise as high as 18 million sets in 1947.

It is estimated that about 160,000 FM sets were made during 1946 which is slightly over the original planned figure. 15 million radio receivers of all types were produced. In the console field 10% were FM sets, while this proportion will rise to 90% in 1947.

The problem of turning out FM sets with maximum reproduction qualities on a production line basis hasn't been entirely solved, but this difficulty should yield to plant genius once the lines are moving.

Patent problems and a desire to avoid some of the basic patents on FM are cited as cause of engineering delays. The manufacturers are now only awaiting public demand.

The new FM Association will soon start its nation-wide drive to educate the public, as well as dealers and salesmen, in the advantages of the upper band. Along with that will come the drive of the Radio Manufacturers' Association based on the theme "A radio in every room—a radio for every purpose." This R.M.A. campaign involves over \$50,000, and in areas where FM stations are operating the emphasis of the campaign will be on FM.

At present about 100 FM stations are actually on the air, although many of them are using temporary low power. Another 600 FM stations have been authorized and some 300 applications are pending. Once the air teems with FM signals, the demand for FM sets that will pick up the programs is expected to leap upwards.

Set manufacturers indicate they will welcome this new sales stimulus anticipating that the record production capacity will soon bring an end to the lush days when everything with a dial and knobs would be grabbed by the public.

Since the bulk of FM sets have been in the console class, FM's supporters believe that rapid solution of the cab-

inet shortage will be a big factor in 1947 production.

Components are still uneven and coal strikes, etc., didn't help. Factories have been buying even wooded tracts along with furniture plants and the cabinet shortage should not be too much of a problem in 1947.

## FCC'S FM RULES

At the recent N.A.B. Convention in Chicago, discussing the question of F.M., Mr. Charles R. Denny, Chairman of the F.C.C. said that the Commission regards the 88 to 108 MC/s allocation for F.M. broadcasting as final, and the receiver manufacturers and transmitter manufacturers in the U.S. may safely go ahead with their plans in that band without any fear that the band is going to be changed again.

Where the F.C.C. has issued a construction permit for an FM station that station must be built within the time allowed or if unable to do that the builder will have to satisfy the Commission by a detailed factual showing that it is impossible to build it within the time. The policy of the F.C.C. is definitely against anybody getting an FM construction permit as a sort of insurance policy and sticking it in his pocket and holding on to it.

In reply to the question whether directional antennae are practical for FM, Mr. Denny said not at this time. "We may get directional antennae in FM eventually, but we see no need for them at this time and we think to start using them at this time would be undesirable.

## FM RECEIVER TRENDS

At the same N.A.B. Convention and on the panel with Mr. Denny was Dr. W. R. G. Baker (G.E. Co.). Dr. Baker's remarks regarding FM receiver production and the desirability of removing present limitations on F.M. transmitter power were reported in "B.B." on December 12, 1946, in an advance despatch, and he went on from that to point out that FM power increases would provide one avenue for simplifying receiver design and thus reducing costs.

He then went on to discuss the production of less-elaborate receivers than those at present available, and in reply to a question as to how set manufacturers are to ensure high fidelity in automobile and portable

radios, since trend in manufacture is toward smaller sets, Dr. Baker said "The answer is almost self evident.

While FM can do many things it can't do everything, and it can't get an audio spectrum up to 15,000 cycles out of a cheap three-inch speaker any more than AM can.

"I think you can safely say that whatever fidelity is produced out of a given automobile or table set, FM will do it better. The important thing to remember about FM is that there are two components to the FM problem; one is the head-end consisting of the limiter-discriminator. There is where you get noise reduction and the non-interference operation. Beyond that what you can get out of an FM set or an AM set or any other kind of set depends on how much money you put into the audio system, the size of the loudspeaker and many other factors. So I don't look to see automobile sets which will be many times better when they are FM than they were AM."

## DIRECTIONAL ANTENNAE AND POLARIZATION

Mr. T. A. M. Craven (Cowles Broadcasting and ex-FCC) was asked "Will directional antennae be practical for FM?", and in reply said—"I assume everyone knows most FM antennae are directional in the vertical plane. I presume the question directs itself to the horizontal plane. The answer to the question is yes, they can be made practical. However, you will not get much gain in coverage by the use of a directional antenna. Some day when FM stations become numerous, it may be necessary to use directional antennae to prevent interference."

The next question asked was regarding the merits of transmitting horizontally polarized waves (the FCC standard) versus elliptically-polarized waves, or in other words, would circularly-polarized waves serve more FM radio receivers and serve them better. This should also include automobile receivers within the service area of the station. Interference problems with other FM stations should also be considered.

Mr. de Mars (consulting radio engineer) answered, "As the proposal for elliptically-polarized waves has been presented in simplified form, it appears very plausible that advantages may result. However I believe it is a question which involves many complexities, which involves detailed study, probably supported by large scale experiments before the practical answer can be determined. Consideration of the use of elliptically-polarized waves is not new. It was considered

ten years ago in connection with FM broadcasting. At that time it was studied, and after the considerations that are involved in the practical receiving antenna in the home had been weighed, it was decided that the complications involved did not warrant further consideration. I do not mean that that early decision should be considered as final, but in my opinion it is doubtful if subsequent study or experimentation will prove that the use of elliptically-polarized waves has any advantages."

Another question asked was "Will there be any such relationship to efficiency in the high and low ends of the FM spectrum as presently exists between the high and low ends of the AM band?"

Mr. Craven replied: "The answer to that is no. The difference between 88 and 108 MCs. is not very great. Certainly it is nothing like 550 KC/s. as compared to 1600 KC/s."

## FM. Status

(Continued from page 5)

Fifth, this would involve a review of your capital investment, your income account, and your operating expenses, including the salary you pay yourself and your office boy.

In other words, the suggestion is that the Commission concern itself with the details of your business activities even to the point of saying what your income shall be. In fact, like Indians, you would become Government wards.

I don't think the industry wants this. Fortunately the Communications Act would not permit such regulation. The Act provides for free competition and the wisdom of this system has been demonstrated by 20 years of experience.

I recognize that new competition will bring with it some change. It will bring men with new ideas, new ways of doing business, new ways of programming. To meet this you will find new and better ways of serving the public. By this process you yourselves advanced American radio when you entered the field. And by this process we shall advance still further. As new faces appear around these tables don't assume that they will want to be served from the same pie and that your slice will be that much smaller. There are vast opportunities for this business which are as yet untapped. In this connection I should like to point out that 52% of the stations granted in the last year have gone to communities which heretofore have had no station. Certainly these will not take the bread out of anyone's mouth. Twenty-two per cent went to towns where there was only one station.

## BOOKS and PUBLICATIONS

from the  
**MINGAY PUBLISHING CO.**



- **Radio & Electrical Retailer**  
The fortnightly national business paper of the radio and electrical trade. Established 1930. Subscription: 26 issues, 10/- (52 issues, £1) Aust.; 13/6 other British countries; 17/6 Foreign.
- **Radio Service Job Sheets**  
100 pages in duplicate book form — acts as a receipt and record of service work done. 6/- per single book; with your name and address printed on the customer's sheet, 10/- per book (minimum order 10 books). Thousands used by radiomen.
- **Radio Diagram & I.F. Index, 1947 Edition**  
Lists over 2,600 brand line receivers since 1936, giving description, Intermediate Frequency and reference to where detailed circuit diagram is published. Price 5/- each.
- **Official Radio Trade-in Handbook, 1947 Edition**  
Contains present-day trade-in valuation of brand line sets released since 1936. Approved by all Trade Associations. 5/- each.
- **Broadcasting Business**  
The fortnightly national business paper for all interested in selling by commercial broadcasting. Subscription: 10/- 26 issues, Aust.; 13/6 other British countries; 17/6 Foreign.
- **Squared & Log Graph Paper**  
10 x 7 inches plus margin, 50 sheets 4/-.
- **Aust. Advertising Rate & Data Service**  
Provides information on all the rates and data of newspapers, commercial broadcasting stations, periodicals and other advertising media in three separate editions each published annually—Newspaper Edition, Broadcasting Edition, Periodical and Miscellaneous Media Edition. All with regular monthly supplements. Subscription for each edition: in Australia, £2/2/-; British Empire, £2/10/-; America, \$10; Foreign, £3/3/-.
- **Philips Manual of Radio Practice for Servicemen**  
By E. G. Beard, M.I.R.E. (Aust.) Contains 496 pages in 7 sections covering Broadcast Reception; Broadcast Receiver Technique; Principles and Components; Service to Radio Receivers; Technical Formulae, Tables and Charts; Mathematical Formulae and Tables; Valve Data. 21/9 each.  
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# A.W.A. Shareholders Receive £1,400,000 Return of Capital

It has been announced that all of the £1,400,000 received by Amalgamated Wireless (A/sia) Ltd. from the Commonwealth Government as compensation for the taking over by the Overseas Telecommunications Commission of all A.W.A.'s telecommunications activities is to be paid to private shareholders in cash. The £1,400,000 has been held by the company up-to-date following a temporary increase in its nominal capital to £2,250,000 authorised by the annual general meeting last year, although of this £1,120,828 was issued as bonus shares.

Of the total compensation of £1,400,000 £1,120,828 is for goodwill and £279,172 for physical assets. The bonus shares recently authorised, amounting to £1,120,828 are being cancelled and the money paid to private shareholders.

The nominal amount of previously held shares are reduced from £1 to 8/6, thus enabling 11/6 per share on 485,517 privately held shares being returned to the holders. This amounts to £279,172.

The Commonwealth Government's holding will now consist of 500,001 shares of nominal value of 8/6 each, totalling £212,500 while the private shareholders hold 485,517 shares at 8/6 totalling £206,345 making total paid up capital of the company £418,845.

The Commonwealth Government's shares have been reduced from £1 to 8/6 by cancelling 11/6 per share.

## Background of Transfer

The negotiations between AWA and the Commonwealth Government commenced back in November, 1945 when the directors of AWA were advised that the Commonwealth Government had decided to place the overseas telecommunications of the Commonwealth under public ownership and acquire the overseas telegraph and telephone business of Amalgamated Wireless (Australasia) Ltd.

The directors of AWA made representations to the Government with a view to preserving the Company's interests in communications, seeing that it had pioneered and ably conducted these services. Nevertheless the Federal Government decided to proceed with legislation to acquire AWA's telecommunication services, and the Company was invited to negotiate only upon the matter of compensation and other details.

The alternative before the directors of AWA was to accept the invitation to negotiate or to allow the amount of compensation to be determined by arbitration before a special tribunal to be set up under the new legislation.

Mr. L. A. Hooke



AWA directors came to the conclusion that it was in the interests of the shareholders to try to negotiate such an arrangement, and the managing director, Mr. L. A. Hooke, was authorised by the Board to enter upon negotiations, which have now proved satisfactory to all.

The Commonwealth Government's "Overseas Telecommunication Commission" officially took over on October 1, 1946, leaving AWA to carry on its remaining business with the Commonwealth Government remaining as shareholders together with the private shareholders in the same proportions both as to the number of directors and the shareholdings as at September 30, 1946.

In arriving at the amount of compensation, consideration had to be given to the fact that the Government was acquiring (a) the physical telecommunications assets and (b) the valuable goodwill attached to that successful telecommunication business all built up by the Company, while the Government was securing the cancellation of the Company's agreements with the Government under which AWA held rights to conduct its overseas telecommunications services.

The directors of AWA through their managing director, Mr. L. A. Hooke, carefully considered, (a) the proper method to arrange for the amount to be received from the Government being withdrawn from the Company and handed over to the shareholders entitled thereto and (b)

the reorganisation of the company to enable it effectively to carry on business with its assets which are not the subject of the acquisition.

It was found that the most effective method of carrying out such withdrawal, was to issue bonus shares to the private shareholders to correspond with the value of the goodwill in telecommunications, thus bringing the shareholding into line with the value of the total assets being acquired by the Government, and then to reduce the capital of the Company by returning to such private shareholders in cash the whole of the compensation received from the Government, i.e. £1,400,000.

A major point of the final agreement was that no part of those transactions would involve income tax either to the company or to the shareholders. The agreement between AWA and the Government provided for close co-operation between it and the Company, and also for the payment by the Government of £25,000 to assist in meeting the necessary adjustments which would result.

Amalgamated Wireless will continue its remaining activities which include the manufacture of all types of radio transmitting and receiving equipment including the famous and very widely accepted brand line of radio receivers the Radiola, the maintenance and operation of wireless equipment in ships, the manufacture and sale of broadcasting equipment, the operation of its broadcasting stations, patent licensing, together with its shares in its various subsidiary companies. It is also the intention of the Company, said Mr. Hooke, to extend as soon as possible the Company's activities into other fields.

## NEW FEATURE FOR BEX

A radio adaptation of Ngaio Nash's best seller "Overture to Mystery" has been taken by the manufacturers of Bex Powders and Tablets for broadcast on 2UW, four nights weekly at 7.15 p.m. Produced by John Hickling, the program is a mystery story set in an English village. The cast includes Keith Howard, Keith Hudson, Robert Burnard, Beryl Walker, Marcia Hart, Elizabeth Wing, Mary Ward, Reg. Goldsworthy, Clifford Cowley and Lance Nicholls.

The contract was placed through the Weston Co. agency.

The Combined Hospitals Waste Paper Collections, direct announcements on 2CH, 2GB, 2KY, 2UE and 2UW. The Weston Co.

## RETIREMENT OF H. G. HORNER OF MACQUARIE

### Has Seen Big Developments in Broadcasting

In pursuance of the decision announced by him in May last, Mr. H. G. Horner, General Manager of Macquarie Network, and Broadcasting Station 2GB, will retire from office on January 31 ("B.B." Stop Press, January 9).

Mr. R. E. Denison, Chairman of Directors has announced that Mr. Horner will be succeeded by Mr. R. E. Lane, who is at present Assistant General Manager.

Mr. Horner will be tendered farewell functions at the Hotel Australia on Thursdays, January 23 and 30 by the Board of Directors, whilst the staffs of Macquarie Network and 2GB have arranged a function for February 1.

Many developments in commercial broadcasting have been initiated by 2GB and the Macquarie Network during Mr. Horner's ten years as General Manager.

The variety of programs, including the introduction of such artists as Gracie Fields and Tommy Trinder, have steadily increased, whilst the technique of simultaneous broadcasting over a large group of stations on a national basis, has brought radio into the forefront as a medium for the publicity of the largest manufacturing companies. In all these progressive developments, Mr. Horner played a leading part.

The Macquarie-2GB organisation now have a staff of approximately 200, whilst last year 584 artists received engagements.

Prior to his joining Macquarie, Mr. Horner was responsible for many notable advances in broadcasting as N.S.W. Manager for the A.B.C. He was instrumental in the formation of the A.B.C. Symphony Orchestra. He also initiated many features for the Commission such as, the first Grand Opera seasons and the importation of celebrity artists and conductors.

Mr. H. G. Horner was born in Beckenham, Kent and educated at King's College, Canterbury. As a lad, he took up farming in New Zealand but after a varied career in that country and Canada, came to Australia and studied accountancy. His first big job was accountant for the newly formed Australian branch of the Palmolive Company. Later he accepted the position as accountant and Assistant Secretary of Sun Newspapers Ltd. In 1923, he was commissioned by the board of the Sun to investigate 2BL, which at that time was controlled by commercial

interests. After re-organisation he remained as Acting Manager until 2FC and 2BL amalgamated.

He returned to Sun Newspapers as Secretary and later was appointed Manager for New South Wales of the Australian Broadcasting Co. Ltd. When the Australian Broadcasting Commission was formed, he was appointed New South Wales Manager in control of 2FC, 2BL and country relay stations.

In 1937 he accepted the position of General Manager of Broadcasting Services Association Limited, and later was appointed General Manager of Broadcasting Station 2GB and Macquarie Broadcasting Services Pty. Ltd.

He anticipates shortly leaving for a visit to England.

## FANNING TO HEAD AUSTRALIAN TELECOM. DELEGATION

The Director-General of Post and Telegraphs, Mr. L. B. Fanning, will lead an Australian delegation of postal, telegraph and engineering experts at a series of international conferences on postal and telecommunication matters in England and Europe.

Mr. Fanning who is the Commonwealth representative on the Commonwealth Communications Council will also attend a meeting of the Council in London early in April, to discuss the establishment of the new Telecommunications Board, on which all the Governments of the Empire will be represented. During Mr. Fanning's absence from Australia, the Assistant Director-General, Mr. G. T. Chippindall will act as permanent head of the P.M.G.'s Department.

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Sydney Rep.: Mr. Rick Barnes  
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# BBC SEES TELEVISION OPENING NEW FIELD OF SHOWMANSHIP

At about 8.30 in the morning things begin to move at Alexandra Palace, the hill-top home of British television, about eight miles from the centre of London. From then on, for about 14 hours a day, the place buzzes like a hive.

First on the job is the scene staff of the day, carting scenery across from the carpenters' shop and from the stage of the great disused theatre where the bulk of it is set up and painted well in advance.

The flats and props earmarked for an entire day's programs are hoisted up into the local scene dock, and trucked along the busy corridor to be set up in the two studios in accordance with the producers' plans.

## Preparations

By about 10 o'clock, by which time the program and engineering staffs are in their offices, one studio is generally ready to be lit, and the lighting crews are switching on their arcs under the direction of a senior engineer. But to get a complete cross section of the work of the Television Service, you should come back about an hour and a half later when you will probably find a variety bill for the afternoon program in full rehearsal in one studio, while in the other studio, the producer of the evening's play is lining up the cameras for the first run-through of a long day's work.

The transmitter is already on the air, pumping out the demonstration film that is radiated every morning for the benefit of radio dealers. A dance band is probably running through its numbers in the band room. While down in the centre of town, where the greater part of our rehearsing is done, about six or seven more producers are hard at work with the casts of forthcoming plays that are in various stages of development.

Meanwhile the office work goes on—the scripting and adapting of projected programs, the preparation of designs and floor plans, the booking of artists, the making and hiring of costumes, the negotiations for outside broadcasts, and all the thousand and one arrangements that are necessary in the running of any broadcasting service.

## No Longer Mere Experimental Enterprise says Programming Expert

By DENIS JOHNSTON  
BBC Television Program Director

British Television has two features that stamp it as something more than an experiment. Firstly, it provides in the afternoon and in the evening, a regular seven days a week service for viewers. The actual hours of transmission vary considerably from 42 hours in the week as our upward limit to date, down to 27 as our lowest. Secondly, the programs that it radiates are practically all live, produced specially for the medium. Thanks to the experience gained during those three years of television before the war, we feel that we are no longer testing out a new toy.

Enormous technical developments are still to come, but the bulk of our viewers have long since passed the stage when the mere sight of a picture on the screen is a thrill in itself. They want more than good reception. They want programs of quality. They want good presentation. And these are the problems that are our major concern today on the production side.

Already we can see with startling clarity that we are not at work on something that is an offshoot of either stage or screen. Television is neither the theatre seen through an oblong peephole, nor a convenient means of distributing moving pictures. It is a medium of communication and entertainment in its own right—a medium that has its roots in broadcasting. And the artists who excel in it have already learnt something of its enormous possibilities.

This is at the back of our tremendous belief in the importance of live transmission. It is true that we use film for demonstration purposes in the mornings, but this is because we

A native of Dublin, born in 1901, Mr. Johnston was educated in Dublin and Edinburgh, studied at Harvard (USA), and practised law in England, 1925-27, later in Ireland. He became interested in the theatre and in 1934 was named stage manager of Westminster Theatre. Later he became director at the Dublin Gate Theatre and in 1936 he joined BBC. During the war he was a war correspondent for BBC.

wish to give dealers something to show on their sets, and under present conditions we are working to the utmost limit of our live program hours already. It is also true that during regular transmission hours we include a certain number of cartoon films and shorts for the amusement of children and in order to relieve studio congestion during the process of striking and setting. What is more, we use film to make a permanent record of public events and personalities in somewhat the same way as disc recordings are made by the sound departments. The fact remains that the hard core of our programs is always live, and will continue to remain so, however tempting it might be to solve a few of our problems by turning ourselves into distributors of canned vision.

This is not just due to a longing to do things the hard way. It is more that with the coming of better definition and the big screen, television will be used for public exhibition to mass audiences, in which case cinematograph film will be perfectly appropriate. But this is not television in our present sense of the term. In our experience, the small screen and the comparative privacy of the home requires a completely different method of presentation and of production. And for this, a live performance will almost always be best even though it involves us in an enormous turnover of program material.

## Full-Length Plays

Our present output is naturally determined by the size of our staff and by the amount of our studio space. Our two studios measure roughly 70



B.B.C. Televisé Stage Show

ft. by 30 ft. and are each 20 ft. in height. Outside broadcasts of public and sporting events may come at any hour of the day, and they frequently extend our transmission hours to a very great extent. But normally our studio programs run for an hour to an hour and a half during the afternoons, followed by anything up to two hours during the evenings. We usually reckon on presenting three full-length plays or features a week, two of which are usually repeated for a second performance. Sometimes we take one of these plays as an outside broadcast direct from the stage of a West End theatre—particularly so in the case of a farce or revue, where audience reaction is of importance to the performance. More frequently, the cast is brought to the studio on a Sunday night, where the existing production is adapted to television. But most frequently of all, our plays are adapted, cast, rehearsed and produced specially for television by one of our own producers.

On the variety side we present anything from two to four half-hour programs a week most of which are fitted into the framework of a standard form, such as *Cabaret Cruise* or *Serenade in Sepia*. Ballet presentations follow each other about once a fortnight, according to availability of various companies. Then there is a regular series of weekly or fortnightly programs on fashion, cookery and design; *Guest Night*, introducing well-known personalities discussing set subjects; composers at the piano; star mentalists; a fortnightly illustrated talk on current world events known as *News Map*, and public service features illustrating and explaining topics of general interest such as bread rationing.

## Advance Scheduling

Finally we have—or, are about to initiate—a number of fixed point programs every week, each handled by its own editor or producer; *Picture*

Cabled advices from USA last week reported a big up-sweep in the demand for television receivers and also pepped up output of sets. Six commercial tele stations are in operation. Across the Atlantic the BBC is also advancing in the new field and in this article Denis Johnston presents a comprehensive picture of television from the British viewpoint.

*Page*, a weekly presentation of interesting people who happen to be in town; a magazine program; a comic strip; a Saturday night round-up of the week's news; and a *Telecrime*. Interspersed amongst these regular items are, of course, particular programs of varying importance and of short or longer duration as program time permits, the whole range for any week being scheduled nearly two months in advance.

The enormous turnover of program material that television involves can be seen in the fact that during the 100 days from the re-opening of the

## SMOKERS AND REVENUE

During the year ended June 30, 1946, the Australian smoking public consumed 24,722,000 lbs. of tobacco, representing an outlay of £3/15/2 per head of the population. But the great bulk of this money went into the Commonwealth revenue, for the figure quoted is the estimated wholesale price plus all duties of Customs and Excise. The total amount of duties was £22,368,000, according to the Commonwealth statistician. Whilst the consumption per head was slightly higher for the year 1938-39, viz. 3.336 lbs. as compared with 3.319 for 1945-46, the combined Customs and Excise duties have more than trebled, for in the former year they only amounted to £7,392,000.

Complete statistics for the year ended June last are not yet available, but for the year 1944-45 the total quantity of leaf used in manufacture amounted to 23,361,299 lbs., the value of which was £9,273,806. Of this leaf 18,703,685 lbs., valued at £8,601,973, was imported whilst the remainder, valued at £371,833, was

service in June to mid-September, 40 plays and feature programs have been adapted, designed, rehearsed and produced.

Somebody once remarked that programming for television was rather like running seven or eight repertory theatres in parallel, and the analogy is a fair one if you add to this a couple of variety halls, a municipal institute and a night club. However arduous it may be, there can be few jobs in which one can have a more exciting experience in watching a new organism growing and developing week by week. By a continual process of trial and error, it is hammering out an entirely new technique that already is showing signs of taking a permanent shape.

## PLYWOOD FOR ACOUSTIC TREATMENT

Dr. C. F. Boner, director of the Defence Research Laboratory at the University of Texas, told a recent meeting of the Acoustical Society of America at Chicago that newly-developed laminated plywood cylinders in studios and auditoriums have "unsuspected effectiveness in controlling acoustics." Vertical and horizontal cylinders of this plywood, he said, have an efficiency "considerably greater than heretofore supposed, particularly at low frequencies where other materials are less efficient." The cylinders serve mainly to diffuse sound and prevent echoes of high intensity, according to Dr. Boner.

Australian-grown. Most of the Australian leaf went into the manufacture of pipe tobacco, blended with imported leaf.

The number of tobacco factories in Australia is 25. They employ 5,203 (1,861 males and 3,342 females) and pay £1,231,000 in salaries and wages. Exports were as follows:—Manufactured tobacco, 1,638,308 lbs.; cigarettes, 492,436 lbs.; cigars, 1,284 lbs.

**Queensland**

"Star Night" featuring Bob Gibson and his Melbourne show commenced over the air on 4BC/SB on Saturday night, January 4. This show is being sponsored by and donated by Cribb and Foote of Ipswich in aid of the "Queensland Bush Children's Health Scheme Appeal" and the subscriptions to date have been phenomenal. Sir Leslie Wilson, during his long term of office as Governor of Queensland, started this Scheme in 1936 and ever since delicate bush children whose parents cannot afford to give them a holiday have been taken by the committee to the seaside to splash their way back to health. Free surgical and medical treatment is given to the kiddies at a home at Redcliffe and other homes are sustained at Maryborough, Rockhampton and Townsville where these children are taken for recuperative holidays.

The inception of the Queensland News Service ("B.B." Jan. 7) which is now being taken by fourteen radio stations, has led to quite an amount of reshuffling on the announcing staff of 4BK. Three prominent news reporters have been engaged—they are Alec Shiren, transferred from this station's ordinary announcing staff; Harry Millard, who for several years was one of 4BC's sporting announcers; and Noel Horn, previously attached to the studio staff of 4SB Kingaroy. Mr. Shiren's place on 4BK staff has been taken by Russle Callow, well-known radio identity in both city and country.

The production department at 4BK has taken on intense activity since the commencement of the new year, primarily in the organisation of a new Saturday night audience show, "The Laugh Parade," run somewhat on the lines of the old show of the same title which was so successfully run before the war. This interesting feature is to be sponsored by the Queensland Brewery and is expected to be launched at the beginning of February.

After a wartime absence, the community concerts which were so popular with Brisbane audiences have now been resumed over 4BH. Their original compere George Hardman is in charge of proceedings and featured organist Les Richmond is also heard. Some of the old popular novelties including the riotous "Hobby-horse Derby" and many new competitions and laugh-makers have been introduced. Part of the show is broadcast every Wednesday through 4BH from the stage of the Regent Theatre where the big laugh gathering is held.

Popular 4BH evening announcer Denys Beard has accepted an announcing position with 4GY Gympie. He became known through his excellent descriptions (in association with Ken Crossman) of the M.C.C. versus the Country Match played at Gympie. He is a mid-twenty Englishman who was out here during the war in the Royal Navy. He was discharged here and was with the G.P.O. for a time when he decided to take up announcing.

Rhondda Kelly ("Miss Australia") commenced at station 4BK on January 6—a week after she returned to Brisbane from her overseas trip, and is now giving regular nightly talks on her experiences abroad. "The House of Cursons" are sponsoring the session and an interesting piece of sales promotion has been carried out by the firm in connection with her talks by arranging very attractive shop window displays. Edmonds Advertising handle the account.

An interesting comeback to radio has been made by one of its oldest Queensland identities—Ruth Rutherford, who retired some months ago after 16 years' service with 4BC as their chief woman announcer.

After a short break she found that she could not take the rest indefinitely and is now back on the air, this time with 4BK, helping to build a new afternoon program of two special sessions a week, one dealing with social affairs and the other with arts and crafts.

Genial Roger Fair, advertising manager at 4BK, has recently returned to Brisbane after spending his holidays in Melbourne where he says he found the weather just as hot as in Brisbane.

An additional two country stations, 2MW and 2LM, have been added to the network which will broadcast the 15-minute weekly Home Science program over 4BK-AK, 4BH, 4BC-SB, sponsored by Simpson Bros. Pty. Ltd., Brisbane (Simpson's Self Raising Flour). The account is handled by R. S. Maynard Advertising, Brisbane.

National Advertising Agency are handling the advertising for the feature "Beyond the Setting Sun" broadcast over 4BC/SB Mondays at 6.45-7 p.m. sponsored by Castlemaine Perkins Brewery.

The second series of "In his Steps" to be heard in the very near future over 4CA, 4TO, 4AY, 4MK, 4MB has been renewed for another 52 weeks—this is a continuation of the first series of this feature and is sponsored by the Queensland Temperance League—the advertising is handled by Gordon & Gotch.

R. M. Gow & Co. Pty. Ltd., Brisbane, are sponsoring over 4BK/AK, 4TP 100-word announcements at the close of the Queensland News Service, breakfast, midday and 7 p.m. evening sessions. Gordon & Gotch's contract.

The Five Ways session, "Melodies for the Modern Miss" over 4BH every morning 7-7.15 is sponsored by Holts Electric Shop, Vic. Jensen, Coupon Furniture Co., Les Goode Casket Agency and the South Brisbane Art Florists. Gordon & Gotch handle the account.

Rockman's (Qld.) Pty. Ltd., Maryborough branch shop, through Johnson Jones Advertising have contracted for 50-word announcements, morning women's session on a 52 weeks' basis with 4MB.

**South Australia**

Broadcast by 5AD of the trotting from the country centres Gawler and Strathalbyn, commenced Jan. 14. Sponsor for Gawler trots is Cleland & Co. and for Strathalbyn J. R. Alexander & Co.

"Musiquiz" sponsored by J. H. Whelan Pty. Ltd. commenced Monday, Jan. 13 over 5KA, replacing the drama "Scarlet Harvest." "Musiquiz" offers prizes of cash and theatre tickets to listeners who can answer the simple yet interesting quiz questions.

To commence February 1, 5AD have a complete re-arrangement of Saturday morning programs. Line-up is as follows: 9 a.m.—Special session by Ray Noble and Douglas Black; 9.30—Sporting session, Steve McKee and Ted Madigan in last-minute news of the sports for the day; 10—Mountain Music—compere Robert Fricker; 10.30—Bill Holyoak's swing session; 11—1/2-hour of Mort and Bob—Mortimer Marsh and Bob Fricker in a session of nonsense and bright novelty recordings.

The third of F. H. Faulding & Co.'s State Quiz Championships commences from 5AD Thursday, February 13. The subject—English and English literature. First prize is £50, second £25. Each week the winner receives one guinea and the runner-up 10/6. Previous championships, which were most successful, were in history and geography. Alan A. Martin account.

The Ginger Show, which was heard over 5KA Fridays at 8.30 p.m., is finished and

Super Elliots now sponsor "Popular Fallacies," two 1/2-hours, heard Mondays and Tuesdays, 7.15 to 7.30 p.m.

Gillette sponsor the 5KA "Close Shave Club" which offers a fee for listeners' real-life close shave stories suitable for dramatization. Program 7.15 p.m. Wednesdays.

Roberta Russell's "Good Neighbours" session, which was broadcast by 5AD daily from 2 to 2.30, has proved so popular with listeners that it has been increased for the second time by 15 minutes and now runs for a full hour. It is a session of very bright music and cheerios, especially for hospital patients and old people. Roberta makes a point of giving cheerios to people over 70. She invites listeners with problems to send them in and helps in every way she can. Recently she procured a sewing machine for a listener and a gramophone for a sick person. Request numbers are played. The real purpose of the session is to cheer people up and give a helping hand wherever possible. The session is a good medium for appropriate advertising. Roberta and Irene (Irene Davis of the Myer Hairdressing Salon) discuss hair and beauty problems and answer questions from listeners.

Amsco, who for a long time have sponsored two sessions weekly with 5KA, have a new serial "The Grey Shadow" which is heard Friday nights at 8.30 in place of "Prisoner at the Bar" which was broadcast Wednesdays at 8 p.m. 5KA now have a complete feature program each night from 7.15 with the exception of Friday when the feature programs commence at 6.45 with "Music in the Tanner Manner" sponsored by J. Brooker & Sons. Mornings are now completely-sponsored sessions from 9.30 to midday. New sponsorships of morning shows include Gerard & Goodman Ltd., who have taken two 1/2-hours Wednesdays and Fridays, and Norman Russell Smith, naturopath, two 1/2-hours, Mondays to Wednesdays.

**Western Australia**

Mary Ward, well-known radio actress, is in Perth on a holiday. Mary, who is a West Australian, has been heard from national stations starring in "Autumn Crocus" during her visit.

Station 6PM's "Margo" (Norren Leen), who in the past seven years has endeared herself to listeners all-over the State, has decided to try her fortune in the eastern States.

Besides being program director, "Margo" has been heard over the 6PM-AM network in women's sessions, children's sessions and the Saturday morning children's community concerts in conjunction with John Luke and Geoff Manion.

Patients in the Service hospitals will miss her very friendly "Smiling Through" program.

Whilst in the eastern States "Margo" hopes to gain further experience in radio acting and writing.

Eric Parrant, who before he joined the Services was announcer at 6PR-TZ, has been in Perth on a vacation before taking up a position with station 2UE.

Manager of 6PR-TZ, Graham Dowland, is in Melbourne on a business visit.

Bryn, Samuel, general manager of W.A. Broadcasters Ltd., is holidaying with his wife, and family at Manjimup. Ed. Churchward, assistant manager, has returned after spending a few very enjoyable days at Rott-ness.

Two West Australian authors' plays have been accepted for the Author's Playhouse. They are Mr. Arthur P. Padley of South Street, Leederville, who wrote "Laboratory Test" and Mrs. Nancy Davies, whose play is entitled "The Measure Ye Mete."

**N.S.W. Manufacturers Discuss F.M.**

At the last meeting of the Radio & Telephone Manufacturers' Association of N.S.W., the Secretary (Mr. W. Mierendorff) reported that a telegram had been received from the P.M.G. (Senator Cameron) advising that it would not be possible to commence simultaneous experimental F.M. transmissions in both Sydney and Melbourne.

The text of this telegram, which was in response to representations made by the Association reads as follows:—

"Your letter 2nd December, 1946, re Frequency Modulation Experimental Transmissions. Point of view expressed therein fully appreciated by Department. Special steps being taken expedite as much as possible completion of experimental Transmitter in Sydney and hope that it will be ready for service in approximately three months. Regret not possible arrange for experiments commence simultaneously Melbourne and Sydney but desire to emphasise that first experiments in Melbourne are for information of Department on its own experimental equipment. Every endeavour will be made to reduce time lag between the operation of the Melbourne and Sydney stations."

After considerable discussion, the meeting resolved.—That a letter be forwarded to the Postmaster General requesting consideration of the following:—

1. That the Department maintain a consistent effort to have the Sydney Station installed, erected and operating within the three months mentioned in the telegram of 11th December, 1946.

2. That, in view of the statement that the first experiments in Melbourne are for the information of the Department on its own experimental equipment, it is our considered opinion that there is no apparent reason why transmissions should have a public entertainment value. In this regard it is, therefore, requested that the National programs be not relayed over the Melbourne Frequency Modulation Transmitter during experimental transmissions, which, it is understood, is the present intention of the Department.

3. That experimental transmission times in Melbourne be irregular and staggered and that the times be confidentially circulated to the trade only.

**"AUSTRALIA MAKES IT" EXHIBITION TO BE STAGED IN MELBOURNE**

Manufacturers, wholesalers and retailers will have an excellent opportunity of displaying their products at the "Australia Makes It" Exhibition which is to be held in the Exhibition Building, Melbourne, from April 10 to April 19. Proceeds of the Exhibition are to go to the Queen Victoria Memorial Hospital Rebuilding Fund.

The organiser, Mr. M. R. Mitchell, hopes that the radio and electrical industry will come right behind this effort. The Exhibition will cover all Australian manufactured goods.

It was suggested at a recent meeting of the Victorian Electrical Manufacturers, that an all-electric home should be exhibited. This exhibition has been set up with two purposes . . . to completely display Australian-made goods in all phases of manufacture and to raise £250,000 for the Queen Victoria Memorial Hospital. This money is urgently needed to convert the old Melbourne Hospital, Lonsdale Street.

**QUEENSLAND GETS STATE ORCHESTRA**

Queensland's State Orchestra, formed along similar lines as that now known as the Sydney Symphony Orchestra, came into being early this month and its 55 players will be led by Mr. Leslie Chester.

Mr. Chester signed the contract to conduct the orchestra at the ABC studios on January 10 in the presence of the Lord Mayor of Brisbane (Ald. Chandler, who has wide commercial broadcasting interests) the Queensland Premier, Mr. Hanlon, and the Queensland manager of the ABC, Mr. E. J. McCann.

The Queensland Government, the Brisbane City Council and the ABC have combined to finance the orchestra which will probably cost between £20 and £30 thousand a year.

It is understood the ABC recently approached the Tasmanian Government for a similar tripartite financed orchestra for that State, but the Premier, Mr. Cosgrove, reluctantly declined to participate due to the cost.

**REGISTERED COMPANIES**

**IVERS-LEE (AUST.) PTY. LTD.**, 37 Swanston Street, manufacturers. Capital £25,000. Directors: G. R. Nicholas, M. A. Nicholas, R. A. Oakley.

**NICHOLAS SERVICES PTY. LTD.**, 37 Swanston Street, engineers, financial and taxation advisers, etc. Capital £10,000. Directors: G. R. Nicholas, M. A. Nicholas, F. J. Howells.

**U.S. EXPECTS**

**LARGE 1947 TELEVISION MARKET**

Speakers at a Television Broadcasters Association Conference staged at the Waldorf-Astoria Hotel in New York late last year predicted a huge market for television sets, starting in 1947.

Some 1600 television enthusiasts attended the series of meetings and heard discussions covering every phase of the industry, including receiver and transmitting manufacturing; sales and merchandising; installation and service; technical and engineering developments; program production, etc.

Quite a number of American manufacturers are in production with television receivers and some are making considerable deliveries to areas already served by television stations.

At the convention seven manufacturers exhibited receivers at prices ranging from around \$225 for table model receivers to \$2,650 for de-luxe

instruments in custom built cabinets and offering large screen reception, AM-FM and an automatic record changer.

Mr. Frank W. Mansfield, director of market research of Sylvania Electric Products Incorporated revealed that results of a recent consumers' survey had indicated that, on the basis of answers received, 1947 sales of television receivers should total 420,000. Manufacturers' tentative plans call for the production of around 400,000 for the year. He also estimated that by 1951 sales of television receivers would reach 1,400,000 per annum.

The new voice heard evenings on 2UE is West Australian Eric Parrant. Tall and good-looking, Eric has only recently been released from the Army, in which he served for the last 6 years. Prior to enlistment he did radio work in Perth.

## Program Promotion in Adelaide



Station 5DN Adelaide has secured the exclusive advertising rights on the new Adelaide tramway pylons. They are strategically located at all important tramway intersections and termini and contain the tramway route, map and timetable. The above picture shows a group of Adelaide advertising men showing interest in the stunt. They are from left to right: Messrs. Reg. Hudson (Frank Mason & Co.); Austin Brown (Austin Brown Advertising Agency), Alec Bainton (Webb-Roberts-McClelland), and Bernie Payne (Clem Taylor Advertising Service).

### OVERSEAS NEWS

Mr. Charles R. Denny, aged 34—the youngest member of the Federal Communications Commission—was appointed chairman, early December last. He has been acting chairman since March, 1946 when Paul A. Porter was appointed OPA Administrator.

Australia's leading newspapers took a wise step last year when they instituted radio news columns to cash in on public interest in broadcasting matters. They were following the experience of American newspapers which have also found the move profitable from a readership angle. In America there is a Continuing Study of Newspaper Reading recently published by the Advertising Research Foundation which shows that radio news and programs are read on the average by 51% of the women and 40% of the men readers of 100 representative newspapers. Of seven editorial compartments of the newspaper radio news and programs ranks fourth with women and fifth with

men readers. Study is culmination of seven years' work, involving 45,000 interviews and analysis of 3,000 newspaper pages.

Due to rising costs American broadcasters did not get much change out of the increase of time sales in 1945 compared with 1944 according to figures released in December by the FCC. Total broadcast income (revenue less expenses, but before Federal income taxes) was \$83,584,288 in 1945 as against \$90,272,851 in 1944. But actual time sales rose by \$22,841,301 to \$310,484,046 in 1945.

A nation-wide contest to pick the best radio programs sponsored by retailers during 1946 is being conducted by the National Retail Dry Goods Association in conjunction with its annual convention in New York this month (January). NRDGA has for years conducted similar contests in relation to newspaper advertising by retailers but this is the first radio contest.

## CLOTHING AND FOOTWEAR Output Nearly £60,000,000

Statistics covering the clothing industry in Australia for the year 1944-45 show that the output in that year reached the record total of £59,343,000. That of the previous year was £55,149,000.

The number of persons employed in the industry was 86,391, of which total women and girls numbered 64,585; and salaries and wages paid amounted to £16,088,000.

The largest number of employees is in the tailoring branch, viz. 28,108 (wages bill £4,971,000) and the next highest in boot and shoe factories, 16,783 (wages £3,855,000); dressmaking coming next with 13,365 (£2,042,000); shirts, collars, etc., 9,984 (£1,674,000); and dyeworks and cleaning, etc., 4,971 (£1,142,000).

New South Wales has the largest number of factories, viz., 2,095, employing 34,668 persons; but the 1,817 factories in Victoria employ a larger number—35,899. Queensland has 282 factories (employing 6,210); South Australia, 290 (5,574); Western Australia, 226 (3,225) and Tasmania, 57 (815).

Since the year 1934-35 the average wage per employee has risen from £109 to £196. The value of production per person has risen from £167 to £320 in the last ten years. The ratio of wages to value of production has decreased from 61.89 to 58.17.

In the year ended June 30, 1945, 16,650,774 pairs of boots and shoes, valued at £11,025,107, and 5,814,819 pairs of slippers, valued at £1,007,748, were turned out. Accessories, such as soles and uppers made for sale, accounted for approximately another £1,000,000. The next largest single item was that of shirts. The number made "on commission" totalled 212,858 dozen and "for sale" 453,131 dozen, the value of the latter being £2,237,325. Hosiery and other knitted goods are not included in this summary of the clothing industry; they are dealt with separately.

Imports of "apparel and attire," hats and caps, trimmings and ornaments, etc., during the year were valued at £2,033,278, as compared with £1,456,572 for the year 1943-44 and £2,095,948 for 1938-39. Exports amounted in value to £469,696, as compared with £106,210 in 1938-39.

## PROFESSOR OLIPHANT DISCUSSES ATOMIC ENERGY

The almost-limitless power inherent in the atom was stressed by Professor M. L. Oliphant, world-famous authority on nuclear physics, when he addressed a large gathering of scientists and engineers at Sydney University's Great Hall on Thursday evening, January 16.

The occasion was historic, not only in that it was Professor Oliphant's first large-scale talk on atomic energy since his arrival in Australia on New Year's Day for discussions with the Federal Government on the establishment of the National University at Canberra, but also as it was the first occasion on which a joint meeting had been held of Australia's leading scientific and engineering bodies—the Institute of Physics, The Institution of Engineers, The Australian Chemical Institute and the Institution of Radio Engineers. The meeting was organised by the IRE (Aust.) in collaboration with the Council for Scientific & Industrial Research.

Adelaide-born Professor Oliphant, who played a leading part in British radar and atom technology development during the war, commenced his address by pointing out that the production of the atom bomb had, in fact, completely revolutionised warfare—much more so than generally was realised. Demonstrations of the power of the atom bomb such as those given at Hiroshima, Nagasaki and Bikini, gave only an inkling of what the bomb could do, as already bombs could be made at least 100 times more powerful than those already used, making possible the entire destruction of a huge city by a single bomb. Such a bomb could be carried by a single aircraft or rocket, while as an alternative, destruction on a lesser, but sufficiently disastrous scale, could be achieved by atomic devices small enough to be carried by one person. None of this was fantasy—it was a cold fact which should be enough to discourage anyone foolish enough to contemplate another war.

As if this prospect were not enough, Professor Oliphant pointed out that atom bomb technology had made available what might be regarded as an even-more potent weapon than the bomb itself—the radio-active fission products resulting from operation of the uranium "pile" used in production of plutonium for the bomb. The output of these fission products from a single "pile" in one day was enough to enable 2,000 square miles of territory to be sprayed with a lethal dose of radio-active material, which would remain potent for days and weeks, and completely paralyse, if not destroy all activity in that area.

Prof. M. L. Oliphant



After reviewing the events leading up to the present stage of atomic research, Professor Oliphant pointed out that the processes involved in the manufacture of the atom bomb could be usefully employed in the generation of power for industry—even now it was possible for the heat energy from a uranium pile to be used to generate steam, which could drive turbines in electrical generating plants and ships. So far, however, it had not been possible to eliminate the necessity for the heavy and cumbersome shielding required around all devices operating by atomic fission, so that the atom-powered motor-car or aeroplane was still a thing of the future.

Citing some examples of the power inherent in the atom, Prof. Oliphant pointed out that whereas a pound of coal might produce one kilowatt-hour of electrical energy in an efficient generating station, the complete conversion of a pound of radio-active material would produce power equivalent to about three million times that amount. However, even this was not the ultimate, as the fission processes with the heavy materials such as uranium were relatively small sources of power—by using thermo-nuclear reactions in the synthesis of materials from the light gases such as hydrogen, it would be possible to obtain 500 million kilowatt-hours of energy from a single pound of raw material.

### HAILSTORM AFTERMATH

Out of the terrific hail storm which struck Sydney recently came a story of public spiritedness that will be a source of pride to 2UE, which inspired it, for a long time to come.

A few days after the storm, the Canterbury District Hospital was in a desperate plight—thousands of tiles had been smashed and with rain clouds again coming over and unable to secure the labour necessary to repair the roof and windows, the hospital was faced with the prospect of having to send half the patients home, and the ruination of many thousands of pounds' worth of hospital equipment.

## AGENCIES

Mr. Ian Hutcheson, head of Lintas in London, who arrived in Sydney on Christmas Eve en route for New Zealand, flew across the Tasman last week to complete his journey. He got a great kick out of arriving here in time to spend Christmas Day with his son who remained in Australia when the Hutcheson family went home to England 2½ years ago. Hutch's elder son in London has joined "Picture Post."

Ivan Buckman, has joined S. A. Maxwell and Staff Advertising as medium manager. Ivan who has had considerable experience in the agency game, took up his present position after his discharge from the services.

Goldberg Advertising, Melbourne, and the Column Club (membership of which is composed of newspaper reps.) are to play a cricket match on St. Kevin's Oval, Heyington, on February 2.

After three months' promotional work for the Goldberg agency in Melbourne and Adelaide, Milton Chick, well-known ad. executive, has been recalled to Sydney office to take over the newly-acquired Vincent's A.P.C. account. His considerable experience in both press and radio will find full scope in helping to promote a still greater demand for Vincent's.

Biber Furs (Sydney) account has been divided between two agencies with the recent appointment of Dyer-Malone to handle radio placings while W. B. Lawrence handles all press and other media.

Recent additions to the staff of John Clemenger Pty. Ltd. are Esme Willis, who served in the W.R.A.N.S., and artist Les Hopwood, ex-A.I.F.

Ray Glasson, of Goldberg Advertising (Aust.) Pty. Ltd., Melb., is back on the job after a holiday in Tasmania, where his crooning was as popular as it is Melbourne, we understand.

Eric Hawkins, of Hawkins Advertising Agency, was married to Miss Gay Way of Sydney on January 3. They have been enjoying a honeymoon caravan tour of Tasmania, where hospitality knows no bounds and the picturesque scenery is beauty even in the eyes of a newly-married couple. So keen is Eric Hawkins that it is quite to be expected he will pick up a few clients down Tassie way.

Married last week, Isabel Pollard, capable publicity manager of Lintas agency, to Franz Kelle at St. Stephens Church, Sydney. Best wishes from a wide circle of friends.

The Secretary of the Hospital, Mr. Burke 'phoned Radio 2UE and asked if an appeal for help could be broadcast over that station. Three announcements were made on Saturday morning, and in the afternoon more than 40 volunteers arrived at the hospital, skilled tradesmen and others, to carry out the work. Completing the job that afternoon, not one man would accept any payment whatsoever, saying that they were willing voluntary workers who had heard of the hospital's plight over 2UE and were simply doing what they could to help.

A letter of thanks to Radio 2UE was received from Mr. Burke, in which he said "On behalf of my Board of Directors I desire to convey to you our grateful appreciation of your kindly action."

## Purely Personal

Maurice Chapman, 2CH manager, has caught a fish at last! But he had to go bush with a champion to learn how. Said champ. is Vincent Freeth, while third man in the party was one of VHF's best clients—Frank Small of Bruce Small Pty. Ltd. The trio returned last week from the Goodridgbee River where they stayed with friends of Vince Freeth at Koorarri Station. Reports are they had trout for breakfast every morning and limit bags taken each day from the stream. Encouraged, "Chappie" is arranging to try his awful skill upon the perch in waters closer to Sydney next week-end.

Other broadcasting executives who have been among the trout recently were Federation President Mr. J. Ridley and his brother Mr. A. Ridley, station manager of 2GZ. They returned last week-end from spending ten days at Wee Jasper which is also on the Goodridgbee River.

General manager of 2SM, Mr. Bernie Stapleton, and his trainer brother Joe Stapleton didn't stop shaking hands with each other for three days after Raceme's win at 12/1 at Canterbury Races last Saturday. Bernie owns the speedy filly and brother Joe is her trainer. The filly had disappointed her connections (and their friends) at four or five previous starts as she was somewhat roguish at the barrier. Appropriately enough Bernie used radio in Raceme's more recent training to break her of her bad habits. A receiving set was installed in her stall to get her accustomed to "distracting" sounds.

Miss H. Wilson, head of the Goldsheen Laboratories organisation, is taking a well-earned rest away from Sydney.

Christmas card design by Mr. Cas. Marshall, popular advertising and publicity director of United Artists, made home hunters wistful. Ever the humorist, Cas. cartooned in his Christmas card the co-operative efforts of the Marshall family in building their new home at French's Forest. Many publicity conferences amongst the gum trees are expected.

B. C. Button, 2GB assistant manager, is spending a week's vacation on a caravan tour of the South Coast.

With the return of Macquarie executives Ben Coombes and Joy Morgan from the USA many of the Macquarie menfolk are sporting colorful new neckwear.

Mr. A. D. Towner, Manager of the Tasmanian Coastal Network, was in Melbourne about the middle of January, on his way back to Tasmania from Sydney.

Mr. R. Fitts, general manager of the V.B.N. has been holidaying at Sorrento—fishing, of course.

Mr. David Syme, managing director of the V.B.N. is enjoying a vacation at Point Lonsdale.

Mr. Fred Burley, governing director of Berlei Ltd., and Mrs. Burley are visiting Australia from London on a pleasure trip.

The death occurred on January 14 of Mr. M. A. Green, manager of the truck division of York Motors Ltd. Before joining York Motors, Mr. Green was Queensland manager of the Perdriau Rubber Co., and manager of Overland (South Australia) Ltd.

Among the interesting people who've called in to 2UE recently were Madge Elliott and Cyril Richards who were interviewed on the air by Brian Newman, and Abe Romain (just returned from the U.S.) who called in to have a chat with Allan Toohey.

At the annual general meeting of Cadbury-Fry-Pascall Pty. Ltd. two members of the senior management staff were appointed to the board as from Jan. 1. Mr. V. G. Burley was appointed engineering director and Mr. R. A. Smith production director. The board now consists of Messrs. V. C. Smith (chairman and managing director), H. V. McKernan (sales and advertising director), V. G. Burley and R. A. Smith.

Three broadcasting identities who have recently returned from business visits to the United States are Mr. Ben Coombes of Macquarie, Miss Joy Morgan of Artransa and Miss Louise Homphrey of 3DB.

In Sydney this week: Graham Dowland, 6PR-7Z manager from Perth, and from N.S.W. North Coast Keith Spencer, manager of 2LM Lismore.

Mr. K. C. Probert, managing director, Mr. P. Stephenson, advertising manager Vincent Chemical Co. Pty. Ltd., Mr. Frank Goldberg and Mr. David Manuel, Goldberg Advertising Agency, were guests of The 21 Club of Australia at luncheon, Ushers Hotel, Sydney, on Tuesday this week.



Lt.-Col. J. M. Prentice is the latest outstanding radio personality to return to civil life, having recently resumed duty with 2UW Sydney.

Lt.-Col. Prentice joined the Army on September 3, 1939. He was appointed Lt.-Colonel in 1942 when he was appointed General Intelligence Officer in control of the Australian Intelligence Corps, operating in N.S.W.

### Wakefield Returns to Radio

C. C. Wakefield & Co. Ltd., marketers of "Castrol" Motor Oil and other famous lubricants, recently transferred their advertising account to W. E. Smith Ltd., Advertising Agency, who have effected the re-entry of Wakefields into radio advertising after many years absence. Activity so far has been restricted to announcements during 3UZ's Davis Cup broadcasts and spots in 2UE's description of each Test Match.

### STATION EXTENDS TRANSMISSION HOURS

In arranging to take a relay of the Macquarie Sporting Service on Saturday afternoons, 3MA has now extended their transmission hours, being on the air all day Saturday and Sunday. On Sunday, two and a half hours of the extra five the station now transmits were sold before the first broadcast. These were made up from two half hours to national sponsors, two quarter hour live artist shows to local sponsors, and four quarter hour recorded shows to sponsors in South Australia.

## CLASSIFIED ADVERTISING

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

### POSITION VACANT

STUDIO MANAGER wanted for an interstate broadcasting station. Starting salary £600 p.a. Must have good credentials and experience. Prospects good to the right man. Apply to "XYZ", c/- BROADCASTING BUSINESS, Box 3765 G.P.O., Sydney.

### POSITION WANTED

First class announcer—copy writer—program arranger. 21, Canadian experience, requires position, City or Country. Reply "McCormack," Box 3765 G.P.O., Sydney.

### NOVEMBER LICENCE FIGURES

This tabulation of Australian listeners' 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	(1,157)
Cancellations	2,781	(458)
In force at 30/11/46	402,271	(19,192)
Decrease	80	(27)
Licence % 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	(5,295)
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	(5,002)
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	(3,150)
Increase	370	(67)
Licence % to popln.	20.51	—
COMMONWEALTH		
New Issues	12,807	(1,476)
Renewals	101,489	(4,731)
Cancellations	6,693	(802)
In force at 30/11/46	1,472,182	(73,720)
Increase	6,114	(674)
Licence % to popln.	19.80	—

# SIGNS OF THE TIMES



Let the popular V.B.N. stations be your guide to Victoria's most prosperous markets! In all directions you will find them the ideal medium for reaching the majority of your potential customers . . . because the V.B.N. stations are BETTER PLACED to cover Victoria.



## 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.

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## AUSTRALIAN ADVERTISING RATE & DATA SERVICE

Published by

### MINGAY PUBLISHING CO. PTY. LTD.

Box 3765, G.P.O., Sydney, N.S.W. Phone FA 7054

and at

MELBOURNE (Central 2642) :: BRISBANE (B 5320) :: ADELAIDE (Central 7944) :: PERTH (B 5320)

# BROADCASTING BUSINESS

VOL XV, No 15

444th Issue

Thursday,  
February 6, 1947

Incorporating "Commercial Broadcasting"

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

*Hi Fellers—  
Miracles Can Happen!*



SOME fellers always seem to find the bright side in everything . . . Like the chap who was falling from the top of a seventy-two floor building. As he flashed past the 14th floor, he said: "Well, so far, so good."

Then there's the type that's always seeing rainbows . . . Like the feller who was dreaming of the day when wives would be valued like banknotes — You know, a man could change a fifty for two twenty-fives.

In radio, too, you meet fellers like that — boys who always hope for miracles, when a bad "buy" runs into the red.

Miracles CAN happen, but I reckon it's a better bet to play safe right from the start, and to place your business where experience guarantees you a fair run for your money . . . on 2UW, for instance.

2UW won't turn on a miracle, but they WILL give audience, service, and "know how".

That's why

*most people listen to*



# 2UW