

# MORE HASTE and NO WASTE

For 'more haste' when planning advertising campaigns, the AARDS Service is an invaluable aid. AARDS is designed to supply the most comprehensive information on advertising rates and data, of all press, and radio media, in the most organised and informative manner in the history of Australian advertising.

Businessmen, to whom time is important, have said—"It is much easier and quicker to use the speedy reference medium provided by AARDS"—"The information in AARDS is reliable and always up-to-date, and the Service is now used in lieu of the filing cabinet methods"—"AARDS is the greatest Service ever offered advertisers"—"AARDS is a wonderful contribution to the simplification of an advertising agencies daily tasks"—"AARDS is always in use, it is really a time-saver."

*For important time, labour and space-saving advertising media reference system, the three Editions of AARDS are a necessity for all enterprising advertising men.*

## SUBSCRIBE NOW TO THE AUSTRALIAN ADVERTISING RATE & DATA SERVICE

NEWSPAPER AARDS (Available Now)      BROADCASTING AARDS (Available Now)      PERIODICAL AARDS (Available Soon)

Subscriptions to each edition, including the monthly supplements, post free, Australia £2/2/-; Other British Countries £A2/10/-; America \$10.00; Other Foreign Countries £A3/3/-.

## 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. 21  
450th Issue

Thursday  
MAY 1, 1947

Incorporating "Commercial Broadcasting"

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

## There's Always a First Time!



Hi Fellers!

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

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

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

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

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

That's an experience most advertisers remember; because they find that 2UW Service (plus, of course, the 2UW Audience!) means more than words . . . it means a personal Service which is not satisfied unless the advertiser first is happy about it all.

If you don't know what 2UW Service can do for you—well, there's a phone on your desk.

**MOST PEOPLE  
LISTEN TO  
2UW**



# HIGH LISTENERSHIP ... LOW COST...

ON 8 STATIONS  
... IN 8 MAJOR MARKETS

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

Day and night these stations effectively cover wealthy industrial and agricultural markets. They occupy a definite place in the daily lives of their listeners because of the exclusive local service they render to the communities they serve.

Coupled with outstanding programmes this produces listener loyalty and rich response. To the advertiser this means a rich return on his investment.

These stations are the most listened to locally and no budget is complete unless they are included.

All particulars from—

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

## BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, MAY 1, 1947

Vol. XV, No. 21 (450th issue)

Contents:	Page
Flood Relief Appeal	5
AAA Federal Council Meeting	5
Radio and the Child (article)	6
Lever's Food Freezing Venture	8
Actors Equity Refutes "BB" Report	10
Factory Canteen Broadcasts	12
FCC's Full Report on Color Tele.	14-19
Western Aust. Market Data	20-25
March Licence Figures	26
Man Behind the Advertising—Reg Ansett	28
Rising Licence Figures	29
IRE Melbourne Meeting	30
Documentary Programs	30
Anzac Broadcasts	31
The Australian Scene	32
Progress Review of the States	33
Program Business	34
Broadcasting Bookings	35
Public Relations in U.S. Radio	36
Agencies	36
Purely Personal	38

### Advertisers This Issue

AWA	2
AARDS	40
Clubb, A. M. and Co.	27
Mingay Publishing Co.	29
N.C.B.S.	13
Radionic Products	35
Recording Centre	34
Sellers, O. P.	34
T.C.N.	35
V.B.N.	39
Whitford Network	25
White and Gillespie	35
2CH	31
2HD	7
2KY	7
2SM	11
2UE	9
2UW	Front Cover
3UZ	4
3XY	37
4BU	37
4LG	37
4MB	19
6IX	23

MANAGING EDITOR, Oswald Mingay; EDITORIAL STAFF, Lex Lippmann, Jack Angus, Roy Edwards, R. Meadows; ADVERTISING, Gordon Breakspear; ACCOUNTS, Wm. Jennings. MELBOURNE REPRESENTATIVE, Beatrice Touzeau, Assistant, Eva Godfrey, Room 6, 1st Floor, 96 Collins Street, Box 1774, G.P.O., Phone Cent. 2642. TELEGRAPHIC: OSMINGAY, MELBOURNE; ADELAIDE REP.: Joy Cochrane, Room 401, Commerce House, Featherstone Place, Box 985, G.P.O. Phone Cent. 7944. BRISBANE REP., Phyllis le Brocq, Room 4, 2nd Floor, 115 Queen Street, Box 782, G.P.O., Phone B 5320; PERTH REP., Elizabeth Farrington, Room 6, 1st Floor, T. & G. Building, St. George's Terrace, Box J656, G.P.O., Phone B5320. U.S.A.: Washington Correspondent, Kay Timmins, 3685, 38th Street, N.W. Advertising, International Media Corp., 128 West 44th Street, New York, 18, N.Y.; British Correspondent, F. H. Robinson, New Malden, Surrey. 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

### Odds Favour Bigger Subsidy for ABC

With likelihood of the Broadcasting Committee's report on a long-range plan for financing the ABC being tabled in Parliament in the very near future, there is intense speculation in broadcasting circles about the likely tone of the report and recommendations.

In spite of a great deal of evidence which was given before the Committee favoring an increase of the listeners' licence fee from 20/- to 25/-, such a course is understood to be most unpopular with at least the Labor members of the PSCB, who at this stage would more favorably view a substantial increase in the subsidy from Consolidated Revenue. There is little doubt, too, that the Committee will recommend a tightening up of unnecessary expenditures by the ABC, and another "certainty" is that there will be no recommendation for sponsored programs on the national service.

In the light of Committee members' questioning of some of the witnesses, attention in the Report will probably be given to program standards on commercial stations—though just how this matter is related to planning ABC finances is very difficult to reconcile. However, the Committee has its own precedent in encompassing matters far beyond the scope of specific matters referred to it for investigation! In this case, it is possible to conceive that the subject of commercial station programs would interest such members of the Committee who are intent upon "nationalisation" of all broadcasting and who are, because of that intentness, continually fishing for possible ammunition. It is unlikely now that nationalisation will be prominent in the Report. Top Labor leaders oppose any near future moves towards this goal of Labor policy, and there is a pretty general acceptance by the radicals of the fact that FM and television developments so confuse the issue that it must be approached with more caution and less political zeal than hitherto.

### To the Carping Critics of Radio

The all-day appeal last Sunday week through Sydney's six commercial broadcasting stations for Flood Relief Funds for Britain again focuses attention upon the ever-willing and effective co-operation offered the community by broadcasting station managements, and recalls, too, such other recent efforts as the Christmas appeal by Melbourne station 3KZ for the Austen Hospital, the Good Friday appeal by 3DB Melbourne for the Children's Hospital and the successful 3UZ Melbourne appeal for the Holiday Camp for children of the Mallee country. All this and much more from stations all over the Commonwealth within just the past few weeks—and the record goes back a year and through the years before!

It is a very great pity that when critics of commercial broadcasting in Australia yell from their soapboxes they either deliberately ignore these matters or are ignorant of them and thus of their subject. Unfortunately, too, the public as a whole seems extraordinarily unconscious of this great beneficent force which can only exist by virtue of the support given to the broadcasting stations by the very same advertising which is so often the butt of the critics.

Usually we find commercial broadcasting attacked along the line of its program standards. No one in his right senses would claim that commercial station programs are perfection, but when we learn that our programs compare favorably with those in overseas countries, it is surely something of which to be proud. The broadcasting medium can do no more than to reflect the cultural achievements of the country in which it exists. Australian cultural standards may be set high but our achievements in culture are definitely not comparable with those in older, more populated and more richly endowed communities.



# THE SHOW SELECTS THE AUDIENCE

True words indeed, and in ample proof of this contention you have the example of consistent quality and variety in 3UZ programmes, attracting and holding a wide listening audience every week—the solid substantial type that's the backbone of the community—the people that do the real worthwhile buying—the people who are the logical prospects for you—for every man charged with the responsibility for making sales.

*It's* **3UZ** *for YOUR Radio Sales Message*

NILSEN'S BROADCASTING SERVICE PTY. LTD.  
45 Bourke Street, MELBOURNE. Phone Cent. 1925

SYDNEY REPRESENTATIVE:—  
E. A. WOOD, 47 York Street. Phone BX 2098

## SUNDAY BROADCAST APPEAL NETS OVER £13,000 FOR BRITISH FLOOD RELIEF

On first impression the sum of over £13,000 raised by a combined effort of the six Sydney commercial broadcasting stations on Sunday, April 20, would not appear to be very much of a response for such a worthy cause and for the amount of effort which was put into the appeal.

But in fact the appeal was an absolute success. The thousands of listeners who put in their sixpences, shillings and pounds were undoubtedly folks who would not have otherwise subscribed to the Red Cross's urgent requirements for relieving British flood distress. Although it was anticipated that a greater sum would be raised, such hopeful thinking would fall to take into account that the appeal was being made on a Sunday, that except in isolated instances business houses would not be within the scope of the appeal, that business houses and organisations particularly and the public had already subscribed about £100,000 in various other funds for flood relief in England, and that the Sydney public had also contributed very generously for Food for Britain.

The concerted broadcast appeal was carried out for the Red Cross by the managements of stations 2CH, 2GB, 2KY, 2SM, 2UE and 2UW ("BB" April 17), and those six stations between them gave a total of 37 hours and 20 minutes of broadcast time.

Executives and announcers of all the stations manned the studio at 2GZ where the appeal broadcasts were originated from 10 a.m. to 11 p.m., while many well known radio and stage artists also donated their time and talents to the cause. Dick Bentley even parted with his fiddle which was "auctioned" and raised a £200 subscription—one of the biggest of the day. There was one amount of £1,000, but most of the money came in small amounts of shillings and pounds.

Organisers of the appeal were particularly impressed with the generosity and willing helpfulness of the over 200 telephonists of the G.P.O. who in rosters of 20 manned the special set of lines installed at the studio to take the incoming calls.

As late as Monday and Tuesday donations were still arriving at individual stations in Sydney—some from business firms whose executives had listened in during the Sunday, but who would not at that stage be in a position to commit their companies or firms.

## AAAA FEDERAL COUNCIL TO MEET IN ADELAIDE

The premier of South Australia (Hon. T. Playford) will be a guest at a Cocktail Party at the South Australian Hotel during the forthcoming Federal Council Meeting of the Australian Association of Advertising Agencies to be held in Adelaide in the fourth week in May, when the policy of the 4A's in preserving the Federal character of the Association will be advanced a further stage.

The following members of the Federal Council have signified their intention of being present:—Representing N.S.W.—Mr. H. Berry (Federal President), Messrs. C. Wilmott and G. H. Brown; Victoria—Messrs. J. Vincent, W. R. McFerran and C. Mooney; Queensland—Mr. C. A. McMillan and the Federal Secretary, Mr. J. R. Humphrey. The South Australian Division is now firmly established with the following members—Messrs. G. R. Taylor (Chairman), M. P. McClelland, A. Martin and A. Brown.

Departing somewhat from the usual procedure of confining conference gatherings strictly to business, interstate visitors will stay in Adelaide an extra day or two in order to engage in some sight-seeing.

## INTERESTING TIE-UP IN NEW CAMPAIGN

A very interesting and sustained radio and press tie-up in advertising exists in the new press campaign promoted by A. G. Healing Ltd., through Claude Mooney Agency in Melbourne. Press advertisements in support of Healing "Golden Voice Radio", will call attention to outstanding personalities such as Margot Sheridan, Bob Dyer, John Fullard, Hector Crawford and many others. Each advertisement will be quite free from any testimonial association and will be limited to radio identities. The sponsors are to be congratulated in this recognition of the potential sales value of this fresh approach to the set buyer.

## BRITAIN'S NATIONAL DEBT

The British National Debt at March 31 amounted to £stg.25,612,487,000 compared with the figure of a year earlier of £stg.23,270,862,000. Of the former total, external debts amounted to £stg.768,948,000, including the U.S. Government loan of £434,243,000 and the Canadian Government loan of £258,306,000.

## STC DIRECTOR ON OVERSEAS TOUR

Mr. T. N. Bore, a director and assistant general manager of Standard Telephones & Cables Pty. Ltd., left Sydney by the Orion on Saturday, April 12, accompanied by his wife and family.



He will travel first to England and later will visit associate companies in Belgium and France. Following on this, he will attend the International Development Conference of the International Telecommunications Laboratory (an associate company of S.T.C.), which is to be held in New York later in the year.

While overseas, his interest will be centred upon AM, FM, television, pulse time modulation and navar aerodrome control equipment.

Members of the executive staff gave Mr. Bore a send-off the day before he sailed and wished him "bon voyage."

## 4KQ TO OPEN MONDAY

The new Labor Party station—4KQ Brisbane, situated in Radio House, 231 Elizabeth Street, is rapidly nearing completion and the management is confident of opening the station on Monday next, May 5.

The new station will be transmitting on 650 kilocycles.

## BREIF CLUB GOLF DAYS

The Sydney BREIF Club golf committee has announced the Club's 1947 golf program which covers eight outings. The first on May 20 will be played at New South Wales, then June 24 (Pennant Hills), July 24 (The Lakes), Aug. 26 (Pennant Hills), Sept. 25 (Concord), October 21 (New South Wales), November 20 (St. Michaels), and December 11 (The Lakes).

The first three games take the form of a handicap "knockout" competition versus par (19 to qualify). In addition, trophies will be played for individual versus par in A, B and C grades. There will also be special trophies for visitors who are welcome on all occasions. Further details are available from M. J. Jones, hon. sec. of the golf committee, by phoning BX 1145.

## 2RG MELBOURNE REPS.

Macquarie Broadcasting Services Pty. Ltd., Collins Street, Melbourne, are now the Victorian representatives of 2RG Griffith, N.S.W.

## RADIO AND THE CHILD

*Much has been heard lately regarding the effect on children of the more exciting radio serials. Further pertinent ideas are contained in the following article, reprinted from the February issue of the American "Woman's Home Companion." The writer, Josette Frank, is a noted educational consultant and adviser on children's radio programs, and she is also the mother of two children.*

(BY JOSETTE FRANK)

Every afternoon from five to six, some five million children sit before a magic box in their homes. Deaf to everything else, their attention is riveted on the sounds pouring from the radio. Here's concentration their teachers must envy.

You may be one of the many parents who protest that the programs are too exciting. You may feel too that these noisy programs interfere with mealtime and disturb your peace; that radio listening is a waste of time; that the children would do better reading a book or playing outdoors. And what does it do to their taste? You may even go further and fear that all this blood-curdling violence puts wrong ideas into their heads. And besides "those dreadful programs" interfere with homework.

But are you right? And should you forbid them to listen?

I think not. If you understand children's needs, you will learn to manage. Let's take the complaints in turn:—

Do they scare the children? Yes, a little but probably not too much. Remember those ghost stories in the darkened room when you were young? Or the mystery thriller at the movies even to-day?

Psychiatrists tell us that fears and nervousness in children come from deeper and different causes. The average child takes red-blooded adventure in his stride. Of course, if a child is the nervous type, full of fears anyway, then exciting programs just before bedtime probably aren't sensible for him. Fortunately, he's likely to realise this himself and turn off over-exciting programs. Just sitting with him while he listens may help too.

In some cases, you may have to see that he's occupied at the crucial hour

with something else he likes. A game will help him more than nagging and complaints. Perhaps most of us in a world where "nothing exciting ever happens," can understand why youngsters yearn for moments of fantastic risks and hairbreadth escapes.

Is this excitement bad for them? In adventure, children find wholesome outlets. Here they can do their fighting by proxy and not get hurt. And, more important, they can always win. Small wonder they find their radio world so satisfying. Here they meet the most exciting characters: cowboys and air pilots, savages, sea captains and G-men, and if they're girls, the heart-throb heroes and heroines of the "real life drama." Into this world they escape from the humdrum of daily routine.

With radio in their ears they can even shut out the parental voice, constantly reminding them of tasks to be done. Let's not grudge them this pleasant escape!

Are they a waste of time? Probably you wish your children would listen to programs that teach them something valuable. But remember, just having fun isn't wasting time. If you listen to some of their favourites, too, you may be surprised to discover that many of them are good stories, well produced. Adventure is a kind of learning—perhaps as necessary as arithmetic or grammar.

Are they too absorbing? If your child isn't interested in anything but radio programs, your job is to find out why. The radio isn't causing the trouble. It's just filling a void that's there anyway. It's up to you to fill the void with other interesting things.

Haven't adults any rights? Help the children make a schedule to prevent all that noise at dinner. Agree that

when Aunt Mary drops in, they turn the controls down. If you want to limit programs, let the children choose. Don't just be "against" them. And a second radio for the children in their own room may bring relief to the whole family.

Does radio interfere with homework? Many children can and do listen to the radio along with homework. If your youngster is one of these, the important thing to ask is—does the homework suffer? If it doesn't, you haven't much of a case. But if you're convinced that cutting down on radio will improve report cards, discuss it with your child and agree on a time for programs and a time for study. The more you genuinely recognize your child's pleasure in the radio as natural and right, the more co-operation you'll get.

There's testimony from both parents and teachers showing that many youngsters can concentrate well with music programs going full blast. Romances and "thrillers," however, don't combine well with algebra.

What shall we do? There's no escaping the fact that radio has won our children. Instead of worrying about it, it's time parents learned to make the best use of this wonderful instrument. Don't belittle their taste but help them find the good programs. Relax and listen with them sometimes to their own high favourites. Invite them to listen with you to yours. There are many programs you can enjoy together—family dramas, variety, comedy, music, sports, news. You'll be rewarded for your tolerance and patience by seeing your children grow through the trying stages into widening interests and appreciations. In families, good taste is catching.

### NEW CHAIRMAN ELECTRONIC INDUSTRIES

Hon. A. G. Warner, M.L.C., managing director of Electronic Industries, has been appointed chairman of the



Board of Directors. Mr. A. J. Taylor, who recently resigned as chairman, remains a director.

# The Purchasing Power of INDUSTRY

is tapped  
by

## 2HD-2KY

Newcastle

Sydney

Sydney: M6291

Melbourne: Cent. 4705

Broadcasting Business, May 1, 1947 7



# CHIEF OF LEVERS' FOOD FREEZING VENTURE WARNS NOT TO EXPECT MIRACLES

## Interesting Addresses at 21 Club Luncheon

Mr. E. J. McCarthy managing director of Lever Bros. Retail Food Activities and Mr. W. D. Phillips, managing director of Lintas Pty. Ltd., were official guests of The 21 Club of Australia at the Club's monthly luncheon in Ushers Hotel Blue Room in Sydney, on Thursday last, April 24.

Interesting addresses were given by both Mr. McCarthy and Mr. Phillips in response to the toast of welcome moved by Mr. Bob Highfield.

Mr. McCarthy expressed keen appreciation of the honour in being a guest of the 21 Club and said he was particularly pleased to be among a gathering of radio people again.

Mr. McCarthy was in pre-war years manager of the radio division of Lintas Pty. Ltd. He served with the RAAF in the war and upon his discharge was selected by Lever Bros. to guide that organisation's latest venture in frozen foods.

Briefly traversing his recent eight months' study of quick freezing methods in the United States, Mr. McCarthy said that the quick freezing business had been subject to a great

deal of publicity in recent years and many exaggerated claims had been made for it in regard to the number of different types of products which can be frozen, but in fact, so far, the method had only been proven commercially for certain fruits and vegetables together with fish, poultry and meat.

"Much experimental work however, has been done on pre-cooked foods, frozen meals, baked goods, etc.," Mr. McCarthy added, "but from the technical side there are still many difficulties to be overcome, while from the commercial point of view costs are so high that such items are at present non-competitive with their canned and fresh counterparts."

Mr. McCarthy said that the quick freeze business itself in the United States was still only small, for out of a total of about ten thousand million pounds of fruits, vegetables, meat, fish and poultry which fall into the freezing category, i.e., varieties suitable for freezing, only 4% is actually quick frozen and sold by retail or sold to the hotel and restaurant trade. However the next few years would

undoubtedly see great progress in the industry.

Mr. McCarthy said that there was a tremendous amount of preliminary foundation work to be done to establish the quick freezing industry in Australia but he was confident that it had a great future in this country.

Mr. McCarthy went on to relate some interesting meetings with "old friends" in America such as Sammy Dobbs, Stan Quinn and Phil Mygatt. All were intensely interested to have news from Australia "and made rude remarks about the lack of letters from 'down under.'" Mr. McCarthy said that those whom the cap fitted could take the hint!

Speaking of his visit to England, Mr. McCarthy said that conditions at the beginning of this year were much worse even than the Australian newspapers were able to make out. He said that personally he felt very proud of what the Australian commercial stations had been able to achieve in the way of directly assisting the British people, and in their efforts to influence the public to a sense of responsibility to the people of England. He said it was impossible to adequately describe the gratitude of the English people when they received food parcels from Australia. He asked the station managements to continue with the utmost vigour their already great efforts in this regard.

Speaking of Australian publicity in America, Mr. McCarthy expressed great disappointment with what the Australian Government was doing. The information and its presentation was generally very poor. "All I can say is that the news service as released is simply a series of publicity paragraphs and not very good publicity at that," he added.

"During the time that I was in the United States they were suffering from a number of industrial troubles and there is no doubt that you all knew as much about them here in Australia as I did over there; in fact the year was described to me by a leading industrialist as "The year of lost opportunities" because of strikes and all the attendant difficulties. The period, however, was most interesting

(Continued on page 12)



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



**REACH IT THROUGH**

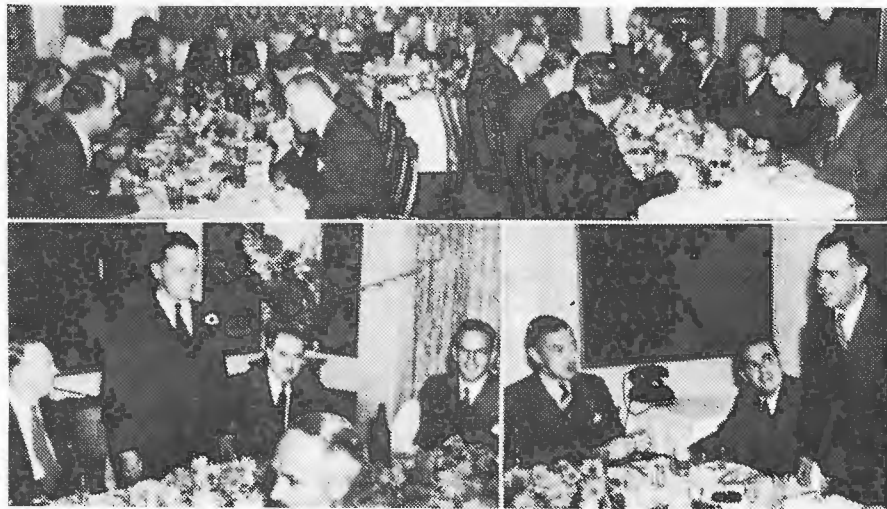
**2UE**

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

A peace-time glamour boy is the dogman. Symbolic of a city's expansion, of a country's progress; he is the centre of attraction to the curious eyes of the "kerbside supervisors."

In radio, Sydney's glamour station is 2UE. This is easy to understand when you check the complete service offered to listeners.. Australia's greatest musical shows, rapid-fire quizzes, a complete sports service and news as fresh as this very minute.

Make new friends for your product through 2UE.



Top picture shows the gathering of 21 Club members and guests at Usher's Hotel Blue Room on the occasion of the Club's April luncheon when Messrs. Justin McCarthy of Levers' and W. D. Phillips of Lintas were entertained.

Below at left is the chairman Mr. Leo Finn, Mr. Phillips (standing), Mr. Highfield and Mr. A. P. Benson, advertising manager of Lever Bros., while in the foreground is the head of 21 Club, hon. secretary Mr. Frank Haines.

Picture on the lower right shows Mr. Neil Hawley, technical director of Lever Bros., AFCBS president, Mr. J. E. Ridley and (standing) Mr. Justin McCarthy responding to a toast.

## ACTORS' EQUITY REFUTES "B.B." REPORT

Dear Sir,

I am instructed by the Council of this Association to inform you that at the monthly meeting of the Federal Council of this Association, the following resolution was endorsed unanimously by the Councillors present:

"This meeting of Equity Council is of opinion that the report of proceedings at Equity's Sydney annual general meeting, as contained in Broadcasting Business (3/4/47) is not in accord with fact and has obviously been written with the malicious intention of disrupting and weakening the ranks of Equity's membership. We deplore the levels to which the policy of Broadcasting Business forces it to descend in its frequent attacks on democratic organisations, including our Federal Government, and invite the members of the Australian Journalists' Association employed by that periodical to substantiate the allegations in Broadcasting Business (which, cunningly written in the form of news are merely the views and wishful thinking of debased journalism) before the Ethics Committee of the A.J.A. We further invite the proprietors of Broadcasting Business to, on all future occasions, obtain the official views and statements of Equity officers on any matter concerning Equity and its membership and not to depend entirely upon disgruntled, disruptive individuals, who, because of their political narrowness and anti-democratic prejudices are the natural allies of such periodicals as Broadcasting Business. We regret that the conduct of a small minority of backward members gave Broadcasting Business an opportunity of attacking and slandering Equity and feel that the behaviour of these members is such that an apology in person to the President at this or the next Council meeting is desirable in the interests of the dignity of the President of Equity and of Equity itself.

This Council applauds the stalwart work of our President in all spheres of Equity activity and pledges its full confidence and support to him."

I have forwarded a copy of this correspondence to the Secretary of

the N.S.W. Journalists' Union and have requested that the Ethics Committee of that body investigate our complaint.

I wish to inform you that your alleged "news" report is not in accord with fact and the published statement in your journal as contained in the first and second paragraphs of the article referred to are neither facts nor honest comment.

In regard to your comment as presented in the third paragraph I must inform you that at the meeting in question no political discussion, matter, or policy was in question nor debated. The issue before the meeting was purely that of the presentation of the case for the Waterside Workers' Federation by a delegate of that Union. If the presentation of the case for another Union by one of that Union's delegates to a general meeting of Equity is "politics" I propose that Equity members continue to indulge in such "politics" and would remind you that Equity has been granted a similar privilege on many occasions by other Unions.

The apparent fear of your periodical is the growing co-operation of the trade union movement, but I can assure you that this Association desires and welcomes such co-operation in the interests of all trade unionists.

Your peculiar suggestion that artists should play no active part as citizens and should not avail themselves of their full democratic rights, we must reject—our members as citizens of a democratic community have the full right to partake of their share of the public and national life of Australia. We intend to maintain and enlarge and jealously safeguard that right and to encourage members to use that right.

Having previously sampled the "freedom" of Broadcasting Business, my Council is not surprised that you have published what may be regarded by those not in possession of the facts as "news" relating to Equity. This "news" you obtained from second and third hand sources without endeavouring to check officially with Equity

as to the authenticity or correctness of such "news" and without endeavouring to hear Equity's official views or comments.

I note that your periodical failed to give any news of the decision of the overwhelming majority of the members in attendance at the meeting in question. Although the facts of the meeting are probably of no use to your paper for real news purposes, I think you should be informed that the overwhelming majority of members, after hearing the pros and cons in debate, voted to endorse the Waterside Workers' fight for better conditions.

The minutes of the meeting are available to you for inspection—perhaps you would care to check them against your report.

Yours faithfully,  
(Signed) HAL ALEXANDER,  
General Secretary, 14/4/47.

*EDITOR'S NOTE: We have Mr. Alexander's word for it that our report of proceedings was allegedly not in accord with fact and that it was "dishonest," and out of courtesy to Actors and Announcers Equity Association we have published above his letter in full—the first letter we have received from Mr. Alexander that has been publishable.*

*For "fear" of inspiring another censure from the Council of the Association we refrain from further comment, except to remind readers that we will continue to report the news of this broadcasting industry as and how we find it regardless of intimidation from any quarter whatsoever, and regardless also of false interpretations designedly read into our published news.—Editor "B.B."*

### GREATER MOBILITY FOR RADIO ROUNDSMAN

The Radio Roundsmen of 3AW Melbourne has turned his car into what is almost a mobile studio. Using a special rotary convertor, installed by 3AW engineers, the portable wire recorder now operates off the car battery. This greater facility was used recently during the transport strike to enable the Roundsmen to obtain views from travellers on the spot.

### VIC. NEW COMPANIES REGISTERED

MARKET AND CONSUMER RESEARCH LTD. Reg. 15/4/47. Cap.: £50,000 in £1 shares. Stanley Wm. Byrne, Toorak, Samuel Austin Frank Pond, Camberwell, solicitors; Richard Aldridge Mumford, Balwyn Sth, accountant and two clerks are subscribers for 1 share each.

## Easy to Pull Rabbits from Hats ?

Looks easy, doesn't it? Just reach down into the empty silk hat and presto! A rabbit.

Actually, though, it's not quite so simple. For back of this trick are years of painstaking practice . . . the attainment of a skill most other men do not possess.

We are not prestidigitators, but we do know some tricks about good radio business. We have learned from our long experience just what listeners want and we keep devising new shows to surprise and delight them.

The first Quiz ("Cuckoo Court"), the first "Amateur Night," the first "Swap Shop," the first successful interview presentation ("In Town Tonight") . . . we could go on and on with our proud list of "Firsts."

Our livewire creativeness has brought us a collection of solid sponsorships.

Perhaps, if you consult us, we have just the original presentation you need. Bigger and better sales are built with the surprises from our Radio Hat.



### TO SELL MORE

MELBOURNE REPRESENTATIVES:

OATEN-WARD (Ernest J. Oaten-Dudley H. Ward), 379 COLLINS STREET, MELBOURNE, C.1. Phone MU 4725



## Sydney Factories featured in Staff Canteen Broadcasts



Top picture, from left to right: Mr. E. J. Ryan, secretary of Marco Productions, Charles Stanley and May Sharpe, of 2CH, Jock Sparks, entertainer, and Cliff Nichols, compere of the program, photographed during a smoko at the community sing-song at the canteen of Marco Productions Pty. Ltd.  
Lower left: Cliff Nichols addressing factory workers during the community sing-song.  
At right: Section of the canteen at Stirling Henry Ltd., Flemington, showing factory workers who take part in community sing-songs conducted by 2CH in the canteen each week. The shows are recorded and broadcast later.

Recently 2CH Sydney brought a new feature to their programs in the form of community entertainment from the canteens of big Sydney manufacturers. Compere is Cliff Nicholls, 2CH Breakfast announcer, who is rapidly building up a following comparable to his former Melbourne popularity. Pianist is May Sharpe,

and other 2CH personalities appear from time to time. Staged in modern factory canteens, the programs combine community singing, items by professional artists, quiz sessions, together with entertainment by individual factory employees, who have displayed considerable talent. The shows are recorded and are

broadcast later at suitable times, under sponsorship of the firm concerned. Manufacturing centres so far covered by 2CH include: Sterling Henry Ltd., Flemington, N.S.W.; Marco Productions Pty. Ltd., at St. Leonards; Jantzen (A'sia) Ltd., Lidcombe and John Vicars and Co. Pty. Ltd., of Marrickville.

## LEVERS AND RADIO ADVERTISING—Continued from page 8

to me in that the basis of all the trouble was price fixing and wage regulation under War-time control. While these controls continued, so did the troubles, and it was most interesting to see that when in October the Office of Price Administration was closed (with the exception of controls on sugar and rents) and War-time wage regulations were removed, their main troubles ceased. Admittedly with the removal of controls prices skyrocketed, but this state of affairs did not last long. As you will see from recent talks by the President of the United States, the tendency now is to reduce prices to a reasonable level. This actually started not longer than one month after the controls were removed."

Mr. Phillips discussed shortly and humorously his visit to Canada and America as a member of the RAAF during the war years, and when he

said that about all he saw in Canada was snow, somebody suggested that he had beaten Mr. McCarthy to the study of "quick freeze"!

Then speaking seriously of radio in Australia Mr. Phillips said that as a client, Lever Bros. were "sold" on radio because they had such happy experiences to go on. Their first big venture into the medium was the Lux Radio Theatre, and when that feature was started Lux toilet soap sales immediately responded. Much the same story surrounded the advent of Rinso to broadcast advertising.

Mr. Phillips added that the Lever Bros. organisation in Australia seemed to have arrived at a happy balance as between radio and press advertising and so far as he could see, nothing would disturb that balance. He could see no retraction of the client's radio advertising, while every effort would be strained now in improving pro-

grams. Competition between all the good programs broadcast during the peak listening hours was getting tougher and the only answer to that one was continued program improvement.

Guests of members of the Club included Messrs. N. W. Hawley, Technical Director, Lever Bros.; John Gates of Lintas; A. P. Benson, advertising manager, Lever Bros.; Roy Russell, assistant manager 3DB Melbourne, and O. F. Mingay, managing editor, Mingay Publishing Co. Pty. Ltd.

New members to the 21 Club announced by the President, Mr. Leo Finn, were Messrs. John T. Taylor (2UW), A. A. Campbell Jones (2UE), B. B. Stapleton (2SM), R. E. Lane (2GB), Colin Gilder (2UW), H. M. Sampford (4BH), W. D. Ogilvy (2KAKM), G. Brochie (2TM) and V. M. Dinneny (Argus Network).

# YOUNG NEW ZEALAND

AT  
YOUR  
FINGER  
TIPS



A wide potential market is yours to command in the thousands of radio fans of young New Zealand . . . with daytime, week-end and early-evening entertainment tailored to the interests of the youthful market. Low-cost selling to this or any other market is at your fingertips when you use the ZB commercial network . . . New Zealand's only commercial stations. For more information about ZB coverage, programmes, rates—consult any authorised advertising agent or write to P.O. Box 3015, Wellington, N.Z.

1ZB AUCKLAND 2ZB WELLINGTON  
3ZB CHRISTCHURCH 4ZB DUNEDIN  
AND 2ZA PALMERSTON NORTH

**NATIONAL BROADCASTING SERVICE (COMMERCIAL DIVISION)**



# FCC's FULL REPORT ON COLOUR V. BLACK AND WHITE TELEVISION

## Monochrome given "green light" for next few years

### Report of the U.S.A. Federal Communications Commission Adopted March 18, 1947

This proceeding arises upon the petition of Columbia Broadcasting System, filed on September 27, 1946, requesting the Commission to authorize the operation of commercial color television stations in the frequency band 480 to 920 megacycles and to amend its Standards of Good Engineering Practice Concerning Television Broadcast Stations in specified particulars so as to permit operation of color television stations on the basis of the system developed by Columbia. The portion of the radio spectrum to which the petition refers—480 to 920 megacycles—is at the present time allocated for experimental purposes in connection with television systems. Provision for television operation on a regular basis is made on Channels 1 to 13 which range from 44 to 216 megacycles; only black and white television pictures are transmitted on these channels. No change is proposed by Columbia with respect to television broadcasting on Channels 1 to 13.

In brief, the color television system proposed by Columbia provides for channels 16 megacycles wide, with color being transmitted sequentially. Under the proposed sequential system each picture is scanned through separate color filters—red, green and blue, in turn. These transmissions in the separate colors follow each other at the rate of 48 times per second. These three color transmissions are accepted by the receiver by means of a color wheel containing filters of red, green and blue, which rotates in front of the television screen in synchronism with a similar color wheel at the transmitter. When the images of the three colors are so received, the eye is enabled to see the picture in full color.

It should be pointed out that the only color television system as to which Commission approval is requested in this proceeding is that proposed by Columbia. During the hearing, Radio Corporation of America demonstrated another color television system. This is the so-called simul-

*By courtesy of Sir Ernest Fisk, managing director of Electric and Musical Industries Ltd., of Great Britain, who thoughtfully airmailed the FCC Report to us from America, we are able to publish at this early date, the complete text of the FCC findings on the "petition of Columbia Broadcasting System Inc. for changes in Rules and Standards of Good Engineering Practice concerning Television Broadcasting Stations." In other words it is the FCC's findings against the adoption of CBS' "mechanical" color television, as reported in the Stop Press of our last issue: Ed. "BB."*

taneous system where each picture is scanned simultaneously in three colors—red, green and blue—and these transmissions are sent simultaneously on three different channels and are combined at the receiver to produce a color image. Radio Corporation of America did not advance this system as one which should be approved at this time. RCA stated that its system was still in the laboratory stage, but presented it to the Commission as representing a system which could be developed for commercial use in four or five years and which, according to RCA, has many advantages over the sequential system.

Columbia requested that a hearing be held by the Commission on its petition so that it and other interested parties might present testimony of expert witnesses with respect to the matters in issue. Accordingly, the commission on October 9, 1946 designated the petition for hearing. Hearings were held in Washington on December 9 through 13, 1946, in New York City on January 27 and 28, 1947, in Princeton, New Jersey, on January 29 and again in Washington on February 10 through 13, 1947. The hearings in New York and Princeton were for the purpose of permitting Columbia and the other parties to demonstrate their systems for the record.

Before proceeding to a consideration of the petition and the evidence adduced at the hearing, a brief discussion appears appropriate as to the necessity for Commission approval of standards. The question may be asked as to why, if Columbia has a system of color television which it believes is ready, and frequencies are available, it cannot offer its system to the public and let its competitors do the same thing with respect to their systems. The public would then decide which system, if any, it prefers. The point might be made that this is the way

things are done if, for example, a company desires to bring out a new car, washing machine, or vacuum cleaner.

The answer lies in the nature of television and the fact that there are not enough frequencies available in the 480 to 920 megacycle band for more than one color television system. In television the receiver and transmitter are in effect components of one integrated system, or, expressed in another manner, the transmitter and receiver are related to each other as a lock and key. Unless they are both designed to meet certain fundamental standards, the receiver will be unable to accept the transmissions from the transmitter. For example, let us consider the method of transmitting the color. The method proposed by Columbia is the sequential method. RCA has proposed as an alternative the simultaneous method. Still other possibilities exist. Receivers that are built for the sequential system would not be able to receive programs from television stations broadcasting on a simultaneous system or on another system.

The method of transmitting color is only one of the many fundamental standards that have to be fixed. In addition, mention might be made of number of lines, frame rate, type of sound system, etc. In all of these cases, the receiver must be constructed to the same standards as the transmitter if they are to be able to receive the programs. If at any time a broadcast company should change any one of the above standards, all the receivers which it previously serviced would immediately become useless. Unlike the automobile or vacuum cleaner which remains capable of operation after a new model is brought out, a change in any one of the fundamental standards at the transmitter

would immediately make all receivers built for the old standards obsolete.

Thus, it is obvious that before permitting a new television service to become established on a regular basis, a decision must first be made on fundamental standards. Otherwise, manufacturers of receivers could not start to build receivers, and the public could not purchase receivers with any confidence that they would be able to receive programs from all television stations, or that their receivers would not become useless immediately after they were purchased if the existing stations should change any of the fundamental standards. Under these conditions, it is entirely unlikely that television receivers would be bought on any mass basis. The justification for allocating so much of the radio spectrum to television broadcasts—78 megacycles for Channels 1-13 and 440 megacycles for experimental television—is that television is an important medium for bringing news, education, culture and entertainment to large segments of the population. With the great demand for frequencies on the part of the other radio services which cannot be met in full, the Commission would not feel justified in allocating so many frequencies to television at the expense of the other radio services, if it were inevitably destined to be limited to small audiences.

Before approving proposed standards, the Commission must be satisfied not only that the system proposed will work, but also that the system is as good as can be expected within any reasonable time in the foreseeable future. In addition, the system should be capable of permitting incorporation of better performance characteristics without requiring a change in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made with the result that the public would be saddled with an inferior service, if the new changes were not adopted, or if they were adopted, receivers already in the hands of the public would be rendered useless.

Judged by the foregoing test, the Commission is of the view that the standards for color television proposed by Columbia Broadcasting System should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance which may be expected of a color television system within a reasonable time. The Commission bases this conclusion on two grounds. In the first place, the Commission believes that there has not

been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice. Secondly, the Commission is of the opinion that there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored. Both grounds will be discussed in greater detail further on in the report.

### THOROUGH FIELD TESTS ESSENTIAL

Before approving a new system of television it is indispensable that there be an adequate program of field testing. Receivers and transmitters must be subjected to numerous tests over a long period of time and at a diversified set of locations and operating conditions so that operation under average home conditions is closely approximated. Without such field testing, there is no assurance that all fundamental defects have been eliminated. There is a great difference between the performance of a system in a laboratory with trained personnel and its operation in the home by the average citizen. In the history of electronics there have been developments which looked promising in theory and even in operation in the laboratory, but which revealed such fundamental defects when subjected to adequate field testing that they had to be abandoned entirely.

The record in this case discloses that while Columbia has done an extensive amount of testing of its system, most of it has been in the laboratory or under controlled conditions. No extensive testing under widely varying circumstances has been attempted. For example, all experimentation has been confined to one station in New York City. Furthermore, from the record it does not appear that at any time have there been more than 15 receivers in operation, and all of these were in the hands of Columbia. In this connection, it might be pointed out that before standards were adopted for monochrome television, there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public.

The Commission does not take the position that adequate field testing necessarily requires a large number of receivers. Much can be done with a relatively small number of receivers if they are tried out under sufficiently diverse conditions. However, as the following discussion will show, no such

tests have been made. The Commission's insistence on adequate field testing is not based merely on the theoretical desirability of such testing or the fact that field testing in the past has disclosed fundamental defects in other systems. On the contrary, the discussion that follows shows that on many important matters as to which a decision must be made before standards can be adopted, there is insufficient evidence upon which the Commission can base a decision. In the Commission's opinion, more field testing is necessary before sufficient evidence exists upon which a decision can be premised.

### PICTURE BRIGHTNESS AND CONTRAST

The brightness with which a picture can be produced on a television screen is one of the most important performance characteristics of a television receiver. If inadequate brilliance is produced, the house must be darkened in much the same way as a movie theatre, in order to be able to see the picture. This seriously restricts the usefulness of television in the home because most people will find it very difficult to make their rooms sufficiently dark during the daytime for satisfactory viewing under these conditions and quite inconvenient to black out their homes at night. Hence, it is important that receivers be developed which are capable of operating satisfactorily in rooms with normal illumination.

Dr. Peter C. Goldmark, testifying for Columbia Broadcasting System, stated that Columbia had developed a receiver in its laboratory which was capable of producing 22 foot lamberts of illumination.\* However, at the hearing in New York, none of its receivers developed more than 15 foot lamberts. In contrast, Allen B. DuMont Laboratories, Inc. demonstrated black and white direct-view receivers that produced an average highlight brightness as high as 750 foot lamberts and Philco Radio Corporation displayed a projection type of receiver which produced an average highlight brightness of approximately 35 foot lamberts.

Dr. Goldmark testified that these differences in brightness were not significant because in his opinion the brightness of the Columbia picture was adequate and that the added

(Continued on page 16)

\* A foot lambert is the unit for measuring the brightness factor of light reflected from a surface. One foot lambert represents the brightness of one foot candle of illumination reflected from a perfect reflecting surface.



# Color Tele. Back to Laboratory

(Continued from page 15)

brightness was, therefore, not necessary. Moreover, according to Dr. Goldmark once adequate brightness has been provided for, it is more important to concentrate on contrast in the picture than on added brightness. By "contrast," Dr. Goldmark refers to the relative difference between the whitest white and blackest black in a picture. According to Dr. Goldmark, a ratio of at least 30 to 1 in contrast is needed if a satisfactory picture is to be produced.

To illustrate the point, let us assume that in a given room, 10 foot lamberts are reflected from the television screen as a result of ambient light. In order to have a contrast ratio of 30 to 1 the receiver must be capable of producing a highlight brightness of 300 foot lamberts. In the case of the Columbia receiver, no such problem is involved according to Dr. Goldmark. This is because the color filter in front of the television screen absorbs much of the ambient light. The filter presently in use transmits 10% of the light. Hence, if the ambient illumination is 10 foot lamberts, the filter permits only 1 foot lambert to penetrate through to the screen and this in turn being reflected is reduced to 0.1 foot lamberts as it passes through the filter a second time. In order to give a contrast ratio of 30 to 1, the receiver should be capable of producing a highlight brightness of 3 foot lamberts.

In answer, expert witnesses for DuMont and other companies testified that in their opinion, the brightness of the Columbia picture was not adequate for home use. Dr. Goldmark maintained that is was adequate and that any greater brightness would be uncomfortable to the eyes.

The demonstration was not an effective medium for resolving this conflict in testimony. The hearing room where the demonstrations took place was, of necessity, a large room and hence it was difficult to approximate home conditions. The distances and angles at which the pictures were viewed were such as would normally not be found in the average home. Moreover, the room had overhead lights suspended on chandeliers which caused annoying reflections from the face of the receiver. Such lights would usually not be found in a home. Reflections also were apparent from large windows on the side of the hearing room.

However, it should be pointed out that there was no evidence presented as to what the situation would be under home conditions. Indeed, since Columbia has not tested its sets in homes, such evidence was not avail-

able. The Commission is of the opinion that on a question as to just how much brightness is necessary for home viewing under normal ambient lighting conditions, there is no substitute for actual tests in homes under a wide variety of circumstances. It is not possible to theorize on what the public will find to be generally acceptable. Adequate tests must be made at numerous home receiving locations. In many homes, the space is so arranged that lights from windows or from lamps or overhead lights will, unavoidably, fall directly on the face of the receiver, being just as bad or worse than the conditions in the hearing room. Moreover, receivers will undoubtedly be placed in public places, such as auditoriums, hotel lobbies, etc. Tests should cover this type of situation as well as more ideal test situations. Until a sufficient number of tests has been made, the Commission is unable to conclude that the brightness of the Columbia picture is adequate for home use.

## FLICKER

Equally as important and closely related to the problem of brightness is flicker. The presence of flicker on the television screen as on the motion picture screen is tiring on the eyes and is a serious obstacle to enjoyable viewing. In the case of television as in the case of motion pictures, an increase in brightness of the picture (without an increase in frame rate) accentuates observable flicker. It is this factor which operates as a serious stumbling block in the path of increasing the brightness of the Columbia picture.

There is no agreement on the record as to whether there would be any flicker in the Columbia picture if a brightness of 20 foot lamberts is achieved. However, as the brightness is increased, and the frame rate remains constant, there would no doubt be an increased tendency to flicker. Columbia witnesses were in disagreement with the witnesses of other companies concerning the point at which such flicker becomes noticeable or objectionable. However, even if we use the testimony of Columbia's own witnesses, flicker becomes apparent (i.e. "threshold flicker") at 23 foot lamberts and begins to be objectionable (i.e. "maximum tolerable flicker") at 52 foot lamberts.\* As has already been pointed out, on the basis of the evidence before the Commission, there is no real assurance that greater brightness is unnecessary for normal home viewing conditions.

\* As will be pointed out later, these figures are based on the use of so-called low flicker primaries.

Moreover, there are several factors concerning the tests upon which the Columbia testimony is based which severely minimize their value. In the first place, these tests were conducted with a relatively small group of persons. In addition, all of these persons were not only employees of Columbia, but in addition were employed in the very department which has responsibility for the development of color television. Finally, even these tests showed that there was a great difference of opinion among individual observers as to what constituted perceptible flicker. The results given by Columbia are based on median values. The Commission is of the opinion that in a field where such subjective elements as "threshold flicker" and "maximum tolerable flicker" are being tested, there are no shortcuts. If the results of the tests are to be given any weight, they must be made with disinterested persons and a sufficient number must be chosen at random so that there is reasonable assurance that the results are satisfactory not merely to 50% of the people, but to the great majority of viewers.

## VIEWING DISTANCE

A second limiting factor applicable to the Columbia tests arises from the fact that they are based on a viewing ratio of 7 to 1; that is, the observers were seated at a distance from the receiver that was seven times as much as the height of the picture. Other witnesses testified that the optimum viewing distance was 4 to 1. It is well known that the tendency to observe flicker increases as one draws closer to the receiver and decreases as one draws further away. It is obvious that in many homes not all of the television viewers will be able to sit at a 7 to 1 distance from the receiver. In the case of a picture 10 inches high a 7 to 1 ratio is 70 inches—which appears to be practicable for most living rooms. If a receiver were employed with a picture 18 inches high—as is true of some present day monochrome receivers—an observer would have to be 126 inches from the receiver—or 10½ feet. It is not reasonable to expect that living rooms will be arranged for the television set only; consideration in placing furniture in the home must also be given to livability and comfort. Many home owners will undoubtedly find it impossible to place their receiver in the best possible position for viewing. Since this is so the Commission in setting standards for color television must make it possible for the system to be used in the average home and under normal circumstances.

A third factor that should be mentioned relates to the particular color primaries used. It is possible to utilize several different combinations of values of the primary colors—red, green and blue—in color television. Originally Columbia used a set of color

primaries which in the record is referred to as "Color Primaries B." At the present time, it is utilizing a set of primaries referred to as "Color Primaries A." There is no dispute on the record that Color Primaries B give a more faithful reproduction of colors than Color Primaries A. Columbia has decided to utilize Color Primaries A because these are the so-called low flicker primaries. In other words, by utilizing Color Primaries A, it is possible to increase the brightness of pictures to a higher value without increasing the susceptibility to flicker.

An answer to this problem of brightness and flicker might be found in a higher frame rate; with a higher frame rate additional brightness is possible without flicker. The difficulty with this solution is that Columbia has specifically stated that it is opposed to a higher frame rate. Moreover, an increase in frame rate creates other problems which will be discussed in the next section.

Another possible solution was suggested by Dr. Goldmark. He testified that it was possible to increase brightness without changing the frame rate and still avoid flicker. This could be done, he stated, by employing tubes with a slow decay phosphor. Dr. Goldmark admitted that such tubes have not yet been developed. Moreover, RCA testified that it had experimented with such tubes and had found them to be very complicated. Witnesses for DuMont testified that that company had also conducted experiments with tubes having slow decay phosphor but found them objectionable. Apparently such tubes resulted in objectionable trails being left on the face of the tube. It is not possible to resolve this dispute until tubes of the type described by Dr. Goldmark are in fact developed and are sufficiently field tested so that it can be stated with assurance that they will work satisfactorily.

In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use under normal circumstances or that it can achieve such brightness without encountering objectionable flicker. In the absence of more convincing evidence on the point, the Commission is of the opinion that on the point of brightness and flicker alone, the risk of approving the Columbia standards at this time is that color television might be forced to limp along with a picture that is not sufficiently bright for general home use or is subject to objectionable flicker.

## FRAME RATE\*

As has been pointed out, frame rate is closely related to the problem of both brightness and flicker. In general, the higher the frame rate, the brighter the picture can be without flicker. On the other hand, the higher the frame rate the wider must be the television

# The Problem of Channel Widths

channel. Thus, an accommodation must be made between a high enough frame rate to give adequate brightness while at the same time not being so high as to involve the use of so wide a channel as would constitute the wasteful use of radio spectrum.

Until fairly recently, Columbia employed a frame rate of 20 per second. This was clearly inadequate as on Columbia's own testimony this would permit a picture brightness of only approximately 5 foot lamberts before flicker became noticeable and slightly more than 11 foot lamberts before the flicker became objectionable. Both of these figures are based on the use of the low flicker primaries A. In the instant petition Columbia has proposed a frame rate of 24 per second. While this increase permits a brighter picture than was possible with a frame rate of 20, there is considerable doubt, as has already been pointed out, as to whether the brightness which results is adequate.

Columbia's petition does not request an increase in frame rate beyond 24 per second. On the contrary, Columbia made it clear at the hearing that it did not desire any such increase. A further increase in frame rate is, of course, possible, but there are several objections to doing so under the Columbia system.

In the first place, an increase in frame rate would mean additional channel width. Since the Columbia proposal already requests a band width of 16 megacycles, any further widening of the band is to be avoided if at all possible. The wider the band, the fewer television channels that can be accommodated. With 16 megacycle channels, only 27 television channels can be provided for between 480 and 920 megacycles. There is some doubt as to whether this number is adequate to provide a truly nationwide competitive television system. Any diminution in the number of available channels will make the task even more difficult. Moreover, at the hearing in Princeton, RCA demonstrated a simultaneous television system which employed a frame rate of 30 per second and yet could be accommodated within a 12.5 megacycle band. While this system is as yet too untested to be able to predict whether it will prove to be practicable, or whether it results in degrading television performance, the combination of a higher frame rate with narrower band width which the system proposes is a development that is highly desirable and should be fully explored.

In the second place, an increase in frame rate poses some very difficult

mechanical problems. The higher the frame rate, the faster must be the revolution of the mechanical color wheel. An increase in frame rate from 24 to 30 per second would require an equivalent increase in the speed of the color wheel from 1440 revolutions per minute to 1800 revolutions per minute.† If this increase is added to an increase in the size of the color wheel which is necessary to make possible larger direct-viewing screens, some very real mechanical and noise problems are introduced.

## COLOR BREAKUP

One of the points which the opponents of the sequential color system make is that since the appearance of color is produced by a rapid alternation of the three primary colors, the color in the picture has a tendency to break up under certain circumstances. They suggest that a practical test for determining whether there is such breakup is to move the head vigorously from side to side while looking at the picture or to move the hand vigorously in front of the eyes while viewing the picture. Dr. Goldmark replied that it is not normal procedure for people in their homes to go through such antics in looking at a television picture.

The opponents, however, make the point that even without such antics, color breakup becomes apparent if a fast moving object is shown on the screen. During the demonstration in New York, the observers associated with those companies opposing the Columbia proposal stated that color breakup was apparent, while observers associated with Columbia stated that there was no color breakup. As has already been stated, the hearing room was not an effective place for proving or disproving this point. In the Commission's opinion, the question of whether there is or is not color breakup is a matter to be determined by the individual viewer and hence there is no substitute for testing the

(Continued on page 18)

\* During the course of the hearing, the expression "frame rate" was used in several different meanings. Sometimes it meant the number of times per second that the picture area is scanned once in each of the three primary colors. This is more accurately described as "color frame frequency." At other times, "frame rate" was used in the same sense as in the motion picture industry. As so used, it means the number of times per second that each individual picture is seen in all of the colors; this is the meaning that is employed in this report. The difference between the two concepts arises from the fact that in television, as in the motion pictures, each picture is shown twice during the course of each frame. Hence, "frame rate" is half of the "color frame frequency." In monochrome television the frame rate is 30 per second.

† These figures are based upon the use of a color wheel containing two segments of each color primary.



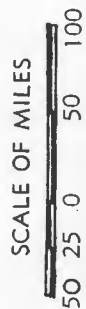




# WESTERN AUSTRALIA

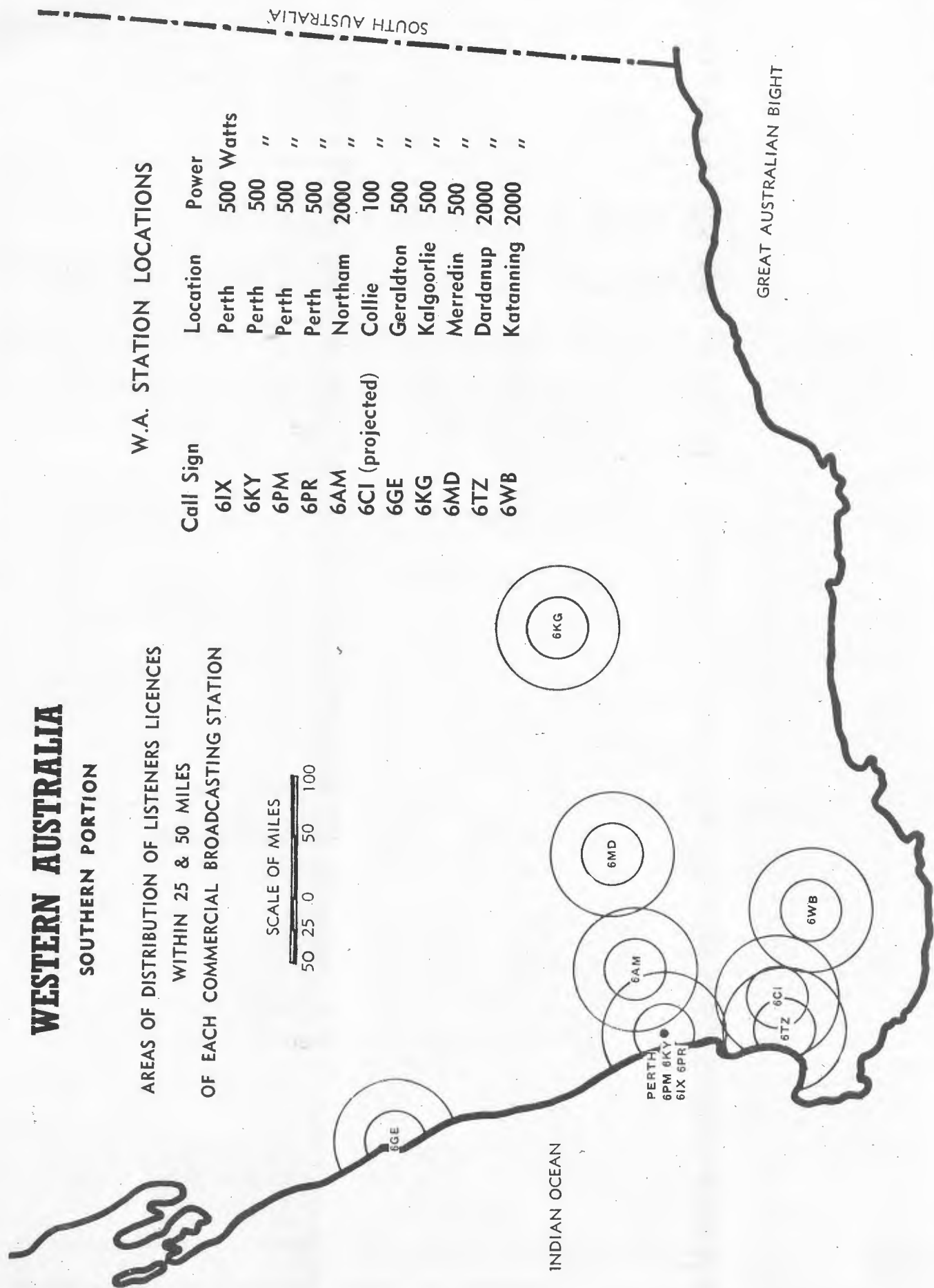
## SOUTHERN PORTION

AREAS OF DISTRIBUTION OF LISTENERS LICENCES  
WITHIN 25 & 50 MILES  
OF EACH COMMERCIAL BROADCASTING STATION



### W.A. STATION LOCATIONS

Call Sign	Location	Power
6IX	Perth	500 Watts
6KY	Perth	500
6PM	Perth	500
6PR	Perth	500
6AM	Northam	2000
6CI (projected)	Collie	100
6GE	Geraldton	500
6KG	Kalgoorlie	500
6MD	Merredin	500
6TZ	Dardanup	2000
6WB	Katanning	2000



In this specially prepared article, an effort is made to project a true economic picture of the State of Western Australia insofar as marketing and merchandising is concerned and in relation to the availability of the broadcasting medium of advertising. It is the fourth article prepared by BROADCASTING BUSINESS in a series covering each State of the Commonwealth. New South Wales, South Australia and Victoria were featured in the issues of Sept. 5, '46, Nov. 14, '46 and March 6, '47, respectively.

## WESTERN AUSTRALIA OFFERS OPPORTUNITIES TO EAST COAST TRADERS

### Strategic Set-up of Commercial Stations Gives Ample Merchandising Facilities in all Areas of Concentrated Populations

Just as modern fast communications have in recent years greatly "reduced the size of the world" so too has this very same factor drawn closer the east and the west States of Australia with an increasing development of the exchange of ideas and understanding of each others' local problems, and, particularly, a stronger realisation among easterners of the commercial possibilities of Western Australia.

In fact that hoary adage "Go West young man!" can well be taken out from the dusty record of its long forgotten meaning and applied with a new significance in Australia today. At least it is a case now of "Eyes West" among the industrial and commercial interests of the East States. Western Australia's compact population of nearly half a million sturdy Australians, concentrated in the verdent south western sector of that State, has achieved a remarkable record of development of an enormous area of land—though so far the "surface has only been scratched." That "surface" amounts of 624,588,800 acres of land area! Of that area, about 244 million acres are settled, leaving an unsettled balance of about 380 million acres. As is well known, much of the inland area of Western Australia is arid country, but practically the whole of the 3,000 miles of straight coastline for miles inland is good habitable country. This includes, of course, the very rich south western sector where most of the State's population is at present concentrated.

A glance at the broadcasting listeners' licence distribution map shows how this population is distributed,

for invariably the presence of a broadcasting station emphasises population concentration. And for the purposes of this review the reader's interest also centres on these comparatively limited areas.

At this point it is significant to point out that according to the latest PMG Department figures, Western Australian listeners licence density is the second highest in the Commonwealth, being bettered only by South Australia. The figures are respectively 21.48% and 24.56% of population. These percentages of listeners licences to population (not homes!) compares with 20.12 for the whole Commonwealth and 20.70 for Tasmania, 20.05 for Victoria, 19.68 for New South Wales and 18.08 for Queensland. That was at January 31, 1947.

The map of Western Australia published opposite, shows at a quick glance the locations of all the commercial stations in Western Australia. The circles, representing 25 miles and 50 miles radius

(Continued next page)

#### "THOSE ARBITRARY CIRCLES"

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

#### LISTENERS' LICENCE DISTRIBUTION AT JUNE 30, 1946.

Call Sign	Location	Power	COUNTRY	
			25 Miles	50 Miles
6AM	Northam	2,000 watts	2,588	22,477 f.
6CI	Collie	100 "	2,676	7,535 *
6GE	Geraldton	500 "	1,468	1,735
6KG	Kalgoorlie	500 "	4,666	4,666
6MD	Merredin	500 "	806	2,257
6TZ	Dardanup	2,000 "	4,892	7,734
6WB	Katanning	2,000 "	1,597	2,923

f. Includes portion Metropolitan area.

\* Station to shortly commence operations.

PERTH				
Stations	6KY, 6IX, 6PM, 6PR	500 watts	71,106	73,778

(Continued from page 21)

from each transmitting centre is purely an arbitrary demarkation. The circles do not purport to represent the "coverage" of each station (see "Those Arbitrary Circles" page 21) but they are to indicate the areas into which the PMG Department subdivide the official record of total listeners licences. They do form a kind of guide, but so many other factors must be taken into consideration in assessing a particular station's potential audience in its district that the arbitrary circle should be disregarded for that purpose. The wattage power of a station, the location of the transmitter in relation to local terrain—both factors which can only be properly discovered by field strength tests—have important bearings upon the real service area of any given station. Stations themselves may often plot reasonably effective "coverage maps" from regular mail indicating consistent listening. But even that practice is not necessarily reliable, as it too can fall short of presenting the true picture.

In the absence of any other formula in general practice the 25 and 50 miles licence figures have to be taken as a starting point by the prospective advertiser when studying broadcasting station coverage. From that point additional data can be made available, and in most cases is made available, by the individual stations.

Going back to June 30, 1946, where we find the latest available detailed 25 miles and 50 miles licence distribution figures compiled by the PMG Department, there is a striking example of the unreliability of an arbitrary circle for actual station coverage measurement. If we add up the total of licences registered at that date as being within 50 miles of each country commercial station, except in the case of Northam, where the 25 miles figure can be taken so as to exclude the metropolitan area, and adding the Perth 50 miles figures, we arrive at a total of 95,964 licences, which is short by 5,482 of the figure for the whole State. It is highly unlikely that five and a half thousand listeners are all outside the range of one or more commercial stations. Undoubtedly properly conducted field strength surveys would bring them within the coverages of the various commercial stations.

## GROWTH OF LISTENERS' LICENCES IN W.A. 1934-1946

Year (at June)	Licences in Force	Per cent. of Population	Annual increase
1934	31,476	7.15	—
1935	41,257	9.29	9,781
1936	50,081	11.18	8,824
1937	61,265	13.23	11,184
1938	71,455	15.63	10,190
1939	79,404	17.17	7,949
1940	87,790	18.85	8,386
1941	91,368	19.51	3,578
1942	91,945	19.82	577
1943	95,000	20.26	4,055
1944	95,885	20.52	884
1945	98,210	20.23	2,326
1946	101,964	20.80	3,754
And at 31/1/47	106,153	21.48	(7 months increase 4,189)

## Highlights of W.A. Production Activity

Beef cattle are raised in the East Kimberley district—a region between the Ord and Fitzroy rivers. This district carries about 61% of all the cattle in the State. Here there is a rainfall of over 20 inches received from the summer monsoon.

**Wyndham Meat Works.** Construction was begun in 1914, but owing to World War 1 they were not in full operation till 1919. The cost of construction was £740,000. Cattle from the East Kimberley region are treated at the Wyndham Meat Works. Those from the other parts of the Kimberleys are shipped to Fremantle from Derby and Broome or overlanded to Meekatharra from whence they are despatched southwards by rail.

### THE SOUTHWEST AREA

**Dairy Farming** is carried on in the South West coastal section of the State stretching as far as South Albany. The region has an annual rainfall of over 30 inches. There are condensed milk factories at Waroona and Harvey.

**Butter** is manufactured at many centres in the South West as well as the Metropolitan area.

**Cheese** is manufactured in the South West area and is a healthy and growing industry.

**Cider Making** is a new industry carried on at Donnybrook and has a promising overseas market.

**Fruit Canning** is important to Donnybrook and Bridgetown and this

centre is also noted for apple growing. Pears and citrus fruits are also grown here, but citrus fruits are mainly grown in the hills district nearer Perth.

**The Timber Industry** is one of the most important features of the South West Area. Karrie and jarrah are the principal trees.

**Salmon Canning** is a thriving industry carried on at Albany and Hopetown.

**W.A. Worsted & Woollen Mills Ltd.** at Albany was opened in 1925. Manufactures rugs, blankets, flannel, tweeds and worsteds. Of recent years, contracts for supplying large quantities of woollens have been secured in the Eastern States.

**Pearling** is carried on at Broome and at Shark Bay. The recent rise in the price of shell promises a boom in this industry.

**Gold Mining**, the State's most important primary industry. Kalgoorlie is the heart of the industry, other centres are Wiluna, Cue, Meekatharra, Mr. Magnet, Youanmi, Reedy, Laver-ton, Broad Arrow, Marble Bar, Norseman, Southern Cross, Evanston and Coolgardie.

**Coal Mining** opened in 1883 at Collie 40 miles east of Bunbury (Nicholson's new station 6CI will operate from Collie when completed). Five mines are operating. The type of coal is sub-bituminous.

**Arsenic** produced at Wiluna mines.

**Antimony** also from Wiluna mines.

**Silver.** The annual value of silver at the Perth Mint is about £30,000.

**Tantalite** is mined at Marble Bar and Coolgardie.

**Gypsum** is widely distributed throughout the State.

**Felspar**, quarried at Coolgardie.

**Tin** is mined at Greenbushes in the South-West.

**Asbestos** is mined at a number of places in the North-West, particularly in the Hamersley Range.

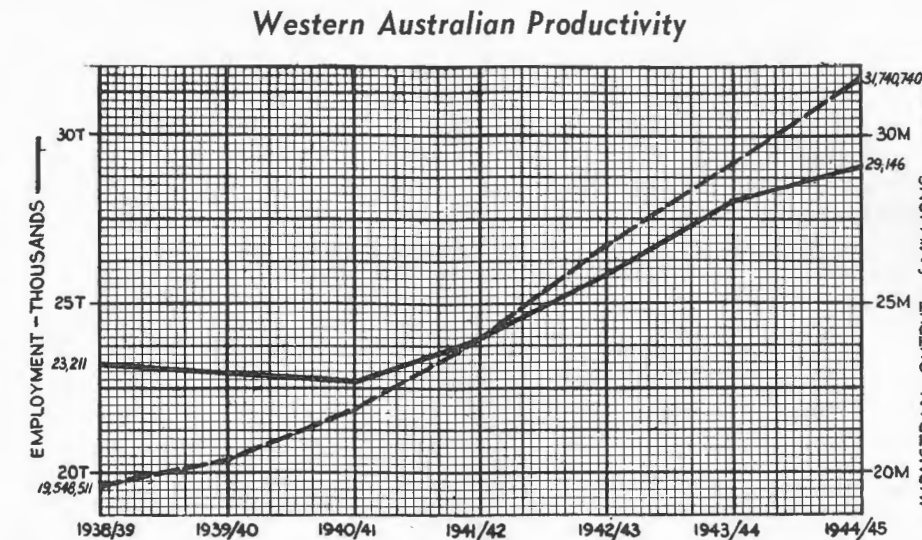
**Iron**, the most valuable deposits are at Yampi Sound. These are estimated at 97 million tons of high grade ore above high water mark. It is one of the richest and most extensive in the world.

**Copper and Lead** discovered at Northampton, substantial deposits still exist, but the industry has decreased owing to the poor price.

**Mica and Vermiculite.** Mica is distributed throughout the State. Vermiculite is found near Kalgoorlie and on the South Coast. Both are becoming important assets to the State. An increasing amount of raw vermiculite is being exported to the Eastern States. Mineral Salts and ochres are also found in useful quantities.

### SECONDARY INDUSTRIES

Vast strides have been made in heavy engineering and this state is now able to undertake overseas contracts for rolling stock, etc.



A new concern, Chamberlain Industries at Welshpool, has begun to manufacture tractors and expects to make 500 per year.

Also manufactured and exported are electric motors, fans, conduit, stationary petrol and diesel engines.

Aluminium ware, tubular furniture, plastics and toy making are among some of the newer industries which have made considerable strides since the war.

A porcelain factory in notable for its high quality product.

Wire and wire netting manufactured locally is exported to South Africa.

Important to the furniture trade is the new plywood factory at Perth. Flour is extensively made and provides W.A.'s principal export.

Biscuits and cake locally manufactured by Mills & Ware are of a high quality and wide reputation. Macaroni, cornflour, custard powder are allied products and are being manufactured on an increasing scale.

(Continued on page 24)

# THE VITAL THREE

## IN WESTERN AUSTRALIA

**PERTH**

**MERREDIN**

**KATANNING**

# 6IX

PERTH

# 6WB

KATANNING

# 6MD

MERREDIN

Registered Office and Studios—  
Lyric House, Murray Street, Perth, W.A.  
Telephone B9321.  
Postal Address, Box P1220, G.P.O. Perth.  
Telegraphic Address, "SIXIX."  
Sydney Representative—I. W. Phillips,  
49 Market St. Telephone M 6686.  
Melbourne Representative—J. N. S.  
Wallens, 36 Flinders Street.  
Telephone F. J. 2118.



# The Western Australian Story

(Continued from page 23)

**Meat Export**, particularly of fat lambs, is showing rapid development. Bacon, cheese, canned meats, canned fruit and vegetables, jams, sauces, pickles, jelly crystals, cordials and fruit juices are among the industries which have progressed considerably in recent years.

The production and export of essential oils is also worthy of note.

Fish canning and the export of frozen crayfish are new industries which show great promise.

## \*Industrial Development

In spite of a long succession of State Government Budget deficits Western Australia's people enjoy a long purse and a high standard of living. The State finances have little real relation to the spending power of the community because that community in fact is minute in comparison with the huge area over which the Government must spread its developmental program. That is why "Eyes West" is a real reflection of Eastern States' thinking these days. Since the end of the war the industrial trek from N.S.W. and Victoria to South Australia and the upstarting of so many new important industries in Adelaide is something of a pointer west. That trek will not stop at Adelaide. Perth is a step still nearer Australia's great new potential export markets—Africa, India, the Far East.

And since the war, too, Western Australia has felt at least the first faint breath of this approaching industrialisation and manufacturing development. But before passing on to a study of the W.A. State Statistician's factory figures it is of interest to note the recent increase in the State basic wage in Western Australia. This increase was made by the State Arbitration Court in February last which struck a Perth rate of £5/7/11 per week, which is now the second highest in Australia and only 11d. behind the State Basic Wage for Sydney.

The latest review of factory statistics available from the Western Australian Statistician's Department covers the year 1944/45 and while there has been considerable development since then the information is of value in a general assessment and as an indicator of the continued progressive trend.

\* See graph page 23.

## FACTORY STATISTICS

For the year ended June 30, 1945, the returns covered 1,931 factories—124 more than for the previous year, but 198 less than the peak number operating in the pre-war year, 1938/39. The principal increases were in motor repairing, clothing and bakery establishments.

At 29,146, the average number of persons employed (including working proprietors) increased 1,045 or 3.7% on the record figures for the previous year. Increases were general throughout most industries, the more significant occurring in the group of industrial metal establishments not producing munitions and in factories manufacturing basic building materials. Total female employment showed a slight decline. This was principally due to the decrease in numbers engaged in ammunition making, which more than offset net gains in female employment in other industries.

## SALARIES AND WAGES

The amount of Salaries and Wages, £8,011,546 (including value of Proprietors' services) set a new record, and represented an increase of £240,559 (3.1%) over the previous year. The average wage per employee for all industries was slightly lower than in 1943/44, chiefly as a result of the general decrease of overtime worked in the metal industries.

## VALUE OF PRODUCTION

The Gross Value of Output increased by £2,532,152 (8.7%) to £31,740,740, while the Net Value of Production (the value added in course of manufacture and representing the sum available for Salaries and Wages, Rents, Depreciation, Overheads and Profits) advanced from £12,511,526 to £12,960,009, a rise of 3.6%.

## GOVERNMENT FACTORIES

With 6,801 hands (including 5,744 males), the 59 Government factories employed approximately 23.3% of all persons engaged in industrial establishments. Salaries and Wages paid at these factories amounted to £2,169,886 (or 27.1% of the State aggregate); Gross Value of Output £5,637,932 (17.8%); and Net Value of Production £2,989,837 (23.1%).

At June 30, 1945 Western Australia's 1,931 factories could be divided

into the following 16 categories with number of workers and salaries and wages paid shown in brackets after each category:—

- 1) Industrial metals, machines, implements and conveyances (563—£3,546,346).
- 2) Food, drink and tobacco (460—£1,443,375).
- 3) Clothing except knitted (226—£525,212).
- 4) Woodworking and basketware (178—£686,594).
- 5) Heat, light and power (108—£268,808).
- 6) Stationery, paper, printing, book-binding, etc. (101—£365,217).
- 7) Furniture of wood, bedding, etc. (80—£150,873).
- 8) Treatment of non-metalliferous mine and quarry products (40—£128,072).
- 9) Chemicals, dyes, explosives, paints oils and grease (39—£357,114).
- 10) Textile and textile goods (incl. knitted goods), (27—£193,170).
- 11) Skins and leather—not clothing or footwear (27—£139,634).
- 12) Miscellaneous products (25—£67,084).
- 13) Rubber (19—£31,353).
- 14) Precious metals, jewellery, plate (19—£16,221).
- 15) Bricks, pottery, glass, etc. (17—£94,254).
- 16) Musical instruments (2—£2,219).

## RURAL STATISTICS

Unfortunately, due to a lag occasioned by wartime conditions, Western Australian rural statistics have not been brought up to date in printed form beyond 1943, at this writing. A complete review of these items is therefore not possible at this stage, but some factors in regard to the known production figures are enlightening and for that purpose the 1942/43 figures do provide sufficient to make a comparative picture of the various rural industries.

The impact of the war years upon Western Australian agriculture was most pronounced, the acreage under crop falling from the peak of 4,721,345 in 1938/39 to 2,816,148 in 1942/43. With the return of personnel from the armed forces between 1943 and the present day there is little doubt that much of that loss has been regained. Leading items in the peak pre-war were wheat (3,412,818 acres), oats (426,110) hay (408,276), green feed (352,442), barley (82,721), fruit orchards (22,155).

As at March 31, 1943, the State Statistician's Livestock Summary revealed 10,424,385 head of sheep, 831,231 head of cattle, 112,782 horses and

151,958 pigs. The number of sheep was only exceeded in the years 1934 and 1935. The 1942 wool clip was higher than for any of the preceding years, at 92,697,000 lbs.

## GREAT MINERAL PRODUCTION

Western Australia contains some of the richest mineral producing areas of the Commonwealth. Recent statistics are difficult to compile but from the 1945 Commonwealth Year Book these interesting facts emerge.

Of Australia's total production from mines and quarries of £27.4 million in the year 1943/44, Western Australia contributed £4.7 million and was second only to N.S.W. with £13.0 million. And on a basis of value per head of mean population Western Australia rated with £9.8 second only to Tasmania's £9.9.

The following table shows the value of mineral and quarry production from the various States for the year 1942:—

	£
Western Australia . . . . .	9,487,562
New South Wales . . . . .	16,258,694
Victoria . . . . .	1,980,972
Queensland . . . . .	5,023,495
Sth. Australia . . . . .	3,012,973
Tasmania . . . . .	2,494,411
Northern Territory . . . . .	204,366

In total Western Australian mineral production for 1942 most important items were: Gold—848,180 fine ozs. out of Australia's total of 1,153,787 fine ozs.; Black coal—581,176 tons, third highest production to N.S.W. and Queensland; Asbestos—2,380 cwts. out of Australia's total of 4,540 cwts.; Silver—188,421 ozs., only exceeded by Queensland's and Tasmania's outputs.

## NEW ALUNITE INDUSTRY

In Lake Chandler (situated about 30 miles north of Merredin on the main eastern railway, there is an enormous deposit, estimated to be at least 10 million tons, of Alunitic Clay, estimated to contain at least 750,000 tons of potassium oxide for the production of potash fertiliser.

Early in 1941 a syndicate was formed to develop the production of potash fertilisers but the entry of Japan into the war prevented the syndicate from raising the necessary capital. Potash was so urgently required for the continuation of the food production program for the Allies, that the State Government took over the industry from the Syndicate and, despite tremendous difficulties in obtaining equipment and essential supplies and lack of manpower; it has been successfully developed and to-day employs directly about 130 hands, and at Chandler there is a townsite of about

300 people, forming a self-contained community.

The Alunitic Clay is reclaimed from the bed of a lake and is crushed in a Hammer Mill prior to being roasted in a Rotary Kiln. It then passes through various stages of a complicated process including bleaching, crystallising, etc., and ultimately potash fertiliser is available.

Already an export trade of Chandler potash has been developed, Queensland in particular being anxious to obtain supplies of this fertiliser for sugar cane plantations.

Prior to Chandler going into production most of Australia's requirements of potash were imported mainly from Palestine and France, and according to the Commonwealth Year Book N.S.W. (1,137 tons) and South Australia (3,571 tons) were the only other States producing alunitic in 1942.

## POPULATION—RAINFALL

Right throughout the earth there is an extraordinary affinity between human population and rainfall. It is a natural phenomenon but one which is given emphasis in a study of such a large tract of country as is represented in the State of Western Australia.

Statistical District	Mean rainfall per sq. mile	Pop'n
South West . . . . .	44.66	4.84
Goldfields . . . . .	17.15	0.19
Central North . . . . .	14.53	0.87
Central South . . . . .	20.72	1.52
North Coastal . . . . .	16.09	0.01

## PERTH INDUSTRIES

In the Metropolitan Area of Perth there are the usual city business organisations and numerous manufacturing concerns. Of unusual interest would be industries such as Pottery Works, Swan Portland Cement, Wool Scouring and Tanning, Terra Cotta and Cement Tile Manufacturers, Plastics, Tubular Furniture, Plywood, essential oils, vegetable canning, etc. Immediately outside of the Metropolitan Area are such primary industries as grape growing, wine making, citrus fruits, timber, wheat growing, market gardening, sundry fruit growing, etc. Some small mining is done within 50 miles and the new charcoal iron industry is being developed.

## COUNTRY BROADCASTING FACILITIES

Northam's 2,000 Watt commercial station 6AM effectively services the Northam area which is the oldest settled wheat, sheep, mixed, dried fruit and wine district of W.A.

(Continued on page 26)

FOR  
**MAXIMUM  
COVERAGE**

OF  
**WESTERN  
AUSTRALIA**  
USE

**6 PM** — PERTH  
**6 AM** — NORTHAM  
**6 KG** — KALGOORLIE  
**6 GE** — GERALDTON

**87.61%**

OF THE  
**TOTAL LICENCES**

AND

**74.54%**

OF THE  
**TOTAL POPULATION**

ARE WITHIN

**50 MILES**

OF THE

**TRANSMITTERS**

WHITFORD BROADCASTING  
NETWORK  
ST. GEORGE'S TERRACE  
PERTH

# The Western Australian Story

(Continued from page 25)

Although Northam, the heart of the rich Avon Valley areas, is only 60 road and 48 air miles from the capital, Perth, the Darling Range intervenes to form a barrier against efficient signals from the 500 watt Perth Stations in the Avon Valley. In reverse, however, the 2,000 watt 6AM installed on one of the highest points in the Ranges is claimed to service some of the outer Perth Suburban in addition to the wide agricultural areas. Northam is a main junction for rail and road traffic south to Albany, east to Kalgoorlie, north to the Murchison and Geraldton and west to Perth.

## KALGOORLIE COVERAGE

Gold production value in W.A. sprang from £85,000 in the 'nineties to £13,000,000 in 1940, the greatest proportion of which is produced within 50 miles of Station 6KG at Kalgoorlie.

The last ration book issue shows that 25,000 cards were issued in Kalgoorlie and Boulder alone. Gold mining population figures are not easy to clearly define, but the increase in underground and surface workers on two mines, i.e., Golden Mile and North End from a total of 2,350 in June, 1945 to 3,800 in December, 1946, an increase of 62% in 18 months, is indicative of the rapid return to more than prewar prosperity when Kalgoorlie areas were proud of the highest per capita production in Australia.

## GERALDTON DISTRICTS

On the coast 250 miles north of Perth and isolated from other commercial station opposition, Station 6GE is affectionately called "Our Station" by residents within many miles south, east and north.

Geraldton, the main seaport north of Perth, is connected by two rail lines with the capital and also to the lead and copper mines in the north, and the gold areas in the east and north east.

Because of its isolation Geraldton has its own superphosphate works and oil storage arrangements servicing the vast hinterland of agricultural and pastoral areas.

Fishing has developed considerably of late years, the fish boxes are loaded direct from the boats into specially

insulated or refrigerated rail, and also motor trucks for immediate despatch to Perth. Crustacean fish canning is also a profitable industry.

Geraldton produces huge quantities of early tomatoes which bring high prices in the Melbourne and Sydney markets.

## RICH AGRICULTURAL AREA

Situated in the heart of the well established Great Southern Agricultural District is 6WB Katanning, where major industries are wheat growing, wool growing, fruit (especially apples, cattle, dairying and dairy produce.

In the Albany district on the Southern Coast, potato growing is the principal primary industry, while there are some fishing and frozen meat industries. Albany itself is the "Great Southern Port" and a world-famous harbour. On the South Coast there is some gold and copper mining. Katanning and the Great Southern area are adjacent to the heavily populated South West. The principal industries there include timber and tobacco growing. The hinterland of the Great Southern includes large sheep grazing properties, some of which have become very notable wool producers. When the proposed "greater water reticulation" scheme becomes a fact, more of the marginal areas eastward from the Great Southern may be opened up and unquestionably expansions in population will be most noticeable throughout this Southern portion of the State.

## BIG RAIL JUNCTION

Merredin is one of the most important railway Junctions for the country districts, as five lines come into this rural population centre, including the main Eastern Artery from Perth to the Goldfields and the Eastern States. Local station is 6MD, centrally situated in the heart of the wheat belts, sufficiently inland to give some coverage of the goldfields and northern wheat belt areas. Some minor mining industries, most important of which is the newly developed Lake Champion Alunite deposits, are carried on with valuable iron ore and gold-mining 75 miles east in the Southern Cross district.

## RADIO LICENCES, MARCH 1947

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

NEW SOUTH WALES		
New Issues	10,687	(838)
Renewals	38,801	(1,727)
Cancellations	2,076	(215)
In force at 31/3/47	585,801	(30,313)
Increase	+8,611	(+623)
Licence % to population	19.92	—
VICTORIA		
New Issues	5,343	(450)
Renewals	29,105	(1,341)
Cancellations	4	—
In force at 31/3/47	414,378	(20,294)
Increase	+5,339	(+450)
Licence % to population	20.403	—
QUEENSLAND		
New Issues	3,364	(112)
Renewals	11,975	(287)
Cancellations	1,264	(9)
In force at 31/3/47	200,856	(5,553)
Increase	+2,100	(+103)
Licence % to population	18.406	—
SOUTH AUSTRALIA		
New Issues	1,799	(286)
Renewals	10,877	(805)
Cancellations	402	—
In force at 31/3/47	159,393	(13,926)
Increase	+1,397	(+286)
Licence % to population	25.04	—
WESTERN AUSTRALIA		
New Issues	737	(94)
Renewals	7,129	(285)
Cancellations	599	(65)
In force at 31/3/47	106,825	(5,270)
Increase	+138	(+29)
Licence % to population	21.62	—
TASMANIA		
New Issues	865	(99)
Renewals	3,453	(152)
Cancellations	249	(64)
In force at 31/3/47	52,677	(3,382)
Increase	+616	(+35)
Licence % to population	20.97	—
COMMONWEALTH		
New Issues	22,795	(1,879)
Renewals	101,340	(4,597)
Cancellations	4,594	(353)
In force at 31/3/47	1,519,930	(78,738)
Increase	+18,201	(+1,526)
Licence % to population	20.405	—



Bob Dyer looks on while Mr. F. W. Kelly, Queensland Manager of Atlantic Union Oil Co. Ltd. presents cheque for £212/6/- to Mr. G. Green, Chairman of the Queensland Bush Children's Health Scheme. The cheque represented the gross proceeds of the Gala concert in the Brisbane City Hall, Brisbane, on March 29, 1947, on the occasion of the first broadcast of "The Atlantic Show" on Queensland stations, 4BC/SE, 4GR, 4MB, 4IP, 4WK, 4RO. Total costs of the concert were borne by Atlantic Union Oil Co. Ltd., who donated the gross proceeds to the Fund.

## ANOTHER ALL DAY RADIO APPEAL

Melbourne listeners and 3AW will join in radio's great service of helping to solve charity's problem when on Sunday, May 11, Mother's Day, the station will put all its resources behind an appeal for building the first Kindergarten for deaf children. An innovation will be the broadcast of messages to mothers, a donation being received for each broadcast call. Many leading radio artists have volunteered their services, and all sponsored programs will be withdrawn on this day by the friendly co-operation of advertisers.

## "COINCIDENTAL" COMEDY SCRIPTWRITERS

Coincidence and like backgrounds seem to have made it inevitable for comedy scriptwriters Fred Parsons and Alec Macdonald to join forces, yet their respective boyhood backgrounds hardly suggest their being top-line comedy writers for Fred is the son of a Church of England minister, and Alec was a student in a Benedictine Monastery in Scotland.

Coincidence enters the picture when, in different parts of the world, they both made their stage debuts in the same role, that of Sir Guy de Vere in "When Knights Were Bold", a famous old farce.

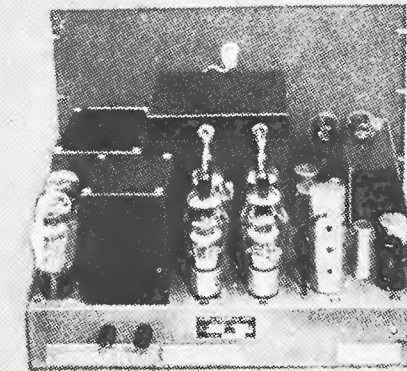
Three years ago these two joined forces and have become Australia's foremost comedy scripters, writing all comedy routines in "Calling the Stars" and practically 30 minutes of comedy in "Colgate Cavalcade".

When you say it quickly that way it doesn't sound much, but just check up and then you will realise that there are three and sometimes four comedy routines in "Calling the Stars" and practically 30 minutes of comedy in "Colgate Cavalcade", it is plenty, for all this works out to about 1 hour's comedy per week, each and every week. With this in mind, just consider that most big American shows have 12 or 14 scripters for approx. 20 minutes of comedy each week, then you will get an idea of just how brilliant Fred Parsons and Alec Macdonald really are.

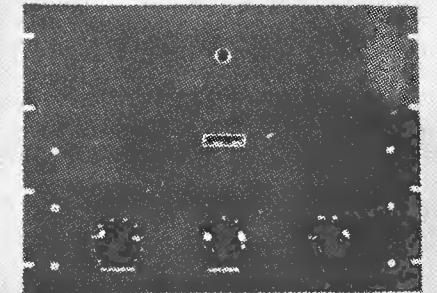
## ACTOR-BROADCASTER DIES

The death occurred recently of Mr. Alec E. Pratt, well known actor, broadcaster and journalist, who lately had also turned his attention to blood stock breeding at his property at Berwick, Victoria. His death at 43 followed a short illness.

# ANOTHER FIRST FOR PRESTO



## 88-A RECORDING AMPLIFIER



PRESTO 88-A amplifier has three calibrated frequency response curves... one flat from 30 to 17,000... two with rising high frequency characteristics complement either the NBC "Orthacoustic" playback system or standard high fidelity transcription playback equipment.

**THE FIRST** recording amplifier capable of standardizing frequency response of instantaneous recordings so that they will complement the characteristics of high fidelity reproducing equipment now used in most broadcasting stations.

Instantaneous recordings made with the 88-A Amplifier and the Presto 1-C cutting head equal the response of the finest commercial recordings and reproduce uniformly a range from 50 to 9,000 cps.

Ample reserve power makes it possible to obtain complete groove modulation at all cutting pitches without distortion.



First post war shipment arriving shortly  
Write for Specifications and Price

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B 3908

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



Mr. R. M. Ansett — Managing Director Ansett Transport Industries Ltd.



Reginald Myles Ansett, the man who heads up the largest single private enterprise transport organisation in Australia and the third largest air transport organisation (excluding QANTAS, of course) nearly headed for a very different career as a peanut grower about 16 years ago!

To-day the Ansett organisation has wide ramifications. The holding company, Ansett Transport Industries Ltd., has as subsidiaries Pioneer Tourist Coaches Pty. Ltd., Ansett Airways Pty. Ltd., Pioneer Tourist Hotels Pty. Ltd., Ansair Pty. Ltd. and Air Express Pty. Ltd. Of all those companies Mr. Ansett is managing director, in addition to which he owns Ansett Motors Ltd., and Provincial Motors Pty. Ltd.

A few weeks ago Ansett's issue of £300,000 capital was oversubscribed overnight. And that's not peanuts.

The driving force behind all this organisation is a quiet young man, who, like all successes in big business, is a visionary. Drawers of his Collins Street, Melbourne office desk are full of carefully drawn up plans, some now in operation, some yet to come into fruition, others that will remain still as dreams at the close of a century. But they are the plans of a planner who knows which way the world is heading, knows and plans with uncanny accuracy. Reg Ansett's second great asset is the faith which he has inspired in his business colleagues, in his loyal staff, and in Australian financial circles. There's his own faith, too, in his own ability.

To-day Ansett's are operating airliners connecting Melbourne, Sydney, Adelaide, Hobart, Mt. Gambier, Hamilton, Wagga and Canberra. To get there Reg Ansett has had to overcome difficulties of finance (in the early days) fire, and Government restraint, and to cut a swathe of airline service between the two "giants" of the air in Australia—A.N.A. and T.A.A.

With Pioneer Tours the organisation provides the biggest network of luxury road coach routes in the Commonwealth, while Ansett Hotels are building up a chain of first class accommodation which will prove a most valuable adjunct to their passenger transport services. Ansair Pty. Ltd., is stretching out in the aircraft parts manufacturing field as well as in motor coach building.

Mr. Ansett is a firm believer in private enterprise for transport. "You must have competition to produce good services," he says. "When the Government's nationalisation plans were knocked back, I thought I could be ANA's big competitor, but when TAA was formed I realised that was out of the question. There could be no future for me as the third operator in such a set-up. The business offering would not be enough. So now we will move slowly, and surely, in other directions." Just what those directions are in regard to air transport Mr. Ansett naturally would not at this stage disclose. It is, however, known that one of his keenest ambitions is to provide country residents with the same modern amenities of air travel and air transport as is so readily accessible now to bigger-city dwellers.

Reg Ansett commenced his working career as a mechanic in the knitting industry, but at the age of 18 his interest quickened in aviation. He belonged to the Victorian Aero Club and was the holder of an "A" licence before he was 20 years old.

Then came the depression and Ansett, like so many other young men in those days, got the wanderlust. An advertisement headed "There's Money in Peanuts" in a Melbourne newspaper caught his eye. He read that peanuts were bringing £70 a ton. Here was his opportunity. He joined a Government survey party to the Northern Territory to map out peanut growing blocks and it was his idea that after the survey he would himself go into the business. But the depression worsened and after 12 months the Government abandoned the scheme. Ansett determined to leave Australia and go to South Africa. He had, in fact, got as far as Fremantle when a letter from his father induced him to turn back to his home town of Hamilton. There with £50 for a deposit on an old car and tenpence in his pocket young Ansett opened a one-man one-car road service between Hamilton and Ballarat. From that minute beginning grew Ansett Motors Ltd., and the present major road passenger transport service in Australia.

During the war the Ansett organisation placed the whole of its resources of aerial and road transport and parts manufacture at the disposal of the Government. It is a matter of regret and disappointment to Mr. Ansett that some of the air route operating licences which he held before the war and which were transferred to ANA, have not since been returned to him.

However, Mr. Ansett feels there is still a continent to conquer from the air, and at the age of 38 he can look forward to years of opportunity in the development of his long range plans in Australian transport.

In spite of his active interests in business Reg Ansett finds some time for his hobbies and relaxation. At his delightful home property at Mornington, he is developing a small stud of blood stock, while his yacht frequently unfurls her sails across Port Phillip Bay.

### \*AARDS EVEN SAVES PETTY CASH!

Many complimentary remarks have been passed on to Mingay Publishing Co. since the first edition of AARDS was published in July 1946. Constructive criticism has also been received and in the 1947 Newspaper AARDS, Broadcasting AARDS and Periodical AARDS some new ideas will be incorporated for the benefit of subscribers.

Speaking of subscribers, it was interesting to hear the other day that since AARDS had been used in the agency, petty cash was looking a whole lot healthier. Why? Because the monthly supplements issued for each Edition kept the rates and data right up-to-date and obviated the necessity of sending out letters every week, checking on changes of press and radio rates.

\* See back cover announcement.

### STEADILY INCREASING LICENCE FIGURES

Between January 31 and February 28, Australian broadcast listeners' licences passed the one and a half million mark to register 1,501,731 at the close of February, and 1,519, 930 at the end of March.

The March figures (published elsewhere in this issue), continued the healthy upward trend which has been a feature of the licence registrations ever since about a year after the end of the war when stocks of receivers became available again.

With the continued housing shortage radio receiver distribution throughout the Commonwealth has almost reached saturation point. There are now 20,405 licensed receivers to every 100 of population. With a calculated average of between four and five persons to every home it would appear that there cannot be many homes not wireless equipped.

Licences for secondary receivers as either additional home receivers or car radios, give broadcasting a substantial bonus audience with 78,738 installations licensed at the end of March. Of this number 1,398 were registered as car radios.

### SERIALS AT 2 A.M.

The latest time scheduled for the broadcasting of serial programs in Sydney is 2 a.m.—in 2UW Midnight to Dawn session!

The Station recently launched the 2UW "Owls' Club", inviting listeners to register their membership, and at the same time express their preferences for the type of entertainment which they looked for in the midnight hours. An attractive membership card was issued to all applicants, who also were given privileges in the broadcasting of calls, etc.

When the membership mail was examined in detail, it was found that there was a general request for entertainment other than dance music, with a strong inclination toward some dramatic programs in line with day time and evening standards. The musical program has now been shaped along the request lines, and a serial is to be broadcast each Wednesday and Friday at 2 a.m. The first program selected was "Mamma Bloom's Brood", which was enormously popular when it was played in 2UW's evening program.

Other serials are now being chosen to continue this new trend.

## BOOKS and PUBLICATIONS



### from the MINGAY PUBLISHING CO.

- **Radio Electrical Weekly**  
The weekly national business paper of the radio and electrical trade. Established 1930. Subscription: 52 issues, £1, Aust.; 27/- other British countries; 35/- Foreign.
- **Radio Service Job Sheets**  
100 pages in duplicate book form — acts as a receipt and record of service work done. 6/- per single book; with your name and address printed on the customer's sheet, 10/- per book (minimum order 10 books). Thousands used by radiomen.
- **Radio Diagram & I.F. Index, 1947 Edition**  
Lists over 2,600 brand line receivers since 1936, giving description, Intermediate Frequency and reference to where detailed circuit diagram is published. Price 5/- each.
- **Official Radio Trade-in Handbook, 1947 Edition**  
Contains present-day trade-in valuation of brand line sets released since 1936. Approved by all Trade Associations. 5/- each.
- **Broadcasting Business**  
The fortnightly national business paper for all interested in selling by commercial broadcasting. Subscription: 10/- 26 issues, Aust.; 13/6 other British countries; 17/6 Foreign.
- **Squared & Log Graph Paper**  
10 x 7 inches plus margin, 50 sheets 4/-.
- **Aust. Advertising Rate & Data Service**  
Provides information on all the rates and data of newspapers, commercial broadcasting stations, periodicals and other advertising media in three separate editions each published annually—Newspaper Edition, Broadcasting Edition, Periodical and Miscellaneous Media Edition. All with regular monthly supplements. Subscription for each edition: in Australia, £2/2/-; British Empire, £2/10/-; America, \$10; Foreign, £3/3/-.
- **Philips Manual of Radio Practice for Servicemen**  
By E. G. Beard, M.I.R.E. (Aust.) Contains 496 pages in 7 sections covering Broadcast Reception; Broadcast Receiver Technique; Principles and Components; Service to Radio Receivers; Technical Formulae, Tables and Charts; Mathematical Formulae and Tables; Valve Data. 21/9 each.  
Prices Include Postage      Cash With Orders

**BOX 3765 G.P.O., SYDNEY**

MELBOURNE

BRISBANE

ADELAIDE

PERTH



## IMPORTANCE OF DOCUMENTARY RADIO FARE

The importance of documentary productions for the air was emphasized by the comments of Assistant Canadian Trade Commissioner, Mr. Bruce Rankin in a foreword to the new Samuel Biber sponsored feature, "The Romance of Canada," broadcast Tuesdays and Thursdays on 2GB at 6.45 p.m.

An unusual feature of the launching of "The Romance of Canada," and one which has possibly broken completely new ground in "package" shows was the devotion of the first quarter hour of the contract time to a special "Preview" incorporating highlights from the complete series, the first episode of which was commenced two days later.

Agency handling the account is L. V. Bartlett.

Written and produced by John Appleton, the program was one that caused quite a deal of comment in the trade in its early production stages. Canadian Trade Commissioner's Department co-operated in great style in the propagation of the material, with the result that John Appleton has been able to weave in some very colorful stories of the early history of the sister Dominion.

Mr. Bruce Rankin gave the feature his Government's official blessing and several "flashes" of the story to be unfurled.

"It is not a good thing that we who are not cousins, but actually brothers living in sister dominions of the British Empire, know so little of each other, and of our backgrounds," said Mr. Rankin in the "preview" broadcast.

"This is why I say I welcome this opportunity of speaking to you about this program, which my good friend, Sam Biber, has caused to be written and produced about Canada.

"He is doing a national service, because the more we know about one another, the more we understand about one another, the more we can look forward towards the peace and prosperity of the whole world.

"Knowledge and understanding only can break down barriers which really do not exist, and promote an ever-increasing feeling of goodwill towards all men.

"I would like to add this: that the story of my country is rich with ad-



Assistant Canadian Trade Commissioner Mr. Bruce Rankin, hears special audition of the new documentary serial, "The Romance of Canada." Producer and writer John Appleton and sponsor and narrator Samuel Biber are interested listeners.

venture; that it has in it the clash of nations; wars—something which you in Australia have never had to suffer on your own soil. It is a story which starts, not 250 years, but almost a thousand years ago.

"Your history and ours is similar only at one point, and that is in the hardihood and fortitude of the pioneer colonists. Other than that, there is no similarity at all. In the same way, I would say that our natural background is totally dissimilar to that of yours. Our native peoples are utterly unlike yours. Our climate and vegetation are unlike yours. Even our cities and towns are not alike.

"Yet—we are brothers, separated only by an ocean, which every year becomes less of a barrier, because of modern communications, and transportation. Therefore, this program I consider will be of service to both our countries, and I only hope that a world-conscious Canadian will tell the story of Australia to Canada, just as your own fellow citizen, Mr. Biber, will tell you, in Australia, the story of Canada."

### NEW FACILITIES FOR REPORTERS

"Journal-American", Hearst New York evening newspaper, has provided a helicopter for the use of the reporting staff. Radio-telephone equipment has been installed in the machine, enabling stories to be transmitted to the office while hovering over scenes of interest. Already the paper has radio-telephone gear in the staff cars.

### I.R.E. ACTIVITIES

#### Melbourne.

Annual general meeting of the Melbourne Division of the I.R.E. (Aust.) was held at the Melbourne Technical College on April 15, with Mr. Fred. Henderson as Chairman.

The Chairman's report dealt with the activities of the Division over the past year, the highlight of which was a visit to the Shepparton H.F. radio station where two 100 kW. transmitters are in operation.

New officers for 1947-48 are as follows:

**Chairman**, F. J. Henderson, re-elected; **Vice-Chairman**, E. M. Hooper; **Hon. Secretary**, R. R. Mackay; **Hon. Treasurer**, D. A. Grace; **Committee**, C. Allison, R. Binnion, R. Buring, R. K. Crowe, N. W. V. Hayes, R. A. Kendall, O. G. Pither, A. Pringle, S. J. Rubenstein, M. L. Sleep and C. S. Wiggins.

After considerable discussion the meeting resolved to restore the monthly basis on which meetings were arranged before the war.

The meeting concluded with an exhibition of films relating to the operation of coastal radar equipment and the application of frequency modulation in communication services.

#### Brisbane.

The annual general meeting of the Brisbane Division of the I.R.E. (Aust.), was held in Brisbane on April 10 with Vice-Chairman J. C. Grant presiding.

The Chairman's report mentioned the satisfactory progress during the year, both in attendance of meetings and interest taken.

The Treasurer's report by Mr. N. Bishop was read and adopted.

Following constitute the new committee: Messrs. N. J. Bishop, E. W. Butcher, T. J. Gallagher, J. C. Grant, G. Ham, G. H. Keith, E. C. Littler, R. A. Lynan, J. L. Marshall, A. E. Murphy, H. E. Springer and A. E. Walz.

Balance of meeting was taken up with an illustrated lecture by Mr. E. W. Butcher on "Sound on Film" which dealt with sound recording and sound projection.

Isidor Ostrer, pioneer in British television, has predicted that television programs in England would eventually take the place of the second picture in British theatres. He said that television receivers soon would be of a standard part of modern motion picture theatre equipment.

### OUTSTANDING ANZAC DAY BROADCASTS

All Australian stations were active on Anzac Day, mostly working independently to provide interesting and comprehensive coverage of local ceremonies, as well as featuring special sessions from the studios. In Sydney, each station worked hard. Arrangements at 2GB, for example, provided for a commentary on the March, beginning at 9.30 a.m., featuring a group of Ex-Service commentators, including Frank Grose, Brian Wright, Jack Lumsdaine, Bob Strother and Johnny Walker, and other members of the staff, among them ex-P.O.W. personnel. By special permission of the President, Mr. C. M. McKerihan, the descriptions were given from the top of the Rural Bank, Martin Place. Later, 2GB broadcast the Service in the Domain; while the Midday Newsreel featured interviews with personalities who participated in the March. At 6.15, there was a re-broadcast (recorded) of an address by Field Marshal Lord Montgomery, Chief of the Imperial General Staff, transmitted earlier through the BBC Pacific Service. Apart from other appropriate program matter, 2GB's evening schedule included a special half-hour Anzac session.

Commentators Bill Weir, Cliff Nichols and Charles Stanley for 2CH, handled a full description of the Anzac Day March, between 9.30 and 11.30, with a broadcast of the Domain Service at 12.15, while 2CH programs throughout the day contained suitable features for the occasion.

Commencing at 9.30 with a commentary handled by Tom Jacobs and Ted Simmons, of the Anzac Day March, Station 2SM provided appropriate programs during the day, including a broadcast from St. Mary's, of Requiem Mass. News aspects of the ceremonies were also well handled in the station's news sessions.

Four members of 2UW announcing staff representing the 1st and 2nd A.I.F., the RAAF and the Merchant Navy, broadcast a description of the Anzac Day March through Sydney from a vantage point on the awning of the 2UW Theatre. The station, earlier, had covered the Dawn Service at the Cenotaph; and at the conclusion of the March, 2UW relayed the broadcast of the United Service from the Sydney Domain.

Two stations, 2UE and 2KY (relaying to 2KA) shared the description of the March, which commenced at 9.30

### CBS FINDS PROGRAM CRITICS

Columbia Broadcasting System's program, "Time for Reason—About Radio," is providing a useful index of listener reaction, and preliminary impressions indicate that there is a marked demand in the audience for horror stories to be reduced. Much criticism by listeners is also aimed at sound effects, musical bridges and background music. As in Australia, there is ample comment against the more aggressive and insistent commercial. Criticism of variety and comedy shows has been slight, and discussion and debate programs appear to have caused scant reaction.

Much of the criticism echoes Australian experience in that few listeners are practical and specific in their charges against what they dislike in commercial programs.

a.m. Harry Yates (2UE) and Eric Walker (2KY) worked together in providing a stirring commentary, during which moving references were made to incidents of both wars. Used in the broadcast, was the special directional machine-gun microphone, which was highly effective in selecting the band music passing the broadcasting point.



*you want...*

If it's a crowd you want, and listeners who buy, you will choose 2CH.

This is the kind of crowd that 2CH pulls each Friday in the Strand Arcade where listeners have the opportunity to 'air' their views on current topics.

Sponsors of the broadcast report excellent business and rapid shifting of stocks.

FOR WIDE AWAKE RADIO ADVERTISING  
join the constant users of time on . . .

# 2CH



**FEDERAL EXPENDITURE**

During the nine months ended March 31, Commonwealth Government expenditure amounted to £285,209,000, out of the year's estimates of £404,976,000.

From the loan fund estimate of £71,994,000, £19,901,000 has so far been expended.

For the period, £9,000,000 has been spent on public works, out of a total estimate of £20,000,000.

**COMMONWEALTH REVENUE**

The Treasurer (Mr. Chifley), has announced that for the nine months ended March 31, Customs and Excise revenue was £19,551,070 above that for the equivalent period in 1945-46.

Collections for the month of March totalled £8,962,575 compared with the March, 1946, figure of £6,429,372.

Post Office revenue for the nine months to March 31, showed an increase of £884,996 over the 1945-46 period.

**NEW TRADE COMMISSIONER**

Former Melbourne business man, Mr. G. R. B. Patterson, has been appointed Australian Trade Commissioner to South Africa. Mr. A. B. Millard, a member of the Commonwealth Public Service, is to be the Assistant Trade Commissioner.

**AUSTRALIAN FILM PRODUCTION**

The new Rank-Rydge organisation hopes to commence production in Australia in about six months, according to Mr. Ken G. Hall, producer-director of Cinesound, who has just returned from a visit to England and U.S.A.

Ealing Studios and the Rank-Rydge organisation, although producing films individually, intend to dovetail their production schedules in order to provide some measure of continuity of opportunity for Australian actors and actresses.

Mr. Hall, who spent about £100,000 on equipment in Britain and America, states that the growing prestige and the realism of British films, have caused concern and interest in Hollywood.

**OVERSEAS TRADE**

Australian exports to America during January reached a value of £A.4,375,000, being nearly twice the value of December's exports.

**OIL SURVEYS IN AUSTRALIA**

Signs of increased activity in the oil exploration field received further emphasis with the arrival recently in Australia, of Mr. Frank Morgan, vice-president of Richfield Oil Corp., of Los Angeles. This company plans to make surveys in Australia and Papua, in the hope of discovering large oil deposits. If successful, the corporation proposes to market the products in Australia and adjacent markets.

**SHIPBUILDING DELAYS**

In a statement issued in Sydney on April 17, the P. and O. and Orient Companies said that shipyards were finding it difficult to obtain the necessary steel, timber and fittings, and skilled labour to maintain their production schedule of new keels.

In March, 1945 the Orient Line, and in January, 1946 the P. and O. Company, each ordered a 29,000-ton liner, but neither ship has yet been launched. The position at the moment is: "Orcades", ordered March, 1945, completion now expected middle of 1948; "Himalaya" ordered January, 1946, now expected June, 1948; "Chusan", ordered May, 1946, completion expected October, 1948.

Reconverting ships from trooping duties had been similarly held up. Originally estimated at six months, the job is now expected to take ten months. Eight vessels from the two companies are still on Government service.

**"DRYS" IN INDIA THREATEN TRADE LOSS**

Prohibition moves in India are likely to cause substantial trading loss in Australian wine and beer exports. It is reported that the Bombay Government has decided to introduce total prohibition in Bombay Province and it is believed that this policy will be adopted by other provincial Governments when a National Indian Government takes charge of the central administration.

Australian wine exports to India in 1938-39 were valued at £301, but by 1945-46 they had risen to £48,275. In five years total exports of liquor from Australia to India have risen from £3,762 to £125,762.

**EXPANDING COAL REQUIREMENTS**

Within ten years, Australia may be called upon to produce 50,000,000 tons of coal annually, compared with the present figure of 11,000,000 tons, in order to meet growing demands of industry. This opinion was given by Professor David Jones, Professor of Mining at Cardiff University, Wales, who is making a report on the mining industry for the Federal Government.

As the first steps in streamlining the coal industry, Professor Jones considers that the following steps should be taken:

- (a) Make an immediate survey of the country's coal resources.
- (b) Mechanisation of mines.
- (c) Education of miners and the public to counter industrial suspicion.
- (d) Immediate establishment of a University Chair of Mining to direct thorough scientific research into mining problems.
- (e) Increased mechanical control of dust to combat silicosis and pneumoconiosis.
- (f) Regular medical examination of all miners.

Mining companies had established research stations which were doing good work, but a University Chair of Mining could do so much more, said the Professor, who paid tribute to the splendid underground conditions and the medical bureau established at Broken Hill.

**FEDERAL GOVT. EMPLOYEES**

Commonwealth Government employees now total 153,524 persons, by comparison with the prewar figure of 68,322. Of this total, the Overseas Telecommunications Commission employs 303 people; Trans Australia Airlines, 1,907; Australian Broadcasting Commission, 1,300 (increased from 720 before the war); while the staff of the Council for Scientific and Industrial Research totals 2,352.

**EMPLOYMENT RECORD**

A new record for employment in N.S.W. was established during January, when the number of salary and wage earners reached 891,800, excluding rural workers, domestics and Service personnel. For the first time since June, 1946, female employment showed a reduction.

South Australia

**S.A. POWER DEVELOPMENTS**

The growing demands of South Australian industry in the face of the difficulties associated with the supply of N.S.W. coal, have resulted in plans for the expansion of the Leigh Creek coalfield. Situated 340 miles north of Adelaide, Leigh Creek has a present maximum output of 5,260 tons, but the aim is to boost production to 20,000 tons a week. As part of the project, tenders closed recently for the supply of a 600 ton dragline excavator. New coal-drying equipment will also be installed, together with crushing and grading gear, while other aspects of the program include the surfacing of the Leigh Creek airfield, and the building of modern dwellings. Cost of the expansion is estimated to be £1,000,000.

Meanwhile, some industries have changed to oil-burning power plants, and the Osborne power station is using oil to supplement existing coal-fired equipment, and the State Electricity Trust's decision to install a 100,000 gal. oil storage tank at Osborne indicates increased reliance on this form of fuel. Since oil-fired plants operate at three times the cost of coal-burners, the temporary nature of the changes seems apparent.

It is also announced that the generating capacity of the Osborne power station will shortly be increased by 30,000 kilowatts, with a similar increase scheduled later in the year, bringing the total capacity to 139,000 kW., at which stage the whole plant will then be worth about £4,500,000.

**S.A. DEVELOPS FISHING INDUSTRY**

The State Government has entered into negotiations with the Commonwealth Government concerning the purchase of a suitable vessel, as part of the plans to develop large-scale fishing.

The Chief Inspector of Fisheries (Mr. Moorhouse) has stated that the CSIR vessel "Wareen" had confirmed the existence of tuna in the South Australian end of the Bight. Salmon, sardines and mackerel also exist and could provide the basis for a substantial canning industry. Plans are being made to obtain purse-seine net equipment to test the possibilities of the schools of pelagic fish which abound in the vicinity of the Continental shelf.

**STH. AUST. RETAIL TRADE**

There appears to be no reduction in the volume of retail trade in S.A., in spite of current supply difficulties, and business is above the level for the corresponding period of last year, according to a recent bulletin issued by the National Bank.

The situation regarding men's clothing is very acute, and drapery, children's wear and cotton underwear are also in short supply.

**S.A. COAL DIFFICULTIES**

Complaints on the quality of N.S.W. coal supplies, have been made by major Adelaide coal users, including the Electricity Trust, Municipal Tramways, and the railways. Since the end of the war, the deterioration in the quality has caused serious technical difficulties, as well as decreased production and heavier operating costs. Typical of the situation is the recent statement by the Railways

Commissioner (Mr. R. H. Chapman) that over the past two years, the coal consumption per thousand road-ton-mile had increased from 317 lb. to 414 lb.; while the average speed of freight trains had been reduced by 13% as the result of the use of inferior coal from N.S.W.

The chief engineer and general manager of the Municipal Tramways Trust (Sir William Goodman), said recently, that the coal now being received was about 85% as efficient as that delivered in prewar days.

A further comment comes from the general manager of the Brighton Cement Co. (Mr. W. St. B. More), who has stated that while the present quality of Newcastle coal supplies was sometimes good, often this was not the case. Before the war, coal produced 13,500 heat units from a quantity which now has a content of only about 12,000 units.

Queensland

**NEW TEXTILE INDUSTRY IN Q'LD.**

The Premier of Q'ld. (Mr. Hanlon), has announced the granting of a three months' option over a large area at the former Rocklea munition factory to a big British Textile manufacturing company. The company is at present endeavouring to assemble sufficient plant in Europe to establish a factory in the area and proposes to transfer certain equipment from its Coventry plant.

Mr. Hanlon said that every encouragement and assistance would be given to firms to establish secondary industries outside the state capital, since decentralisation was the policy of the Government. The possession of vast deposits of coal, including Blair Athol, gave Queensland an opportunity for vast industrial expansion, he said.

**QLD. BEEF EXPORTS**

It is expected that 45,000 tons of beef will be available for export in the next three months, under orders to the British Food Ministry. Of this amount, about 13,000 tons would be provided during May, being the first of the season's substantial exportable surplus. Throughout the season, Queensland would also supply about 200 tons of chilled beef weekly to Sydney and Melbourne markets.

**SUGAR AND FAT CATTLE**

With fears of a substantial decline in the value of Queensland's sugar industry likely to follow the Geneva trade talks, Queensland agriculturists are turning their thoughts to other revenue producers from the rich wet coastal belt now almost exclusively sugar coated. Most interest centres on the possibilities of combining sugar and fat beef. The coastal belt is known to lend itself admirably to the raising of fat cattle and for the fattening of cattle brought down from the hard inland cattle stations.

**TROLLEY CARS FOR BRISBANE**

Brisbane City Council has authorised the calling of tenders for 30 trolley buses for city runs, but it is not expected that they would be put into service before the end of 1948. The Lutwyche-Chermside tramline extension was officially opened several weeks ago. It adds another mile to Brisbane's tram services at a cost of £31,000.

**COUNTRY IMPROVEMENTS**

The Queensland Executive Council recently approved a loan of £10,000 for completion of the Townsville city council's swimming baths, and a loan of £3,500 for Chinchilla road works. The State Government itself will shortly spend £15,075 on reconditioning and widening to 30 feet, a section of the Cairns-Tableland road in the Cairns city area.

# PROGRAM BUSINESS

The Trading and Agency Co., Melbourne, advertising "Tandaco" Food Products, are sponsoring the new 3KZ half-hour feature, "Tandaco Turnabout," commenced May 3, and scheduled for every Saturday at 8.15 p.m., for 52 weeks. "Tandaco Turnabout" is a composite Quiz program embracing the most popular Quiz ideas produced by 3KZ, and features handsome prizes, with jackpots and give-aways of advertiser's products. Quiz includes "Etiquette," "Yes, No Jackpot," Spelling, General Knowledge, "Take it or Leave it", "Name the Tune", etc. Compered by Norman Banks, the session has been arranged from Goldberg's, Melbourne.

Sponsored by Melbourne toy firm, Wee-Folks Australian Productions, the 3XY juvenile educational program, "Wee-Folks on Parade with Uncle Tom", enters its second year by featuring a new series of dramatic stories of explorers, navigators, etc., opening on May 4, with "North-West Passage, the Story of Martin Frobisher". These dramatisations will be supplemented by "Uncle Tom's Answer Train" and other regular features of the session, heard on Sundays, 6.15, prepared and presented by 3XY personality, Tom Jones.

## Eels is Funny Things!

... and so are records when it comes to high fidelity reproduction. That's why advertisers who care insist on

### THE RECORDING CENTRE PTY. LTD.

Film House, 251a Pitt Street  
Telephone MA 1140

A new adventure in the "Danger Unlimited" series commences on 2UE on May 29, with Episode 495, which means that playwright-author Max Afford will have passed the 500 mark when this adventure is a fortnight on the air. This writer has also published five novels featuring his famous detective couple; the Blackburns have also made their radio debut in London on the BBC, in South Africa, Canada and New Zealand. "Danger Unlimited" sponsored by the makers of Bex Powders and Tablets, is broadcast from 2UE Monday to Thursday at 7.45 p.m.

"Story, U.S.A.," the new feature which commenced from 3UZ Melbourne on April 24, is an American Office of War Information presentation. Heard from 8-8.30, Thursday nights, each program is complete and consists of stories of fact and fiction, presented and written by well-known American radio personalities and writers, among them Stephen Vincent Benet, whose fantasy, "Dr. Melhorn and the Pearly Gates," was the first unit in this series.

On the occasion of the premiere on April 19 of the play, "Life with Father," John McMahon and Roly Barlee broadcast from backstage and the foyer of the Princess Theatre, Melbourne. The feature was heard from 3UZ between 7.30 and 8 p.m., and included interviews with stage and radio identities, among them Leonard Lord and Charles Norman.

When "Tiny" Snell of 3UZ Melbourne heard that the matron of the Eye and Ear Hospital (Children's Section) needed six "playgrounds" (those unobtainable wooden enclosures), he decided to make an appeal for these over the air. The announcement was made at 6.44 p.m. Within five minutes he had received offers for half a dozen "playgrounds" and for the next half hour had to refuse further supplies!

Sponsored by Darrods of Bourke Street, "Two Lives Have I," a George Edwards Production, commenced its first broadcast from 3UZ Melbourne on Sunday, May 4, from 7.08-7.38 p.m. "Two Lives Have I" is based upon a true story by Alexandre Dumas, relating the complications which ensue when a man takes over the identity of his double, who has been killed in battle. The radio adaptation, written by Eric Scott, takes full advantage of the dramatic story, which has a surprise ending. Darrod's account is serviced by John Clemenger Pty. Ltd.

Running descriptions of all events at the recent Warrnambool and Hamilton two-day racing carnivals were broadcast by 3HA Hamilton, V. Fred Tupper did the descriptions by arrangement with 3AW Melbourne. The former carnival was sponsored by The North Western Woollen Mills, Stawell, and the latter by The Ballarat Brewing Company.

When Madam Lydia Paolozzi visited Brisbane and gave recitals in the City Hall, excerpts from her program were broadcast by 4BH under the sponsorship of Chemist Roush. These services to listeners were made on the night of April 15 and in the lunch period of April 22. In a special sports service every Saturday night 4BH broadcasts descriptions of the main motor cycle and speed car events at the speedway meetings at the Exhibition Grounds. Many advertisers are taking advantage of inserting 50-word announcements in this period.

During the last few weeks, 3KZ Melbourne have featured a Spike Jones' session on Saturdays, at 1 p.m., resulting in 283 letters from appreciative listeners to date. Most of the mail has come from hospitals, hostels and country colleges, indicating the wide appeal of Spike Jones.

### WOMAN CABINET MINISTER

Honorary Minister in the new McLarty Government, Mrs. F. Cardell Oliver, has taken over her post, in which she will assist the W.A. Minister for Education and Social Services and the Minister for Health, in matters relating to social hygiene, child welfare, and homes for the aged. She will also be associated with the Minister for Lands on immigration problems.

## BROADCASTING BOOKINGS

Edmonds Advertising Agency announces the following bookings:— National Services Centres Organisation, Brisbane, 5 minutes at 7.12 p.m., Thursdays, for 12 months on 4MW Murwillumbah; M. E. Humfress, Brisbane skin and leather merchants, 217 x five-minute sessions on 4VL Charleville; Creche Kindergarten, on behalf of the "1947 Miss Australia Quest" over 4BH-156 x 100-word announcements Monday to Saturday, breakfast sessions for 6 months, and over 4BK-26 x 1/2 hours, 10.45-11 a.m. Fridays, and 26 x 1/2 hours Saturday evenings, 6.30-6.45 p.m.; J. M. Bauman, gunsmith, Brisbane, 52 x 1/2 hours, two per week, Mondays and Tuesdays, 7.45-8 p.m. ("The Beloved Rogue") on 4VL Charleville; Masterbilt Furnishings, 52 x 1/2 hours on 4VL Charleville, two a week Wednesdays and Thursdays, 6.45-7 p.m. feature, "The Corsican Brothers."

The Baltimore Restaurants have expanded their radio advertising on 2UE with another half hour musical program, compered by Allan Toohey. This gives them two half hours, one from 10 p.m. until 10.30 p.m. on Fridays, "What's Cookin'", compered by Allan Toohey, and the new one, 9.30 p.m. until 10 p.m. on Tuesdays "These Old Shades", with the same comper.

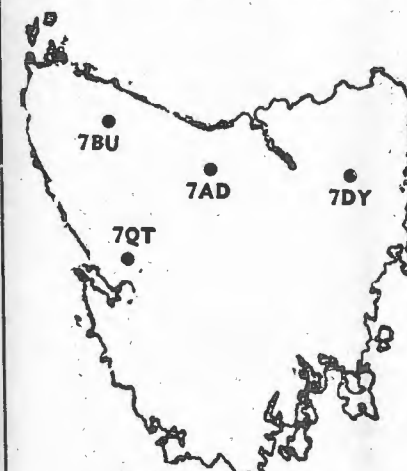
The Juvenus Research Laboratory has contracted with 2UE Sydney, for 12 months for "spot" announcements in the morning and afternoon sessions to advertise their new Juvenus Beauty Mask.

Mack Furnishing Co. are sponsoring the Sporting Results heard from 3KZ, on Saturdays from 6.00 to 6.15 p.m. Booking is direct.

Melbourne furniture firm, Kiernan's of Bourke Street, have signed for five daytime sessions weekly, through 3AW Melbourne. The program, from 2.30 to 3 p.m., is strongly English in character, springing from the sponsor's recognition of England's current problems, and ties in with the display of English merchandise available in Kiernan's showrooms.

## TASMANIAN COASTAL NETWORK

7BU 7AD  
BURNIE DEVONPORT  
7QT 7DY  
QUEENSTOWN DERBY



ASK STANFORD ALLAN or A. L. FINN MELBOURNE SYDNEY  
WHY EVERY NATIONAL CAMPAIGN MUST INCLUDE THE TASMANIAN COASTAL NETWORK

Matthews Thompson and Co. Ltd., food-stuffs manufacturers, who have in the past, sponsored three series of George Edwards' documentary programs in the 8.30 p.m., Tuesday channel on 2UW, Sydney, last week arranged for the presentation of a fourth series shaped along the same lines.

The fourth series, comprising a further 26 half-hours, is entitled "Souvenirs of Yesterday." It covers the great stories of art and literature, music, philosophy, and architecture; and includes both biographical material and the stories surrounding the creation of some of the great art treasures of history.

Sponsored by Carlton Breweries, the weekly sessions broadcast by the V.B.N. stations, 3HA, Hamilton; 3TR, Sale, and 3SH, Swan Hill, have so increased in popularity since their inception, that they have acquired a definite institutional value. They are broadcast from 3HA at 9.30 p.m. on Mondays, 3TR at 7.30 p.m. Fridays, and from 3SH at 9.15 p.m. on Saturdays. Paton Advertising service this account.

Sponsored for Robur Tea, the new serial "Sincerely Miss Marsden", has been booked for 3HA Hamilton, V. and 3TR Sale, V. It will be heard every Monday, Tuesday, Wednesday and Thursday, commencing on May 5, at 9.30 a.m. from 3HA and at 9.15 from 3TR. Richardson Cox Pty. Ltd. service this account.

Recent renewals at 4BH include "Mrs. 'Obbs", quarter hour, Monday to Thursday evenings, inclusive. Sponsor is Bonnington's "Irish Moss", and the account is handled by J. Walter Thompson. Cadbury "Hit Tunes" also quarter hour, Monday to Thursday, are another renewal for 52 weeks. George Patterson's account.

J. W. Johnson Advertising, on behalf of McDougall's Bread, have taken 25 worders, 5 weekly, breakfast session, for 52 weeks. Other 4BH business includes Penfold's "Musical Comedy Theatre", half hour on Friday evenings, for 52 weeks, placed by Ferguson Canny; and Sheldon Drug Co. have contracted for 6 x 25 word evening announcements, weekly.

4BK/AK have been selected as the Queensland outlet for "Sincerely Rita Marsden", the new Robur Tea feature program to be presented daily, Monday to Thursday,

in the Women's morning session. Described as one of the best features of its kind to hit radio for a long time, the program will be directed by "Miss Australia", Rhonda Kelly. At the other end of the scale, just before noon, Pioneer Tours are sponsoring the well known story "Ann of Green Gables".

New contracts with 4BH include the following: Commonwealth Bank, slogan announcements, in early morning Women's Session, 5 weekly for three months. Patersons handle this account.

Foster-McClellan (Doan's Pills) have taken 5-1 minute announcements weekly in the Women's Session, for 52 weeks; while R. Towns & Co., ("Cuticura") have bought 3-1 minute direct announcements, weekly Evening Session for 52 weeks. Weston Company handle last two accounts.

Hoadley's Chocolates Ltd., have renewed contract over 4BC/SB with the well known George Edwards production, "In Search of the Golden Boomerang", every Tuesday, Wednesday and Thursday from 6.15 to 6.30 p.m.

National Service Centres Organisation has taken 52 x 5 minutes over 2LM, 4VL, 4LG, 4BU, 4MK, 4TO, 4CA, 4WK, 4ZR, and 4AY. Edmonds Advertising handle this account.

An intensive 50 word scatter campaign is being used by Queensland timber and hardware merchants, Hancock & Gore Ltd., on 4IP. Johnston Jones Advertising is the service agency.

"Pathway to Health" Food Shop, Adelaide Street, Brisbane, have contracted through Johnston Jones Advertising for 156 x 50 word announcements over 2MW.

Grand Central Hotel, Brisbane, are using announcements in 4BK's 8.30-9 a.m. Monday to Friday session, "Rendezvous with Rhonda." Johnston Jones handle contract.

Collinson's Pharmacy, Brisbane have contracted for 50 word scatters in 4BK "Rendezvous with Rhonda" session. Johnston Jones Advertising is the service agency.

Edgar V. Hudson Pty. Ltd., have taken a new feature "Serenade", in lieu of "Band of the Week" over 4BK, 10 a.m. every Sunday. J. W. Johnson handle this account.

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



Enquiries appreciated

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

## BROADCASTING STATIONS

Contact Radionic Products for all your new, replacement and spare equipment. A high standard of technical knowledge and a thorough understanding of essential characteristics is our background in the manufacture of each article of RADIONIC EQUIPMENT.

**RADIONIC RPA PRODUCTS**  
MEADOWBANK (SYDNEY) N.S.W. 'PHONE RYDE 243.



## AMERICAN BROADCASTERS ARE ALIVE TO IMPORTANCE OF PUBLIC RELATIONS

Development of a perpetual industry wide public relation program was the main theme of the National Association of Broadcasters' first 1947 area meetings at San Francisco in January according to the official *N.A.B. Reports*.

N.A.B. president, Justin Miller, outlined the need and means of carrying on day to day public relations at local, state and national levels. He emphasized the importance of individual broadcasters, state organisations, and the N.A.B. participating actively in public affairs in order that thought leaders everywhere may feel more fully the impact of the radio industry. Judge Miller pointed out that in many communities, newspaper editors enjoy greater prestige than do broadcasters. He attributed this to the years of additional experience newspaper editors have had in making the weight of their opinions felt in civic circles.

"There is no reason that we should have an inferiority complex regarding the press," he said, in urging broadcasters to use their own medium in presenting their message to the people.

The N.A.B. president suggested that this "know your community leaders better" campaign could be extended effectively to state levels. Additional state organisations and augmented activities by existing groups would contribute much to this endeavour, he said.

Speaking of the N.A.B.'s activities on a national and international scale, President Miller enumerated many instances in which the Association is co-operating with both governmental and non-governmental agencies. By working closely with these various groups, he pointed out, they come to know and understand the problems of the broadcasting industry and the effectiveness of its operation in the public interest.

As an example of the work N.A.B. is doing nationally to correct some of the distorted criticism of radio, he told of the response received from many persons prominent in national affairs to the book "The People Look at Radio," which was distributed recently by N.A.B. to several thousand thought leaders. Many key figures, he said, are re-evaluating their criticism of radio after reading this analysis of the University of Denver's nation wide study of listener reactions.

Stressing that public relations is

not something which can be relegated to a single department, Judge Miller urged each of the radio executives to make it a primary function of his entire organisation.

"Anything new in American life must go through the crucible of public opinion," Judge Miller stated in analyzing the attacks which are being made against radio. "But," he added, "we must take with appropriate seriousness the criticism of this new art."

Speaking in the same vein earlier, A. D. Willard, Jun., N.A.B. executive vice-president, urged broadcasters to look to the areas of dissatisfaction delineated in the NORC study and concentrate much of their promotion effort there. "For the first time," he said, "The People Look at Radio" isolates the principal breeding ground of these dissatisfactions with American broadcasting and demonstrates that it exists primarily in the fertile mentalities of that 12 per cent. of our population represented by the people who have had the advantages of higher education or its equivalent experience."

Pointing out that members of this group generally do not exercise the same discretion in dialing the radio that they do in choosing books to buy or concerts to attend, the N.A.B. executive vice-president suggested more active promotion of serious programs as a partial solution to the problem.

"Radio presents literally hundreds of hours of programs each week designed to meet the needs and tastes of intelligent listeners," he said, "yet an otherwise intelligent and discriminating human being turns on his radio, twists his dial, finds nothing to please him and excoriates the medium."

In addition to keeping the value of serious programming slightly above what the mass audience wants, he suggested, "let us utilize every device which our ingenuity recommends to encourage greater listening and selective listening for the fine cultural programs we already possess in surprising abundance."

Extensive promotion and advertising were advocated as a means of correcting a situation where the articulate minority "listens least and criticizes most." Among his suggestions were: more on the air promotion, newspaper advertising in sections other than those devoted to entertain-

## WINDOW PROMOTION



Pictured above is the striking window display used by Murdochs Ltd., in their George Street, Sydney, departmental Store, publicising recent Award winners of Macquarie Radio Theatre, broadcasts of which are sponsored by this firm. Tie-up provides good station promotion.

## AGENCIES

Mr. S. E. Baume of S. E. Baume Advertising Agency after a short sojourn in hospital has returned to his Collaroy home and hopes to be soon back on deck in the city.

Mr. Alan D. Hannam, manager of the Radio Division of The Weston Co. agency in Sydney has been appointed to N.S.W. Radio Committee of the Four A's (Federal), replacing Mr. Lionel Davis, formerly of Lintas. It is understood that Mr. Phillips, manager of Lintas will act on the committee during the absence overseas of Mr. Ray Walters of Wilmotts.

Mr. David Manuel, radio division manager at Goldbergs in Sydney, is like a boy with a new toy since AWA installed the new audition equipment at the agency—and no wonder! More of it anon when all the wires have been tidied up enough for a photograph.

K. Hunter Ballantyne, media manager for Leyshon Publicity Services Pty. Ltd., is enjoying a holiday at Marysville, with his wife.

Advertising Consultant, Jack Clemenger, with John McMahon, 3UZ Melbourne program director, set out on a hunting and fishing trip over the long "Anzac" weekend. The field of slaughter was in the Sorrento district, and whatever the results were, Jack and John certainly returned full of enthusiasm concerning the trip.

John Clemenger Pty. Ltd., Advertising Consultants, have now settled in at Oxford Chambers, 473 Bourke Street, on the second floor. The telephone number is MU9611 (three lines). The change over from 222 Bourke Street took place on April 21.

Miss Margaret Lippold, secretary to Mr. H. E. Cox, Brisbane manager for A.W.A., is back on the job again after her recent holiday in Sydney.

ment, and the building of mailing lists of thought leaders in order that stations can keep such listeners advised of programs in their interest.

## BROADCASTERS RISK THEIR GUESSES SAYS LEVERS' EXECUTIVE

That too many of the decisions made by American broadcasters as to the length of commercials, the kinds of advertising that are good or bad radio and what is or is not good taste on the air are "entirely arbitrary" and based more on guesswork than on knowledge of what the public really thinks was stated by Robert F. Elder, vice-president in charge of consumer research of Lever Bros. Co., in an address given before the Radio Executives Club of New York.

Mr. Elder made an earnest plea for the broadcasting industry to "wake up to the need for a comprehensive, instating, absolutely unbiased continuing study of public reactions," pointing out that "if radio is really to be run in the public interest there is only one legitimate source for guidance. That is the public itself."

"We advertisers and you broadcasters are the butts of a pretty consistent campaign to sell the public the idea that radio is trivial and inane; that it fails to give the public what it ought to have; that, in fact, the public birthright has been sold for a mess of pottage," he stated. "If those allegations are right, even in part, we certainly ought to do something about it, always bearing in mind that our job is to serve the whole public and not just a vocal group which claims the right to impose its own ideas and tastes on the public. And if those allegations are wrong, then we ought to start making some noises of our own."

"But until we know what the public thinks about the whole thing, how can we go about fixing whatever may be wrong or do anything to defend our position beyond assuming a stuffy air of righteousness as trustees of the public air? Isn't the burden of proof properly upon us?"

"It's not enough," Mr. Elder declared, "to say that a state-controlled radio monopoly couldn't do as well. Of course it couldn't. The people running it would have to guess and make arbitrary decisions, too, and their guesses probably would not be as good as ours. But that is no excuse for being arbitrary and hide-bound. Why can't we spend the money and mental effort to get and use the facts that would help us to make radio better—and incidentally, perhaps, more profitable?"

## NIGHT and DAY

### 4 B U's

Comprehensive "selling" programmes cover one of the Richest Sugar lands in Australia.

## 4 B U — B U N D A B E R G

A UNIT OF THE MACQUARIE NETWORK

SYDNEY REP.: MACQUARIE

MELBOURNE REP.: MACQUARIE

In

## CENTRAL QUEENSLAND

Sponsors get maximum listener response to their sales message from 4LG. In this rich market 4LG with its huge coverage creates programmes of local interest making every minute of broadcasting popular with a tuned-in audience, willing to listen, eager and able to buy.

## 4LG CENTRAL QUEENSLAND

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

Sydney: FRED THOMPSON, B 2085  
Representatives: Melbourne: STANFORD ALLAN, Central 4705  
Brisbane: S. EDMONDS, B 5871

## MR. TIME BUYER!... Talking of your WINTER CAMPAIGNS?

Months ago we made our plans for winter's increased listening audience. New programmes are all lined up... our entire organisation is geared to cope with more business. Let's discuss our "winter readiness" in your office... soon!

## 3XY

163 Spring Street, Melbourne  
Central 6612

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

## Purely Personal

Mr. H. Rabling, chairman of directors of the Vacuum Oil Company, was guest of honour at a reunion dinner held at the Hotel Federal on April 11. There were 120 staff members present, all ex-servicemen.

Mr. Frank C. Penny, aviation officer for the Shell Company, left Melbourne recently by air, to study the latest developments in aviation in America and England. He will be abroad about three months.

Mr. Frank Cave, head office publicity manager controlling the advertising activities of the Shell Co. in Australia, left Melbourne by the Orion on April 17. Mr. Cave will visit England and America on a business trip, and will be away six months. Other executives of the Shell Company who boarded the Orion on long service leave were A. C. Sleighter, operations manager of Australia; R. H. Street, acting chief technical officer for Australia; and J. S. South Australian manager.

When Sydney Morning Herald Novel Prize winner Ruth Park (Mrs. D'Arcy Niland) was interviewed on 2UE by Brian Newman recently, she gave some worthwhile advice to budding Australian writers. She said the three most important ingredients making up a successful writer were in her opinion: (1) A true love of living; (2) a capacity for enjoying all experiences; (3) the development of an individual style. (3) determination. Starting at the age of 17 on a newspaper in Auckland, Ruth now combines the careers of writer and wife and mother.

Mr. Prouse Knox, general manager, 4BC, and his wife, are spending a three weeks' vacation at Urangan, outside Maryborough.

Mr. Ted Gold, managing director 4GR Toowoomba, has been in hospital undergoing an operation, and before returning to Toowoomba, will spend a short time recuperating.

### NEW BREIF BOARD MEMBERS



Above Mr. Reg Fox  
Top Right, Mr. Leo Finn, and at Right,  
Mr. Roger Enemark



"BROADCASTING BUSINESS" Managing Editor, Oswald Mingay, has received notification of his election as a member of the American Television Society which is dedicated to the advancement of television.

Mr. Robert Burlingame, Chief Public Affairs Officer of the American Embassy in Sydney, will be guest speaker at the BREIF Club luncheon at the Wentworth Hotel Ballroom on Monday next, May 5.

Mr. H. A. Taylor, manager of 6KG Kalgoorlie, W.A., was in Melbourne last week, on business.

## STATION STAFF

There have been several changes in the Announcing Staff of 3XY Melbourne, since Carl Bleazby has left for America. Ray Chapman has resigned and after recovering from the throat operation he has undergone, he will take up his appointment with 3AW.

Commencing May 5, Tom Miller will change from the breakfast session to the night, and his main feature will be the presentation of "Highlights from the World of Sport" on Fridays, at 7.15 p.m. Tom Jones will leave the afternoon sessions, and take over the breakfast session. He will continue to organise the "Peters Pals" Children's Sessions". Bill Rogers has joined 3XY as daytime announcer, after experience in country stations. In Clive Waters, who recently joined the station on the night announcing staff, 3XY claim they have discovered the perfect voice for news reading.

John Storr is also affected by these changes, as he now presents about twelve featured musical programs from 3XY.

There is little wonder that Ron Anwin, previously with 2GB assisting Cyril Angles on the racing side, and now 4BC's sporting commentator, knows quite a lot about the "Sport of Kings", as his father, Jack Anwin, in his day, was a very successful and well known jockey, having won a Melbourne Cup, 2 Adelaide Cups and 2 Perth Cups, and later trained with marked success in Victoria. The well-known weight-for-age mare, "Maid of the Mist", was trained by him. The "Telegraph" every Saturday night is featuring his life story.

Noel Judd, who has been chief copywriter at 2CH since his return from the Services, has accepted appointment as chief of the copy department of Station 2GB Sydney.

Mr. W. A. M. McCrae who was recently appointed in charge of Publicity at 3UZ.



Hazel-eyed Barbara Hill from Waverton is doing an interesting, and for a girl, unique job in the radio world. After doing a little presentation work at 2GZ, 19-year old Barbara went to 2UE where she was able to avail herself of the expert coaching of presentation man Neville Merchant. Now doing the presentation for "Rumpus Room", she is as well-known to Sydney's teenage swingfans as their Duke Ellington and their Tex Beneke.

Clem J. Derwin, now in charge of 2KO's Advertising Department, joined 2KO as a boy and graduated through Programs and Copy into his present position.

On April 21, Mr. Derwin was married to Miss Verna Ferguson of Newcastle.



## 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.

### POSITIONS WANTED

FIRST CLASS ANNOUNCER-TECHNICIAN. Seven years' experience Country Stations, Announcing, Copywriting, Programs, O.B. and sports commentaries. Desires position in N.S.W. Preferably Sydney or near station. Replies to "Announcer", Box 3765 G.P.O., Sydney.

ENGINEER-ANNOUNCER requires position on country station. P.M.G. Broadcast Certificate. Considerable experience both capacities. Details and references available on application. "Service", C/o Box 3765, G.P.O., Sydney.

### POSITION VACANT

Junior engineer required for 2LT Lithgow. Apply giving details to Manager, Lithgow Broadcasters, Box 21, P.O. Lithgow.

### ADVERTISING AGENCY

with important national accounts requires

### EXPERIENCED PRESS COPYWRITER

As our press and radio campaigns coordinate, a working knowledge of radio would be an asset, but not necessarily essential.

Write, enclosing specimens of recent work and giving age, experience and salary required, to "Copywriter," care of this paper.

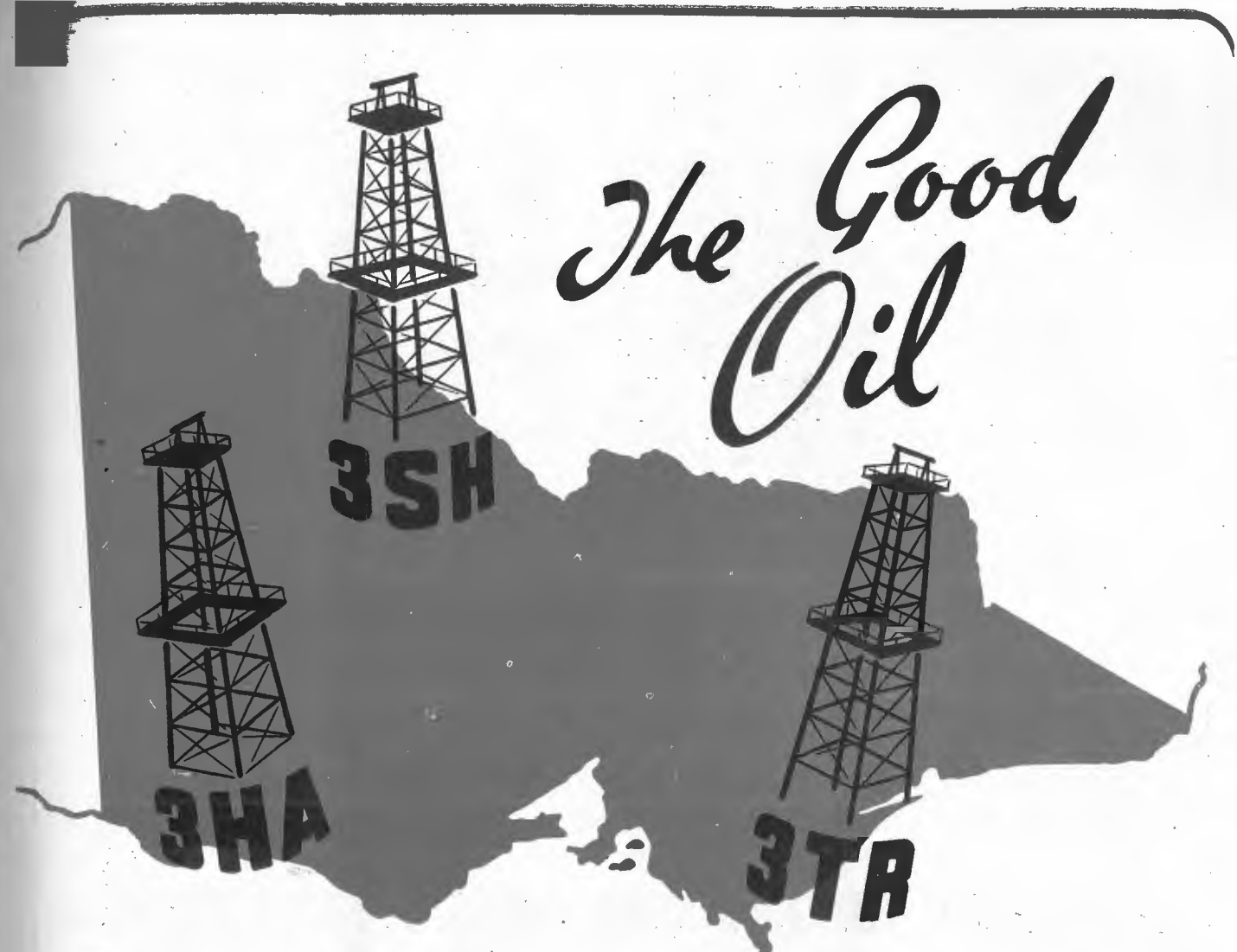
Excellent opportunity for the right man.

## STOP PRESS

### "EVERYTHING" FOR \$1200

NEW YORK: A tele projection receiver unit providing brighter than previous large-screen images demonstrated early April by RCA at New York section of Institute of Radio Engineers, contains also AM, FM and short-wave receivers and automatic record changer. Sets, ready for market by June, probably will cost \$1200. Tele screen is 15 x 20 inches.

Mr. Peter Stennett, managing director of Nicholas Pty. Ltd., reported retiring from business in the near future, will be guest of honour at a testimonial dinner to be given by the Australian Association of National Advertisers at the Australia Hotel, Melbourne, on May 7. Mr. Stennett was a vice-president of AANA and this position will now be held by Mr. J. Cudlipp, advertising manager of General Motors.



The Good Oil

## From Victoria's Country Districts



GO prospecting in Victoria's rich country districts with certainty of reward! Sales will soon be gushing, so lay the foundations of solid future business NOW . . . by joining the popular V.B.N. programmes welcomed far and wide throughout Victoria . . . full details of latest available propositions on request.

## The VICTORIAN BROADCASTING NETWORK

Head Office : 239 COLLINS ST. MELBOURNE PHONE : CENT. 4124  
Sydney Representative: S. O. CLARKE, c/- We stern Newspapers, 56 Young St. Phone: BW 7283.



# AARDS

## IS ALWAYS *Current*

To be of value, a media file must be *current* at all times. That is why the AARDS Service has proved an invaluable asset to subscribers. AARDS is as current as can be. The Monthly Supplements issued for each Edition keeps the information always up-to-date.

Station managers and publishers of newspapers and periodicals are regularly asked for the latest rates and data of their stations or publications. Immediately any changes occur, the information is supplied to AARDS subscribers in the Supplements posted every month.

AARDS is a modern and current media file and provides up-to-date information on advertising media, to its subscribers. Advertisers, advertising agents and business executives who are interested in rates or any other data regarding newspapers, commercial broadcasting stations, periodicals, trade journals and other advertising media in Australia, will find it profitable to subscribe to the AARDS Service.

### AUSTRALIAN ADVERTISING RATE & DATE SERVICE

Newspaper AARDS ..... (available now)

Broadcasting AARDS ..... (available now)

Periodical AARDS ..... (available soon)

*Subscription to each Edition, including Monthly Supplements, and post free*

Australia £2/2/-

Other British Countries £A2/10/-

America \$10.00

Other Foreign Countries £A3/3/-

### 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. 22  
45<sup>th</sup> Issue

Thursday  
May 13, 1947

Incorporating "Commercial Broadcastin"

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

## This Rings the Bell!



### Hi Fellers!

HERE'S one with some meat in it.

*The ad. salesman was trying to persuade the store-keeper to take some time; but he just couldn't make any impression.*

*"No, nothing doing," he was told. "We've been running this business in my family now for more than 70 years, without advertising—and we've done all right."*

*The ad. man turned to go. Then he pointed to the beautiful old church on the hill. "That's a fine old church. Is it very old?"*

*"Aye, it is—and we're mighty proud of it. Been there, it has, for nigh on 150 years."*

*"As long as that eh? Three generations of your people have attended service in that church for 150 years... and yet they still ring the bell every Sunday."*

**That yarn set me thinking about bells—and bell ringers. It's a fine art, bell-ringing; you must have "know how." When it comes to ringing the bell in a radio coverage job, your bell-ringer must have the "know how" from A to Z... and you must be sure of your bell, too. ... And that all adds up to 2UW.**

## MOST PEOPLE LISTEN TO 2UW

