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Television. General Representations

PART 2.

547/4.

File No.

File No.

PRIME MINISTER'S DEPARTMENT.

SUBJECT:

TELEVISION.

Archival Action.

GENERAL REPRESENTATIONS.

Former Papers on

Later Papers on

Referred to.	Folio No.	Date.	Clearing Officer's Initials.	Referred to.	Folio No.	Date.	Clearing Officer's Initials.	Referred to.	Folio No.	Date.	Clearing Officer's Initials.
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6 NOV 1956

547/4.

Dear Mr. Ohlsen,

I have been asked to acknowledge your letter of 26th October, with which you sent to the Prime Minister material relating to television systems.

I am to thank you for your letter, and to say that the technical data has been noted.

Yours faithfully,

(A. S. Brown).  
Secretary.

Mr. G.H. Ohlsen,  
94 Laman Street,  
COOK'S HILL.  
NEWCASTLE. N.S.W.





pls  
19/11



94 Laman St.,  
Cook's Hill  
Newcastle

N. S. W.  
26 Oct, 56.

of Australia  
Prime Minister Mr. R. G. Menzies,

I am on to you on Australian Television system, I have listed countries using the 625 definition I other Australians believe it the best system also recommended by CCIR The three systems are Britan 405 Lines 14 Television Station and as 4.883.584 Television receivers, American 525 Lines, 413 Television Station and 35,000,000 TV receivers, France 819 Lines, 8 Television St., 226.840 TV receivers. Also enclosing the relig ious programme of their Church in the American Church on Television, I include new bands meg's opun up in recent years, by F.C.C. Every Australia his interested what Television will do in years two come.

Yours Faithfully  
G. H. Ohlson.



94 Laman St.,  
Cook's Hill

Newcastle.

N. S. W.

26<sup>th</sup> Oct, 56

The Prime Minister  
of Australia Mr. R. G. Menzies,

On Television in  
Australia, The World Radio Handbook list  
Countries using 625 Lines defination as Norw-  
-ay "1 T.V. station" 25 T.V. receivers Sweden T.V. st.,  
3, 8000 TV receivers, Switzerland "6 T.V. st.,"  
7,669 TV receivers, Holland "2 T.V. st.," 30,000  
receivers, Denmark "2 T.V. St.," 6,000 receivers,  
Japan "6 T.V. st.," 82,724 receivers, Venezuela,  
"3 T.V. st.," 60,000 receivers, Argentina "1 T.V. st.,"  
60,000 receivers. Turkey "1 T.V. st.," 2,000 receivers  
Italy "11 T.V. st.," 157,505 receivers, Germany,  
Fed R. "26 T.V. st.," 176,683 receivers, Dem. R.  
7 Nil receiver. U.S.S.R "6 st.," 800,000 receivers,



Austria 5 T.V. st., 3,000 receiver, Czechoslovak-  
 -ra "1 T.V. st., receivers, Thailand 1 TV st nil  
 receivers. Hungary "1<sup>st</sup>" T.V. st., nil receivers,  
 Yugoslavia "1 T.V. st., nil receivers, Iraq "1 TV"  
 nil receivers Core 0 T.V. st., 2,000 receivers,  
 With U.S.A. "413 T.V. st., 35,000,000 receivers,"  
 on 525 ↔ Canada 31 TV st., 1,100,000 receivers  
 Mexico 6 T.V. st., 100,000 receivers, Brazil 5  
 T.V. st., 125,000 receivers, Colombia 3 T.V. st.,  
 20,000 receivers Philippines 1 TV st., 1,661 receiver  
 -rs., Guatemala 1 TV st., 10,000 receivers, The  
 country of Saar using 625 defination 1 T.V.  
 st., 12,000 receivers. Interest our progress  
 of Television it bring better educational  
 and religious understanding, two our country.

Yours Faithfully  
 G. H. Ohlsen.



## American System

Frame Frequency 30 Mc/s  
Channel width 6 Mc/s.

Channel	Vision Carrier Mc/s	Sound Carrier Mc/s
A-2 No.	55.25	59.75
A-3	61.25	65.75
A-4	67.25	71.75
A-5	77.25	81.75
A-6	83.25	87.75
A-7	175.25	177.75
A-8	181.25	185.75
A-9	187.25	191.75
A-10	193.25	<del>197</del> .75
A-11	199 → <del>200</del> .25 → 203	203.75
A-12	205.25	209.75
A-13	211.25	215.75
A-14	471.25	475.75
A-15	477.25	481.75
A-16	483.25	487.75
A-17	489.25	493.75
A-18	495.25	499.75

From World Radio Handbook

for Shortwave Listeners, listed World Radio  
Station Shortwave Station Broadcast  
Stations Television Stations.



CHANNEL NO VISION CARRIER Mc/s SOUND CARRIER. Mc/s.

A-19	501.25	<del>505.75</del>
A-20	507.25	511.75
A-21	513.25	517.75
A-22	519.25	523.75
A-23	525.25	529.75
A-24	531.25	535.75
A-25	537.25	541.75
A-26	543.25	547.75
A-27	549.25	553.75
A-28	555.25	559.75
A-29	↓ 561.25	565.75
A-30	567.25	571.75
A-31	573.25	577.75
A-32	579.25	583.75
A-33	585.25	589.75
A-34	591.25	595.75
A-35	597.25	601.75
A-36	603.25	607.75
A-37	609.25	613.75
A-38	615.25	619.75
A-39	621.25	625.75
A-40	627.25	631.75
A-41	633.25	637.75



No	VISION	SOUND
CHANNEL	CARRIER Mc/s	CARRIER Mc/s
A-42	639.25	643.75
A-43	645.25	649.75
A-44	651.25	655.75
A-45	657.25	661.75
A-46	663.25	667.75
A-47	669.25	673.75
A-48	675.25	679.75
A-49	681.25	685.75
A-50	687.25	691.75
A-51	693.25	697.75
A-52	699.25	703.75
A-53	705.25	709.75
A-54	711.25	715.75
A-55	717.25	721.75
A-56	723.25	727.75
A-57	729.25	733.75
A-58	735.25	739.75
A-59	741.25	745.75
A-60	747.25	751.75
A-61	753.25	757.75
A-62	759.25	763.75
A-63	765.25	769.75



CHANNEL	Vision Channel	Sound Channel
A-64 No.	771.25	775.75
A-65	777.25	781.75
A-66	783.25	787.75
A-67	789.25	793.75
A-68	795.25	799.75
A-69	801.25	805.75
A-70	807.25	811.75
A-71	813.25	817.75
A-72	819.25	823.75
A-73	825.25	829.75
A-74	831.25	835.75
A-75	837.25	841.75
A-76	843.25	847.75
A-77	849.25	853.75
A-78	855.25	859.75
A-79	861.25	865.75
A-80	867.25	871.75
A-81	873.25	877.75
A-82	879.25	883.75
A-83	885.25	889.75



# TELEVISION

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J. E. TELFER

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In a few weeks now a new art will compete for recognition and time in our lives. Television is on the way and, whether we like it or not, it is something we will have to face just as other countries have had to face it.

Television will affect the whole of our social structure; it will affect the life of individuals; our life in the home; our life in the business world; our life in sport; and even our dreams will be affected by it. It will affect children at school and students at the University; it will influence our political outlook; it will cut church attendances in the evenings; challenge our witness; and in thousands of ways make an impact on our lives, the full impression of which will not properly be known and felt for some generations.

Television combines arts we already know and are familiar with, in one vast medium; the fields of photography; of the motion picture; of the theatre; of broadcasting; and of communication; all are included.

Basically, television is a new and unique means of communication, a means of transmitting instantaneously, images and pictures from one place to another without wires, in the same way as radio is transmitted through the ether. Although both radio and television are transmitted from one place to another by means of electromagnetic waves, there is a subtle difference between radio broadcasting, and television broadcasting.

Radio is the broadcasting of sound only, while television is the broadcasting of sight, as well as sound. Radio affects **one** of our senses—hearing—and reaches our ears alone; television stimulates **two** of our senses—hearing and sight. Thus, as a means of education, television has a big advantage over radio. However, radio, because it affects one sense only, encourages use of the imagination. Because we cannot see, we visualise and picture in our minds the things we hear, and the things we hear about. So, radio is **creative** in its effect.

On the other hand television **restricts** the imagination and, although we learn by seeing, there is no stimulus to our minds in television, as there is in radio. There is this difference, in that radio can be listened to with divided attention. We can occupy ourselves with other things while still listening to the radio programme. Television viewers, however, need to give the screen much fuller attention, and are unable to follow the programme completely, unless they relegate other matters to some other time or place.

Is there any difference between the theatre stage and television? Well, the theatre audience pays to get in, while television is free. The theatre serves a crowd, while television is beamed to individual viewers in the home. Therefore, in television there is a close intimate contact with the individual, which is not present in the theatre.

A theatre audience is remote from the performance, the audience not only sees but hears, from a distance, from the orchestra seats or the balcony. Television viewers see and hear at close range. With television you have a seat, in effect, on the stage, and you are able to see and hear in much greater detail than if you were actually in the theatre itself. The theatre audience cannot see details, but with television, because it is possible to select appropriate lenses, it is easy to see quite a lot of detail.

And what is the difference between motion pictures and television? Well, the motion picture audience pays just as the theatre audience pays. Television again is free (after you have purchased a receiver and paid a licence fee). The motion picture screen is large, and the television screen is small. The motion picture screen perhaps has the advantage that, because of its size, scattered objects are capable of being viewed together, and at close-hand and in fair detail, whereas with television with a much smaller screen, it is more difficult to view "wide angle" scenes. Like the theatre, motion-picture viewers look at the picture, as a crowd, whereas usually only a mere handful of people sit before each



TV receiver. People wishing to attend a theatre or cinema have to prepare and dress accordingly, on the other hand, the television audience is relaxed, and often dressed in any old way for comfort, reclining at ease on the lounge, or on the carpet on the floor. The television audience has a choice of other programmes, and can leave one station and turn to another if not content with the programme. The theatre or motion-picture audience has to accept the programme which is being presented.

It is obvious, therefore, that television has quite a lot of advantages over other forms of entertainment and education, and one of the biggest advantages is its "immediacy." Immediacy, means (in effect) that the transmission of the picture is instantaneous; we see and hear what is happening, at the same moment we view it. Whatever the TV camera sees, we see at the same instant. When watching a film we do so with the conscious reservation that this has been specially prepared; this has been doctored up; this has been edited; whereas, with television we know (unless film is being used at the time) that we are watching events actually unfold as they are occurring. Thus television is much more interesting, and much more dramatic.

We hear a famous personage being interviewed and know that, without rehearsal, we are seeing and hearing just what is happening; we hear the questions; we hear the answer; we see his hesitation; the expressions that chase across his face. Television has spontaneity and unpredictability, particularly in unrehearsed presentations, anything can happen, and this is always of great interest.

Television has a human interest because it deals with people and presents people, it has a human interest in particular because producers endeavour to speak directly to individuals, the programme is geared and presented to the individual viewer as if he, and he alone, were the person to whom the programme was being presented. It has intimacy and informality. The television viewer quickly notes lack of personality in the speaker and can detect insincerity far more easily than on radio. The viewer looks for friendliness, humour, and warmth, and the best telecaster is one who can bring these things and become thus very close and intimate.

There are many possibilities with television, and many formal and informal, devotional programmes are possible. All sorts of religious events, church services, Easter services, Christmas services, conventions, etc., can be brought into the home by means of television. It is

possible to specially teach the Bible, and its history, stories, geography, and characters. There can be all sorts of panels, discussion groups, interviews and youth forums. In television there is an unequalled field for evangelism; the winning of others; the preaching of the gospel. There is almost no limit to the good that can be done by the right person by the proper use of sincerity, naturalness, thoughtfulness and tact.

Quite a number of religious groups in U.S.A. are active in the television field, but by far the greatest of these is the National Council of Church of Christ, which is the American part of the World Council of Churches. The National Council of Churches has set up a Broadcasting and Film Commission which not only keeps the churches advised of all matters relative to broadcasting and television, but prepares programmes for release to stations in various parts of the U.S.A. and Canada.

Last year this Commission presented seven weekly television series of programmes. Two of these programmes were "live" shows—"Frontiers of Faith" and "Look up and Live." These were presented on the National Broadcasting Network throughout U.S.A. at 3 p.m. on Sundays, and on the Columbia Broadcasting Service nation-wide network at 10.30 p.m. on Sundays. In addition to these "live" camera telecasts, five film series were also telecast throughout the year. It is possible, of course, to use ordinary 16mm. or 35mm. films for broadcasting over television stations if the station has the proper equipment.

In addition to the television programmes the Commission produced seven series of weekly, national radio-broadcasting programmes, produced five 16mm. motion pictures; a number of film strips; and distributed 3,284,000 sermon booklets.

The Commission also secured placement on the air of special religious items, news, etc., on more than 300 radio and television stations.

Education and training is also considered and quite a big part of the Commission's activities include help and assistance to those working in the religious broadcasting and television field. It sponsored six one-week workshops and 40 one-day seminars to assist in training more than 1,200 ministers and others in the basic principles of radio and television production. The Commission estimates that more than 1,500 radio and television stations carried programmes arranged by the Commission, and it is further estimated that the audiences ran into several million listeners and viewers each week.



The Methodists in U.S.A. spent £A130,000 during 1955 for 13 half-hour television shows titled "The Way," and the Lutheran Church Missouri Squad, £A187,000 on the production of 26 half-hour television shows titled "This is the Life." The Methodist show was produced in co-operation with the National Broadcasting and Film Commission, and both shows were released to television stations by the Commission.

The Lutherans in U.S.A. have plans for the production of an animated religious film entitled "The Candle-Maker"—this is the first full-colour animated cartoon film in the religious field, will be 28 minutes long and will cost about £A30,000. It is expected that it will be ready for release next autumn. It is especially slanted towards children as its target audience, and deals with Christian Stewardship.

Cathedral Films have produced a new film "I Beheld His Glory." This is a prize-winning film depicting the trial, crucifixion and resurrection of Jesus Christ, and will be available for television broadcasting. Cathedral Films now have nine consecutive film stories on the life of Christ. These portray the birth of Jesus, the escape into Egypt, the baptism and temptation in the wilderness, and continue by depicting His ministry, the calling of the disciples, and the start of the conflict with the religious authorities, and extend through passion-week events in our Lord's life.

It is interesting to note that the oldest continuous network of religious radio broadcasts, which started in 1922 with the title "The Art of Living," is still continuing, and is now on television. This features Dr. Norman Vincent Peal, who is very well known throughout the United States of America.

It is of interest, too, to note that the Broadcasting and Film Commission of the National Council of Churches in America has got on record advising churches and church groups against the purchase of radio or television time for religious broadcasts. You will notice the word "purchase." The statement calls upon the stations and networks to make desirable time available free for religious broadcasts and urges the Commission's 30-member communions and State and Local Councils of Churches, and churchmen, to exercise their influence in support of this petition. On the other hand, while in U.S.A., I read a report of a number of the broadcasting stations in U.S.A. commenting on the tremendous increase of time devoted to religious bodies for broadcasting purposes. These stations were concerned at the high proportion of religious time to that of other time, on network and

other shows, and urged that the stations view it with alarm.

Big money is needed in television, as is evidenced by the fact that the Broadcasting and Film Commission has budgeted to spend £A750,000 on broadcasting, films and television this year, and this is not the only religious group buying time on television.

It is interesting to see how the Broadcasting and Film Commission receives its financial support, and how it manages to continue in such an expensive medium as television. Seventeen denominations contribute approximately 25% of the total budget, 44% of the budget is received from the radio audience as a result of mail solicitation, and 31% is received from various other sources from specific projects such as films, film strips, radio and television production, etc. Incidentally, contributions to this work are tax deductible.



**Bruce K. Macready:** Another clerk prior to entering College, Mr. Macready spent the six months before his entrance as honorary pastor of the Narwee Church. He came from the Kingsgrove Church. Entered College, 1956.

**Garth Manning:** Is being trained for our West Australian Baptist Union. Mr. Manning is an accepted candidate for the New Guinea Baptist Mission field. He is a carpenter and joiner by trade, and his church service has been rendered at the South Perth Baptist Church. Entered College, 1956; Rodd Point, 1956.

**Noel Melzer:** Came into College from Guildford Church, where he was a deacon. He completed his six months' training in the R.A.A.F. shortly before joining the Guildford Church in 1953. A clerk before entrance, he entered the College in 1956.

**David R. Nicholas:** Was born in Bristol, England. Came to Australia in 1951. Joined the Regent Baptist Church in Melbourne in 1955, and soon after came over to Sydney where he was associated with the Central Church. He was a clerk with an electrical company prior to entering college in 1956.

**Richard Owen:** Was a motor mechanic before entering College. His home church was Sans Souci, and here, and with the Postal Sunday School Movement, he gained experience. He entered College in 1956.

**I. Bruce Thornton:** Another clerk, Mr. Thornton's Christian experience was gained in open air work and in church work at Ashfield Church where he was a member, having joined the church in 1951. Entered College, 1956.

**Michael H. Dennis:** Was a rotogravure operative with the Women's Weekly before entering College. Carried on open air work and hospital work with the Mortdale Church, where he was in membership. Entered College in 1956; Liverpool, 1956.

**Albert R. Holowell:** Came to College with the background of nine months church work with the Victorian Home Mission. Came to Sydney in 1952 and, from 1953 to 1955, was the Home Mission supply at Warialda-Bingara-Inverell. He entered College in 1956; Toongabbie, 1956.

**Allan H. Patino:** Has completed a two-year Bible Training course with the Australian Bible Training School. His employment prior to College was with the Education Department. He entered College from the Mortdale Church, where he is a member, in 1956; Herne Bay, 1956.

with Campaigners for Christ. Entered College, 1955; Lugarno, 1955-1956.

**Ivan F. Kilvert:** Was in the R.A.A.F. during the war years. Completed a course of studies at the Melbourne Bible Institute. Was organising secretary of the A.I.E. 1950-1953. Supplied the Home Mission at Cessnock Church for the twelve months before entering College in 1955; Caringbah, 1955-1956.

**Alfred G. Rudd:** Was a compositor prior to going to Raymond Terrace as a Home Mission supply in 1954. His home church was Earlwood. Entered College in 1955; Undercliffe, 1956.

#### FIRST YEAR

**Brian Beaver:** Came from the Auburn Church, where he has been an active member for the four years since entering into membership in 1952. He came into College from the ranks of the clerical workers. Entered College, 1955.



RM

208

# THE RECIPROCAL TRADE FEDERATION OF THE UNITED KINGDOM

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Rt. Hon. R.G. Menzies, C.H., Q.C.,  
M.H.R.,  
Commonwealth Offices,  
Treasury Gardens,  
Melbourne,  
Victoria,  
Australia.



Dear Sirs,

"What is Television?" No.25

We have pleasure in enclosing our Tele-Vision Newsletters for June, which pictorially and descriptively evidences the ever-increasing spheres in which television is being used to further the march of progress in the widening realms of science. Television in its earlier stages made its debut more or less as an adjunct of entertainment, but, with the years, scientists at Pye, Cambridge, have broadened the application of T.V. to industrial efficiency; the hospital; shipping; an invaluable aid for trade development; and the bringing together of peoples in all parts of the world through fuller understanding of each other's way of life.

In industry, television plays an important part in the development of British export trade and in solving many technical problems which, hitherto, have baffled science. We would particularly direct you to the article relating to the Aircraft Research Association at Bedford; here Pye were able to assist scientists to observe characteristics in transonic conditions. The conclusions from the demonstration at Bedford will greatly help the aircraft industry.

Concluding, may we extend to Commonwealth readers greetings and congratulations on the occasion of the opening of their television service in October. Pye are pleased to have made a contribution. The first outside broadcast vehicle which Pye delivered recently to Melbourne will be no doubt a worthy ambassador of Britain. Cambridge, as a University Centre and as the Headquarters of the Pye Group, has given and will continue to give to men of all races, everywhere, the gifts of learning and science which conduce to improve the lot of mankind.

Yours very truly,

The Reciprocal Trade Federation  
of The United Kingdom.



704

**TELE**

***VISION***

***Newsletter***

JUNE 1956





● ON THE COVER

*There's drama on the sea-bed and millions of television viewers are now sharing it. Pye underwater TV cameras have been bringing vivid pictures from fifty feet below with the aid of expert divers and the special equipment shown in this picture. Other illustrations and the story are on page three.*

## *Newsflash*

**T**HIS issue of Television Newsletter underlines the extraordinary flexibility of TV as a medium, not only of entertainment, but as a serious contributor to industrial efficiency and practical purpose. In the pages which follow we show how cameras have been under the sea, in an atomic plant, a wind tunnel and an opera house. More and more television is entering the working lives as well as the leisure of people all over the world. Last month we told of the opening of the Baghdad Station. In September Pye will exhibit a complete station in Damascus, Syria. For as more and more nations realise the value and necessity of this latest medium, they will have available information, help and guidance from a Company which pioneered in TV and which now forges ahead with the very latest applications of it.



# Exploring a river bed—via TV

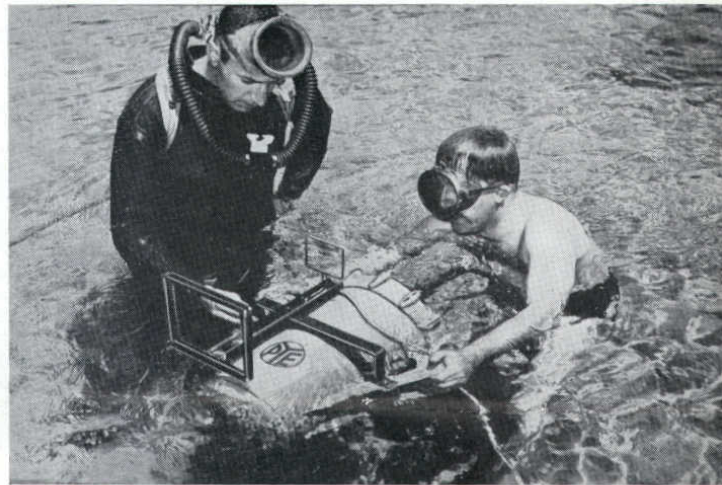
**F**ORTY-TWO million American viewers, with the help of Pye underwater television cameras, recently explored 50 feet under the surface into the mouth of a subterranean river—Silver Springs in Florida. In these freshwater springs—said to be the largest in the world—the bones of mastodons and other prehistoric creatures have recently been found, and during an N.B.C. “Wide Wide World” TV programme, a team of archaeologists explored 60 feet back into the cavern through which the river appears. From an underwater camera viewers could see the team, using aqualung breathing apparatus, dive deep into the heart of the great natural springs.

Their leader carried a smaller Pye underwater TV camera, so that in addition to watching the archaeologists at work, viewers saw, as if through the eyes of the explorers, all the ancient relics as they were discovered and brought to the surface. Throughout the programme, probably the most ambitious live underwater TV broadcast yet made, high-powered lights illuminated the scene, the fish and turtles could be seen swimming amongst the divers in the clear water.

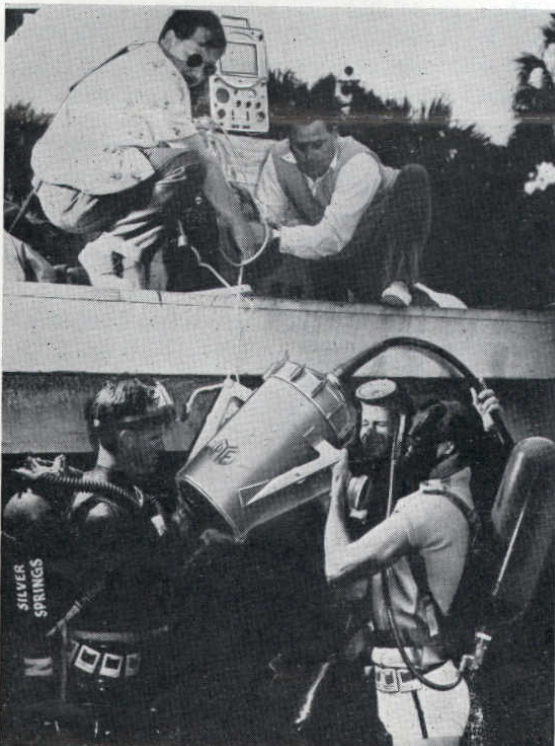
Additional attractions were a surface and underwater swimming display, an underwater fight between a man and a 19-foot anaconda snake, and a night-club scene underwater—complete with orchestra and patrons eating at tables!

This is the second time that Pye Canada Limited have supplied underwater TV equipment to N.B.C. for a broadcast, the first being for a programme from the Bahamas a few months ago.

**The camera is lowered into the arms of operators equipped with goggles and breathing apparatus. On shore are more TV staff tending the control gear and watching the monitor screen.**



The underwater camera is quite unlike its studio counterpart. It must be waterproof, contain all the complicated “innards” necessary to transmit pictures to the surface, trail long cables behind it—yet be extremely portable and manageable under difficult “shooting” conditions. These pictures show the camera and its team in action above and below.





# Automation at the Opera

## - and a TV eye on research

**D**URING the 1956 opera season at world-famous Glyndebourne television will be there for the first time as an integral part of the production facilities. A miniature Pye television camera, of the sort used for industry in many parts of the country, has been installed in the stage of the Glyndebourne Opera House beside the prompter's box to enable the chorus master in the wings to follow the conductor of the orchestra.

In previous years, in opera houses all over the world, chorus masters have had to peer through holes in curtains or scenery in order to cue the chorus at the right moments. Now that television is to be used, things will no longer be left to chance. The chorus will be grouped round a monitor in the wings and the chorus master will have the conductor in full view.

Facilities exist for television monitors to be plugged in at several different places backstage. If 'noises off' are required from below stage or from either one side or the other of it, all that has to be done is for a monitor to be plugged in and turned on, and the conductor comes into view.

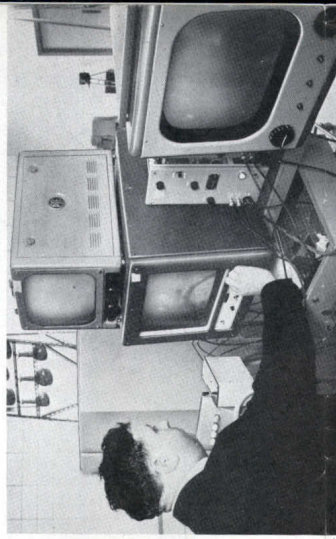
There will be three monitors at Glyndebourne—one on either side of the stage, and one in the lighting box beside the camera control apparatus, as the camera will be controlled by the chief electrician.

**O**N May 4th H.R.H. the Duke of Edinburgh officially opened the wind-tunnel of the Aircraft Research Association at Bedford, England. In this tunnel, among the most advanced in Britain, is installed a Pye industrial television camera, enabling scientists to observe remotely the characteristics of models undergoing tests in transonic conditions.

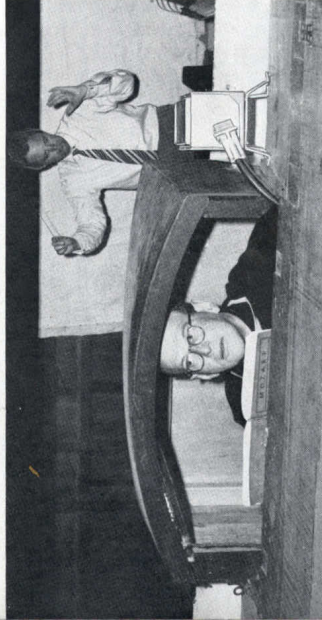
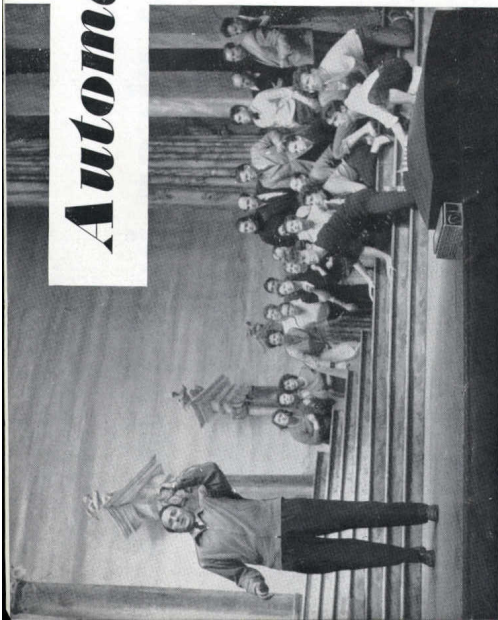
In most wind-tunnels, observation is direct through a plate-glass window but, owing to its unique design which incorporates an inner porous wall, this has proved impossible in the Bedford tunnel. So the lens of an industrial TV camera is placed over one of the perforations in this inner wall and aimed at the model under test. Models are those of designs from the fourteen companies belonging to the association, and are, for the most part, on the secret list. At the opening demonstration use was made of a calibration model, i.e. a model not representative of any particular design, and used in comparing the characteristics of different wind-tunnels.

Since the Association is pioneering the use of TV in wind-tunnels, much of the installation is still in the experimental stage, in particular the lighting, to the problem of which no-one has been able to offer a solution. At present, special fittings made by a leading manufacturer of electrical components are in use: ellipsoid reflectors with a focal length of exactly 8" are arranged around the lens of the TV camera, so that light is directed precisely through the perforations of the inner wall on to the model.

Use was also made of industrial television at the opening ceremony. Since the observation chamber itself is small, and was unable to accommodate the three hundred guests, two industrial TV cameras, lent by Pye Limited, were used to relay the running-up of the new tunnel to receivers in the larger plant room, where the Duke performed the opening ceremony.



The all-seeing snout of a TV camera keeps an unwinking, accurate eye on models under test in the wind-tunnel, while its experts sit far away from the test chamber. The lower picture shows the way in which the camera is mounted over a perforation in the inner wall.



There's a strange new addition to the staff of the internationally known opera-house-in-a-garden at Glyndebourne, Sussex. A tiny television camera now sits near the footlights just next to the prompter's box. It sends a 'Pye' picture of the conductor, and the chorus, and the artists onstage in the wings. They can watch for cues on monitor screens.





# Mini-TV for science & industry

THE recent introduction of television camera tubes of greatly reduced size has provided science and industry with a new means of remote observation which is certain to find useful application in the future. The function of television in this field can be conveniently considered under the headings of Science and Industry.

Present day research in Atomic Physics has created a demand for new methods of handling and observing processes taking place near sources of dangerous radiation. The miniature television camera under remote control takes the place of the human observer and can relay information from separate locations for immediate comparison on display monitors.

In the aircraft industry the examination of rotors and high speed mechanism under test can provide many occasions when it is unsafe for the observer to remain within a certain area. Today projectiles are being planned which can climb to heights beyond the effective range of the earth's atmosphere. Progress in rocket development will certainly include a future use for the remote television eye which will convey information of events taking place both inside and outside these new machines.

Many industrial processes involve the automatic handling of materials at high temperatures. In plant for the production of plate glass it is essential to observe the material from the moment it leaves the furnace to the time when it is in a safe condition for handling. The presence of a number of suitably protected cameras could ensure that a single operator could watch the material through a series of critical states of progress and ensure that any irregularity received attention without delay.

The operation of large marshalling yards often calls for information con-

***This issue of Television Newsletter spotlights the uses of the small 'industrial' TV camera. Here is an article dealing with the wider employment of television as a tool.***

cerning the movement of trucks which have progressed beyond the range of visual observation. Here again, the television camera can assist by providing the necessary visual information.

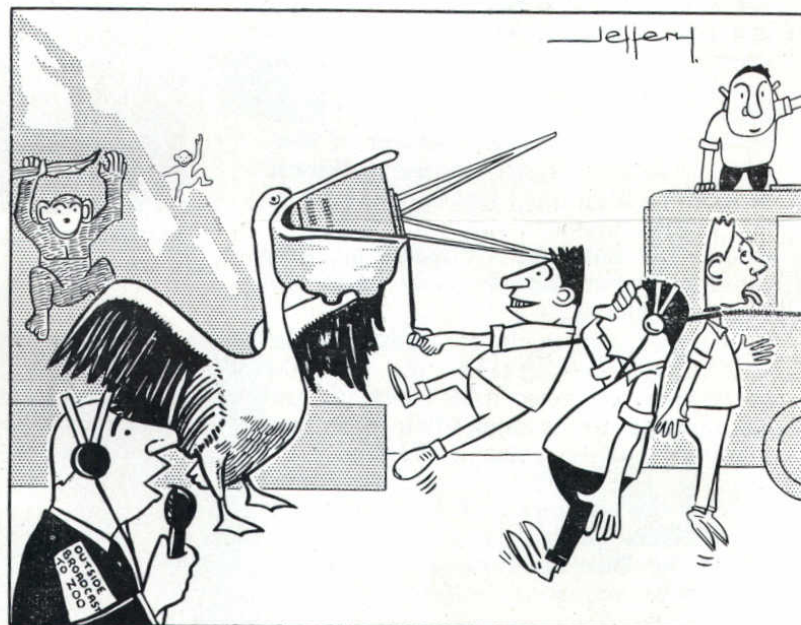
Many large hospitals are finding closed circuit television equipment a valuable aid in demonstrating surgical technique effectively to large numbers of students at points away from the operating room. It is feasible that this new method may render the old fashioned operating theatres

an extravagant waste of space. Smaller, television-equipped operating rooms can be made safer with the minimum number of observers present. Teaching hospitals of the future will certainly fit systems of colour television under remote control which will be accepted as part of the normal equipment.

Experiments carried out have proved that a television camera attached to the microscope can display an image under conditions which enable a large audience to observe a picture in comfort. The additional measure of brightness and contrast control available on the cathode ray tube is capable of revealing fine detail which might easily be missed by an observer not accustomed to the effective use of the microscope. A series of programmes were, in fact, broadcast by the B.B.C. television service in which living organisms were displayed using a

## **Railways**

## THE OTHER VIEW



“NORMAL SERVICE AS SOON AS POSSIBLE”



Phase contrast microscope. This method of presentation is of great value for teaching as many students may view the object under discussion, all the time, instead of having to view individually for a few moments.

Television has already taken its place in the affairs of commerce. A prominent banking organisation has found that remote visual inspection of documents has added to the speed with which queries can be dealt with and has installed transmitting and receiving equipment between two important centres of its head office organisation which are in separate buildings.

In these days of rapid scientific progress it is odd to reflect that five-

sixths of the surface of this planet remains unexplored. This refers, of course, to the sea beds, which cover vast areas of the globe. Recent discoveries have indicated that nature has still got secrets safely locked away in the dark depths into which man is just beginning to send his exploring machines. The recent development of underwater television has given oceanographers a means of extending their incomplete knowledge of the sea beds and of the conditions to be found there. A whole new field of research is opening up and there is no knowing what strange facts may come to light. It is safe to predict, however, that when the truth is known it will prove more fantastic than our knowledge can visualize.

The full application of television

in industry is at the moment necessarily incomplete, but it is interesting to consider how the technique of radio frequency heating has expanded into all manner of applications during the past few years. At first the phenomenon was of purely academic interest and seemed to be an expensive and complicated way of applying heat to materials. Today many industries find the technique of the greatest value and the range of its application is continually extending. Undoubtedly during the next few years the application of television principles will spread rapidly throughout industry in a similar manner and prove to be of immense value in the production of goods for use during peacetime, or for wartime should that ever occur again.

**V**ISITORS to the U.K. Atomic Energy Authority at Harwell will see, among the many techniques, the newest application of industrial television. For the peaceful uses of atomic energy an immense amount of detailed information on the properties of isotopes is essential. To obtain this information, isotopes have first to be sorted out, and this is done in what is called an electromagnetic isotope separator.

## Atoms

A critical feature in the process involves keeping ion beams in sharp focus, and this is normally done by an observer watching the changing luminous patterns and telephoning instructions back to the control room operator.

This procedure is impracticable in the Authority's new separator for highly active isotopes, since this machine is built into a large sealed chamber to prevent the escape of radiation. A Pye industrial television camera, specially fitted with a shield so that it can operate in the strong magnetic field, has now been installed so that the control room operator can himself watch the luminous beam focus on a monitor screen. The introduction of television is thus a valuable aid to the operation of this machine and will help to make the separation process safer and more efficient.

Pye recently developed a special television camera for inspecting the interior of the nuclear reactors at

the Atomic Energy Authority's Calder Hall atomic power station.

\* \* \* \*

**O**N Monday, June 4th, Her Majesty the Queen, accompanied by H.R.H. the Duke of Edinburgh, visited the Imperial Chemical Industries works at Wilton to perform the official opening of the new Terylene plant.

The ceremony was filmed so that Pye could transmit a private newsreel at the Productivity Exhibition being held at the Middlesbrough Town Hall nearby. Although Pye had been transmitting live pictures over a radio link from I.C.I.'s chemical plants at Billingham and Wilton to the I.C.I.

## Chemicals

stand, the ceremony had to be filmed, and was transmitted two or three hours later, as the exhibition was not open at the time of the Royal visit.

During six days, ninety programmes were transmitted to the exhibition, including pictures from Billingham showing some of the manufacturing processes involved in preparing ammonium sulphate fertilizer. Five miniature Pye industrial television cameras have been used for the broadcasts and they have been controlled from an articulated van which has simulated the role of an outside broadcast vehicle.



# INTERNATIONAL TV NEWS

**T**HE first television outside broadcast vehicle for the Australian Broadcasting Commission has landed at Melbourne. Manufactured by Pye Limited of Cambridge, the vehicle is a self-contained unit, fitted with all the equipment normally found in a large TV studio control room, and carrying three cameras.

## For outside down under

national importance or great public interest are its material. Occasions which were at one time open only to those who could squeeze into a stadium or stand for long periods waiting in public places, can now be presented to as many people as care to watch their TV screens. Where thousands might have watched in discomfort before, millions can watch now, at ease in their own homes, and with a much better view.

The outside broadcast is one of the most important parts of a TV system's output, and in the opinion of many viewers, is TV at its best. For the OB—as it is called—there are no rehearsals, no scripts, no lights: sports, events of



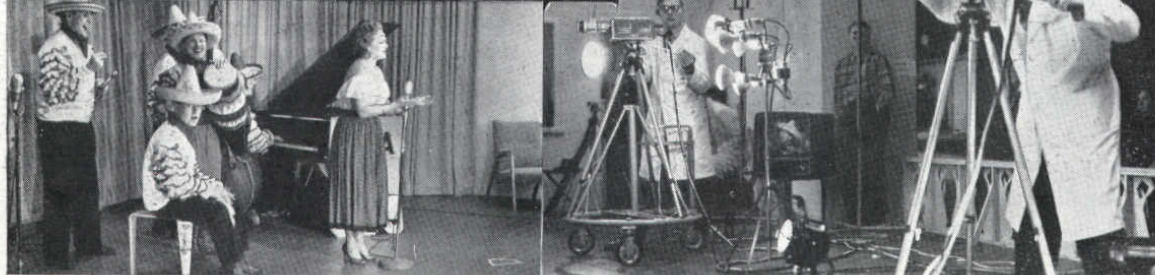
The vehicle itself is the result of years of development, and vans of its type have been supplied by Pye to TV companies all over the world, including Europe, the Middle East, Canada and Africa. They have been in use by the B.B.C. for years, and the three British commercial TV programme contractors have been supplied with them.

The equipment with which they are fitted is the most modern in the world, and incorporates such new developments as the 'Zoom' lens, designed to give a constant picture while changing from distant, wide-angle shots to close-ups. By obviating the awkward change of lens which was necessary prior to its development, this lens has initiated new techniques in outside broadcasting.



From Norway and Finland come these pictures of British TV on show. At left His Royal Highness Crown Prince Olav of Norway visits the stand of our agents there, Messrs. Lehmkuhl during the opening ceremony of the International Exhibition of Instrumentation and Automation.

In Finland Messrs. Oy Teracom Ab. staged a television show using Pye equipment. Below are the cameras used for this highly successful demonstration—and some of the artists who faced them.





Rm

701

547/4

PRIME MINISTER'S

# Television is Outlawry

The Archbishop of Canterbury sees in television a menace to the cultural life of the world. "The cost of printing," he is reported as saying, "is mounting out of all knowledge and very soon we shall become an illiterate people—not because we cannot read intelligently, but because there will no longer be any money left to print anything for people to read. This mounting cost is really threatening the cultural life of the country."

"It was a remarkable thing," he added, "that, just at this moment when, as a nation, we are in extreme financial peril, it should be thought appropriate to increase the, in many ways, unnecessary amenities of ordinary life. Television is by way of becoming one of such amenities."

The Archbishop describes TV in schools as "nothing less than a perfect disaster. It drives another wedge between the teacher and the pupils and is bad for the children who ought to be looking to the personal contribution of the teacher for their own personal growth. It is a dangerous thing when they think they can be educated by mechanisms from outside." (See UNESCO publication, "TV and Education in U.S.A." by C. Siepmann.)

A former Chancellor of the University of Chicago says, "Under the impact of TV, I can contemplate a time in America when people can neither read nor write, but will be no better than the forms of plant life."

Irish priests announce that the Cinema is "a school of worldliness", produced by people who ignore God. Our Christian spirit is being slowly destroyed by the spirit of Hollywood.

The Papal office condemned all experiments in nuclear arms, because they endangered the genetic life of human creatures. To the same category belong X-Rays and TV experiments. Both these forms of radiography aim to produce shadow pictures, to make abrupt and violent changes in the natural sequence of things against the teachings of the Church.



The molecular theory is recklessly being overthrown by forbidden tasks. All images are forbidden by Exodus 20 4f; Deut. 58 and Romans 1:23-25. It is blasphemous to worship images, or to describe by dead matter those who live with Christ. Hastings Dictionary of Religion and Ethics, vol. 7 page 81 says, "The Catholic Church sees no difference in principle between a solid statue and a flat picture."

It follows that modern video is as idolatrous as the crucifixes and statues under complaint by millions of our Protestant scholars.

History tells us that monks are the chief defenders of images and that the army especially has become fiercely iconoclast. Improved social organisation is needed to avert the use of effigies.

The X-Ray film is quite useless. It is a commercial failure without equal in defiance of the second commandment and is a medical farce. The Encyclopaedia Britannica, vol. 23, page 845-862 says, "X-Rays do not cure sarcoma. Sooner or later the sarcoma returned either in the original site or elsewhere and the patient died of the disease. . . . So too in leukemia, the symptom for abundance of white cells in the circulating blood can be surprisingly altered for good by X-Rays but generally without real cure of the underlying complaint."

The Year Book of Education (1955) published by the University of London and Teachers' College Columbia University, New York says, (page 11): "Nowadays, they have five or six hours available every day and a plethora of offerings—cinema, radio, television, racing, motoring—actually however, the structure of the industries that provide mass recreation is such that, on balance, they probably do more to degrade than to raise public taste and morals. . . . The family is a looser unit, it is becoming an institution for emotional relaxation rather than for the education of the young."

It is our duty to stop X-Ray films, Cinematograph shows and TV screenings by all peaceful methods at command.

—H. CROMARTY.

Binton, Burray, Camdey, 15.



24 OCT 1956


547/4.

Dear Mr. Bruggy,

The Prime Minister has asked me to reply to your letter of 24th September, 1956, on the subject of Television time to be allocated to Australian artists.

I am to assure you that the views of your organisation will be carefully considered.

Yours faithfully,

  
(A. S. Brown).  
Secretary.

Mr. R. Bruggy,  
Secretary,  
Amalgamated Engineering Union,  
Sydney District Political Committee,  
103 Leedgate Street,  
LAKEMBA. N.S.W.



199

103 Hedgate St. Lakemba  
Sydney.  
**Amalgamated Engineering Union**



MEMO. from Secretary

Sydney District Political Committee  
24th September 1956

The Hon. R. G. Menzies M.A.R.  
Prime Minister



Dear Sir,

This Committee protests against the allocation of the small amount of television time to Australian Artists.

We feel that the amount of time allocated to Australian Artists on television should be the amount as was requested by the Actors Equity.

Yours faithfully

R. Buggy  
Secretary





191/192

Folio No. 191/192.....

FOLIO TRANSFER SLIP

Mr. JACK  
D. S. Wain

~~Folio No.~~ 191/192..... ~~has~~ been transferred to File No. 191/192  
Folios No. .... have

AS

191/192



KGL:EB.

12 JUL 1956

547/4.

Dear Mr. Alexander,

I have been directed to acknowledge your letter dated 7th July, 1956 (received by the Acting Prime Minister on 3rd July) conveying two resolutions passed at a Stop Work Meeting of all members of your Union in the Sydney metropolitan area on 29th May.

The terms of the resolutions have been noted.

Yours faithfully,

(E.J. Bunting)  
Acting Secretary

Mr. Hal Alexander,  
General Secretary,  
Actors and Announcers Equity  
Association of Australia,  
2nd Floor, 236 Pitt Street,  
SYDNEY. N.S.W.



185

# Actors and Announcers Equity Association of Australia

Head Office :  
2nd Floor, 236 PITT STREET  
(Over News-Luxa Theatre)  
Next Door to Liberty Theatre)  
SYDNEY MA 4613, MA 3580

President :  
HAL LASHWOOD

General Secretary :  
HAL ALEXANDER

Assistant Secretary :  
BOB ALEXANDER

The Rt. Hon. R. G. Menzies  
Prime Minister  
Parliament House  
CANBERRA A.C.T.

Affiliated to :  
Australian Council of Trade Unions  
Trades & Labour Council of N.S.W.  
Victorian Trades Hall Council

Victorian Division  
MELBOURNE :  
Arlington Chambers  
229 Collins St. Cent. 1759  
Secretary :  
RICHARD DIAMOND

BRISBANE :  
JIM ILIFFE  
Box 58, P.O., Broadway  
M 2302



Dear Sir,

As a result of the Commonwealth Government's complete failure to afford any legislative protection whatever to Australian artists, writers, musicians, composers and technicians insofar as Television is concerned a Stop Work Meeting of all members of this union within the metropolitan area of Sydney was held on May 29th last. This Stop Work Meeting was called as a result of a General Members' Meeting deciding to call such Stop Work Meeting.

The resolutions carried at the above Stop Work Meeting included the two following resolutions:-

Resolution No. 1.

"This meeting offers its fullest congratulations and thanks to the Australian Labor Party Opposition in the Federal Parliament (both in the Senate and the House of Representatives) for the spirited endeavours of that party to obtain amendments of the Broadcasting and Television Act which would have ensured that Australian artists, musicians, writers, technicians, composers and producers would have been able to play an important part in the television field in Australia.

"The defeat of the Labor Opposition's amendments by the Government indicates clearly that:-

- (a) The present Federal Government will not give any support whatsoever in order to protect and encourage an Australian television production industry and the arts and crafts of the theatre, radio, television, or films, generally, further indicating that the present Federal Government lacks an independent Australian national outlook.
- (b) And that the many fabrications and distortions used by some Government members both in the House and the Senate during the recent debate on the Broadcasting and Television Act clearly show that the Government was intent at all costs in forcing through legislation which is anti-Australian and clearly discriminatory against our members and which will turn our commercial television stations into purveyors of cheap and perhaps shoddy imported syndicated material and completely prevent the development of an Australian television industry just as Federal Governmental encouragement and nurturing of overseas film interests has completely sabotaged the Australian film industry.

"We particularly thank the Leader of the Opposition, Dr. H.V. Evatt, for his splendid stand in this matter and convey our warmest greetings and thanks to him and his Party for their splendid fight on our behalf and assure them that the fight for Australia in the television field is only just beginning."



Resolution 2.

"This Meeting of Equity members representing all shades of political opinion hereby registers its complete disgust with the absolute lack of statesmanship manifested by the Federal Government in its handling of the recent legislation on Broadcasting and Television. We believe that the attitude of the Federal Government is entirely due to its attitude to overseas interests including U.S. film interests and to the Australian newspaper monopoly. The Federal Government's shocking attitude in not encouraging and fostering our own Australian traditions and its complete irresponsibility insofar as the future of the creative and interpretative arts in Australia are concerned must stand as a monument to the indifference of the governing political party and its individual members to the cultural and artistic rights and needs of Australia as a nation. We call upon all members to work indefatigably for a government more sympathetic to our aims and objectives in the television field."

The Victorian State Division of this Union has been instructed by the Federal Council of the Union to call a similar Stop Work Meeting in Melbourne at an early date.

My Council of Management has asked me to appeal to you to assist us in our endeavours to ensure that full and adequate protection is obtained for the Australian Television production industry against imported filmed television material which will almost certainly be "dumped" in Australia at prices which preclude any possibility of local productions competing with the imported material.

Yours faithfully,

*Hal Alexander*  
HAL ALEXANDER  
GENERAL SECRETARY

(a) The present Federal Government will not give any support whatsoever in order to protect and encourage an Australian television production industry and the arts and crafts of the theatre, radio, television or film, generally. Further indicated that the present Government takes an independent Australian national outlook.

(b) And that the very fabrications and distortions used by some Government members both in the House and the Senate during the recent debate on the Broadcasting and Television Bill clearly show that the Government was intent at all costs in forcing through legislation which is anti-Australian and clearly discriminatory against our speakers and which will turn our commercial television stations into purveyors of cheap and perhaps shoddy imported material instead of being the development of an Australian television industry that is better governed, more responsible and nurturing of overseas film interests has completely ignored the Australian film industry.

"We particularly thank the leader of the Opposition, Dr. H.V. Evatt, for his splendid stand in this matter and convey our warmest regards and thanks to him and his party for their splendid fight on our behalf and assure them that the fight for Australia in the television field is only just beginning."



KOL:JDH

182

24-5-56

547/4

Dear Mr. Galvin,

I acknowledge your letter of 5th May concerning representations from the South Australian Football League, The South Australian Cricket Association and the South Australian Jockey Club, on the subject of the inclusion in the Broadcasting and Television Bill of a clause which will give promoters of sporting fixtures some legislative protection because of the impact of television on attendances.

You will be aware that on Thursday, 10th May, the Bill was amended to give protection to the rights of promoters of sporting spectacles by providing that no television station can televise directly or by means of any recording, film or otherwise, the whole or part of any sporting event in Australia for which an admission charge is made without the consent of the promoter.

Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

*ds*  
P. Galvin Esq., M.P.,  
Parliament House,  
CANBERRA .. A.C.T.

Copy to A.B.C. Board - inf.

*ds* 24-5-56

24-5-56



24-5-56

547/4

Dear Senator Hendrickson,

I acknowledge your letter of 5th May, 1956 concerning representations made to you by the Victorian Football League on the subject of the inclusion in the Broadcasting and Television Bill of a clause along the lines of section 64 of the Broadcasting Act.

You will be aware that on Thursday, 10th May, the Bill was amended to give protection to the rights of promoters of sporting spectacles by providing that no television station can televise directly or by means of any recording, film or otherwise, the whole or part of any sporting event in Australia for which an admission charge is made without the consent of the promoter.

*Handwritten initials*

Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

Senator A. Hendrickson,  
The Senate,  
CANBERRA . . . A.C.T.

Copy to A.B.C. Board - inf.

*Handwritten initials*  
24-5-56



18 MAY 1956

547/4

Dear Sir,

The Prime Minister has asked me to acknowledge your letter of 6th May, 1956 in which you asked that the interests of Australian musicians be safeguarded by providing in the Broadcasting and Television Bill that 80% of television programmes in Australia are to be made by Australian musicians.

At the hearings for licences for commercial television stations, the Australian Broadcasting Control Board heard representations on the question of legislation to provide that a stipulated proportion of Australian television programmes be of Australian origin. In its report on these hearings the Board pointed out that there was an obligation on the operators of television stations to ensure that the best use was made of Australian talent and that licensees were ready and willing to discharge this obligation, and concluded that more experience should be gained and more knowledge obtained as to the availability of programme material before any decision was made on the subject of quotas. Insofar as importation of film material for television programmes is concerned, the Board has given an assurance that strict control will be exercised over all imported film material in respect both of quantity and quality.

Reference to the question of quotas for Australian programme material was made by the Postmaster-General in his second reading speech on the Broadcasting and Television Bill 1956 on 19th April. The Postmaster-General stated that the Government did not accept the principle of laying down quotas generally, as this was an unsatisfactory and even dangerous procedure (and in this attitude is supported by the opinion expressed by the Royal Commission on Television). Provision has therefore been made in the Bill for an obligation on the Australian Broadcasting Commission and the licensees of stations to use the services of Australians as far as possible in the production and presentation of television and broadcasting programmes.

Yours faithfully,

(A. S. Brown)  
Secretary.

Mr. N. Deerson,  
192 Mont Albert Road,  
CANTERBURY .. VIC.



18 MAY 1956

547/4

Dear Mrs. Ramsay,

The Prime Minister has asked me to acknowledge your letter of 3rd May, 1956 in which you asked that the fullest support be given to the quota proposal in regard to television programmes.

At the hearings for licences for commercial television stations, the Australian Broadcasting Control Board heard representations on the question of legislation to provide that a stipulated proportion of Australian television programmes be of Australian origin. In its report on these hearings the Board pointed out that there was an obligation on the operators of television stations to ensure that the best use was made of Australian talent and that licensees were ready and willing to discharge this obligation, and concluded that more experience should be gained and more knowledge obtained as to the availability of programme material before any decision was made on the subject of quotas. Insofar as importation of film material for television programmes is concerned, the Board has given an assurance that strict control will be exercised over all imported film material in respect both of quantity and quality.

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Yours faithfully,

(A. S. Brown)  
Secretary.

Mrs. B. Ramsay,  
53 Arlie Street,  
SOUTH YARRA, S.E.1.,  
Victoria.





COMMONWEALTH OF AUSTRALIA.

THE SENATE,

CANBERRA, 5th May, 1956.



My dear Prime Minister,

I have received a letter - as well as personal representations - from the Victorian Football League on the subject of the Broadcasting and Television Bill now before Parliament, which I have forwarded to the Postmaster General.

The problem of the protection of the rights by legislation of promoters of sporting spectacles is well known to you, and I have been assured by the V.R.C. and the V.F.L. that the subject is one which has your sympathetic interest. Knowing the active and knowledgeable interest which you take in football and cricket and their special part in the life of the Australian community, I know only too well that that would be the position. That is why I write to you because I am confident that you will be sure and certain no harm will befall these great games because of the impact of television.

The Sporting Bodies throughout Australia are unanimous in regard to this problem and I hope that you will be able to see your way to be able to include a Clause in the Bill along the lines of that contained in Section 64 of the Broadcasting Act.

Yours sincerely,

A. Hendrickson

(Senator A. Hendrickson).

The Rt. Hon. R. G. Menzies, C.H., M.P.,  
Prime Minister,  
CANBERRA.



Amendment accepted  
see Canberra 2 Copy to A.B.C. Board - inf.

*R.G.*





(176)

(Written in Adelaide)

THE PARLIAMENT OF THE COMMONWEALTH.

HOUSE OF REPRESENTATIVES,  
CANBERRA, A.C.T., 45.

RECEIVED  
10 MAY 1956  
PRIME MINISTER'S OFFICE

544/4  
10 MAY 1956  
PRIME MINISTER'S  
DEPARTMENT

5th May, 1956.

Dear Mr. Menzies,

I have received representations from the South Australian Football League, the South Australian Cricket Association and the South Australian Jockey Club asking my support for the request made by the Sporting Organisations of Australia to have included in the Broadcasting and Television Bill now before Parliament a clause which will give promoters of sporting fixtures some legislative protection because of the impact of television on attendances. I have written to the Postmaster General on the subject.

Knowing how keenly interested you are in cricket and football I appeal to you to again examine the possibility of meeting the request - not an unreasonable one, I suggest - which is already very well known to you and I am confident that you will approach the problem in the proper spirit.

Yours faithfully,

*P. Galvin*  
P. Galvin.

The Right Hon. R. G. Menzies, C.H., M.P.,  
Prime Minister,  
Canberra.

Copy to A.B.C. Board. - inf.

*Dr. Menzies*



11 MAY 1956

547/4

Dear Mr. Dabbs,

The Prime Minister has asked me to acknowledge and reply to your letter of 30th April, 1956, concerning the importation of films for Australian television programmes and the question of legislation to provide that a stipulated proportion of such programmes be of Australian origin.

At the hearings for licences for commercial television stations, the Australian Broadcasting Control Board heard representations on these matters. In its report on these hearings the Board pointed out that there was an obligation on the operators of television stations to ensure that the best use was made of Australian talent and that licensees were ready and willing to discharge this obligation, and concluded that more experience should be gained and more knowledge obtained as to the availability of programme material before any decision was made on the subject of quotas. Insofar as importation of film material for television programmes is concerned, the Board has given an assurance that strict control will be exercised over all imported film material in respect both of quantity and quality.

Reference to the question of quotas for Australian programme material was made by the Postmaster-General in his second reading speech on the Broadcasting and Television Bill 1956 on 19th April. The Postmaster-General stated that the Government did not accept the principle of laying down quotas generally, as this was an unsatisfactory and even dangerous procedure (and in this attitude is supported by the opinion expressed by the Royal Commission on Television). Provision has therefore been made in the Bill for an obligation on the Australian Broadcasting Commission and the licensees of stations to use the services of Australians as far as possible in the production and presentation of television and broadcasting programmes.

Yours faithfully,

(A. S. Brown)  
Secretary.

Mr. Peter Dabbs,  
Telecraft Productions,  
181 Blues Point Road,  
NORTH SYDNEY. N.S.W.

11 MAY 1956

Copy: A.B.C.B. for information

*BS*



RECEIVED  
8 MAY 1956  
PRIME MINISTERS OFFICE

192 Mont Albert Rd  
Canterbury - Vic.  
6<sup>th</sup> May 1956.

The Rt. Hon. the Prime Minister

Dear Sir,

547/4  
PRIME MINISTERS OFFICE  
101  
131

I wish to ask that in the forthcoming Television Bill, that you will safeguard the interests of Australian musicians by submitting that 80% of the T.V. shows are made by Australian musicians in this country.

Hoping for your kind consideration of this request,

I remain yours sincerely

(M.)

N. D. Leeson.

(member of Musicians Union, Vic. Branch)

~~Wormendelston~~





53 Anker St. 173  
South Yarra S.E. 1  
Victoria  
3/5/56

The Hon. R. G. Menzies  
House of Representatives  
Canberra



Dear Sir

In view of the current T.V. legislation, I would like to take this opportunity as a professional musician of many years standing to ask you to give your fullest support to the proposal at present before the Government my future as a full time musician as bound up in the new field of T.V. and with this in view I ask you with all sincerity to give this matter your urgent consideration in the future.

I remain  
Yours faithfully  
(Mrs) Beryl Ramway.

Dr Mendelsohn



172



# Telecraft Productions

PRODUCING 16 AND 35 M.M. FILMS



181 BLUES POINT RD.  
NORTH SYDNEY, N.S.W.  
TELEPHONE: XB 3592  
AFTER HOURS: JM 4425

30th April 1956

The Rt. Hon. The Prime Minister,  
Parliament House,  
CANBERRA.



Dear Mr. Menzies,

I would like to place before you certain facts regarding purchase of films for Australian television. I understand this matter is to be discussed further in the House this week.

I believe a considerable dollar allocation has been made to the five TV stations to enable them to purchase overseas films. I have been speaking to the programme directors of the Sydney TV stations and it would appear that this allocation will enable them to fill their time with a majority of foreign films.

Many years ago Australia led the world in film production and today the opportunity is here for us to once again enter in this field. We have studios and artists to provide first class entertainment but as long as this overseas purchase is allowed on such a large scale, these people will be deprived of their livelihood. Actors Equity has put up a strong fight for a ruling to be made so that only 40% of programmes are to be imported. In my opinion this figure could be halved when you consider that out of the remaining 60% will come newsreels, quiz shows and sporting events. Australia cannot at this stage compete financially with USA on films for this reason - The American films have already shown their profits on their original telecast overseas and no matter how little they are sold for in Australia, it is still 100% profit.

If this is allowed to continue, the Australian studios and producers will be forced out of business and when this happens the USA prices will be raised and either the Government will extend the foreign currency allocation or the TV stations will have to close through lack of programme material. Unless the

*Reminded later*

11 MAY 1956

*JM*





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PRODUCING 16 AND 35 M.M. FILMS

181 BLUES POINT RD.  
NORTH SYDNEY, N.S.W.  
TELEPHONE: XB 3592  
AFTER HOURS: JM 4425

- 2 -

Government makes some ruling now, it will lead to greater demands on our ever decreasing overseas trade balance.

Another point which I admit does not affect me personally other than as a citizen of Australia with an eye for what is fair is this - The country man who is largely responsible for earning our overseas credit will not receive any benefit from such expenditure. I admit that, when compared with the gross overseas expenditure, it is a very small amount but if the product can be made in Australia, and it can, it is very unfair to the country man who is short of equipment from hard currency countries.

I feel sure that you will realize on investigation that the above facts are fair and logical and I hope that the influence you can use in this matter will help to protect the interests of Australian producers and artists.

Yours faithfully,

(Peter Dabbs)



# the beers that have won world wide fame . . .

Victoria Bitter - Melbourne Bitter - Foster's Lager - Abbotts Lager

## T.V. AND LEAGUE FOOTBALL

Recent announcements that one company at least hoped to have television in operation in Melbourne before the end of the football season have given rise to much speculation about the possibility of League football being televised in the future. While it seems probable that some matches will eventually be televised, particularly important games such as League finals, the V.F.L. should be most careful in safeguarding their rights. When T.V. arrives the time will be ripe for serious reconsideration of the terms under which matches will be broadcast or televised.

Although it is invidious to make comparisons with the United States, where television has been a tremendous sporting medium for many years, and where sponsors of programmes can reach millions of viewers as compared with perhaps hundreds of thousands in Australia, it seems pertinent to note that the next World Series of baseball will demand a toll of 3,000,000 dollars for the right to televise. The idea of asking this price, three times as high as Gillette now pays under its long-time contract expiring after the 1956 games, was suggested more than two years ago by the ball players themselves, who get most of the coin for their pension set-up.

Baseball players now want even more than 3 million dollars for annual video rights to the World Series. A spokesman for the players, amid the weight of intrigue and counter-propaganda among networks, players, club owners and the baseball commissioner's office, said that the 3,000,000 dollars which the players considered equitable two years ago is now a rather conservative estimate.

Here is the crux of the situation. The rights to television are NOT sold to T.V. stations, but to the sponsors, who then arrange with a station to handle the telecasts. How much more satisfactory such an arrangement would be for the V.F.L., and there is little doubt that there would be keen competition among sponsors for this most coveted sporting broadcast and/or telecast. Financially, there is little question but that the League would be able to reach agreement for a much bigger return than is at present obtained. We have often in these columns pointed out that in the U.S. and in England there was grave concern at the inroads on attendances at big sporting events when television entered the field.

It's only logical to assume that a wet day or one when the weather is threatening will encour-

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age people to stay at home by the fireside in winter if, on reference to their paper, they find that the match in which they are interested is being broadcast. Even more so will their decision to stay home be influenced when television is established. If we suppose that only 4 per cent. stay home under these conditions that represents 1000 of a 25,000 attendance (normal for most games last year). And 1000 payments at the gate, even at only 3/- each, totals £150! Let us be ultra-conservative and suggest that only 2 per cent. remain at home, and the takings still fall by £75, a figure even then way in excess of the sum paid by radio stations for broadcast rights. Actually on wet days the percentage that stay away is far, far higher than 4 per cent., and often rises to 25 per cent. While admittedly all of these would not necessarily go to the match if it were not being broadcast, it's fair to assume that half at least, and possibly more, would make the effort if their only information at home would come in the form of quarter scores.

Let us examine the other aspect of T.V. payment in America. Earlier in this article we mentioned that the higher payment for televising the World Series baseball was suggested by the ball players, who get most of the coin for their pension set-up. Here, surely, seems the ideal method of

building the V.F.L. Provident Fund, which is in need of stimulus, to the position where payments to players on completion of five years' service or more would be commensurate with their services to the game. No one would deny that the players deserve more. The V.F.L. is at present unable to approve a bigger weekly payment because finances will not permit. BUT if an arrangement could be reached with sponsors of T.V. sporting sessions, as is done in the U.S., then the Provident Fund coffers—and club coffers—would swell accordingly. Here is a golden opportunity for the League to ensure high security for their players and, incidentally, to safeguard players from departing handouts as country or Interstate coaches. If the Provident Fund can be built up tremendously by payments by sponsors for rights to telecast football then the battle will be won.

Here are further comments on the increased price being sought for the World Series in U.S. ("Variety", Jan. 11, 1956): "There has been dissatisfaction on the part of baseball people that the deal (negotiated in 1950 for six years at 1,000,000 dollars annually) was a steal. They maintained then that the price was too low in light of the vastly increased number of T.V. sets in use."

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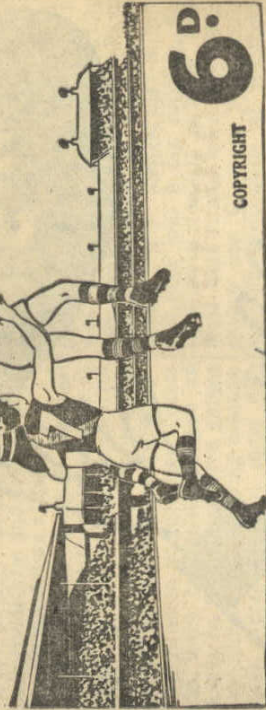
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Page 8

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**ST. KILDA**

# FOOTBALL RECORD



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**SPORTING LIFE**

**JACK DYER  
discusses centremen**

"Football's true artists"

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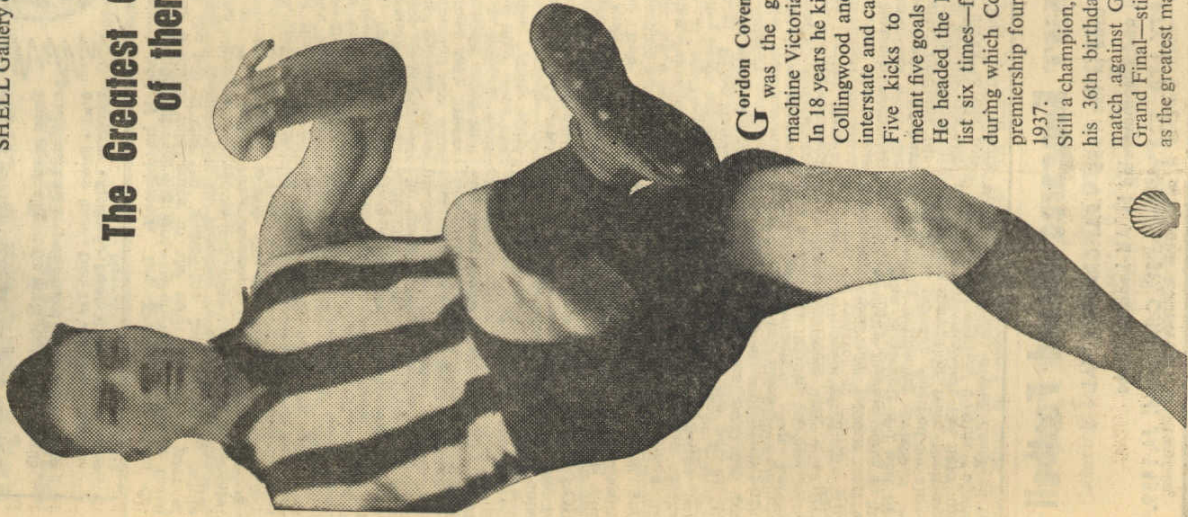
Critics say Marciano can't punch, but men who have been flattened by the champion tell Sporting Life a different story.

**SPORTING LIFE**



SHELL Gallery of the Champions...

## The Greatest Goal-Kicker of them all



**G**ordon Coventry of Collingwood was the greatest goal-kicking machine Victorian football has seen. In 18 years he kicked 1,299 goals for Collingwood and 94 for Victoria in interstate and carnival games. Five kicks to Coventry generally meant five goals for the Magpies. He headed the League goal-kicking list six times—from 1926 to 1930, during which Collingwood won the premiership four times, and later in 1937.

Still a champion, Coventry retired on his 36th birthday, playing his last match against Geelong in the 1937 Grand Final—still regarded by many as the greatest match of all time.

but. One of the most promising performances again came from tall ruckman, **Ray Barrett**, who could develop into a real champion. It will be interesting to see how he shapes when he strikes tougher opposition in the attack. Another new follower in the ranks is **Neil Roberts**, also a Victorian. **Neil Roberts** played splendidly in defence, where veteran **Keith Drinan** showed, pleasing form. **Ivan Baumgartner** and **Harold Davies** also deserve mention for solid displays while **Brian Walsh** did a good job in the pocket. The defenders all played well, but the attack did not function so smoothly. **John Mulrooney** did best of the forwards.

**Melbourne** had no outstanding player, but probably the most effective was **Ron Barassi**, who was in everything from the first bounce, and never let up. **Ken Meville** did well at the pivot and made opportunities for the forwards, but he gave his opponent far too much latitude. The defence was well nigh impregnable in the first three quarters, mainly due to superb understanding and backing up. **John Beckwith** never made a mistake in the back pocket, while **Don Williams** was under notice for spectacular marking. **Ian Ridley** was the best rover afield and **Denis Cordner** saved repeatedly on the back line with brilliant marking. **Laurie Mithen** did best of the forwards.

**Carlton's** centre line did extremely well. **John Chalk** won on the wing and constantly sent his team into far and wide, while **Doug Beay**, coming far forward, also kept sending the ball forward, and but for his efforts the Melbourne score would have mounted much higher. **Denis Zeunert** and **George Ferry** were other defenders who battled strenuously all day. **Peter Webster** and **Laurie Kerr** showed out in attack, but too often good play was ruined by short passing and faulty disposal. This was a weakness all over the field. **Max Ellis** made a promising debut on the wing.

### DON'TS FOR PLAYERS

Don't be content to let your opponents roam wherever they like. By doing so you are adding to the work of your colleagues in defence.  
Don't try to beat two or three opponents. Your job is to mind one man only.  
Don't ever turn your back on the play. Your eyes must always be on the game.

**Postscript to T.V.**—It was encouraging to sporting administrators throughout Australia to read in the press that Mr. W. S. Kent Hughes (Lib., Vic.), a member of the Olympic Organising Committee, following the introduction in Parliament of the Broadcasting and Television Bill, proposed an amendment seeking to regulate telecasting of sporting events. The amendment provides that sporting authorities have legal control over T.V. licensees seeking to use sporting events for entertainment. Since a Gallup Poll last week-end indicated that one family in every two wants a television set it is obvious that serious inroads would be made on sporting attendances when telecasting of sporting events takes place.

**North's Lowest Score for Over 20 Years.**—North's low score at Geelong—only 2.10—has provoked much discussion during the week. It is not their lowest score as a League team, but it is their worst effort in **ANY GAME FOR MORE THAN 20 YEARS.** In the last match of the 1934 season, against Collingwood, they kicked only 2.8 to the Magpies' 15.18. In 1930, in the opening game of the season, they scored a mere 2.7 against Geelong's 18.13. That represents their lowest ever against Geelong. In 1928, also in the first game of the year, North kicked 2.9 against Richmond, who registered 14.15. These three scores

—in 1934, 1930 and 1928—are the only worse scoring performances by a North Melbourne team since 1925.

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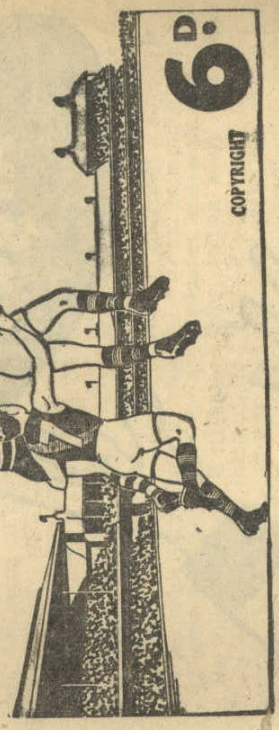
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Page 11

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**FOOTSCRAY**

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**SPORTING LIFE**

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Critics say Marciano can't punch, but men who have been flattened by the champion tell *Sporting Life* a different story.

**SPORTING LIFE**



KGL:MWB

11 May 56

547/4

Dear Mr. Andrew,

The Prime Minister has asked me to acknowledge your letter of 26th April, 1956, in which you expressed disappointment that the Broadcasting and Television Bill does not contain any protection to the promoters of sporting fixtures.

Your request for similar provision to that contained in section 64 of the Broadcasting Act 1942-1954 will receive consideration.

Yours faithfully,

(A. S. Groom)  
Secretary

Mr. C. B. Andrew,  
Secretary,  
Australian National Football Council,  
31 Spring Street,  
MELBOURNE, C. I. Victoria.

Copy: P.M.G. (P.M.'s Compliment Slip) 11 May 56  
A.B.C.B. - comment



# AUSTRALIAN NATIONAL FOOTBALL COUNCIL



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TASMANIAN A.N.F.L.  
VICTORIAN A.N.F.L.  
VICTORIAN A.N.F.A.

CBA:VP

RECEIVED  
30 APR 1956  
PRIME MINISTER'S OFFICE

26th April, 1956.



Secretary :  
C. BRUCE ANDREW  
31 Spring Street,  
Melbourne, C.I.,  
Vic.  
MF 5749  
Private : XY 1797

The Right Hon. R.G. Menzies, C.H., Q.C., M.P.,  
Prime Minister,  
CANBERRA. A.C.T.

Dear Sir,

*No P.P.'s read  
be turned  
RAB*

I draw your attention to our letter of 29th July, 1955, on the subject of television wherein we expressed the hope that when the Government brought down a Bill to deal with this most important subject, provision would be made to include legislative protection for sporting spectacles. On evidence that is readily available, there can be no denying that unrestricted exhibition of a television programme will affect attendances not merely at the event being televised but also at every lesser - and important - events which do not attract the same amount of attention.

We recall a Press interview given last year when you intimated the rights of Sporting Bodies would receive the sympathetic consideration of your Government, and we are therefore disappointed that the Broadcasting and Television Bill which was introduced last week does not contain any protection to the promoters of our sporting fixtures. All we seek is similar provision to that contained in Section 64 of the Broadcasting Act 1942-1954; and we again express the hope that in the Committee stages of the Bill the Government will see its way clear to introduce some provision along the lines of our request.

Yours faithfully,

C. B. ANDREW.  
Secretary.

Copy: A.B.C.B. - comment  
P.M.G. (PM's Comp. slip)



168

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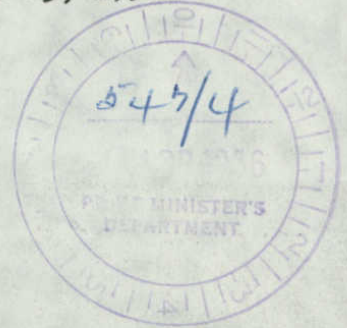
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March 23, 1956.

A. S. Brown, Esq., C.B.E.,  
Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.



Dear Mr. Brown,

From time to time we have mailed you information on the American Zenith Corporation's system of subscription television "Phonevision" - for which we hold the sole Australian and New Zealand rights.

We believe that subscription TV, and in particular, the Phonevision system which is the only practical and field-tested method yet demonstrated, offers much to Australia in its coming inauguration of TV services.

In light of our present planning for the early introduction of Phonevision to Australia, we believe you will be interested in the views expressed in the March 20, 1956, issue of the American magazine "Look" by Mr. Robert E. Lee, member of the Federal Communications Commission, Government controlling body of American radio and television.

Yours faithfully,  
ROLA COMPANY (AUST.) PTY. LTD.,

A. K. Box  
Phonevision Division.

*Mr. Dumbled*  
*Dr. Mendelssohn*



# Let's give the public a chance at PAID TV

By ROBERT E. LEE MEMBER, FEDERAL COMMUNICATIONS COMMISSION

WHEN I was a boy, my father advised me to stay out of needless controversy. "Never argue about religion or baseball teams," he said. "There is no point in arguing when there is no hope of changing opinion." If my father were living today, I have no doubt that he would add subscription television to the list of topics that should not be argued.

"Subscription television"—more simply known as "paid TV"—is the name applied to all systems by which TV viewers can select a program being broadcast in garbled form and, through a code furnished to them for a fee, unscramble the program and see it. Those who pay can see the program; those who do not pay cannot see it.

Various systems have been proposed for subscription television, and it is not my purpose, here, to argue the relative merits or demerits of one system over the other. The fact is that these systems have been perfected and can provide a reasonably foolproof method for viewers who might want to pay for programs they wished to see, in preference to, or in addition to, programs they now get "free."

Since subscription television is now pending before the Federal Communications Commission, I hasten to remind the reader that the views expressed here are my own and do not reflect the opinion of the commission. Nor do they indicate what action, if any, the commission will ultimately take.

Subscription television has been argued at length before the commission. The record is now closed. Nearly 24,000 individual comments have been received—the most ever received by the commission on any proposal. These proposals and counterproposals fill 69 volumes, each three or four inches thick. If placed in a pile, these volumes would reach to a height of more than 18 feet.

I have labored through this testimony and found nothing that I did not know before the commission asked for it. The pros are still "for" and the cons are still "against." Neither side, it seems to me, has presented anything new or novel. I am convinced that endless legal procedures, hearings and "studies" will never answer the questions: Does the public want subscription television? Will the public support it? I submit that the only way to answer these questions is to let the public answer them. Experts on what the public wants, or what the public will do, have been wrong too often. Nor can a Government commission, despite all the hearings in the world, determine the public's wishes. I believe the only way to learn the public's desire is to give paid TV a trial—in the tradition of our free American system. If investors are willing to gamble the huge sums that paid TV will require, why not let them make the attempt and put a lot of people to work? Six months might give us the answer. In any case, I feel that the issue can be settled only by putting the show on the road and letting the box office tell the tale.

Is subscription TV consistent with the public interest? I believe it may very well be. Don't let anyone kid you about this being a contest between something you now receive free and something you will pay for under these proposals. Broadcasting is not now literally free. Your investment in your set is a cost to you. In a sense, the products

continued



#### Grand opera

Lee contends the public will pay to see the best.



#### Topflight boxing

Major sports events, often blacked out, could be viewed.



#### First-run movies

Paid TV's "box office" would make new movies possible.



#### Correspondence courses

Thousands could benefit from educational telecasts.





you buy include the cost of the advertising which pays for the programs you see. But I do not dispute the argument that this "cost" for advertising actually lowers the final price to the consumer by insuring mass markets, mass production and therefore lower prices. As I see it, this argument over "cost" is irrelevant. Under a free system, people should be free to pay for goods they want—including television entertainment.

My contention, simply, is that the public may not only wish to view the free programs they now see. The public may also be glad to pay for the pleasure of seeing programs they do not now receive—current Broadway plays, major sporting events, superior film productions and the like.

It is true that many paid-TV programs would be beamed at only relatively small segments of our population which have a particular interest in some subject, for example, the Metropolitan Opera. However, a small segment of our 37,500,000 receivers would support such programs at modest fees, and indeed contribute to our cultural requirements—an objective devoutly to be desired.

Consider, too, the educational applications: *correspondence courses by air*. I saw a film exhibited by one of the proponents of subscription TV in New York City illustrating this point. This particular film was a half-hour portrayal of an actual surgical operation demonstrating a new technique for heart surgery. With the exception of perhaps two minutes, the film was palatable and instructive to the lay audience. At the point of the actual incision, the picture was scrambled so that only the subscribers could see the surgical technique.

#### Trial-and-Error Method Has Worked

I am told there are approximately 20,000 doctors in the Greater New York area. No medical arena could hold more than a handful, yet all of them could view such an operation on their sets at home or in the office. What a boon to medicine! Imagine the value of such a program on a national hookup to doctors around the country. Medical education could be advanced broadly overnight and many lives might be saved. Certainly any system so potentially valuable is worth a trial.

American enterprise has prospered through trial and error, and there is no reason why television should not benefit from that age-old method. The advent of television gave a terrific impetus to our economy. The TV peak has passed, however, and the industry is beginning a settling process that is squeezing more and more TV stations off the air for lack of financial support. One of the major networks recently issued a study indicating that the economy of the country could not support more than 600 TV stations in the foreseeable future, despite the fact that there are still 1,200 possible stations available for assignment.

TV stations, like radio stations, have to be "assigned" by the Federal Communications Commission, just as airplanes have to be assigned to certain routes and altitudes to keep them from flying into each other. In the case of radio and TV, these "assignments" are made to prevent overlapping of signals between two or more stations in a given area. In TV, particularly, this presents a problem. Imagine the available radio spectrum as a very long vertical ruler whose markings are the frequencies to which various users of the spectrum are assigned. Since the number of users of the spectrum grew like Topsy, and since the ruler is not tall enough to accommodate all who want the best parts of it, assignments have been made all up and down it.

Now it is a scientific fact that the lower you are on the ruler the better signal you have. Those stations on the upper part (UHF or ultra high frequency) have difficulty competing with the better signals on the lower part of the ruler or spectrum (VHF or very high frequency). Since there is a scarcity of space on the lower part, it has been necessary for the commission to assign television stations on the higher part (Channels 14 through 83), in addition to the relatively few channels in the lower frequency (Channels 2 through 13), in an attempt to provide a nationwide, competitive system.

As these channels have come on the air, the stronger signal characteristics of the lower channels have compelled the programing sources (mainly networks) to prefer them, leaving broadcasters on the higher channels at a serious disadvantage in coping with their competitors. Naturally, the national advertiser (the primary financial support of TV) wants his program on these lower channels. To compound the problem, the manufacturers of TV receiving sets are

loath to make sets which will receive *all* channels. Since the better programs and coverage are principally on the lower channels, there is little demand for an all-channel receiver. Moreover, an all-channel receiver is more expensive to make. This higher cost and smaller demand mean that the manufacturer with a more expensive set that has little market cannot meet his competition.

#### Local Stations Handicapped

The result is that if a citizen wants to receive the higher signals, he must first buy a set, then buy a separate converter for the same set and a special outdoor antenna. Since the programing on the higher channels is less attractive (being poorly financed), there is no incentive for the citizen to make the costly conversion. Hence, for the most part, those stations on the higher channels are in dire straits. I say "for the most part" because I do not want to create the impression that the higher-channel service is a complete failure. It is doing very well in a few markets where good programing is available.

Good TV programs cost money, and the cost of first-rate entertainment is well beyond the resources of local independent stations which have to rely on local advertisers who cannot afford to use network TV shows that are seeking a mass market for products. A 10-second "spot" announcement in a major market can cost an advertiser \$600 to \$1,200.

Thus the high-channel station not only suffers the handicap of a poorer signal, it also suffers the handicap of a smaller sales potential and consequently a much more modest program budget. Even in those cases where a local station has been able to develop a hit show, that station soon loses its talent to the lure of Broadway and Hollywood. Recently, local stations have benefited from a change in movie producers' opposition to the release of good films for television. The Walt Disney productions, *Million Dollar Movie* and other similar programs are on the march. But the promise of adequate programing in the future, from other than networks, is small solace right now to the station operating in the red.

This is not a healthy situation, since it tends to centralize the control of programing in relatively few hands. While I believe the years ahead may correct whatever evil lies herein, a more immediate solution may be within our grasp if we seriously consider paid TV. Subscription TV could be a boon to the independent station. More stations mean more competition and encouragement of local outlets.

An equally compelling reason for more TV stations is the American tradition of competition and freedom in the field of public opinion. I believe that TV cameras do mold public opinion through their treatment of current events, political personalities and campaigns. The persuasive voice and compelling personality leave a mark on the public mind. There is a public interest, therefore, in fostering the utmost possible competition in TV to make sure that all viewpoints have an outlet.

At present, a Senate committee is examining the problems of TV stations whose demise is imminent in many, many communities. The problems of these stations can be traced directly to lack of revenue—an inevitable result of poorer signals, smaller audiences, smaller markets and, therefore, insufficient income. Subscription TV, it seems to me, provides a great possibility for exploration, since it would, if successful, provide an additional source of revenue. Again, I say if successful. Paid TV would, of course, fail if the public does not want it. It will have to be very good to compete with some of the fine free TV that is now available. I do not believe the public will pay for what it now gets free.

#### Four-Point Program Offered

Therefore, I suggest a program be initiated by the Federal Communications Commission, under which the nation and its television stations and viewers may test the public acceptability of paid TV. I leave open the question as to whether or not congressional action is necessary. While I personally believe it is not, the Congress can provide it if needed. I suggest the commission:

1. Approve subscription TV on a broad basis, leaving to the entrepreneur the choice of the system he wishes to use.
2. Apply some temporary restrictions until we know where we are going. For example, we might consider limiting it, in the initial



stages, to the UHF portion of the band, with perhaps some further restrictions on the amount of time which could be charged for, in order to protect free broadcasting. If the early tests indicate public acceptance, we could perhaps remove all restrictions and "let the buyer beware," as he must in any other purchase.

3. Permit this test of paid TV to continue for a period long enough to truly test public reaction, give stations and programming facilities time to work out the necessary changes in their operations and test public reaction to a variety of paid programs.

4. Permit stations to drop paid TV if they find to their own satisfaction that it does not fill a market need in their own area. If subscription television has all the drawbacks that its detractors say it has, the public will reject it and no further action will be necessary by the Federal Government to dispense with it. On the other hand, if it fills a public need, and the public shows by its patronage that it wants paid TV, then permanent Government approval in the form of a commission ruling or legislation should be enacted to formalize what the public has already shown it desires.

The television industry—in the manufacture and sale of TV receivers, in the vast operations of programming, broadcasting and advertising—is too big and too important to the economic and cultural welfare of the American people to be limited, unnecessarily, to a system subsidized solely by advertising. The industry, and the country, would benefit, I believe, by a fair trial of paid TV. Such a trial would be in the tradition of our free system in which customers are free to choose in the open market. I would like to see our television audiences given the opportunity to cast their vote for or against paid TV.

END



165

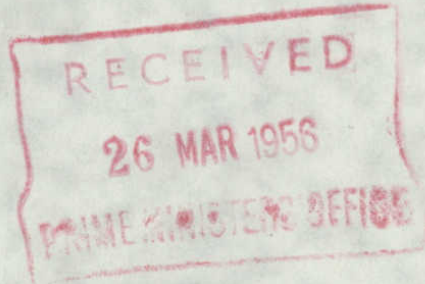
# ROLA COMPANY

(AUSTRALIA) PROPRIETARY LIMITED

REGISTERED OFFICE:

THE BOULEVARD, RICHMOND, E.I  
VICTORIA . AUSTRALIA

CABLES & TELEGRAMS  
ROLA . MELBOURNE



AKB.EC

March 23, 1956.

The Rt. Hon. R. G. Menzies, C.H., Q.C., P.C., M.P.,  
Prime Minister of Australia,  
House of Representatives,  
CANBERRA. A.C.T.

Dear Mr. Menzies,

From time to time we have mailed you information on the American Zenith Corporation's system of subscription television - "Phonevision" - for which we hold the sole Australian and New Zealand rights.

We believe that subscription TV, and in particular, the Phonevision system which is the only practical and field-tested method yet demonstrated, offers much to Australia in its coming inauguration of TV services.

In light of our present planning for the early introduction of Phonevision to Australia, we believe you will be interested in the views expressed in the March 20, 1956, issue of the American magazine "Look" by Mr. Robert E. Lee, member of the Federal Communications Commission, Government controlling body of American radio and television.

Yours faithfully,  
ROLA COMPANY (AUST.) PTY. LTD.,

A. K. Box  
Phonevision Division.

*I assume this circular has gone to ABCB*

*N.F.A.*

*AKB  
27/3*



164

# Let's give the public a chance at PAID TV

By **ROBERT E. LEE** MEMBER, FEDERAL COMMUNICATIONS COMMISSION

**W**HEN I was a boy, my father advised me to stay out of needless controversy. "Never argue about religion or baseball teams," he said. "There is no point in arguing when there is no hope of changing opinion." If my father were living today, I have no doubt that he would add subscription television to the list of topics that should not be argued.

"Subscription television"—more simply known as "paid TV"—is the name applied to all systems by which TV viewers can select a program being broadcast in garbled form and, through a code furnished to them for a fee, unscramble the program and see it. Those who pay can see the program; those who do not pay cannot see it.

Various systems have been proposed for subscription television, and it is not my purpose, here, to argue the relative merits or demerits of one system over the other. The fact is that these systems have been perfected and can provide a reasonably foolproof method for viewers who might want to pay for programs they wished to see, in preference to, or in addition to, programs they now get "free."

Since subscription television is now pending before the Federal Communications Commission, I hasten to remind the reader that the views expressed here are my own and do not reflect the opinion of the commission. Nor do they indicate what action, if any, the commission will ultimately take.

Subscription television has been argued at length before the commission. The record is now closed. Nearly 24,000 individual comments have been received—the most ever received by the commission on any proposal. These proposals and counterproposals fill 69 volumes, each three or four inches thick. If placed in a pile, these volumes would reach to a height of more than 18 feet.

I have labored through this testimony and found nothing that I did not know before the commission asked for it. The pros are still "for" and the cons are still "against." Neither side, it seems to me, has presented anything new or novel. I am convinced that endless legal procedures, hearings and "studies" will never answer the questions: Does the public want subscription television? Will the public support it? I submit that the only way to answer these questions is to let the public answer them. Experts on what the public wants, or what the public will do, have been wrong too often. Nor can a Government commission, despite all the hearings in the world, determine the public's wishes. I believe the only way to learn the public's desire is to give paid TV a trial—in the tradition of our free American system. If investors are willing to gamble the huge sums that paid TV will require, why not let them make the attempt and put a lot of people to work? Six months might give us the answer. In any case, I feel that the issue can be settled only by putting the show on the road and letting the box office tell the tale.

Is subscription TV consistent with the public interest? I believe it may very well be. Don't let anyone kid you about this being a contest between something you now receive free and something you will pay for under these proposals. Broadcasting is not now literally free. Your investment in your set is a cost to you. In a sense, the products

continued



#### Grand opera

*Lee contends the public will pay to see the best.*



#### Topflight boxing

*Major sports events, often blacked out, could be viewed.*



#### First-run movies

*Paid TV's "box office" would make new movies possible.*



#### Correspondence courses

*Thousands could benefit from educational telecasts.*





you buy include the cost of the advertising which pays for the programs you see. But I do not dispute the argument that this "cost" for advertising actually lowers the final price to the consumer by insuring mass markets, mass production and therefore lower prices. As I see it, this argument over "cost" is irrelevant. Under a free system, people should be free to pay for goods they want—including television entertainment.

My contention, simply, is that the public may not only wish to view the free programs they now see. The public may also be glad to pay for the pleasure of seeing programs they do not now receive—current Broadway plays, major sporting events, superior film productions and the like.

It is true that many paid-TV programs would be beamed at only relatively small segments of our population which have a particular interest in some subject, for example, the Metropolitan Opera. However, a small segment of our 37,500,000 receivers would support such programs at modest fees, and indeed contribute to our cultural requirements—an objective devoutly to be desired.

Consider, too, the educational applications: *correspondence courses by air*. I saw a film exhibited by one of the proponents of subscription TV in New York City illustrating this point. This particular film was a half-hour portrayal of an actual surgical operation demonstrating a new technique for heart surgery. With the exception of perhaps two minutes, the film was palatable and instructive to the lay audience. At the point of the actual incision, the picture was scrambled so that only the subscribers could see the surgical technique.

#### Trial-and-Error Method Has Worked

I am told there are approximately 20,000 doctors in the Greater New York area. No medical arena could hold more than a handful, yet all of them could view such an operation on their sets at home or in the office. What a boon to medicine! Imagine the value of such a program on a national hookup to doctors around the country. Medical education could be advanced broadly overnight and many lives might be saved. Certainly any system so potentially valuable is worth a trial.

American enterprise has prospered through trial and error, and there is no reason why television should not benefit from that age-old method. The advent of television gave a terrific impetus to our economy. The TV peak has passed, however, and the industry is beginning a settling process that is squeezing more and more TV stations off the air for lack of financial support. One of the major networks recently issued a study indicating that the economy of the country could not support more than 600 TV stations in the foreseeable future, despite the fact that there are still 1,200 possible stations available for assignment.

TV stations, like radio stations, have to be "assigned" by the Federal Communications Commission, just as airplanes have to be assigned to certain routes and altitudes to keep them from flying into each other. In the case of radio and TV, these "assignments" are made to prevent overlapping of signals between two or more stations in a given area. In TV, particularly, this presents a problem. Imagine the available radio spectrum as a very long vertical ruler whose markings are the frequencies to which various users of the spectrum are assigned. Since the number of users of the spectrum grew like Topsy, and since the ruler is not tall enough to accommodate all who want the best parts of it, assignments have been made all up and down it.

Now it is a scientific fact that the lower you are on the ruler the better signal you have. Those stations on the upper part (UHF or ultra high frequency) have difficulty competing with the better signals on the lower part of the ruler or spectrum (VHF or very high frequency). Since there is a scarcity of space on the lower part, it has been necessary for the commission to assign television stations on the higher part (Channels 14 through 83), in addition to the relatively few channels in the lower frequency (Channels 2 through 13), in an attempt to provide a nationwide, competitive system.

As these channels have come on the air, the stronger signal characteristics of the lower channels have compelled the programing sources (mainly networks) to prefer them, leaving broadcasters on the higher channels at a serious disadvantage in coping with their competitors. Naturally, the national advertiser (the primary financial support of TV) wants his program on these lower channels. To compound the problem, the manufacturers of TV receiving sets are

loath to make sets which will receive all channels. Since the better programs and coverage are principally on the lower channels, there is little demand for an all-channel receiver. Moreover, an all-channel receiver is more expensive to make. This higher cost and smaller demand mean that the manufacturer with a more expensive set that has little market cannot meet his competition.

#### Local Stations Handicapped

The result is that if a citizen wants to receive the higher signals, he must first buy a set, then buy a separate converter for the same set and a special outdoor antenna. Since the programing on the higher channels is less attractive (being poorly financed), there is no incentive for the citizen to make the costly conversion. Hence, for the most part, those stations on the higher channels are in dire straits. I say "for the most part" because I do not want to create the impression that the higher-channel service is a complete failure. It is doing very well in a few markets where good programing is available.

Good TV programs cost money, and the cost of first-rate entertainment is well beyond the resources of local independent stations which have to rely on local advertisers who cannot afford to use network TV shows that are seeking a mass market for products. A 10-second "spot" announcement in a major market can cost an advertiser \$600 to \$1,200.

Thus the high-channel station not only suffers the handicap of a poorer signal, it also suffers the handicap of a smaller sales potential and consequently a much more modest program budget. Even in those cases where a local station has been able to develop a hit show, that station soon loses its talent to the lure of Broadway and Hollywood. Recently, local stations have benefited from a change in movie producers' opposition to the release of good films for television. The Walt Disney productions, *Million Dollar Movie* and other similar programs are on the march. But the promise of adequate programing in the future, from other than networks, is small solace right now to the station operating in the red.

This is not a healthy situation, since it tends to centralize the control of programing in relatively few hands. While I believe the years ahead may correct whatever evil lies herein, a more immediate solution may be within our grasp if we seriously consider paid TV. Subscription TV could be a boon to the independent station. More stations mean more competition and encouragement of local outlets.

An equally compelling reason for more TV stations is the American tradition of competition and freedom in the field of public opinion. I believe that TV cameras do mold public opinion through their treatment of current events, political personalities and campaigns. The persuasive voice and compelling personality leave a mark on the public mind. There is a public interest, therefore, in fostering the utmost possible competition in TV to make sure that all viewpoints have an outlet.

At present, a Senate committee is examining the problems of TV stations whose demise is imminent in many, many communities. The problems of these stations can be traced directly to lack of revenue—an inevitable result of poorer signals, smaller audiences, smaller markets and, therefore, insufficient income. Subscription TV, it seems to me, provides a great possibility for exploration, since it would, if successful, provide an additional source of revenue. Again, I say if successful. Paid TV would, of course, fail if the public does not want it. It will have to be very good to compete with some of the fine free TV that is now available. I do not believe the public will pay for what it now gets free.

#### Four-Point Program Offered

Therefore, I suggest a program be initiated by the Federal Communications Commission, under which the nation and its television stations and viewers may test the public acceptability of paid TV. I leave open the question as to whether or not congressional action is necessary. While I personally believe it is not, the Congress can provide it if needed. I suggest the commission:

1. Approve subscription TV on a broad basis, leaving to the entrepreneur the choice of the system he wishes to use.
2. Apply some temporary restrictions until we know where we are going. For example, we might consider limiting it, in the initial



191

BONIN  
BUPSAARY

stages, to the UHF portion of the band, with perhaps some further restrictions on the amount of time which could be charged for, in order to protect free broadcasting. If the early tests indicate public acceptance, we could perhaps remove all restrictions and "let the buyer beware," as he must in any other purchase.

3. Permit this test of paid TV to continue for a period long enough to truly test public reaction, give stations and programming facilities time to work out the necessary changes in their operations and test public reaction to a variety of paid programs.

4. Permit stations to drop paid TV if they find to their own satisfaction that it does not fill a market need in their own area. If subscription television has all the drawbacks that its detractors say it has, the public will reject it and no further action will be necessary by the Federal Government to dispense with it. On the other hand, if it fills a public need, and the public shows by its patronage that it wants paid TV, then permanent Government approval in the form of a commission ruling or legislation should be enacted to formalize what the public has already shown it desires.

The television industry—in the manufacture and sale of TV receivers, in the vast operations of programming, broadcasting and advertising—is too big and too important to the economic and cultural welfare of the American people to be limited, unnecessarily, to a system subsidized solely by advertising. The industry, and the country, would benefit, I believe, by a fair trial of paid TV. Such a trial would be in the tradition of our free system in which customers are free to choose in the open market. I would like to see our television audiences given the opportunity to cast their vote for or against paid TV.

END



161.

**PRIME MINISTER'S DEPARTMENT.**

RD:YL

547/4.

DR. MENDELSON:

TELEVISION REPRESENTATIONS

Three letters in the attached files have come onto my desk but I am not sure whether they were intended for me at this stage. The following comments therefore may be premature.

Why does Alexander get a Departmental letter and the other two correspondents a letter from the Vice-President? Isn't Norington still General Secretary of the Teachers' Federation?

Where correspondents make general representations without proceeding to specific questions which can be answered by the Prime Minister, it always seems to me much wiser merely to acknowledge the letter and give an assurance that the representations will be considered in the right quarters rather than making a specific promise of a further letter. These promises become embarrassing, as they have in the case of these correspondents, and if a further letter was thought necessary it should not have been allowed to go on for the time concerned.

In any event, I am quite sure that no further letter should be sent in these cases. The Postmaster-General has spoken for the Government on these matters and it seems quite inappropriate that the Prime Minister should now write and say that the P.M.G.'s views have his endorsement.

12th March, 1956.

R. DURIE

N.P.D.



160

JWC/PGA

547/4.

SENT

Dear Mr. Alexander,

I am directed to refer to your letter of 2nd October, 1955, in regard to the operation of television services in Australia.

I am advised that you have also made similar representations to the Postmaster-General and that a reply has been sent to you. I am to add that the Prime Minister agrees with the views expressed by his colleague in his letter to you on this matter.

Yours faithfully,

(A.S. BROWN),  
Secretary.

Mr. H. Alexander,  
Acting Secretary,  
Australian Television Rights Council,  
236-Pitt Street,  
SYDNEY..... N.S.W.

NOT

See folio 110 File 547/2  
Copy sent to AB CB

Feb.



JWC/PA

547/4

Dear Miss Davis,

The Prime Minister has asked me to reply to your letter of 27th October, 1955, in regard to the operation of television programmes in Australia.

I am advised that you have also made similar representations to the Postmaster-General and that a reply has been sent to you. I am to add that the Prime Minister agrees with the views expressed by our colleague in his letter to you on this matter.

*Just*

Yours faithfully,

(Eric J. HARRISON).

*NOT*

Miss F. Davis,  
General Secretary,  
H.C.R. Union of N.S.W.,  
188-George Street,  
S Y D N E Y, . . . . . N. S. W.



547/4

547/4

Dear Mr. Newington,

I have been asked by the Prime Minister to reply to your letter of 9th December, 1955 (2080/55/T42/DAT:EL) forwarding proposals by your Executive in relation to the control of television programmes in Australia.

I am advised that you have also made similar representations to the Postmaster-General and that a reply has been sent to you. I am to add that the Prime Minister agrees with the views expressed by our colleague in his letter to you on this matter.

*Job*

Yours faithfully,

Eric J. Harrison.

*NOT*

Mr. A. S. Newington,  
General Secretary,  
N. S. W. Teachers' Federation,  
166-Phillip Street,  
SYDNEY,.....N. S. W.



# ANTI-TELEVISION



The medical advice of Dr. J. D. W. Pearce, M.A., Physician-in-Charge, Queen Elizabeth Hospital for Children, London, is that the cinema picture-papers, wireless and television have probably contributed to the serious incidence of poor literacy amongst children at the present day. He states in the book, "Juvenile Delinquency," (P.335): "Too much assistance, comparable with spoon-feeding, discourages personal effort and initiative. Excessive resort to the cinema, the radio and television has this disadvantage. Watching others playing games and doing things is a poor substitute for doing things oneself. Such passivity is bad."

Images, mocks and likenesses of things are against religion. Judaism and Islam have entirely forbidden representations of the human figure or even of any animate being. Christianity has done much to give a purer conception of the Godhead—the belief in a single spiritual being.

In the modern Greek Church, ikons or pictures are permitted, but no statues. In the Roman Catholic persuasion, the use of images has been continuous, whilst the English Church, although opposed formerly to images, later accepted their introduction. The Church of England Property Trust in Sydney holds 60,000 shares in Television Corporation Ltd. and 2SM Broadcasting Pty. Ltd. has 49,500 shares in this same organisation, which is aimed to spread replications and images across the nation.

Missionaries of the Church have great difficulty in overcoming the mocks and superstitions of children and native peoples, who give worship to idols. Food and drink are regularly offered to images in many lands and they are believed to hear and answer prayers. It is a common experience for a missionary to hear devotees in a temple addressing personal requests for benefits before an image. Some of these sculptures are regarded as miraculous in construction and are believed to be self-formed and to have fallen from heaven ready-fashioned.

Television is a handicap to the missionary and reformer. A mental state confuses the copy with the original and leads to investing the images with a personality of their own.

In the Christian teaching the Decalogue, which bans all images, is regarded as the basis of religion and morality. The Ten Commandments are not abolished but are employed as a standard to test conduct and measure wickedness. Hastings Encyclopaedia of Religion and Ethics, Vol. 7, Page 582, says:—"The frequent references of Christ to the Decalogue are marked by two main features—(1) a hearty recognition of its divine authority (Matthew 5:17); (2) a purpose of so interpreting its precepts as to widen their range and exalt their demands."

It is estimated by the Chamber of Manufactures of N.S.W. that the cost of television to Australia would be £330,000,000. In my belief it would be a greater curse to this country than cactus or rabbits. In Great Britain, an official of the Brewers' Society said on February 8, 1956, that television did not have an adverse effect on beer consumption, which during last year rose by three pints a head to 140 pints. In U.S.A., where two out of three families now own T.V. sets, the amount of time both children and adults are harnessed to the innovation is increasing and many children are captured by it for an average of three to four hours a day. The Christian Science Monitor (10/9/1955) says:—"Reading, conversation and self-improvement activities decrease where T.V. screens multiply. Interest in television is higher among the less educated. The proportion of entertainment to information is on the rise."

The British and Australian Governments have made a tragic mistake in allowing television. It is the duty of every being to demand the repeal of the Television Act immediately.

Pictures, statues, mirrors, shadow-shows, paintings are likewise to be disallowed, as they cause blindness and many accidents under modern industrial methods. It is better to give instruction to children without pictures, to let them travel to meet other persons and scenes and to improve civil life, without the lawless roguery of godless imagery. No party or creed or power, which espouses such nonsense, can hope to last. Let us see that television is one menace from which Australia is saved.

*H.M. Cromarty,  
80 Church Street,  
Maitland N.S.W.*



PT/SB

156

10 FEB 1956

547/4.


MEMORANDUM for:-

The Secretary,  
Australian Broadcasting Control Board,  
497-503 Collins Street,  
MELBOURNE, C.1. VIC.

On the 15th December, 1955, I sent to you for comment a letter dated 9th December, 1955, from the New South Wales Teachers' Federation.

The letter concerned ~~the~~ Television Rights for the Australian people. An early reply on this matter would be appreciated.

R

  
(A.S. Brown)  
Secretary.



155.

PT:MWB

547/4

11 JAN 1956

Dear Mrs. Priest,

I refer to your letter of 15th November, 1955, concerning the use of television time for religious purposes.

The televising of religious matter was included in the investigation by the Royal Commission on Television early last year and, after hearing the views of representatives of all branches of the Christian faith, the Commission decided that the presentation of religious matter in suitable forms was an important obligation on the managements of television stations. The Commission did not however make any specific recommendations as to the amount of time which should be devoted to such matter.

At the moment the Australian Broadcasting Control Board is considering standards for television programmes in which reference will be made to the television of programmes of a religious nature. No decision has yet been reached on the question of whether a stipulated proportion of time should be allocated to the televising of religious matter, and the Board has no knowledge of the figure of six percent mentioned in your letter.

It is known from the experiences of overseas television stations that the televising of religious matter involves major problems, including that of cost, and there is still much to be learnt of the techniques for the satisfactory presentation of such programmes.

Members of your Union may rest assured that the question of televising religious matter will be thoroughly investigated before television services commence in Australia. Ultimately of course it will be very largely the responsibility of the various religious authorities to ensure that any time allocated for the purpose is well used.

Yours sincerely,

H. J. HARRISON

for Prime Minister.

Mrs. E.F. Priest,  
Honorary Secretary,  
Tasmanian Baptist Women's Auxiliary,  
9 Madden Street,  
DEVONPORT. TAS.

Similar letter to: Mrs. O'Connell, Brisbane  
Mrs. Ingram, W.A.  
Mrs. Bamford, Northmead.  
Mrs. Baldwin, Croydon.  
Mrs. Bronson, S.A.

11 JAN 1956

Copy ABC B - Int-Administration

*Kid*



# Australian Broadcasting Control Board

9863

497-503 COLLINS STREET  
MELBOURNE, C. I.

4 JAN 1956

The Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.



Televising of Religious Matter.

*Helios 142  
137*

I refer to the letters addressed to the Prime Minister by various branches of the Baptist Women's Union (file 547/4) copies of which were forwarded to this office for comment. The Board has no knowledge of any proposal that six percent of time on television stations will be available for religious programmes. The whole question is now being considered in consultation with licensees of commercial stations. It is suggested that the Prime Minister's reply might be couched in the following terms:-

*///* "The televising of religious matter was included in the investigation by the Royal Commission on Television early last year and, after hearing the views of representatives of all branches of the Christian faith, the Commission decided that the presentation of religious matter in suitable forms was an important obligation on the managements of television stations. The Commission did not however make any specific recommendations as to the amount of time which should be devoted to such matter.

*Dr. Hancock*

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various religious authorities to ensure that any time allocated for the purpose is well used."

g. O'Kelly  
(g. O'Kelly)  
Secretary.



103

PT:MWB

6 JAN 1956


547/4

Dear Mr. Turner,

The Prime Minister has asked me to thank you for your letter of September, 1955. He was also grateful for the copy of the Pye Report and Accounts.

*Handwritten mark*

Yours faithfully,

  
(A. S. Brown)  
Secretary.

Mr. B.M. Turner,  
Controller,  
Reciprocal Trade Federation of the  
United Kingdom,  
Dacre House,  
Arundel Street,  
Strand,  
LONDON. W.C.2.



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RT/BMT/BJC

September, 1955

Rt. Hon. R. G. Menzies, C.H., Q.C.,  
M.H.R.,  
Commonwealth Offices,  
Treasury Gardens, Melbourne,  
Victoria, Australia.



Dear Sir,

"WHAT IS TELEVISION?" NO. 24  
"REPORT AND ACCOUNTS"

We have, for many years, been privileged to circulate to Members and Friends throughout the world a copy of the Pye Report and Accounts. Herewith please find 1954-55, which indicates considerable progress made over the past year consequent upon world development of their many broadly based activities.

The "Report" is always an arresting feature and this year's is no exception. A variety of topics come under keen and shrewd survey. They have excited wide interest in both the Financial and Daily newspapers of this country. We, with respect, especially commend "Our Accounts" and "In England they Knight you - in America they Indict you".

With compliments,

Yours truly,  
for THE RECIPROCAL TRADE FEDERATION  
OF THE UNITED KINGDOM.

B.M. Turner,  
CONTROLLER.





151  
A46

PT:MMB

547/4

19 DEC 1955

Dear Mr. Horington,

I acknowledge your letter of 9th December, 1955 (2080/55/T42/DAT.RL), conveying certain proposals of your Executive for consideration in any legislation or regulation making provision for the control of T.V. programmes.

Your representations are being considered and a further reply will be sent to you.

Yours faithfully,

*Agd Paul Hasluck*

Prime Minister.

*Handwritten initials*

Mr. H.S. Horington,  
General Secretary,  
N.S.W. Teachers' Federation,  
Federation House,  
166 Phillip Street,  
SYDNEY. N.S.W.

*Handwritten initials*





# New South Wales Teachers' Federation

FEDERATION HOUSE, 166 PHILLIP STREET, SYDNEY Phone BW4604 (3 lines)

President: D. A. TAYLOR Deputy President: M. B. BALL Senior Vice President: Miss D. OSBORNE, B.Sc., Dip. Ed.  
General Secretary: H. S. NORINGTON Trustees: Mr. R. D. THOMAS, B.A., Miss B. MITCHELL, B.A. Editor & Publicity Officer: M. KENNETT

IN REPLY PLEASE QUOTE: 2080/55/T42/DAT.EL.

Telegraphic address: TEFED, Sydney



The Rt. Hon. R. G. Menzies, Q.C., C.H.,  
Prime Minister,  
Parliament House,  
CANBERRA. A.C.T.

Dear Mr. Menzies,

Re: Television Rights for the Australian People.

I was directed by the recent meeting of my Executive to request that in any legislation, or regulation, making provision for the control of T. V. programmes consideration be given to the following proposals, which were endorsed by my Executive:-

- (1) "The minimum percentage of Australian-made programmes telecast in Australia should be not less than 55% of the total time of transmission by each TV service.

The quota of Australian-made programmes played by each metropolitan television service should be at least in accordance with this minimum percentage, but any television service could, if it so desired, telecast a greater proportion of Australian-made programmes than the minimum percentage. The percentage of Australian-made programmes should be apportioned by each service so that the quota of Australian-made programmes would apply to the various categories of programmes, such as, but not necessarily limited to, drama, comedy, musical comedy, musical, operatic, variety, documentary, sporting and programmes especially devised for children, in such a manner that the amount of time taken up by the telecasting of Australian made programmes by each service of each and any of the foregoing categories of programmes would be in exactly the same ratio to non-Australian programmes of a similar category as is laid down in the overall quota. That is to say, if any television service telecasts a variety programme which has not been made in Australia, then it shall be obligatory for that television service to televise an Australian-made and produced variety programme in the proportion of  $5\frac{1}{2}$  minutes of Australian-made variety programme for each  $4\frac{1}{2}$  minutes of the non-Australian variety programme.

The quota for Australian-made programmes could be averageable over periods of, say, thirteen weeks."

- (2) "Where a TV service uses imported television programmes, it should give first preference to programmes made within the British Commonwealth."

Yours sincerely,

*H. S. Norington*

(H. S. NORINGTON)  
GENERAL SECRETARY.

Copy to A.B.C.B. for comment

15 DEC 1955

*H. S. Norington*

150



Australian Broadcasting Control Board

9631

497-503 COLLINS STREET  
MELBOURNE, C.1.

JH (149)

T/6/1

The Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.



FOIA 124

I refer to your memorandum, No. 547/4, of the 24th October, concerning a resolution adopted by the Television Society on the 11th October, 1955, with respect to the extension of television services to Brisbane.

The question of the extension of television services to areas in the Commonwealth additional to Sydney and Melbourne, for which stations have already been authorised, is a matter of policy upon which the Postmaster-General will, it is anticipated, make recommendations to the Government in due course. Many complex issues, such as the availability of programme material and the importation of equipment, are involved and it may therefore be some little time before the decisions can be made in the matter.

Representations along similar lines to those of the Television Society have been made to the Postmaster-General by a number of persons and organisations. A ttached is a copy of a letter forwarded to the Minister for Defence in connection with representations made by the South Australian Radio Merchants Association, and perhaps a reply in similar terms might be suitable for the Television Society.

Dr. Mendelsohn.

Our ack. of The Television Society's letter (folio 124-5) was returned by postal dept. with notation "Left - Address unknown." (fol. 141) Should we forward further advice to same address in the hope that a forwarding address has now been received, or wait until matter is resolved.

J. O. Kelly  
(J. O'Kelly)  
Secretary.

Wait!

sub. file



COPY

Postmaster-General

9589

21st November, 1955.

My dear Minister,

I refer to your personal representations of the 19th September, 1955, on behalf of Mr. M.G. Matheson, Secretary, South Australian Radio Merchants Association, Liberal Club Building, North Terrace, Adelaide, with respect to the extension of television services to South Australia.

You will recall that the Government in September, 1954, after considering fully the recommendations of the Royal Commission on Television, decided that television should be introduced into Australia on a gradual basis and that the first stations should be established in Sydney and Melbourne. At the same time it was decided that as soon as it was considered practicable to do so, the service should be extended to other capital cities and to country areas. Accordingly, I have kept in close touch with developments in respect of the establishment of the stations which have been authorised, so that I may be in a position to determine, as a result of their experiences, the appropriate time to recommend the extension of the service to other areas. I might say, in this connection, that although the progress which has been made has been, in some directions, quite satisfactory, in others, it is evident that very real difficulties are being encountered and these may well take some time to resolve.

Mr. Matheson may be assured that the Government appreciates the matters to which he has referred and is anxious to facilitate the extension of television services to other areas including South Australia. With this object in mind, I am keeping the whole question under continuous review but, at this stage, it is not possible for me to say when the position will be sufficiently clear to enable decisions to be made with confidence as to the establishment of further stations in the Commonwealth.

Yours sincerely,

(sgd.) H.L. Anthony

Hon. Sir Philip McBride, K.C.M.G., M.P.,  
Minister for Defence,  
Parliament House,  
CANBERRA. A.C.T.



PT:MWB

147

8 DEC 1955

547/4

Dear Mrs. Priest,

I have been directed by the Prime Minister to acknowledge your letter of 15th November, 1955, concerning the use of 6% television time for religious purposes.

The representations you advanced on behalf of the Tasmanian Baptist Women's Auxiliary have been noted.

Yours faithfully,

P.T.

(A.S. Brown)  
Secretary.

Mrs. E.F. Priest,  
Honorary Secretary,  
Tasmanian Baptist Women's Auxiliary,  
9 Madden Street,  
DEVONPORT. TAS.



100  
146  
The Baptist Union of Tasmania

(INCORPORATED IN 1888)

□  
BAPTIST WOMEN'S AUXILIARY

RECEIVED  
1 DEC 1955  
PRIME MINISTERS OFFICE

Chairman :

Secretary :

Treasurer :

547/4 a/s. 10.  
fs.

9 Madden St.,  
Devonport,  
Tasmania.

The Honourable,  
The Prime Minister.

547/4  
1955  
PRIME MINISTER'S  
DEPARTMENT

Dear Sir, It has been stated through the Press that when Tele-Vision is established in Australia that 6% of the time allotted will be devoted to religious topics.

We trust that your Government will do its utmost to ensure that this undertaking is fully carried out.

Yours,  
Sir.

Yours faithfully  
(Mrs.) Edith L Priest

hon. Sec<sup>y</sup> T. B. W. A.



GL: MWB

24 NOV 1955


547/4


Dear Mrs. O'Connell,

I have been directed by the Prime Minister to acknowledge your letter of 15th November, 1955, concerning the use of 6% television time for religious purposes.

The representations advanced by you on behalf of the Queensland Baptist Womens' Union have been noted.

Yours faithfully,

  
(A. S. Brown)  
Secretary.

  
Mrs. W.B. O'Connell,  
Secretary,  
Queensland Baptist Womens' Union,  
Sylvan Road,  
Toowong,  
BRISBANE. Q'LD.



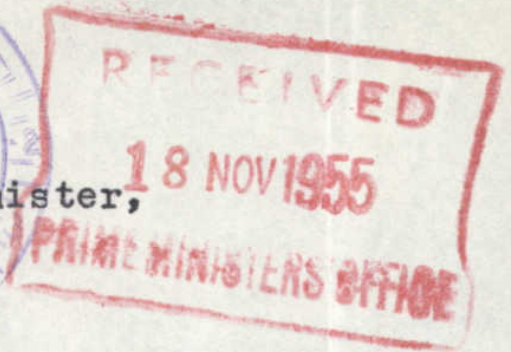
144

Queensland Baptist Womens' Union

Secretary:  
Mrs W.B. O'Connell

Sylvan Rd. Toowong,  
Brisbane, 15th Novr. 1955.

The Right Honourable the Prime Minister,  
Parliament House,  
CANBERRA. A.C.T.



Right Honourable Sir:

The Baptist Women of Queensland wish to bring to your notice the question of Religious Television.

We understand that six per cent (6%) of T.V. Time will be available for religious topics, and we would urge that this time be utilised to the full.

*H. Handwritten*

We are, Sir,  
Yours faithfully,

*Grace W. Hickson*  
President.

*Allison R. O'Connell*  
Secretary.



GL:MWB

15 NOV 1955  
547/4

Dear Mrs. Ingram,

I have been directed by the Prime Minister to acknowledge your letter of 5th November, 1955, concerning the use of 6% of television time for religious purposes.

The representations advanced by you on behalf of the Baptist Women's Missionary Union of W.A. have been noted.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

Mrs. A.V. Ingram,  
47 Marmion Street,  
Mosman Park,  
Western Australia.



Baptist Women's Missionary Union of W.A.

142

Motto: "Ye Also Helping Together By Prayer"

RECEIVED  
12 NOV 1955  
PRIME MINISTER'S OFFICE

47 Marmion Street,  
Mosman Park,  
West. Australia.

Sat. Nov. 5th. 55.

The Right Honourable the Prime Minister,  
Parliament House,  
Canberra,

544/4  
14 NOV 1955  
PRIME MINISTER'S  
DEPARTMENT

Right Honourable Sir,

The Baptist Women of Western Australia wish to bring to your notice the question of Religious Television.

We understand that six per cent (6%) of T.V. Time will be available for religious topics and we would urge that this time will be utilised to the full.

We are Sir,

Yours Faithfully,

Secretary... Vera. C. Ingram (W.M.S.A. W)

D. Mendelsohn

Copy to A.B.C.B. for comment



141



PRIME MINISTER'S DEPARTMENT,

CANBERRA,

24 OCT 1955

In reply quote No. 547/4



FOUR. 125.

Dear Mr. Oliver,

The Prime Minister has directed me to acknowledge your letter of 13th October and attachment, concerning the Commonwealth's plans for the establishment of a Television industry in Queensland.

Your Society's resolution on this matter has been noted and a further communication will be forwarded to you as soon as possible.

Yours faithfully,

*A. S. Brown*

(A. S. Brown)  
Secretary.

Mr. E. Oliver,  
President,  
The Television Society,  
177-179 Ann Street,  
BRISBANE. QLD.





*Newspaper  
No 911A*

*Bob Eddleman  
Ambrose  
DIA 70*

**RETURN TO SENDER**

E. Oliver,  
President,  
The Television Society,  
177-179 Ann Street,  
BRISBANE, QLD.



*Grey W. O. Bell*

PRIME MINISTER'S DEPARTMENT,  
CANBERRA.

1924/55.



DELIVERY CO.  
BRISBANE  
1885

PAID

9



9 140

GL: MWB

547/4

8 NOV 1955

Dear Mrs. Bamford,

I have been asked by the Prime Minister to acknowledge your letter of 26th October, 1955, requesting that 6% of Television time be used for religious purposes.

The representations put forwarded by you on behalf of the Baptist Women's Federation have been noted.

Yours faithfully,

E. J. HARRISON

Eric J. Harrison.

*[Handwritten signature]*

Mrs. R. Bamford,  
47 Moxham Road,  
NORTHMEAD. N.S.W.

*[Handwritten initials]*



GL: MVB

547/4

8 NOV 1955

Dear Miss Davis,

I have been asked by the Prime Minister to acknowledge your letter of 27th October, 1955, concerning the use of Australian talent on Television.

The views expressed by you on behalf of the H.C.R. Union of N.S.W. are being considered and a further reply shall be sent to you as soon as possible.

Yours faithfully,

**E. J. HARRISON**

Eric J. Harrison.

Miss F. Davis,  
Secretary,  
H.C.R. Union of N.S.W.,  
1st Floor,  
188 George Street,  
SYDNEY. N.S.W.





# H.C.R. UNION OF N.S.W.

(The Hotel, Club, Restaurant, Caterers, Tea Rooms & Boarding Houses Employees' Union of N.S.W.)

(Miss) F. DAVIS  
GENERAL SECRETARY  
TEL.: BU 2266

1ST FLOOR  
188 GEORGE STREET  
SYDNEY, 27th October, 1955



The Rt. Hon. R.G. Menzies,  
Prime Minister,  
Parliament House,  
CANBERRA, A.C.T.

Dear Sir,

My Union is deeply concerned at the lack of programme planning which is manifesting itself in regard to the introduction of television in Australia.

*Handwritten:*  
H. Menzies

From all sources of information available we gather that Australian artists, writers, technicians - the thousands required to produce continuity of programmes - are to receive no protection whatsoever, that the entire field is to be thrown wide open to imported syndicated programmes. Such a policy, if proceeded with, must assuredly sound the death knell of national entertainment and national culture in this country. It must be evident that no nation could survive such a blow.

Protection is no new thing; it is required to safeguard our Australian industries. Production of national entertainment is as much an industry as the production of wheat, wool, sugar, etc. and fully as important to the mental growth of our people, and is entitled to the same protection.

Furthermore, entertainment in this country is no infant in christening robes, having been forced to maturity during the 1940-1945 non-sterling import ban. The launching of the Elizabethan Theatre Trust is the highest tribute to the international reputation enjoyed by the drama and dramatists in this country. Our Youth Series Symphony Concerts lead the world in their class. Is there any more popular programme on the Australian air than Australia's Amateur Hour? Or Blue Hills? Or Saturday Night Playbill? - One could continue indefinitely.

To offer this essential, fundamentally national industry no protection in the initial stages of untried television would be a serious dereliction of duty and must be resisted by all patriotic Australians.

We believe the quota laid down by the Australian Television Rights Council, whose brochure we understand is in your possession, could be accepted but we would add a proviso that the ratio of 4½ minutes of imported programmes to 5½ minutes of Australian programmes be increased in Australia's favour as is warranted by the development and experience of the local product. All that is required to achieve this aim is the opportunity. This is what we seek.



The Rt. Hon. R.G. Menzies.

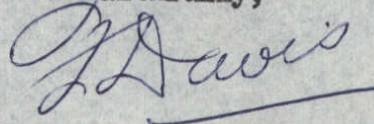
-2-

27/10/55

---

The whole of my organisation is solidly behind the campaign to win protection for the Australian television industry.

Yours faithfully,

A handwritten signature in cursive script, appearing to read "F. Davis", with a horizontal line underneath.

(Miss) F. Davis,  
SECRETARY.

Copy to ABCB, comment



# The Baptist Union of New South Wales

137

## BAPTIST WOMEN'S FEDERATION

Motto: *Glowing Faith - - - Joy in Service*

President:

Mrs. R. BAMFORD  
47 Moxham Road  
Northmead  
Phone: YY 1579

Secretary:

Mrs. O. TRICKETT  
17 Cremorne Road  
Cremorne  
Phone: XY 1731

Treasurer:

Mrs. J. HUNTER  
63 Regents Street  
Regents Park



26th. Oct. 1955

The Right Honourable the Prime Minister,  
Parliament House,  
CANBERRA.      A.C.T.

Right Honourable Sir;

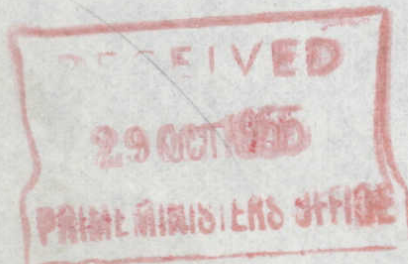
At a Meeting of the Baptist Women's Federation of N.S.W, attended by some 600 women, the question of the use of Television for religious topics, was discussed and the Meeting urged that representation be made to you Sir, requesting that the 6% of Television time being made available for Religious purposes, be used completely for that purpose.

We are, Sir,

Yours faithfully,

*A. Bamford*  
President

*O. A. Trickett*  
Secretary



4 NOV 1955

Copy to A.B.C.B. for <sup>comment</sup> information



GL:JW

547/4.

8 NOV 1955

Dear Mr. Mulcahy,

I have been asked by the Prime Minister to acknowledge your letter of 26th October, 1955, regarding the employment of Australian talent in Television.

Your views are being considered and a further letter will be sent to you as soon as practicable.

Yours faithfully,

E. J. HARRISON

Eric J. Harrison.

Mr. J. Mulcahy,  
44 Bronte Road,  
Bondi Junction,  
SYDNEY .. N.S.W.



GL:JW

547/4.

8 NOV 1955

Dear Mr. Searle,

I have been asked by the Prime Minister to acknowledge your letter of 27th October, 1955, concerning the use of Australian programmes on Television.

The views expressed by you on behalf of the Sydney District Committee of the Amalgamated Engineering Union are being considered and a further reply will be sent to you as soon as possible.

Yours faithfully,

E. J. HARRISON

Eric J. Harrison.

Mr. A.E. Searle,  
District Secretary,  
Amalgamated Engineering Union,  
Sydney District Committee,  
126-128 Chalmers Street,  
SYDNEY .. N.S.W.



# Amalgamated Engineering Union

SYDNEY DISTRICT COMMITTEE



DISTRICT SECRETARY

126-128 Chalmers Street, Sydney.

Phones: AES/BD.  
MX 3441  
MX 3442

27th October, 1955.

Hon. R.G. Menzies, MHR.,  
Prime Minister,  
Parliament House,  
CANBERRA. ACT.



Dear Sir:

I am directed by the Sydney District Committee of this Union to inform you that we strongly support the objectives of the Australian Television Rights Council for not less than 55 per cent of total television transmission time to be allotted to Australian made programmes.

My Union considers this to be an objective worthy of the support of the Commonwealth Government, and we trust you will see your way to ensure that any necessary legislation is enacted before television services are allowed to operate in Australia.

Yours faithfully,

*A. E. Searle*

A.E. Searle,  
DISTRICT SECRETARY.



*Dr Menzies*

Copy to ~~XXXXXX~~, (comment).  
Aust. Broadcasting Control Board.

4 NOV 1955





RECEIVED  
28 OCT 1955  
PRIME MINISTER'S OFFICE

44 Bronte Road,  
Bondi Junction  
26th Oct., 1955.

The Rt. Hon. Mr. R. G. Menzies  
Parliament House  
Canberra.

547/4  
28 OCT 1955  
PRIME MINISTER'S  
DEPARTMENT

Dear Sir

~~Handwritten~~

Herein you will find a declaration framed with the specific purpose of preserving 55% minimum of television time for Australian artists.

As a professional musician I feel that this move will be of great benefit to the arts both creative & interpretive in the national sense. I would be extremely grateful to hear of your views on this matter as I believe that you too are a lover of the arts & cultures of this temporal world.

The declaration has been signed by many famous personages & I should like to include my humble self among same. The text of the declaration is as follows:—

4 NOV 1955

Copy to ~~XXXXXXXXXX~~. (comment.)  
Aust. Broadcasting Control Board.



We believe -

The advent of television in Australia without a guaranteed minimum percentage of Australian-made programmes presents a grave threat to the future of musical, acting and allied talents in this country.

We believe -

If these talents are to survive, let alone flourish, protection must be given by the Government.

We believe -

In the right of all persons with artistic talent in Australia to work in television; and legislation which tends to abrogate or nullify this right is wrong and bad.

We believe -

That a policy on television programmes in Australia can best be assured by protecting the future of the men and women who can and should work in Australian television as artists, technicians, musicians, emcees, writers, scenery & costume designers, & so on.

We believe -

Those responsible for the control of television policies have a unique opportunity to perform a great service for Australian artistic talent and, indeed, for all Australians.

We believe -

Minimum percentage protection must be guaranteed before the beginning of television in this country, as later pleas for protection



would be of no avail & Australian television would have lost the race it never ran.

We believe —

These views are sane, reasonable & just, & in the best interests of the Australian people.

Yours sincerely  
John Mulcahy.



GL:MWB

31 OCT 1955

547/4

Dear Mr. Turner,

I am directed by the Prime Minister to acknowledge your letter of September, 1955, and to thank you for the copy of the Pye Report 1954-1955.

Yours faithfully,

  
(A. S. Brown)  
Secretary.

2/1

Mr. B.M. Turner,  
Controller,  
The Reciprocal Trade Federation of the  
United Kingdom,  
Dacre House,  
Arundel Street, Strand,  
LONDON. W.C.2.

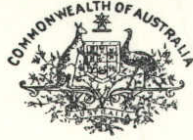


PRIME MINISTER  
CANSERRA

Folio 129 & attachment with  
Dr Mendelsohn.

gl.  
31/10





PRIME MINISTER,  
CANBERRA.

*Mr Lambton - p 21*

*Mr Lambton*

*to  
the*



GL: MWB

28 OCT 1955

547/4

Dear Miss Buchanan,

I am directed by the Prime Minister to acknowledge your letter of 20th October, 1955, concerning the employment of Australian talent on Television.

Your views are being considered and a further letter will be sent to you as soon as practicable.

Yours faithfully,



(A. S. Brown)  
Secretary.

27

Miss M. Buchanan,  
Flat 17,  
9 Greenknowe Avenue,  
POTTS POINT, N. S. W.





Flat 14

127

9 Greenknowe M  
Polts Pt.

20.10.55

To Hon. R. G. Menzies  
Prime Minister of Australia  
Parliament House  
Canberra



Dear Sir

with some dismay that with the advent  
of television there is apparently no  
definite provision made for the  
employment of Australian talent,  
in groups or otherwise; of musicians  
actors or allied talents.  
May I add my request to many others  
of our profession that this matter  
receive your attention ~~out~~ at your  
earliest convenience. Further  
May I suggest, that with television we  
may be able to lure our talent that has



gone abroad for study and found  
the genuine artistic atmosphere —  
free from petty graft and small minded  
contortions — so attractive as to  
remain. Thus to become a loss  
to our own improvement of standards

Thanking you  
Yours faithfully  
Muriel Buchanan

Copy to A.B. Control Brd. for comment

28 OCT 1955







JWC:MWB

125  
998  
→  
24 OCT 1955

547/4

Dear Mr. Oliver,

The Prime Minister has directed me to acknowledge your letter of 13th October and attachment, concerning the Commonwealth's plans for the establishment of a Television industry in Queensland.

Your Society's resolution on this matter has been noted and a further communication will be forwarded to you as soon as possible.

*Feb.*  
Yours faithfully,

  
(A. S. Brown)  
Secretary.

Mr. E. Oliver,  
President,  
The Television Society,  
177-179 Ann Street,  
BRISBANE. QLD.



124

# THE TELEVISION SOCIETY

ROYAL GEOGRAPHICAL SOCIETY ROOMS

177-179 ANN STREET,  
BRISBANE, QUEENSLAND.

13th October 1955.

AIR MAIL

The Right Honourable R. G. Menzies P.C., M.H.R.,  
The Prime Minister,  
Parliament House,  
CANBERRA.



Sir,

Enclosed please find a copy of a resolution which was carried unanimously at the Television Society Meeting held in Brisbane on 11th October 1955.

The continued lack of a statement of policy regarding Television outside of Sydney and Melbourne is a cause of grave concern to many people in Queensland and we trust that before very long you will see your way clear to announce your Government's plans for Television in Queensland.

Yours faithfully,

*Ernest Oliver*

ERNEST OLIVER  
President  
The Television Society.

*Dr Henderson*

Enc.

Copy to ABC Cont. Brd. for advice

24 OCT 1955





We, The Brisbane Television Society, having been formed 15 months and consisting of trained, semi-trained and student T.V. personnel, wish to express our disapproval at the apathy of the State Government and the lack of interest shown by both the State and Federal Governments towards the establishment of a T.V. industry in our State.

We demand that an immediate decision be made to grant a licence to operate a T.V. transmitter to commence operation as soon as is possible in Brisbane without regard to either Sydney or Melbourne.

If this demand is not met, those trained personnel and hundreds of others seeking the necessary training, are going to drift from our State to the Southern Capitals and denude Queensland of some of its finest technical and production brains.

This tendency for those interested to look to the south and eventually seek employment there, is already an established fact, and if it continues, the State, the people, and our way of life in Queensland inevitably must suffer.

We appeal to every thinking citizen to support our demand for prompt action by the necessary authorities.

Copy to ABC Cont.Brd. for advice



GL. KMF

13 OCT 1955


547/4


Dear Mr. Alexander,

I am directed by the Prime Minister to acknowledge your letter and attachments of 2nd October, 1955, concerning television in Australia.

Your representations are being considered and further reply will be sent to you as soon as practicable.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

  
Mr. H. Alexander,  
Acting Secretary,  
Australian Television Rights Council,  
2nd Floor,  
236 Pitt Street,  
SYDNEY.



GL: MWB

13 OCT 1955

547/4

Dear Mr. Scrimgeour,

I am directed by the Prime Minister to acknowledge your telegram of 7th October, 1955, regarding television.

Your views on the matter have been noted.

Yours faithfully,

(A. S. Brown)  
Secretary

Mr. C.G. Scrimgeour,  
Chairman & Managing Director,  
Associated T.V. Pty. Ltd.,  
29 Bligh Street,  
SYDNEY. N.S.W.





# THE AUSTRALIAN TELEVISION RIGHTS COUNCIL

2nd Floor, 236 Pitt Street, Sydney

Acting Secretary:  
HAL ALEXANDER

The Australian Television Rights Council includes the following:

- Actors and Announcers' Equity Assn. of Australia.
- Associated TV Pty. Ltd.
- Australian Song Writers and Composers' Assn.
- Hector Crawford Productions.
- Musicians' Union of Australia.
- Professional Radio Employees' Institute of Australia.
- Ron R. Beck Productions.
- Theatrical and Amusement Employees' Assn.

October 7th, 1955.

The Rt. Hon. R.G. Menzies, Q.C., C.H., M.H.R.,  
Prime Minister,  
Parliament House,  
CANBERRA, A.C.T.



Dear Sir,

The enclosed leaflet and pamphlet will assist you to understand the necessity of the Commonwealth Government ensuring by Legislative Act or by regulation that a quota of all TV performance time is reserved for TV productions made in Australia.

On page 3 of the enclosed pamphlet under the heading "Quota Protection for Australian-made Television Programmes" are set out in brief the proposals of my Council, to ensure minimum protection for the Australian TV industry as a whole. We believe that all patriotic Australians will endorse our proposals. The proposals have now received the endorsement of the biennial Congress of the Australian Council of Trades Unions held in Melbourne early in September last.

*Shepherd*

We sincerely canvass your support in our endeavours, and look forward to hearing from you in reference to same.

Yours faithfully,

*Hal Alexander*

13 OCT 1955

COPY - ENCL. To - Asst. Secy. Central Board.



# **T.V.**

## **Charter of TELEVISION RIGHTS for the Australian People**



**ISSUED BY**  
**THE AUSTRALIAN**  
**TELEVISION RIGHTS**  
**COUNCIL**



This document came into being as a result of several conferences between interested organisations, including the Trades Unions covering Television, Radio, Theatre and Films, and Employers (Production Units).

What we are seeking is, briefly, A FAIR SHARE OF AUSTRALIAN TELEVISION TIME FOR AUSTRALIANS.

What has been done up to the present time? The Quota Protection contained in this document and the case in support of it was submitted to the Royal Commission on Television in 1953. Result—NO PROTECTION.

It was then submitted to the appropriate Federal Minister. Result—NO PROTECTION.

It was then submitted to the Australian Broadcasting Control Board during the TV licence application hearings in 1955. Result—NO PROTECTION.

The Federal Government is selling out Australia's Television future. We are determined to resist this blatant sell out!

We know that all patriotic Australians will support us in our endeavours to protect our Australian heritages and traditions.

Please read this document right through and

ADVANCE AUSTRALIA FAIR!!

We know that unless a protective quota for television is laid down by the Federal Government, our TV screens will be a repetition of our Cinema Theatres—very few, IF ANY, Australian programmes.

The shortsightedness of policy 35 years ago by the then Government, in reference to non-protection of what could have been Australia's finest and strongest cultural and artistic outlet, has resulted in practically NO Australian films to-day.

This shortsightedness must not be allowed to strangle the Australian TV industry as it has the film industry. And what of the standards of many of these overseas films?

Can we agree that the standard of film fare which is imported into Australia is high? Certainly some good films are seen, but how many poor and mediocre ones?

The majority of cinema films shown in Australia are either moronic, artistically poor, are overwhelmingly flavoured by sex and, in an unhealthy way, feature crime and gangsters, violence and brutality, and often make heroes of mobsters. This type of film usually comes from the U.S.A.

It may be argued that the public "like" the imported film. This is merely adroitly sidestepping the real issue. The public opinion in relation to films is something that is constantly being "moulded", and the reason why the public "like" this imported material is largely due to the fact that Hollywood sets its own standards in entertainment, and the public, having little choice in the matter, is gradually conditioned.

It is a recognised fact that the invention of the talking film has brought about a revolution in the assimilation of cultural and artistic ideas throughout the world. This has been especially so in some English-speaking countries. That the centralisation of film production in Hollywood has greatly affected the ideology and thought of hundreds of thousands of Australians cannot be denied. Most of the films have, during the last 30 years, come from or originated in America, and, to a much lesser degree, in England. This has tended into misleading Australians into thinking that a native Australian tradition and philosophy do not, in fact, exist. It is fairly correct to assume that a large percentage of Australian people know as much, or more, about America's traditions and personalities than they do about Australia's.

What are the standards of overseas films made specially for television? Noted American critic, Mr. George Rosen, writing in the American trade paper "Variety" as late as 29th December, 1954, has this to say:

"The 1954-55 season in television will be watched closely by the entire industry, for it could well mark the turning point for a medium still struggling to attain its maturity and to shed its mediocrity. The situation in TV to-day is exactly what it was in Hollywood a few seasons back—a virtual inundation of pedestrian uninspired product, which, in terms of TV, has translated itself into the half-hour film show. They've moved into TV at such an accelerated clip that they now dominate the programme rosters on all the networks. Regardless of their rating, few, if any, have done anything to elevate the stature of the medium. For that matter, the growing list of 30-minute filmed dramatic stanzas are practically all of an ilk, no better or no worse than the run-of-the-mill B picture features that did a successful job in driving customers away from the film houses."

According to statistics, Los Angeles Television programmes in a single week showed 228 murders, 357 attempted murders, 11 gaol-breaks, 93 kidnappings, and three cases of branding with hot irons. 72% of those crimes were committed in children's programmes! This must not be permitted to happen in Australia.

If there is no quota for Australian programmes, U.S. programmes of this type will flood Australian Television screens.

To support our fears, we quote for you statements from various parts of the world by bodies and people regarding plans for Australian television.



## "AUSSIE MARKET'S TELEVISION FILMS POTENTIAL EVEN TOPS BRITAIN."

"Within the last month the Australian Government announced allocation of television channels in several of its major cities, and it's expected that most of them, including the three in Melbourne and the like number in Sydney, will be on the air in the next 18 months. Paul Talbot, boss of Fremantle Overseas Radio and Television, who just returned from a world tour, which included the Anzac Empire, said it should be a major foreign market for American Television Films distributors, much better than England as a matter of fact.

"To prove the 'natural status of Australia for TV Films distributors,' Talbot cited several reasons: (1) All along Aussies have found American products popular. (Fremantle alone has 14 radio shows of American vintage placed there, and some, such as 'Superman' and 'You Are There', he contends are high ranking.) (2) There is no large supply of indigenous talent (! Editor), so the Anzacs might readily turn to the U.S. for shows. The English, for example, have a well-established motion-picture and legitimate theatre industries, while Australia shows her only real strength—and that's relative—in radio. (3) Aside from the important fact that Australia is an English-language country, there is 'tremendous' interest in the advent of TV, practically assuring a solid market for decent product; and (4) there is the chief City of Sydney (2,000,000 population), whose blue laws close all theatres, bars and sports arenas on Sunday, leaving room at present for broadcast entertainment alone.

"Talbot disclosed that his own organisation will spend nearly 1,000,000 dollars for Television Film to use in Australia. The FORTY topper is American director of the Macquarie-Artransa set-up in Australia. Along with the Major network and the Government hook-up, it virtually controls all of the country's radio."

From the "Listener In", Melbourne, Mr. Lew Bennett, Victorian Vice-President of the Federation of Commercial Broadcasting Stations, is quoted as saying:

"Peak TV channels will be occupied by large national and international advertisers who already have a good STOCKPILE of programme material which has been televised in other countries."

From the magazine, "Broadcasting and Television" (Trade magazine), May 21st, 1954:

### "30,000 U.S. TV FILMS READY."

"The Chief Commonwealth film censor, J. O. Alexander (reported in trade paper "Film Weekly"), claims that America has 30,000 26-minute TV films ready to ship to Australia.

"Concerning programme material stocks in Australia, 'B. & T.' has been told that for at least a year Australian advertising agencies and advertisers who use film commercials have been importing from Britain and stockpiling short-film material. It is reckoned that there is an immense stock here at the moment."

From the "Listener In", Melbourne, under the heading:

### U.K. HOPES TO SELL US TV FILMS

#### AUSTRALIA MAY BE COCKPIT IN NEW TELEVISION FIGHT.

—Derek Horton, writing from London, says:

"A call to British television to get in on the ground floor with film-recorded programmes for Australian TV was made this week by Mr. C. I. Orr-Ewing, radio firm executive.

"He warned that if Britain did not prepare now to meet Australia's inevitable demand for recorded television programmes she would find America beating her to the market.

"This is but another indication of the interest being taken here in Australian television. British radio experts regard the early spread of TV to all Australian cities as inevitable.

"They point out that Sydney and Melbourne will not dominate television any more than they do sound radio; that once the system is

## QUOTA PROTECTION FOR AUSTRALIAN-MADE TELEVISION PROGRAMMES

1. The minimum percentage of Australian-made programmes telecast in Australia should be not less than 55% of the total time of transmission by each TV service.

The quota of Australian-made programmes played by each metropolitan television service should be at least in accordance with this minimum percentage, but any television service could, if it so desired, telecast a greater proportion of Australian-made programmes than the minimum percentage. The percentage of Australian-made programmes should be apportioned by each service so that the quota of Australian-made programmes would apply to the various categories of programmes, such as, but not necessarily limited to, drama, comedy, musical comedy, musical, operatic, variety, documentary, sporting and programmes especially devised for children, in such a manner that the amount of time taken up by the telecasting of Australian-made programmes by each service of each and any of the foregoing categories of programmes would be in exactly the same ratio to non-Australian programmes of a similar category as is laid down in the overall quota. That is to say, if any television service telecasts a variety programme which has not been made in Australia, then it shall be obligatory for that television service to televise an Australian-made and produced variety programme in the proportion of 5½ minutes of Australian-made variety programme for each 4½ minutes of the non-Australian variety programme.

The quota for Australian-made programmes could be averageable over periods of, say, thirteen weeks.

2. Where a TV service uses imported television programmes, it should give first preference to programmes made within the British Commonwealth.

3. A complete ban should be placed on the importation of commercial advertising short films known as "commercials."

4. A complete ban should be placed upon the telecasting of any imported cinema film, that is, film made primarily for screening in Cinema Theatres, unless the film is telecast within five years from the date of completion of its production.



## THE CASE IN SUPPORT OF PROTECTION FOR AUSTRALIAN-MADE TV PROGRAMMES

In support of these proposals, we are firmly convinced, after much serious thought and discussion, that Australian actors, artists, writers, musicians, composers, producers, technicians and producing companies can supply the artistic, technical and other resources to fill the minimum percentages which we seek.

It cannot be denied, and, indeed, is in fact freely admitted by the most authoritative people, both in Australia and overseas, that artistic talent in Australia is remarkably high.

We believe that the Federal Government has a duty to nurture, protect and encourage our own technical, artistic and creative people, and in thus doing continue to develop our own Australian heritage and tradition.



## EXPANSION OF OUR RADIO PROGRAMMES PRODUCTION INDUSTRY.

In 1945, approximately 1,200 employees were engaged in the production of entertainment via radio broadcasting. We exclude the ordinary radio station staffs, such as announcers, copywriters, programme and continuity, record library and clerical staffs, etc., and include in the round figure of 1,200 only such employees as artists, actors, actresses, musicians, producers and technical production staff, scriptwriters, clerical staff engaged in production work only, etc.

These employees work in the production of direct live broadcasting and recorded transcriptions for broadcasting. It is estimated that wages and salaries paid annually to these employees would aggregate more than £500,000 in 1945.

Prior to 1939, imported recorded radio serials and shows, chiefly from the United States, flooded the market and either drove Australian artistic talent away from the broadcasting field, or broadcasting completely failed to attract artists because of the scarcity of engagements offering, and the number of such employees was fewer than 500. The rise in the payroll and in the number of employees was due chiefly to (a) the Government ban placed on the import of scripts and recorded transcriptions from NON-sterling countries, and (b) the inability of Britain to enter the radio transcriptions exporting field during the war years in any serious way.

During the period 1940-45 an undreamed of expansion took place in the Australian broadcasting industry, and this expansion of a new entertainment and education field was carried out (insofar as the employees were concerned) almost entirely by Australian artists, actors, musicians, writers, producers and technicians. The protection afforded the industry as a result of war conditions was undoubtedly the direct cause of placing hundreds of talented artists and others in reasonably secure economic positions, and in giving them the right to be heard by Australian audiences. Hundreds of efficient artists and musicians were developed as a direct result of the ban on imported radio material.

Artistically and culturally this fact is important, because previously imported transcriptions dealt with NO AUSTRALIAN THEME. Now we have many themes which are written around subject matter more closely attuned to Australian sentiment.

In 1940/41/42, the Australian broadcasting artist-producer-writer gave practically no thought to radio except commercially. A few years of economic security turned his mind to more serious things—the effect of his product on a future (and present) Australia, and its people. He determined to improve the quality of his product artistically, culturally and technically. He expected the investor in commercial radio to assist him, and thereby to assist Australia.

### THE LESSON OF CLASSICAL BALLETT.

In 1939, Australia did not possess a single worth-while ballet group. To-day, we possess a number of groups—the Borovansky Ballet in particular being outstanding. This acute rise in musical and ballet appreciation went hand in hand with the fact that we had to establish such appreciation and cultural desire in the minds of our people, and we did this because of restricted imports during the war. In 1937, if we wanted ballet we had to wait until the De Basil Ballet saw fit to come here. Knowing they could come, and eventually WOULD come, we waited and were content. From 1939 to 1946 we knew they COULD NOT come, so we improvised. The result was the beginnings of a tradition of successful Australian Ballet.

**THE MOTION PICTURE.** This form of entertainment has always been allowed unrestricted entry into Australia, even during the war years, 1939-1945, with the result that we have no film industry of our own.

During the past 25 years the number of Australian Feature Films registered under the N.S.W. Cinematograph Films Act has totalled a mere 58. Most of those were made years ago.

## THE SCREENWRITERS' ASSOCIATION OF U.K. SAYS:

**"READ THIS—AND ACT.** If the Television Bill goes through as it stands, there soon won't be any British TV worth mentioning. Our TV screens will be even more dominated by America than our cinema is now. **AND DON'T FORGET** . . . great as the cinema's influence has been on the taste, thought and behaviour of men, women and children everywhere, it cannot be remotely compared with the potential influence of TV. The sombre facts are given in the attached report, **BUT DON'T JUST READ IT—ACT!!**

"The outstanding fault of the Television Bill is that it contains no guarantee that British Television shall be predominantly, or even moderately, British.

"It is not good enough to say that, 'so far as possible' the tone and style of the programmes shall be predominantly British, or that a 'proper proportion' shall be of British origin. We know what has been considered 'possible' and a 'proper proportion' from time to time in our cinemas.

"We consider that a 'possible' and a 'proper proportion' is a minimum of 80%, and that this should be explicitly stated in the Bill. **Further, that this minimum of 80% should not include sports or news items, which might swallow up half, or more, of it. Sports and news items from all sources, British or foreign, should be ignored in calculating the percentage.**

"The Postmaster-General has told us that he is entirely at one with us in our objectives, and that the difference between us is merely one of technique. His Department in co-operation with the Board of Trade, he has informed us, attempted to draft safeguards on the lines we suggest, but they encountered so many difficulties that the attempt came out at twice the length of the Bill and was still full of loopholes. It was, therefore, decided to leave the provisions as flexible as possible, relying on the powers invested in the Independent Television Authority. Our answer is that Television, in its own sphere, is as important as the Hydrogen-bomb, and difficulties of drafting should in no circumstances be put forward as an obstacle—even if the Bill has to be three times as long, even if it has to be ten times as long, and even if loopholes still remain. We would rather have loopholes in the safeguards than no safeguards at all. But the Postmaster-General insists that we have the best possible safeguard in the exceptional powers given to the Independent Television Authority, which will be in the hands of public spirited men of the highest repute and ability.

"Our reply is that we are not seeking to reduce the powers of the I.T.A.—on the contrary, we consider that their position will be greatly strengthened if the safeguards are specifically stated in the Act.

"In the absence of specific safeguards, no body of men, however well-intentioned or public-spirited, will be able to resist the pressure of Programme Contractors to include more and more American material in their programmes.

"Here are the brutal facts:—  
"(a) There is an enormous back-lag of five or six years' American recorded material amounting literally to many thousands of programmes.

"(b) American current production will always be many times that of British production (in Los Angeles alone there are already eight Television channels).

"(c) Although the general standard of American production is poor, and at the lowest level puerile, the best—let us say, the top 10%—is of outstanding excellence. This 'cream' will equal, or even exceed, the total production necessary to satisfy the British market at any time.

"(d) The top 10% of current American production, plus the top 10% of the five or six years' back-lag, will be available to British Programme Contractors unless specifically excluded within clearly stated limits by legislation—or manfully resisted by the Independent Television Authority.



"(e) This American material will already have made a profit in its home market and will be available at knock-down prices with which it would be hopeless for British producers to attempt to compete.

"(f) The American programmes are ready-made, and can be viewed by British-programme contractors as completed works, as against British programmes which will have to be created in the teeth of all hazards necessarily facing every form of entertainment production.

"It would be more than human for British Programme Contractors not to hanker after these ready-made top American programmes, and incessant pressure is bound to be brought to bear upon the I.T.A. If an 80% British minimum is laid down in the Act, the I.T.A. will have no difficulty in resisting this pressure. But if the sole safeguard is that the I.T.A. shall 'so far as possible' ensure that a 'proper proportion' shall be of British origin, then the pressure of British Programme Contractors to use more and more American material will be irresistible.

"While this is going on, B.B.C. producers are not sitting idly by. Competition has been introduced into TV, and they are going to compete. But the competition between B.B.C. and I.T.A. will not be to vie with each other in the production of programmes and the discovery and development of talent. The competition will be to outdo each other in the acquisition of programmes already produced in America. It will then be too late to do anything about it. The pattern will have been set. Palliatives, shots in the arm, as in the case of British films, will be applied to no avail. **British Television will have lost the race it never ran.**

"Our members are again urged to approach their M.'s.P. and press them to support these amendments."

Even in the U.S.A., by far the biggest producers of TV programmes, the problem of cheap "dumped" programmes is causing concern.

In the paper, "The American Federationist", under the heading "The Screen Actors Seek TV Justice", Mr. Walter Pidgeon, President of the Screen Actors' Guild of U.S.A., is quoted as saying:

"As I take over the Presidency of the Screen Actors' Guild, I can only thank my lucky stars that in the last decade the Guild has steadily stepped up its participation in all A.F.L. affairs. For it looks very much as if we actors may soon need united A.F.L. support to solve some major problems facing us. (A.F.L.—American Federation of Labor.) Those problems for the most part stem from that great technological development—television.

"For some time there has been a tendency on the part of some American motion-picture producers and advertising agencies to make motion pictures abroad, particularly films designed especially for television. By so doing, they were able to take advantage of cheap production and low labour costs in countries where wages of technicians and actors are far below American standards.

"At the instigation of our Hollywood Film Council, a resolution condemning this practice was channelled through the California Theatrical Federation and the California State Federation of Labor. The resolution came up to the recent convention of the American Federation of Labor in New York and was adopted unanimously. It protested against 'runaway' film production by American advertisers, advertising agencies and film producers.

"In part, that resolution said: 'We deem it grossly unfair and improper for American industry to attempt to sell American products to American workers by means of advertising films that have been made in foreign countries by foreign workers for the specific purpose of avoiding the wage and living standards which make possible the purchase of their products in America.'

"Sometimes a resolution like that is voted and nothing seems to happen. This time something did. The Hollywood A.F.L. Film Council followed through. One of the large advertisers which had been

launched in Sydney it will spread quickly to Adelaide, Perth, Brisbane, and, ultimately, Hobart, even if the extension from Sydney is not made every other State simultaneously with Melbourne.

"Mr. Orr-Ewing, a former head of B.B.C. television outside broadcast-casts, told a meeting of the Television Society and British Kinematograph Society:

"All the Dominions will need British telefilms—unless the United States get in first. This is a big chance for us. Will we let it slip by?"

"He explained: 'The high cost of live programmes makes it likely that considerable use will be made of filmed material, in particular of telefilms—films made from a television screen of a show actually in progress.

"If Britain does not supply these telefilms, the market will be left to America, which will not be slow to realise the commercial and other advantages.

"United States sponsors are likely to be prepared to pay to have these telefilms shown, and it would be difficult for Dominion TV stations to refuse such offers, more particularly as they would earn valuable dollars.

"Almost all television programmes would make potentially good telefilm material.'"

### PROTECTION SOUGHT IN U.S.A. AND U.K.

We quote from **British Actors' Equity's official magazine reporting resolutions carried by a general meeting of members of British Equity:** Resolution 10—Commercial Television.

"This Annual General Meeting notes that the Council has joined the 13 other organisations representing all branches of entertainment to try to secure that the new commercial television service will reflect British life and culture.

"This Annual General Meeting declares the membership's support for the campaign and urges the Government to introduce the following essential safeguards which are not yet included in the Government's Television Bill:

"That not less than 80% of the programmes transmitted by any television station should be British. In order to ensure the effectiveness of this safeguard, the quota should be applied separately to peak and off-peak periods."

### BRITISH EQUITY'S ANNUAL REPORT FOR 1954 STATES:—

"Our campaign to secure safeguards in the Government's Commercial Television Bill has taken us on two deputations to the Postmaster-General; it has had us lobbying M.P.'s; and, in the course of it 14 organisations from the entertainment industry have met together regularly, got to know each other, and, I hope, laid a basis for future co-operation. The fourteen have met at the Equity office and have included groups with whom we have had little previous contact, such as the authors, composers, song-writers, screen-writers and radio-writers.

"So far the campaign has not succeeded in its main purpose, which was to secure a provision in the Bill that not less than 80% of the time of the new television stations should be devoted to British material ('British' being carefully defined in our draft clause). All we have got is a series of somewhat vague directions to the Independent Television Authority in Section 3 of the Bill requiring the Authority to ensure 'that the tone and style of the programmes are predominantly British' and 'that a proper proportion of the films and other recorded matter included in the programmes is of British origin'. The Postmaster-General has told us that he is in complete sympathy with our objectives and that Section 3 will enable the I.T.A. to fulfil them in a more flexible way than we have proposed. If events prove the Government to be wrong, the P.M.G. said that he would then be prepared to introduce a further Bill containing a quota. By then, of course, it may be too late, so we are continuing our efforts to obtain the safeguards which we are convinced are necessary. We are fairly confident that a



majority of M.P.'s of all parties support us, and would have voted for our amendment if the Whips had not been put on. The danger is very real. The new commercial TV stations will have access, at knock-down prices, to the cream of the last five years of American TV programmes—programmes which have already covered their cost of production and which feature stars who are familiar to the British public through the cinema. We have no possibility of competing on equal terms with these programmes. Hence the necessity for a quota."

Then, again, from a quarterly report to the members of the British Actors' Equity Association:

#### "Safeguards for Commercial TV"—by Rosamund John.

"At this year's Annual General Meeting a resolution was passed unanimously to ask the Postmaster-General to make it a condition of issuing a licence to any TV station that 80 per cent. of its material should be British in origin and that a reasonable proportion of the 80 per cent. should be 'live'.

"For the benefit of those who were unable to attend the meeting, this resolution, sponsored by the Council of Equity, was formed to meet the danger that will arise if and when an alternative TV service to the B.B.C. programmes arrives in this country.

"Economics and convenience will make it probable that most of the programmes will be supplied on 'film'—as opposed to 'live' material. About 60 per cent. of all programmes in the U.S.A. last year were on film—including feature films, documentaries, newsreels and recorded live programmes. The proportion is going up all the time, and forecasts there are that before very long 90 per cent. of all programmes will be on film—just as the majority of radio programmes are now recorded. The lines of a possible commercial TV system in this country are now becoming clearer. The firms that will be able to afford this extremely expensive form of advertising are likely to be those with international affiliations. For instance, two of the three big soap companies in this country are American-owned, and the third has a large American subsidiary. Such firms will already have at their disposal vast quantities of film material which has already proved its popularity with the American TV audience. It will be available for use here for a merely nominal charge, having no relation to its cost of production—or even free.

"The new TV industry, with a much greater influence on the people of this country even than the cinema, will be faced with the danger which overtook the film industry 25 years ago—the threat of extinction through its inability to compete with the dumped American films which had already recovered their cost of production elsewhere. The Council felt that the inherent threat of mass unemployment for our members made it imperative to go out and meet this danger. In furtherance of this aim, we have already been able to send a deputation to the P.M.G., whose department will control this new medium. We were accompanied by delegates of the other performers' Unions, the M.U. and V.A.F., who endorsed and supported our representations.

"The question which has now been raised on the Films Council, since this is a question which affects the survival of a Film Industry in this country. Sir Alexander Korda, who knows and concurs with our views on this vital question, is there urging that immediate action be taken to bring the necessity for protective legislation to the notice of the Government. Its urgency is not confined to the interests, either, of the performers or of the British Film Industry—overwhelming as these are.

"It is a question of the survival of British culture and the British point of view in a medium which can most clearly and strongly exert an influence upon it.

"If you, as an actor whose livelihood is threatened, agree with what Equity is trying to do for you, you can help to make the issues involved as widely known as possible by discussing them with your friends, your neighbours and your M.P. Please do so."

ing television entertainment films made abroad in order to advertise as product on television in this country was the Schlitz Brewing Company. A number of films had been made abroad for Schlitz's 'Playhouse of Stars', shown on CBS-TV. Schlitz sells a lot of beer to American Federation of Labor members, so the Hollywood Film Council had no hesitation in drawing the A.F.L. convention resolution to the attention of the Schlitz Company and its advertising agency, Lennon and Mitchell. Just the other day we received their response. It reads in part:

"For your information, we are not renewing the contract with the producer of the current series who had made certain of his films outside of the U.S., and the new producers have signified their films will be done here. Our client (Schlitz) wishes me to express to you their understanding and sympathy with your problem, and they are making every effort to see that any film coming under their sponsorship in the future will be done in the U.S."

"Thus intelligent trade union action on local, State and national levels has resulted in protecting the jobs of a number of technicians and actors. The matter will be followed up with some other advertisers who are still using foreign films made at cut-rate wages to advertise American products used by millions of American Trade Unionists."

The Report on the Fifth Congress of the International Theatre Institute (an auxiliary of the U.N.E.S.C.O.) states:

"CONSIDERING that the evolution of the technique of television, cinema and records makes it vitally necessary for interpreters and artists to safeguard their artistic and material rights, THE FIFTH CONGRESS of the I.T.I. sends its cordial greetings to the International Federations of Actors and Musicians, RECOMMENDS to its national committees to help actors and musicians in their action as much as they can, AND URGENTLY requests the governments of the countries represented on the committee of experts charged with drafting an international convention to envisage favourably the safeguarding of the rights of interpreters and artists."

Evidence given before the Royal Commission on Television by Mr. C. Moses, General Manager of the Australian Broadcasting Commission, in regard to a TV quota should be carefully noted.

On page 156 of the Royal Commission on Television report, he states in part: "The only appropriate means of guarding against an excessive use of imported material is to stipulate that there shall be a minimum percentage of Australian material in all programmes (national and commercial). Apart from the obvious need to prevent the flooding of Australian television programmes with cheap overseas films of poor quality, it is desirable, both in the interests of our artists and writers to encourage the development of Australian drama, that all television programmes should include an appropriate minimum percentage of Australian material, whether 'live' or on film. . . . Moreover, by giving adequate opportunities to local talent, avenues would be open for the exportation of the best Australian material, on film or as telefilms, to other broadcasting organizations, thus providing an excellent outlet for information about our country overseas which would help to develop a better understanding and appreciation of Australia. In fixing quotas, it must be realised that if they were merely to provide that an overall percentage of programmes shall be of Australian origin, stations would be free to do little or nothing in the way of developing Australian television drama or variety, since the Australian proportion could easily be made up of sport, discussions, cookery demonstrations, etc. The intention of the quota would thus be largely defeated."

Finally, therefore, with all the evidence available to us, and after considerable thought and lengthy discussion, we firmly believe that the MINIMUM percentage asked for is essential, and, if granted, the people and, indeed, future generations of our great Commonwealth, will be eternally grateful.



# FLASH!



The Australian Council of Trades Unions' Congress has unanimously decided to support the campaign for the Quota protection proposals listed on page 3.

If **YOU** agree with these proposals, let the Prime Minister, the Postmaster General, the leader of the Opposition and your Federal Member of Parliament know.

Take it up with any organisations to which you may belong and have them do the same. But —

**Time is Running  
Short . . .**

**DO IT NOW!**

The Australian Television Rights Council includes the following:—

- Actors and Announcers' Equity Assn. of Australia.
- Associated TV Pty. Ltd.
- Australian Song Writers and Composers' Assn.
- Hector Crawford Productions.
- Musicians' Union of Australia.
- Professional Radio Employees' Institute of Australia.
- Ron R. Beck Productions.
- Theatrical and Amusement Employees' Assn.



118

**“WE  
BELIEVE!”**



ISSUED BY  
THE AUSTRALIAN  
TELEVISION RIGHTS  
COUNCIL



## WE BELIEVE —

The advent of television in Australia without a guaranteed minimum percentage of Australian-made programmes presents a grave threat to the future of musical, acting and allied talents in this country.

## WE BELIEVE —

If these talents are to survive, let alone flourish, protection must be given by the Government.

## WE BELIEVE —

In the right of all persons with artistic talent in Australia to work in television; and legislation which tends to abrogate or nullify this right is wrong and bad.

## WE BELIEVE —

That a policy on television which fails to protect this right will sabotage most effectively any effort to establish a virile television programme industry in this country.

## WE BELIEVE —

A high standard of television programmes in Australia can best be assured by protecting the future of the men and women who can and should work in Australian television as artists, technicians, musicians, composers, writers, scenery and costume designers, and so on.

## WE BELIEVE —

Those responsible for the control of television policies have a unique opportunity to perform a great service for Australian artistic talent, and, indeed, for ALL Australians.

## WE BELIEVE —

Minimum percentage protection must be guaranteed before the beginning of television in this country, as later pleas for protection would be of no avail and Australian television would have lost the race it never ran.

## WE BELIEVE —

These views are sane, reasonable and just, and in the best interests of the Australian people.

The following people have all signed this declaration: —

Every category of the entertainment industry is listed.

A great many more than those whose names appear have signed, but the number has been reduced to 12 in each category because of limited space.

Every person whose name appears is a leader in his particular field.

## THEATRE ARTISTS (PLAYS)

Leonard Bullen  
Sir Lewis Casson  
Lefly Craydon  
Lorna Fox  
Minnie L. G.  
John McCallum  
Richard Parry  
William Rees  
Eric Reiman  
Dame Sybil Thorndike  
Lou Vernon  
Google Withers

## THEATRE ARTISTS (MUSICAL COMEDY)

Graeme Bent  
Richard Currie  
Hayes Gordon  
Alec Kellaway  
Miriam Lester  
Lynn Lyons  
Glady's Monciffe  
Fred Murray  
Max Didaker  
Ron Shand  
Ralphine Sprague  
Ken Werner

## THEATRE ARTISTS (VARIETY)

Winifred Atwell  
Freddie Bamberger  
Gloria Dawn  
Smoky Dawson  
Lily Moore  
Queenie Paul  
Donald Peers  
Max Reddy  
Maurice Rocco  
Nellie Small  
Dix Tammie  
George Wallace

## CLASSICAL BALLET

John Auld  
Serge Bousloff  
Paul Celada  
Kathleen Gorham  
Paul Grinwis  
Paul Hammond  
Leon Kellaway  
Laurel Martyn  
Peggy Seger  
Vassille Trunoff  
Kiriil Vassilkovsky  
Jocelyn Vollmar

## PRODUCERS—DIRECTORS (THEATRE)

John Aiden  
Yvonne Banvard  
John Casson  
Maurice Diamond  
Doris Fittou  
William Hodge  
May Hollinsworth  
Nigel Lovell  
David Nettheim  
Carl Randall  
Mina Shelley  
Larry Steele

## RADIO ARTISTS (PLAYS)

Lyndall Barbour  
Kevin Brennan  
Rupert Chance  
Keith Eden  
Marcia Hart  
Kenrick Hudson  
Douglas Kelly  
Nellie Lamport  
Ehel Lang  
Rita Pauncefort  
Sheila Sewell  
Dinah Shearing

## RADIO ARTISTS (VARIETY)

Dick Bentley  
Dick Cranbourne  
Jack Davey  
Terry Dear

## DESIGNERS—EDITORS—CAMERAMEN—TECHNICIANS (FILMS—TV)

Allan Allen  
C. Bewick Hack  
William Constable  
Clive Cross  
Lesley Lindsay  
Warren Mearns  
Alistair Roberts  
Arthur Smith  
Hans Weitzel  
Sid Whiteley  
Ross Wood  
Stan Woolveridge

## PLAYWRIGHTS—SCRIPTWRITERS

Hugh Hastings  
Noel Judd  
Richard Lane  
Alexander Macdonald  
Ross Napier  
Fred Parsons  
Ralph Peterson  
Ru Pullen  
Leslie Rees  
Rex Rienks  
Maurice Travers  
John Watson

## SPORTS COMMENTATORS

Cyril Angles  
Cliff Cargill  
Ray Connelly  
Keith Dunbar  
Reg Grundy  
Dick Healy  
Ken Howard  
Bernard Kerr  
Arthur Lyster  
Lachie Melville  
Eric Walker

## PRODUCERS (RADIO)

Eric Bush  
Lawrence H. Cecil  
Harry Dearth  
Reginald Goldsworthy  
Max Green  
Gordon Grimdsdale  
Harry Harper  
Eric John  
Paul O'Loughlin  
Robert Peach  
Ron Roberts  
E. Mason Wood

## FILM ARTISTS

Harvey Adams  
Queenie Ashton  
Lloyd Barrell  
Neva Carr-Glynn  
Guy Doleman  
John Fernside  
Edward Howell  
George Simpson-Lytle  
Muriel Steinbeck  
Grant Taylor  
Charles Tingwell  
Ken Wayne

## PRODUCERS—DIRECTORS (FILMS—TV)

Hans Adlerstein  
Dudley Barr  
Charles Chauvel  
Ken Hall  
Cecil Holmes  
Rowley Litchfield  
Stirling Macoboy  
Harry Pringle  
Chips Rafferty  
Doc. Sternberg  
Ron Wheelan  
John Wiltshire

## MANAGEMENTS (TV—THEATRE—FILMS—RADIO)

Ron. R. Beck  
Garnet Carroll  
Hector Crawford  
Dudley M. Fagan  
Hugh Hunt  
Greswick Jenkinson  
Donovan Joyce  
Mervyn Murphy  
William Orr  
Rex Shaw  
Harry Wren  
Ron. R. Beck Productions  
Princess Theatre  
Hector Crawford Productions  
Australian Record Company  
Elizabethan Theatre Trust  
Associated Programmes Pty. Ltd.  
Donovan Joyce Productions  
Supreme Sound System  
Phillip Street Theatre  
C. G. Scrimgeour  
Radio Associated Services  
Celebrity Circuit

## CONDUCTORS (ORCHESTRAL)

Humphrey Bishop  
Eric Clapham  
Dennis Collinson  
Bob Gibson  
Bob Fisher  
Isador Goodman  
Jim Gussey  
Sir Bernard Heinze  
Daniel Mas  
Joseph Post  
Ivan Rizon  
Jay Wilbur

## MUSICIANS (ORCHESTRAL)

Neville Amadio  
Geza Bachman  
Carlo Briglia  
Phil Cohen  
Eunice Gardiner  
Olga Krasnik  
Ernest Liawellin  
Phyllis McDonald  
Heptzabah Menuhin  
Percy Pledger  
John Robertson  
Edward Simpson

## DANCE BAND LEADERS

Jack Allan  
Coli Anderson  
Billy Anniman  
Reg Lewis  
Paul Lombard  
Merv Lyons  
Frank Marzoty  
Gus Merzoty  
Reg Redgrave  
Abe Romline  
Enso Toppiano  
Lou Toppiano

## MUSICIANS (DANCE BANDS)

Don Andrews  
Clare Bail  
Ken Brenthall  
Don Burrows  
John Edgcombe  
Ron Falson  
Wilbur Kentwell  
Glen Marks  
John Moore  
Alan Nash  
Frank Scott  
Ellis Wayland

## SONGWRITERS—COMPOSERS

John Antill  
George English  
Raymond Hansen  
Sydney John Kay  
Claude McGlynn  
John McKeller  
Lance Mulcahy  
Reg Parkes  
Les Raphael  
Bradley Ryrie  
Edmond Samuels  
Ken Taylor

## DESIGNERS—EDITORS—CAMERAMEN—TECHNICIANS (FILMS—TV)

Allan Allen  
C. Bewick Hack  
William Constable  
Clive Cross  
Lesley Lindsay  
Warren Mearns  
Alistair Roberts  
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Associated Programmes Pty. Ltd.  
Donovan Joyce Productions  
Supreme Sound System  
Phillip Street Theatre  
C. G. Scrimgeour  
Radio Associated Services  
Celebrity Circuit



If **YOU** believe as these people do,  
let the Prime Minister, the Post Master  
General, the leader of the Opposition and  
your Federal Member of Parliament know.

Take it up with any organisations to  
which you may belong and have them  
do the same. But —

**Time is Running  
Short . . .**

**DO IT NOW!**



T.G. 42 B.A.

S. C. 7015  
3/54

This Telegram has been received subject to the Post and Telegraph Act and Regulations. The time received at this office is shown at the end of the message.

COMMONWEALTH OF AUSTRALIA  
POSTMASTER-GENERAL'S DEPARTMENT  
**TELEGRAM**

The date stamp indicates the date of reception and lodgment also, unless an earlier date is shown after the time of lodgment.

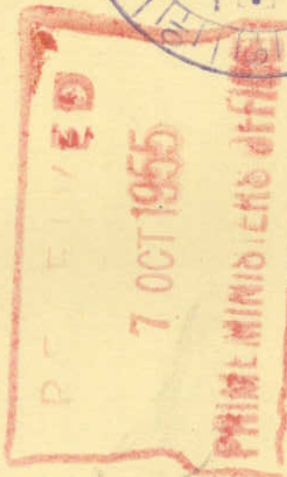
Office Date Stamp

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Chl. No. Office of Origin  
-A2 SYDNEY SUB 41 7-36A

No. of Words

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3  
THE RIGHT HONORABLE PRIME MINISTER  
CANBERRA

AS A MATTER OF URGENT PUBLIC INTEREST I RESPECTFULLY SUGGEST YOUR CABINET DISCUSSION ON TELEVISION IMPROVES THE QUESTION OF ESTABLISHING ALL AUSTRALIAN TELECASTING IN THE UHF BAND OF FREQUENCIES FROM THE BEGINNING ... C G SCRIMGOUR.

Copy to Aust. B. C. Brd. for inf. 802





6 OCT 1955

Dear Bob,

I enclose a copy of the Canadian Weekly Bulletin containing at page 3 a note on a Radio and T.V. inquiry which may interest you.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'R.G. Osborne'.

Mr. R.G. Osborne,  
Chairman,  
Australian Broadcasting Control Board,  
Rialto Building,  
497 Collins Street,  
MELBOURNE.



615

Keith Collings (Secretary to the Royal Commission on Television) advised that reference was not made to Miss Meta Mackean's evidence in the report because it was largely irrelevant to the scope of the enquiry. Miss Mackean has given similar evidence to other bodies (eg Broadcasting Control Bd). The evidence is set out in the Transcript of Evidence. It apparently consists of a ~~to~~ tirade against the Australian broadcasting system at being "fed" to American trash instead of good clean "Empire" poems and music written by Miss Meta Mackean (which no one apparently considers worth publishing).

The Commission afforded Miss Mackean a very good hearing (better than her evidence deserved)

28th 7/10/53



12 OCT 1955

547/4.

Dear Miss Curwen-Walker,

I acknowledge your letter of 21st September, 1955, in which you asked why the evidence given by Miss M. Maclean before the Royal Commission on Television was suppressed.

It is not clear how you consider Miss Maclean's evidence was suppressed, nor in what way the Commonwealth Government is concerned. If you mean that the evidence was not included in the Report of the Royal Commission on Television, then clearly it was impossible for all evidence given to be included in the Report, especially as much of the evidence was similar in character. In any case, the assessment of the evidence for presentation in the Report was a matter for the Royal Commission and not the Commonwealth Government.

Much of the evidence given during the sittings of the Royal Commission was given wide coverage in the newspapers at the time, and there is nothing to prevent Miss Maclean or any persons holding similar views to use this or similar mediums to present their views to the public.

Yours sincerely,

A. J. HARRISON

for Prime Minister.

Miss Edna Curwen-Walker,  
18 Fowler Street,  
BOX HILL. E.11. VIC.



7 OCT 1955

547/4.

Dear Sir,

The Prime Minister has asked me to acknowledge your letter of 12th August, 1955, (written from London), and to inform you that your view that Australia should delay the introduction of television until colour television has been achieved has been noted.

Yours faithfully,

(A. S. Brown)  
Secretary

Mr. E. Collier,  
15 Bushlands Avenue,  
GORDON. N.S.W.



KGL/CM

112  
7 OCT 1955

547/4.

Dear Mrs. Baldwin,

The Prime Minister has asked me to acknowledge your letter of 27th September, 1955, concerning the question of religion on television, and to inform you that your representations on behalf of the Australian Baptist Women's Board for full utilisation of television time allotted for religious topics have been noted.

Yours faithfully,

(A. S. Brown)  
Secretary.

Mrs. C. D. Baldwin,  
Secretary,  
Australian Baptist Women's Board,  
44 Bay Street,  
CROYDON. N.S.W.



Rm

# AUSTRALIAN BAPTIST WOMEN'S BOARD

111

Affiliated with The Baptist Union of Australia,  
and The Baptist World Alliance Women's Board

President :	Vice-President :	Secretary :	Treasurer :	Life Member :
Mrs. J. HUNTER	Mrs. R. H. LAWRENSON	Mrs. C. D. BALDWIN	Mrs. A. E. LLOYD	Mrs. W. G. POPE
63 Regent Street	17 Cremorne Road	44 Bay Street	87 Hardy Street	3 Hilda Crescent
Regents Park, N.S.W.	Cremorne, N.S.W.	Croydon, N.S.W.	Hurlstone Park, N.S.W.	Hawthorn E.2, Vic.

27th September, 1955.

The Right Honourable the Prime Minister,  
Parliament House,  
CANBERRA A.C.T.

Right Honourable Sir:

The Australian Baptist Women's Board wishes to bring to your  
notice the question of Religious Television.

We understand that Six per cent (6%) of T. V. Time will be  
available for religious topics and we would urge that this time will be  
utilised to the full.

We are, Sir,

Yours faithfully,

*Eddie Baldwin*

Hon. Secretary





My Sydney address is  
15 Bushlands Avenue  
London Sydney

TELEPHONE:  
CABLE: "AR 8080" (5 LINES)  
TELEGRAMS:  
"LUXURY, RAND, LONDON."  
CODE:  
WESTERN UNION.

returning Xmas

170

STRAND PALACE HOTEL,  
STRAND, W.C.2.

LONDON. 12<sup>th</sup> Aug 55

26 SEP 1955

PRIME MINISTERS OFFICE

Mr R. Mengies  
547/4  
27 SEP 1955  
TELETYPE DEPARTMENT

Dear Sir

My youngest son, Ormond Collier, has been three years, in Television, as Chief Technical. I visited the C.B.C. Television in Toronto, & I am amazed at the huge Plant, & equipment necessary, which runs into many Millions of Pounds, & the upkeep & Salaries, well: the sky is the limit. Then again, the C.B.C. is developing rapidly, & it is said it has outgrown the B.B.C., but, it is expected, Technicalness will be cut next year. I am writing to you, to save Aus. many Millions, by waiting until the desirable, & looked for Technicalness has been proved a success, in either Toronto or New York. before Aus. develops her own T.V.

Ormond Collier

Faithfully E. Collier



109

18. Fowler St.,

Box Hill E.11.

21. 9. 55.

RECEIVED  
26 SEP 1955  
PRIME MINISTER'S OFFICE

547/4  
26 SEP 1955  
THE MINISTERS

Mr. Maclean

Dear Mr. Maclean,  
we have been very  
greatly alarmed to hear of the  
existence of the evidence given  
before the Royal Commission on  
Television on 1. 7. 53 by Miss  
Meta Maclean. Why has  
this evidence been suppressed?

We most urgently  
wish that this evidence in  
full be brought before the  
nation as soon as possible.



and we shall be pleased to  
have your reply to our letter  
signed by yourself, not by any

Secretary.

Yours sincerely,

Edna Curwen-Balker  
Kathleen Brewen-Balker

Kathleen Brewen-Balker



# ELECTRICAL WEEKLY

The Australian independent National weekly business newspaper, established 1930 with the object of contributing to the development of the electrical-radio industry.

Circulating each week to all sections of the electrical and radio industry throughout Australia.

Published in Sydney, NSW, its paid subscribers are distributed throughout the Commonwealth in almost the same proportion as Australia's population.

It is truly a National trade newspaper, published every Friday, price (A) 2/6. Annual subscription: Australia £(A)2/10/0; British Commonwealth, £(A)3/10/0; elsewhere, £A4.

Special airmail rates: Australia, £7/10/-; New Zealand, £A7/5/-; UK, USA and Canada, £A18.

MINGAY PUBLICATIONS  
BOX 3765, G.P.O., SYDNEY, N.S.W.

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and manufactured had been designed  
last six months. He also gave details  
of the 50-50 method of co-operative  
advertising with retailers.

"In UK alone," declared Mr. Cousins,  
"the Pye organisation is currently  
manufacturing 350,000 TV sets a year  
— about 7,000 sets a week — and we  
are still behind with orders."

Referring to servicing problems, he  
stressed the essentiality of retailers  
setting up their own organisations.

"Sets will sell easily in the first 12  
months," he said, "and you will sell  
as many as you can get and instal.  
Installation is not difficult but servicing  
will call for a lot of organisation and  
effort."

"We will set up a 'service academy'  
in Sydney and Melbourne to train,  
free of charge, TV mechanics — not  
technicians — for interested retailers.  
The academy in Sydney will be able to  
cater for 15 to 20 people at a time, and  
the school will be for one night a week  
over about four or five weeks in Nov-  
ember this year."

He also referred to the possibility of  
the use of indoor aerials for TV  
receivers in a large part of the area  
to be served by Sydney transmitters.

Mr. McRae then dealt with the new  
range of Pye portable radios, mantels,  
and radiograms.

Associate director of Paton Adver-  
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concluded the addresses by revealing  
details of Pye's extensive future adver-  
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the cash  
business was a godsend.



**THINGS TO**

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D. Cousins



P. McRae

worth Hotel, Sydney, September 7,  
joint managing director Mr. Dennis  
Cousins said that Pye would also  
"back" the UK personnel and inter-  
view them in UK before bringing them  
to Australia.

Pye's general sales manager, Mr.  
Peter McRae, welcomed the large  
gathering of retailers and introduced  
Mr. Cousins.

Mr. Cousins referred to the range of  
Pye radios which had been designed  
and manufactured in Australia in the  
last six months. He also gave details  
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\* \* \*

the cash  
business was a godsend.



## THINGS TO

week are more than a mere breeze. They include the H. G. Palmer tie-up with Antiference . . . ACTU demanding opening up of the UHF band for TV . . . Restriction of import licences for TV programs to station operators . . . Prime Minister's meeting with bankers and HP heads in Canberra yesterday . . . various sales conventions of enterprising manufacturers, with their new models and promises of active merchandising campaigns . . . bankruptcies at retailer level, with take-overs and mergers at manufacturing level, and concern by wholesalers as to the trend which has influenced them to get together to form a Federation of Wholesalers . . . and Simpson's of Adelaide going into TV.

There is much movement around. In fact, we find there are no dull moments for an independent trade newspaperman.

What does appear necessary is for some of the old-established companies to remember they are trading in 1955, not 1925. A lot has happened in even this last ten years which appears to have gone over the heads of many of the elders.

Take for instance this Central Bank scream to restrict HP — a move obviously endorsed by the Federal Treasurer and the Federal Cabinet. Maybe those people never had to buy anything on HP or even use a cash order. Maybe their belts never had to be tightened. Maybe they have generally enjoyed the good things of life. But they only represent less than 20% of the people.

The ordinary people who constitute 80% of the whole population expect to enjoy the benefits of a refrigerator, or a motor car, or a radiogram while they are alive and working, and what is more, while they are young enough to appreciate these things.

Why should anybody who is willing to work, have to wait until he has saved up £160 before he can buy a refrigerator, or £100 before Mum can have a washing machine?

Have you ever done the family washing? Do you know how tough it is? If you don't, then try it sometime. Domestic help is not around these days, so modern electric appliances are the substitute and the vogue. The young housewife and mother of today knows that HP can give her those things when she wants them most, when she is bringing up the family.

I have no wish to see any Australian woman have to do the things my mother had to do. Even in those days the cash order and time payment business was a godsend.

He warned of the dangers in a democracy when the individuals rely too much on the Government. "Not a week goes by without some one coming to the Government asking for a million or two million and more. I think we ought to sort out our minds on this while there is yet time," he said. "The Government can provide nothing that the people have not first provided for the Government. The Government can invent money only by debasing the currency. . . . Any country is in danger of falling into the hands of a dictator, if the citizen has spent so much time thinking about what he wants and not of what he must do, that he delegates his rights to an individual," added Mr. Menzies. That thinking can apply to business-men, too. They are apt to pass too many of their problems to their trade association and let a committee and the unpaid secretary

addressing the St. Andrew's Cathedral Luncheon Club on "Government and People".  
Menzies in Sydney, talking with enterprising make this country a second America. The AIF showed how Australians can fight and I am sure they will fight at the ballot box to retain their freedom from the Socialists who want to tie up our banking system like the Chifley Bank Bill promised to do. It is my humble opinion that the Commonwealth Treasurer's financial policy is more Socialistic than the Chifley intention. But I'm only an ordinary working "bloke" and wouldn't know what they know at Canberra. At the same time my experience teaches me that paying for something while you work to enjoy it, is just as essential for most of us as it is for the Treasurer to collect his taxes from us as we work. What's good for the goose . . .

Pay-as-you-earn has proved itself ideal for the tax collector, so why shouldn't it be implemented for the people when they want to enjoy the advantages of this modern way of life and not have to wait until they are old-aged pensioners?

\* \* \*



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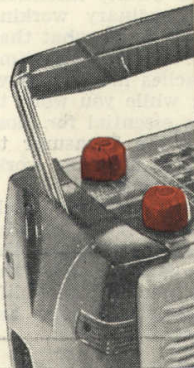
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Special airmail rates: Australia, £7/10/-; New Zealand, £A7/5/-; UK, USA and Canada, £A18.

MINGAY PUBLICATIONS  
BOX 3765, G.P.O., SYDNEY, N.S.W.

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TASMANIA:  
W. & G. Genders Pty. Ltd.,  
Launceston, Hobart,  
Burnie, Devonport.

Parts Pty. Ltd.  
Frankl (Melb.)

WESTERN AUSTRALIA:  
Musgroves Ltd., Perth.

ctured by  
., EAST SYDNEY, N.S.W.  
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KGL/PM

29 SEP 1955

547/4

Dear Mr. Russell,

Thank you for your letter of 7th September, 1955, in which you brought to my notice the endorsement by your Committee of the comments and proposals concerning the televising of sporting events which were submitted to me recently by the Victorian Standing Committee of Sporting Organisations.

My colleague, the Postmaster-General, proposes to receive at some convenient date a deputation from the sporting bodies to examine this matter further. In the meantime, however, no legislative action which would prejudice the position of sporting bodies is contemplated.

*Handwritten initials*

Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

*Handwritten initials*

Mr. J.N. Russell,  
Convenor,  
N.S.W. Standing Committee on the  
Television of Sport,  
C/- N.S.W. Lawn Tennis Association,  
The Club House,  
New South Head Road,  
EDGECLIFF, N.S.W.

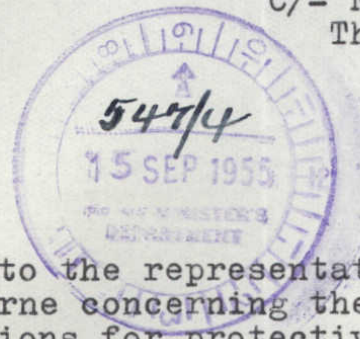
*Copy to ABC Board - PK.*

29 SEP 1955



N.S.W. STANDING COMMITTEE ON THE TELEVISION  
OF SPORT.

C/- N.S.W. Lawn Tennis Association,  
The Club House,  
New South Head Road,  
Edgecliff.  
7th September, 1955.



Dear Mr. Menzies,

I refer to the representations made by Sir Chester Manifold of Melbourne concerning the request of Victorian sporting organisations for protective rights over the television of sporting events.

Recently in this State a conference of all major sporting bodies in N.S.W. was held to discuss the possible effects of television and it was generally agreed that action should be taken with a view to ensuring that the interests of sporting bodies are protected, in particular the preservation of copyright.

In this regard we endorse and subscribe to the comments and proposals made by the Victorian Committee which it is understood were submitted for your consideration in July last.

The general consensus of opinion in this State is that sporting organisations will approach the introduction of television with tolerance, but it is considered that they should have the right to determine the conditions under which their sporting events or performances are televised.

Any action taken by your Government which establishes this principle will be acknowledged and appreciated by all sporting bodies in this State.

Yours faithfully,

*J. N. Russell*  
J. N. RUSSELL  
Convenor.

The Rt. Hon. R.G. Menzies, C.H., Q.C., M.P.,  
Prime Minister of the  
Commonwealth of Australia,  
CANBERRA. A.C.T.





105

Australian Broadcasting Control Board

9014

497-503 COLLINS STREET  
MELBOURNE, C.I.

T/6/31



The Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.

JP

Folia. 93

Folia. 91.

With reference to your memorandum, 547/4, of the 24th August, 1955, with which was forwarded, for comment, the draft of a proposed Regulation concerning the televising of racing and other sporting events submitted by the Chairman of the Victoria Racing Club, the views of the Board with respect to this particular matter were indicated in my memorandum of 16th August, 1955. For the reasons stated therein, it seems premature for any action to be contemplated along the lines which have been suggested.

Copy folio 93  
sent

2. It would be appreciated if a copy of any reply forwarded to Mr. Morrison could be made available to the Board, having regard to the fact that the Postmaster-General proposes at some convenient date to receive a deputation from the sporting bodies.

J. O'Kelly  
(J. O'Kelly)  
Secretary.



(104)

FF/FM.

547/4

16 SEP 1955

71,103

Dear Mr. Stuart,

I find that I have not answered your letter of 21st July concerning your correspondence with my colleague, the Minister for Trade and Customs. I understand, however, that he has since been in touch with you and explained the import licensing administration procedure as it concerns television equipment.



Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

Mr. L.M. Stuart,  
Director,  
Electronic Industries Ltd.,  
Box 845 J.,  
MELBOURNE. VIC.



M55/941  
55/2498

CANBERRA. A. C. T.

28th July, 1955.



Dear Sir,

I refer to your letter of 24th June, 1955 requesting information in regard to the licensing of television receivers and parts for importation into Australia.

Components for television receiving sets and television transmission and studio equipment and parts thereof, are licensed on an Administrative basis. Applications for licences for these goods must be addressed to the Administrative Officer, Central Import Licensing Branch.

In regard to television sets, it has been decided that as from 1st July, 1955, import licences for complete television receiving sets, whether housed in a cabinet or not, will be issued within quota entitlement, upon application to Collectors in the various States, to holders of "B" category quotas subject to the conditions that all sets to be imported conform to the standard specifications as laid down by the Australian Broadcasting Control Board.

The maximum number that will be licensed to a "B" category quota holder in any one quarter will be 200 sets. It will be necessary for the applicant for an import licence for television receiving sets to declare on the licence application forms that the sets concerned conform to the standard referred to in the preceding paragraph.

Yours faithfully,

(Sgd.) NEIL O'SULLIVAN

(Neil O'Sullivan)

L.M. Stuart, Esq.,  
Director,  
Electronic Industries Ltd.,  
G.P.O. Box 845J,  
MELBOURNE. VIC.

*M<sup>r</sup> Jones  
also see fol 71.*



KEL:JW

5 SEP 1955

547/4

Dear Madam,

The Prime Minister has asked me to acknowledge your letter of 8th August, 1955 on behalf of Baptist women of South Australia and to inform you that your representations regarding full utilisation of television time allotted for religious topics have been noted.

Yours faithfully,

(A.S. Brown)  
Secretary

Mr: M.E. Bronson,  
President,  
Baptist Women's Missionary Union of  
South Australia,  
24 Salisbury Terrace,  
COLLINSWOOD. S.A.



KGL:JW

5 SEP 1955

547/4

Dear Mr. Evans,

I acknowledge your further letter of 26th August, 1955 concerning your suggestions on television.

There does not appear to be any action which the Commonwealth Government can take on the matter, which is one for consideration by the various organisations which will establish television facilities.

It is suggested therefore that you submit your idea to these organisations.

Yours faithfully,

(A. S. Brown)  
Secretary

Mr. G.K.J. Evans,  
C/- Flat B115,  
Thomas Street,  
SUBIACO, W.A.



100

# The Baptist Women's Missionary Union, South Australia

and  
BAPTIST WOMEN'S LEAGUE OF SOUTH AUSTRALIA

24 Salisbury Terrace,  
COLLINSWOOD. S.A.  
8th. August, 1955.

The Right Honourable the Prime Minister  
Parliament House  
CANBERRA. A.C.T.

Right Honourable Sir,

The Baptist women of South Australia wish to bring to your notice  
the question of Religious Television.

We understand that Six per cent (6%) of T. V. Time will be avail-  
able for religious topics and we would urge that this time will be  
utilised to the full.

We are, Sir,

Yours faithfully.

*M. E. Branson*

*E. Beunell*

*B. Williamson*

*G. C. Brady*

President of Baptist Women's  
Missionary Union of South Australia.

President of Baptist Women's League  
of South Australia

Secretary of Baptist Women's  
Missionary Union of South Australia

Secretary of Baptist Women's League  
of South Australia.





20 Secretary of  
Prime Minister  
Parliament House  
Canberra.

see 56

2099  
66 Plat B/15  
Randana  
Thomas St, Subiaco,  
W.A.



26-8-55.



Dear

Sir.

In reply to letter received concerning transportation of Television equipment from, overseas, for the building programme for Australia wish to advise, was just a suggestion by myself, to have television equipment brought over to boost the idea, of publicity of Australian made goods. I wish to inform you that I am a very poor man and cannot afford to pay for expense of the equipment, but desirous of needing help of the Australian Broadcasting Commission, to meet the demands of the necessary funds to carry out the idea, with the help of television experts; cameras are needed, electric towers, television sets, transformers; anyway its just a dream I had here in Western Australia, and trying to bring it to reality, but unfortunately, I haven't the necessary money to bring my dream true.

Signed

G.K.J. Evans  
6x POW Graf Spee  
and Altmark "Battle of  
River Platte"

P.S. Is the Idea worth  
any money to me.

Have been refused any  
war pension,  
and am Partially Blind.  
Congenial Cataracts to  
both eyes. and cannot afford  
an operation.

This can be verified by the Repatriation  
Dept of Melb and Perth.

Army Home Force Number  
V 506712



## Sharing of Channels

the licensing system of commercial telecasting.

The US FCC, in planning the channel allocations adopted the following rule in regard to sharing channels and adjacent channel separation:—

### Minimum Spacing of Stations when Sharing:

VHF	UHF
Zone 1: 170 miles	155 miles
Zone 2: 190 miles	175 miles
Zone 3: 220 miles	205 miles

### Adjacent Channel Separation:

VHF, 60 miles; UHF, 55 miles.

The zoning relates to the population density of various parts of America. For example, in the New York area, because of the great population, the physical separation of stations is reduced to 170 miles, while in the western and southern States, due to lesser population density, the stations are permitted slightly greater range by increasing separation to 220 miles.

As distinct from these requirements when stations are sharing channels, there is the question of the minimum distance between stations that use channels which adjoin each other in the frequency spectrum. In order to avoid interference between such stations it is necessary, as shown above, for stations on adjoining channels to be 60 miles apart in the case of VHF and 55 miles for UHF operation.

*In Australia, for obvious reasons, TV stations must be encouraged to extend their service coverage as far as possible and, therefore, should adopt the minimum co-channel spacing of at least 220 miles.*

should be incorporated in the plan at the outset, so that the commercial system may develop parallel with the national system. *And this wider plan should be notified to the manufacturers accordingly, so that they can plan the production of appropriate receivers.*

### Service in Country Centres

Let us take the position of Sydney and adjacent areas as an example. With the three channels assigned to Sydney, and say two to Newcastle (one presumably national, the other commercial), it is found impossible to accommodate TWO stations at all large country centres, and Canberra, within 200 miles of Sydney. This does not take into account the Wollongong-Port Kembla district, which will not receive a good service from Sydney as it is below the escarpment of the southern tablelands and therefore shielded. Such large centres as Orange, Canberra, Goulburn, Bathurst, Newcastle, Lithgow, Wollongong and Port Kembla will soon demand their television services and the originators of program service at the Sydney commercial stations will require these outlets to amortise the cost of production by syndication. There is a similar set of circumstances in Victoria.

Extension of the service coverage of

mitter can be effected usefully by co-channel "boosters" of low power equipment which retransmits the program on the same channel, but with opposite polarisation of the carrier wave, means that viewers would need a polarised receiving aerial at the receiving end.

Method of channel economising is to fill in the "holes" in the pattern of coverage such as will occur in the Moss Vale-Bowral districts owing to Mount Gibraltar being in the path of radiation from Sydney. No doubt other places with similar disability will be found, and such a device will be useful to both the national and commercial services.

In large country areas, where no doubt the financial control of commercial stations will be held by residents within the service area, the stations will want independence of operation as exists today in our broadcast system, together with high power to obtain good service coverage. That being so, the national system should therefore have parity in service coverage in the same areas.

At the same time, under present conditions, Sydney could not have extra stations except at the expense of country areas.

Though we have been considering 10 channels in the VHF band, it should be remembered that there are only eight available until July 1, 1963, when channels 4 and 5 will be released for TV use. By then, TV will have progressed a long way. Even so TV will still be a comparative infant. To take care of the future, with its inevitable dynamic expansion, a farsighted plan must be available now.

Reprinted from *ELECTRICAL WEEKLY*, 5/8/55

## Essential to Have Long-Term TV Plan NOW

Unless its broadcasting advisers produce a frequency channel allocations plan which will provide for the long-term future expansion of television services throughout the Commonwealth, without incurring technical restrictions, the Federal Government should give further and urgent consideration to the manner of introducing television into Australia. As has been shown in a previous article (*WEEKLY*, 29/7/55, p. 3), in order to avoid serious economic difficulties it is essential that the plan, at the outset, should embrace sufficient facilities to ensure fair and equal treatment of commercial undertakings capable of demonstrating their ability to provide efficient and wholesome TV service now and in the future [writes Ray Allsop in the following article written specially for *WEEKLY*].

Australia's eight VHF channels will not be able to cope with the dynamic expansion of TV; and the two other VHF channels to be added in 1963 will be but a drop in the ocean. The Government's policy of competitive commercial telecasting will be hamstrung. We shall have an artificially created, bureaucratically supported, quasi-monopoly system.

At the beginning of 1946, there were about six television transmitters and in the vicinity of 30,000 TV receiving sets in USA. Today — after less than a decade — there are over 450 TV stations in operation and the American people have purchased over

36,000,000 receiving sets. About 25,000 miles of radio-linking and/or coaxial cable is now networking the stations from north to south, east to west, nation-wide. The revenue of TV broadcasting has reached billions of dollars a year — far outstripping that of radio broadcasting.

In Britain the lone pioneer BBC TV station resumed operation in 1946 with about 25,000 prewar receiving sets to supply the audience. But despite the postwar economic difficulties, a network of powerful stations has been erected by the BBC, and the manufacturing industry has produced and sold just on 5,000,000 receiving

sets for which, the Corporation claims, there are more than 9,000,000 viewers.

By the turn of 1960 what will be the position in Australia? Our very proficient and resilient radio manufacturing industry — even though denied too long an experimental TV picture on the air on which to "cut its teeth" — will have conquered the pitfalls of the intricate processes and will be looking to new markets for increased production, with resultant decrease in costs to the public. *The capital city station licensees will be seeking other outlets for their programs by syndication, to recoup the great cost of good TV programs — and this goes for the national system, too. These demands alone, not taking into account the rightful desire of the country areas to participate in TV services, will "burst the seams" of a system having only eight transmission channels.*

American experience has proved that networking or syndication is essential for good programs to be profitable. Television does present social problems, even under responsible control, but to maintain wholesome program content, with brilliance of showmanship, requires large revenue. To earn large revenue, pro-



# Sharing of Channels, Channel Separation

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*In Australia, for obvious reasons, TV stations must be encouraged to extend their service coverage as far as possible and, therefore, should adopt the minimum co-channel spacing of at least 220 miles.*

If the FCC rule in regard to transmitter spacing is applied to our 10 VHF channels in an examination to discover how large country cities, towns and districts will participate in the development of TV services, the result is enlightening; lending powerful aid to the contention that the UHF channels should be incorporated in the plan at the outset, so that the commercial system may develop parallel with the national system. *And this wider plan should be notified to the manufacturers accordingly, so that they can plan the production of appropriate receivers.*

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# Stations Must Have Equal Coverage

gram originators will demand outlets to gain greater audience, and that requires CHANNELS.

*If our television were to be a nationalised system only, doubtless the stated VHF channels would suffice, but since the Federal Government has decreed that there is to be private-enterprise television through the licensing system, parallel with the national, the number of channels becomes of first importance.*

As it stands at the present time, one might well speculate on the eventual assignment of the few single channels available for country areas adjacent to, say, Sydney. Shall these be national or commercial? Shall commercial transmitters be required to radiate national programs, or national transmitters take commercial programs?

It is not difficult to envisage the pressure that would be brought to bear on these stations by the three Sydney program originators (a national and two commercial) struggling to obtain outlets for their productions. Such an arrangement would not be acceptable to Australians: the national system should be separate from, but parallel with, the commercial stations. This suggestion may raise eyebrows in some quarters, on the score of cost; but let us examine these costs.

## Country Station Costs

A capital city TV station is a mighty investment by comparison with a sound broadcasting station. A capital city TV station is the originator of programs, and as the technique to do so is parallel with the production of motion picture film for the cinema, the requirements are similar. The TV studio at a large station is really a motion picture studio with all the costly equipment, sets, lighting gear, costumes and vast storage space; plus the equipment peculiar to TV. In fact, in Australia, much of the program material will be filmed in the first place for syndication.

The country station will not necessarily have the costly studio, for it will depend largely on syndicated or network programs on film, only using the cameras for local sporting and special events. On the other hand, country stations could be purely satellites of a capital city station, simply repeating the program on another channel over distant areas.

For the former situation, American suppliers are now offering complete small local station equipment, including two cameras, film scanning apparatus, transmitter and antenna, for as low as \$50,000, while satellite station equipment is being offered for as low as \$40,000. To this, of course, must be added the cost of buildings and installation; but it is clear that the capital required to establish a TV

station in a large Australian country centre will not be beyond reasonable investment.

Some licensees of TV stations in American country towns take advantage of the highest permissible power and build very high towers. For instance, Roswell, New Mexico, which has a population of 25,738 and 14,100 households in the county, has a high-power TV station and the antenna tower is being increased from 790 feet to 1572 feet high. American cities comparable with the population of Sydney support four stations. For example, Tacoma-Seattle, Washington, with a population of 2,000,000, of which 400,000 have TV receiving sets, supports four maximum-powered stations; and all are making a profit.

The international CCIR 625-line TV standards adopted by Australia are admirable, but it remains for us to see that this lusty dynamic medium of entertainment, information and education is not stunted and distorted in growth by restrictive measures. It should be developed to the best advantage for the benefit and good of all.

The channel plan laid down now is the foundation upon which rests the future technical ability of the system to expand. In the knowledge of American experience we cannot risk a secondary development with the attendant economic disorder. The plan should—

- Include UHF as well as VHF channels.

- Have VHF and UHF channels segregated in islands of service areas. This is to give equality of transmitting efficiency, and ease of production and installation of receiving sets.

- At each transmitting centre, provide the allocation of spare technically-comparable channel facilities for future expansion of the national and commercial systems. The spare facilities for forward expansion to be based on the estimated population increase in the service area in 10-20 years.

Manufacturers of TV receivers, if advised accordingly of such a plan, would then be in a position to design and supply appropriate sets to retailers for the particular service areas; and therefore the viewing public would not be required to pay for future adaptation, as would be the case if UHF channels were mixed with VHF in a scheme of secondary development. Furthermore, the future TV broadcaster would have an audience waiting and be faced only with the difficulty of creating an attractive service.

## Station Power Equality

The viewers will have little patience with the administration's niggardly outlook in regard to radiated power versus channel frequency for the commercial transmitters. *After paying considerable sums for receiving sets, it will be expected that pictures*

*from all stations at the centre on which they depend for TV services, will be clear and good.*

In television, more so than radio, national and commercial services will support each other in gaining revenue by licence fees and circulation (viewers); that is by each station producing equally clear pictures on receiver screens, right out to the fringe of the service areas. Would a viewer at the fringe of the service area be content to pay a considerable licence fee to receive only the national service? Would it encourage prospective viewers to invest in a receiver?

*It is a MUST that all transmitters, at any centre, be authorised effectively radiated power to produce equal coverage.*

## Need for Co-Masting

As previously pointed out, American experts emphasise that experience has shown that viewers receive the best and clearest pictures when multiple transmitting antennae are co-masted — especially so when the transmitters are in or close to the densely populated parts of service area. Licensees of TV stations in Australia should be encouraged to carry out this practice at each transmitting centre, not only for the sake of technical efficiency, but also for the resultant economy.

No doubt potential TV broadcasters may view co-masting with antipathy as some unlucky one would necessarily have to accept the lowest position in the stack on top of the tower. However, American ingenuity has overcome this difficulty by constructing "candelabra" arrangements on top of the towers to support the antennae at equal height. Two stations in Dallas, Texas, are just completing a tower 1,521 feet high (the total height of the three proposed towers for Sydney if stacked one on the other) with a "candelabra" arrangement.

At Sydney we do not have a convenient high mountain close enough to the metropolitan area to offer an ideal TV transmitter site; to obtain the height necessary it must be man-made. Cannot all parties concerned in this situation emulate the co-operative effort of the television broadcasters in Dallas, Texas? Abandon Gore Hill, select a site on higher ground without a severe Dept. of Civil Aviation restriction, and build a tower 1,000 feet high for all the transmitting antennae. Sydney and the adjacent rural areas would then have a mighty fine TV service technically.

It should also be remembered that in the distribution of Sydney's population, the trend is for more and more homes to be built in the outer suburbs.

*We shall make mistakes in the up-bringing of this exciting intruder, but as the years slip past let us not look back and realise we have made those mistakes which people, far more experienced, had made before us. Let us hope the long wait for our television will prove profitable.*



# Aust. TV Channel Policy is Shortsighted

In limiting Australia's initial television structure to a basis of only 10 VHF channels, this country is in danger of repeating America's expensive mistake. For the sake of the public, the receiver manufacturers, and the TV station licensees, it is essential that the Federal Government, through the Australian Broadcasting Control Board, should prepare and announce, as soon as possible, a thoroughly designed overall channel plan which will cater for the future, not just early requirements. This view is expressed by Mr. Ray Allsop in the following article written exclusively for WEEKLY. He considers that the channel allocation plan should include UHF channels and efforts made to avoid the future setting up of UHF stations in established VHF areas by providing a pattern now of segregation of VHF and UHF channel allocations.



By the terms of the Australian Television Act, 1953, the Federal Government has confirmed that there will be commercial television broadcasting in the Commonwealth. The recent grant of licences to organisations at Sydney and Melbourne confirms that commercial TV is to be conducted administratively by the licensing system. That is, granting the right to private enterprise to establish individual transmitters, occupying frequency channels in a similar manner to the licensing of radio stations.

But, as yet, there is no indication as to the extent it is intended to provide for expansion of the TV system within the metropolitan areas of Sydney and Melbourne, and to other capital cities, country cities and towns and districts.

However, in a statement prepared by the Australian Broadcasting Control Board for the information of manufacturers of TV receivers (WEEKLY, 3/6/55, p. 3), the future prospects and extent of expansion of TV can be envisaged, and the position does not appear encouraging for those imbued with the spirit of a reasonable degree of free competitive enterprise.

The ABCB's policy appears to lack appreciation of recent events in USA where there is a policy of accepting competitive commercial broadcasting authorised and supported by Government licence, in which the availability of channels — without unhealthy technical compromise incurring dubious economic conditions — becomes highly important in a TV system providing for competitive services.

The ABCB has announced that 10 channels in the very-high-frequency (VHF) spectrum have been allocated for TV stations in the Commonwealth, and these are designated by numbers 1 to 10. Further, the ultra-high-frequency (UHF) spectrum, 500 MC/s-855 MC/s., providing 50 channels, has been allocated for TV but, at the present time, it is not proposed to designate these channels with numbers.

The Board, with the concurrence of representatives of manufacturers,

suggests that from the outset, receivers should be designed—

(a) to tune to all the VHF channels specified;

(b) so as to be capable economically of adaptation to provide for tuning UHF channels as well as VHF channels.

It seems that the first phase of development will be in the 10 VHF channels, and when these have been allocated to the fullest extent, then the secondary phase of development, using the UHF channels, will begin.

Now, America did just that: embarked on a secondary development which caused the financial failure of many TV broadcasters. Australia should, to its advantage, take heed of this difficult phase in the development of American TV.

### Problem of Receiver Tuning

A TV receiving set is a vastly different instrument from the ordinary radio set. Radio sets are tuned from station to station by continuous movement of the dial. On the dial of the modern radio set are 107 channels, and no matter where the set may be located, here or in any part of the world, no adjustment or adaptation is required to make it respond to 1 or 107 broadcasting stations within range.

TV receivers are a more integral part of the system of standards and channel arrangements; they do not tune from station to station by continuous movement of a dial over innumerable channels, they are usually made to switch from channel to channel. The number and frequency of channels that are built in by the manufacturers are in accordance with the determination of the broadcasting control authority of the country concerned. Therefore, after the receivers have been manufactured and distributed to the public, the number of channels to which they will respond cannot be increased without addition or alteration.

In two or three years after the commencement of our TV services, when the Australian radio manufacturing industry has shed the swaddling clothes of early receiver production, demand for expansion of the TV

### The Author

Mr. R. C. Allsop, FIRE Aust., M.Brit. IRE, SMIRE (USA), FSPMTE (USA), and a past-president, Inst. of Radio Engineers Aust., is one of Australia's pioneers in radio and electronics. His career began with experiments in wireless telegraphy in 1911, in broadcasting (2BL) 1923; and after some years of experimenting in motion picture developments he founded Raycophone Pty. Ltd. in 1929. In the RAN, 1940-43, he established the design and production departments for submarine detection and radar equipment.

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broadcasting system will soon outgrow the 10 VHF channels; the 10 channels that will be, by that time, built into many thousands of receivers. This does not take into account the many thousands that will be manufactured abroad to Australian TV technical standards and imported here.

It is too easy, at this stage, to say receivers will be capable economically of adaptation to provide for tuning UHF channels. Someone has to bear the cost of this not inexpensive facility, and after the receiver has been in the hands of the user for some time, it will certainly not be the manufacturer or distributor who pays the bill. Adaptation usually takes the form of a unit to fit into the receiver, or, which is most likely, a separate box fitted outside the set. And alterations to the antenna are required to make it an all-frequency band rig.

In the first place it will probably take two skilled technicians a whole working day to instal a TV receiver in a home; to erect the antenna securely on the house top; run the special connecting wires to the set, test and adjust the completed installation. When the receiver is to be modified for tuning UHF channels, much of this work has to be duplicated. Apart from fitting the UHF tuning unit, the antenna is removed and new parts fitted, or replaced by a modified type, and returned to its position. The cost involved in all this can create an economic condition which will control the extent of expansion of our telecasting system.



# Later Conversion to UHF Would be Expensive

## Lesson of FM

*There is an existing parallel in our radio broadcasting system; a prime object lesson. For years there has been a shortage of radio broadcasting channels in Australia, and there are many areas not properly served by the system. Ways and means to alleviate this situation have been at hand for years, that is, the introduction of VHF FM, but it has been considered unjust to initiate a system which would cause the public expense in having sets converted to receive FM. In the meantime, our radio industry has produced and sold over 3,000,000 sets, the majority of which could have had the facilities incorporated.*

## America's 4-year "Freeze"

In 1948, when America had 12 VHF channels for TV, the US Federal Communications Commission had by then authorised 108 stations in 63 cities; but at that stage, deciding that a nationwide competitive system could not be accommodated in the channels available, FCC imposed a "freeze" on all TV licence applications while a comprehensive allocation plan was designed. This took almost four years to materialise.

The new allocation plan (1952) provided for a total of 2,053 stations in 1,291 cities, towns and communities throughout the United States. In addition to the existing 12 VHF channels, 70 UHF channels were included. Of the allocations, 617 are VHF, and 1,436 UHF. In the majority of major communities, where three or more TV stations are allocated, there is a mixture of VHF and UHF assignments.

During the "freeze," manufacturers continued great mass production of receivers capable of responding to the 12 VHF channels only, and, the impetus of production being great, continued to do so for some time after the freeze was lifted.

Up to about June, 1954, the American public had purchased 30-odd million TV receivers, about 27.3 million of which were equipped to receive only the 12 VHF channels, and no more than 2.7 million to pick up UHF as well. At that time, of the 383 stations operating, one-third were UHF transmitters. This put a great handicap on the operators of UHF stations, as they had such a sparse viewing audience.

But worse still was the plight of station operators assigned UHF channels in established VHF station areas. *Receivers in these areas were almost 100% capable only of responding to the VHF channels, and the majority of set owners refused to pay a further \$50 to \$100 to have them converted, thus leaving the UHF channel stations without an audience.*

A prime case in point is that of WNYC, a station operated by the City of New York Municipal Authority. It was assigned a UHF channel among seven other stations, all of them on VHF channels, and not 1% of the

existing sets in the area was capable of receiving WNYC.

Many of the UHF stations in mixed VHF-UHF areas went bankrupt; and so desperate did many operators regard their plight that they petitioned the US Congress for special relief, including outright Government subsidy. A Senate sub-committee on communications has held extensive hearings on the question during the past 12 months without finding a solution to the most perplexing problem ever to face their broadcasting administration.

At the time of writing, information from Washington, DC (the home of the FCC) says: "The first anniversary of the hearings on UHF finds the air full of proposals, plans and talk of investigations aimed at helping UHF in some way."

From the mass of authoritative information coming forward it is clear that:

- The problem of UHF channel station operators is not technical. It is the difficulty of circulation (viewers) in intermixed VHF-UHF areas. Viewers refusing to convert their sets owing to the cost.

- There are many UHF channel stations in virgin areas, operating successfully; many making a profit from the commencement of operation.

- The intermixture of UHF in established VHF areas was a mistake, and recognised as such now.

- The remedy will be found in the segregation of VHF and UHF channel allocations.

On the American blackboard of experience, warning messages are writ large and bold for Australia to read and heed.

For better or worse the Federal Govt. has decreed that there shall be private-enterprise commercial TV broadcasting in the Australian Commonwealth under the licensing system. Therefore, it is reasonable to expect that channel facilities will be available to ensure fair and equal treatment of commercial undertakings, capable of demonstrating their ability to provide an efficient TV service, now and in the future; facilities that will permit the commercial system to develop side by side with the national system.

It is because of TV's exacting technical demands, and the public capital investment that will be involved in the receivers, that, in determining a TV channel allocation plan for Australia, the Government's broadcasting advisers are acting as trustees for posterity, for when a system is once established it becomes, almost inevitably, entrenched, and will have a profound influence on developments in decades ahead.

In reviewing the past history of Australian radio developments one may well ask: what of the future of our television? Paradoxical as it may seem, to look forward most clearly we should look backward into the past

history of our radio broadcasting system development; especially so since 1945. We should plan in order to avoid the impasse in television that is now impeding the expansion of the broadcasting system.

*The Australian television channel allocation plan would be better fitted to meet the future if, at the outset, it included those channels in the UHF spectrum; otherwise we shall risk the same serious defect in the development and expansion of our system as that which beset the Americans.*

Owing to the laws of nature controlling the manner in which waves of the length used for TV behave, transmitters should be sited at strategic centres (as was pointed out in the article in WEEKLY, 15/7/55), in order that the greatest number of viewers receives the most satisfactory service. At these strategic centres, selected throughout the Commonwealth to serve communities, the number of channels determined for each centre should include technically-comparable facilities for future telecasting stations, in addition to those for immediate operation. That was the procedure of USA's FCC in determining a plan for America. The plan was promulgated for all to examine.

At the transmitting centres, the channels should be all VHF or UHF, not mixed, so that all stations will have equality in coverage versus power, and the viewing public will not be at a disadvantage. Receiving sets for both VHF and UHF will, no doubt, cost a little more in Australia as they do in America. Then there is the added cost of an aerial suitable for both UHF and VHF. This added cost could cause differentiation.

From the retailer's point of view, it will be much easier to sell and instal a VHF-only receiver in a straight VHF area, and similarly, a UHF set in an area that is exclusively UHF.

## Channels and Population

It may be thought that Australia, because of its smaller population, requires fewer TV channels than USA. At the present time, as we endeavor to forecast our TV future, it would seem so; but what of that future?

For AM radio broadcasting we have 107 channels, the same as USA. In those channels we have 155 stations in operation for our population of 9,000,000, while America has 2,700-odd stations serving a population of over 160,000,000. Australia has stations sharing channels and a great number on clear channels, while America has stations sharing channels many, many times over, and only 24 or so on clear channels. But in America the dense population provides a payable audience within the confines of a most restricted service area, whereas in Australia stations must cover hundreds of square miles to gather in the audience. It can be expected that our TV system will follow a similar pattern, in so far as channel requirements are concerned, as our radio broadcasting, since the Federal Government has adopted



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RAY ALLSOP challenges .

# Suitability of Sydney Commercial

The Federal Government's decision to erect Sydney's national television transmitter at Gore Hill (3½ miles from Sydney GPO), and the instruction to the two Sydney commercial TV companies to erect their transmitting aerials within a one-mile radius of Gore Hill, are challenged in this article contributed to WEEKLY by Mr. Ray Allsop (right).

He also questions the Government's acceptance of the Australian Broadcasting Control Board's proposal to limit the commercial TV stations to the same power (100 kW erp) as the national TV stations, in spite of the fact that their frequency allocations will place the commercial stations at a profound disadvantage. Mr. Allsop considers that the commercial power should be 300 kW erp if these stations are to give equivalent signal strengths to the national service in the same areas.

It has been said many times that Australia would benefit from the delay in the introduction of television; we would profit from experience and mistakes of other countries. In some respects that may prove true, but, by and large, what we pick up on the swings we shall lose on the roundabout.

The Australian radio industry has for too long been denied an approach to this complex art and an opportunity to train people in all phases of its technical development over some time. We did not have an experimental entry as did other countries: we are to have a quasi full-scale initiation without adequate time to train sufficient personnel for TV receiver production, and as installation crews, to meet the demand that will begin as soon as transmitters commence operation in about 18 months' time.

This does not take into account the very expert knowledge required at the transmitters to produce good pictures and good programs; and it is this which will make or break continued demand for TV receiving sets after the feeling of amazement has passed.

Unlike sound radio, which makes up 75% of broadcasting program time from the world's gramophone record production, television is "show business" like the theatre and cinema. The shrewd entrepreneur knows that it is not the second-night performance that must be good, it is the impact on the first night that counts.

Australian television must be acceptable from the first day—both in technical and program aspects. The public will expect to experience all that they have read about overseas TV in the past few years, and will soon compare the service with their normal

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4 AUG 1955

entertainment fare—the cinema and newsreel theatre.

In Australia we have the nucleus of the skilled people required, but they need time to train others and develop experience. Our film theatres have shown a number of beautiful short features produced in Australia, indicating that we have a few excellent cameramen, for example. But when TV makes its demand for cameramen, the shortage of good men will really become apparent.

### Decisions Questioned

At this stage one can doubt, with justification, the wisdom of some technical determinations announced by the Government broadcasting authorities for our embryo television. They do not savor of recognition of experience abroad, which could be of immense value in ultimate result to those about to engage in the new industry and to the Australian public. Determinations such as: (1) the power of transmitters v channel frequency for the commercial licensees; (2) siting of transmitters and the method of establishing a multiple transmitter centre; and (3) the number of transmission channels to be used at the outset of Australian television. (The latter will be dealt with in a further article.)

At the present time there are about 550 TV stations in operation in the world, of which about 450 are in USA. There the technological development has been spectacular, and it is on the results and practice in that country that Australia should lean largely as a guide in its technical problems, because our administrative method of licensing competitive commercial broadcasting is somewhat akin to that of America.

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This is one of the reasons why our standard broadcasting channels cannot be shared more tightly.

By comparison with the majority of American stations, especially those on clear channels, the power ceiling placed on our radio stations in the past has been incredibly low for this vast continent; far too low for static-ridden parts of Australia.

A television station is a mighty investment by comparison with a sound broadcasting station and the cost of television programs can reach astronomical figures, therefore our television stations should not be restricted in their range coverage by low power and inefficient siting or tight channel sharing. Their service coverage, both national and commercial, should be encouraged to extend as far as possible in order that the greatest audience be brought under the umbrella of good service, and thus be able to earn the vital revenue which is needed to make programs attractive, to increase the hours of operation,

(Continued overleaf)



RAY ALLSOP challenges . . .

## • Suitability of Sydney's TV Site

### • Commercial TV Stations' Low Power

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(Continued overleaf)



# Power of Commercial Stations Too Low

and so prove to prospective buyers of TV receivers that the investment of up to £200 is worth while.

## TV Power & Channels

It has been announced (WEEKLY, 8/7/55, p. 3) that the Sydney and Melbourne national transmitters will operate on No. 2 channel (63-70 MC/s), while the two commercial transmitters in Sydney and Melbourne will operate on channels Nos. 7 (181-188 MC/s) and 9 (195-202 MC/s), and it is stated that the power to be permitted the commercial station licensee is to be 100 kW, erp (effective radiated power), the same as the national transmitters.

This equality of effective radiated power does NOT mean equality of service coverage, due to the higher efficiency of the low-frequency end of the VHF spectrum, where the national transmitters' channel is located, to that of the high-frequency end where the commercial transmitter channels lie. The radiated power difference is three to one to obtain equal coverage. For example, the national transmitters using 100 kW erp will lay down a certain coverage; to equal that the commercial transmitters will require an erp of 300 kW.

The United States Federal Communications Commission takes this fact into consideration and authorises licensees to use 100 kW erp for the lower frequency channels and 316 kW for the higher frequency channels.

This American determination, based on extensive experience, should be well considered by the Australian authorities and commercial station licensees.

Unlike sound radio, where the public puts up with noisy reception from some stations when at the fringe of the service areas, viewers will expect clear pictures from all the stations at the centre on which they depend for TV fare—in order to justify the high cost of a receiver.

**The difference in initial cost and operation of a 300 kW erp transmitter, by comparison with 100 kW, is infinitesimal in the total investment required by television.**

Many years ago one of England's greatest, oldest and grandest TV scientists impressed on me: *It is far better to expend a little more capital on power at the transmitter than ask the public to invest in more sensitive and, therefore, more costly receiving sets. The accumulative charge on the public would run to many hundred times the few thousand pounds required to raise the power of the transmitter.*

It is axiomatic that the cheaper the

TV sets the more viewers; the more viewers the better the program service.

## Beyond Line-of-Sight

Height of the antenna, together with effective radiated power, are the controlling factors in the coverage of television. It is the belief of many that wavelengths of the VHF spectrum (as used for television and FM broadcasting) and also those of the UHF spectrum now in use in America for TV, are line of sight and stop abruptly at the horizon. This idea was long ago proved to be a fallacy.

Marconi proved that waves of these short lengths bent for some distance around the earth's curvature. The late Edwin Armstrong proved in 1936 that his experimental FM transmission from the Empire State Building, New York, did not stop abruptly at the horizon (which was about 45 miles for that 1,250 feet high building) but could be received up to at least three horizons.

For a simple understanding of this: if these short waves which behave in a similar manner to light waves did not bend, then there would be no morning dawn; there would be no light until the sun's rim appeared over the horizon. Light waves and the very short radio waves are refracted by the earth's atmosphere.

During the early period of American television service development, the General Electric Co. constructed a receiving station close by its TV transmitter at Schenectady and successfully conducted relays of the programs being radiated by RCA from the 1,250 feet high Empire State Building, New York; the distance being 129 miles, with a high mountain range between. The power of the RCA New York transmitter was far short of that being radiated these days, and it was direct pickup of broadcasting, not a beamed micro-wave radio link of modern television network practice.

All present popular-priced TV receivers for homes in America produce satisfactory pictures with 100 microvolts delivered to their aerials, while more expensive sets of the better type will give good pictures in country areas (where extraneous electrical disturbances are low) with 75 microvolts delivered to their aerials.

One of America's top TV engineering men recently advised me that after operation of some 450 television stations in USA, experience has shown that a transmitter radiating 100 kW (the power proposed for the Sydney and Melbourne transmitters) on a frequency channel similar to that selected for Sydney and Melbourne, with an antenna height of 500 feet above the average surround-

ing terrain, will give acceptable coverage over a radius of 68 miles.

If the antenna is elevated to a height of 1000 feet the coverage increases to about 80 miles. Similarly, if a mountainous elevation is available whereby the antenna could be raised 2,000 feet above the average surrounding terrain, the coverage increases to about 100 miles.

Extremity of such coverage is the 100 microvolt contour curve, but, of course, the curve may be subject to variations in some directions due to uneven and high land in the path of radiation. Therefore a real advantage exists in erecting the transmitter and antenna on top of the highest ground and structure possible, even though it may mean locating the transmission equipment several miles from the centre of the city and studio.

It is interesting to interpolate at this juncture that while it is necessary to use 100 kW erp for the picture transmission, which, in the present state of technical development is transmitted by amplitude modulation, the accompanying sound for the picture is frequency modulated and only requires 20 kW erp (the actual power of the FM transmitter being 4 kW) to accomplish the predicted ranges above.

## Mt. Dandenong a "Natural"

Mount Dandenong, the site selected for the Melbourne transmitters, though 21 miles from the centre of the city, is a "natural" for good television. The mountain is 2,000 feet above sea level, and with a 500 feet tower supporting the transmitting antenna to 2,500 feet high, some remarkable results will be achieved by the national service transmitter on Channel 2.

The Post Office, which is responsible for the erection and operation of the national transmitters, has stated, according to a press report, that following actual tests from the site, television will be clearly received at Kyne-ton, 63 miles to the north-west of Melbourne; Geelong, 60 miles to the south-west; and Sorrento, 50 miles south, at the entrance to Port Phillip. Comparing similar sites for television transmitters in USA with that at Melbourne, it is envisaged that the distances will be more than doubled in some directions.

Unfortunately, Sydney, the largest metropolis in the Australian Commonwealth, is not so blessed as Melbourne by having a suitable high mountain adjacent for television transmitters. The height must be man-made.

In connection with the physical tests carried out in the Melbourne area, it is noted that no results have been published of a comparable test in Sydney.

Mount Kurrajong (1,962 feet) and Wentworth Falls (3,000 feet) are too



# Selected Transmitter Sites Reviewed

far distant for television to travel over the rolling terrain around Sydney and arrive at the inner city area in sufficient strength to counter the electrical interference that is usually present in any metropolis.

In sound AM, radio electrical interference (static and man-made static) blots out a word or so; in television, heavy disturbance tears out a picture frame or two, due to masking of the synchronising pulses, or causes black spots over the picture. In past times this was a common occurrence at the cinema when the film had been poorly joined and scratched.

## Disabilities of Gore Hill

It has been announced that Gore Hill,  $3\frac{1}{2}$  miles airline distance from the Sydney GPO, is to be the site of the Sydney transmitting centre. While there is much to commend this site for serving the metropolitan area, it does leave much to be desired to give coverage over some outer residential and near rural districts.

### At Gore Hill—

- The proposed site is no better than 250 to 300 feet above sea level, and as it is on the glide path to Kingsford Smith Airport, the Dept. of Civil Aviation limits the height of the antenna towers to 500 feet; thus making the overall elevation of the antennae only 750 feet to 800 feet above sea level.

- While covering the immediate city with excessively high field strength (and wasting a wide segment of first-class service to sea), the high ground to the north-west, north and north-north-east, varying in elevation from 450 to 810 feet, will deteriorate the coverage of the rich lower Nepean and Hawkesbury districts, including the towns of Windsor and Richmond; and also along the coastal belt from Collaroy up to Broken Bay, where the permanent population is growing, and radio services are not good at the present time. The transmitting antennae will be only 25 to 30 feet above the height of Wahroonga, which will severely restrict coverage to the north.

- The tablelands to the south (1,200 feet) and south-west (1,900 feet) leading up to Mount Gibraltar at Mittagong, and also the Blue Mountains plateaux (elevation about 3,000 feet) will not be well served by a standard field strength for rural coverage. Strength of the service will be reduced in the valley of the upper Nepean River at Camden.

- The chosen site is in a declared factory area which is rapidly being occupied by industry. Apart from the land held by the PMG's Dept. for the national transmitter, little space remains for the commercial station licensees to establish their trans-

mitters in accordance with what has been found in America to be desirable practice when erecting multiple transmitters at one centre. There will certainly be no space left for more stations in the future.

## Wahroonga as Site

Eleven miles from the centre of the city to the north-west of Gore Hill, at Wahroonga, a more suitable site, in my opinion, could be found.

Ground elevation there is about 725 feet and with the proposed 500 feet supporting tower, the transmitting antenna would be raised to 1,225 feet above sea level, yielding a greater effective height above the surrounding countryside.

From there a good service would cover the Richmond, Windsor, and Camden rural districts; along the Nepean and Hawkesbury valleys which surround Greater Sydney; along the coast to Broken Bay; and the southern and western mountain plateaux would also greatly benefit. Even parts of radio-parched Gosford, Woy Woy and Wyong would receive television service.

The city, seaboard suburbs, and harbor foreshores would be covered by more than ample signal strength.

## Common Aerial Site

Among the wealth of technical knowledge the Americans have gained through experience is the most satisfactory mode of establishing multiple transmitters at one centre.

**Their experts point out that viewers receive the best pictures when all the stations at one centre use a common antenna site.**

For example, in New York, all the television transmitters share the tower of the Empire State Building, while at Los Angeles an "antennae farm" has been located atop Mount Wilson.

The United States Federal Communications Commission — the licensing authority of the US Government — encourages licensees to use common antennae sites. Number 3.639 of the Commission's present rules provides:

**USE OF COMMON ANTENNA SITE.**  
*No television licence or renewal of a television licence will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees, and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorised in a particular area or*

*would unduly restrict competition among television stations.*

The reasons for co-masting, that is, stacking the transmitting antennae one above the other on the one tower or pylon, are many.

Two of these are most important technically (apart from the sensible economy of all contributing to the cost of one tower). Dipole antennae for reception of television waves are directive and are made more so by the addition of director and reflecting elements to increase the power gain to the receiving set, and to prevent unwanted interfering waves from entering at the back. In fact, they behave in a similar manner to Radar aeriels.

Therefore, if television transmitters were disposed, say one to the north and the other to the south of an area, the residents with TV receivers between would necessarily have their aeriels on a swivel arrangement so that they could be turned in the direction of either station as the TV receiver was switched from one program to the other. If the transmitting antennae are co-masted the waves are arriving from the one direction and the receiving aeriels can be adjusted at time of installation and fixed.

## Avoidance of Ghost Image

The second and most important is that of television's bugbear — ghost image. This is caused by a reflected wave arriving at the TV receiver a few milliseconds behind the direct wave which has triggered off one frame of the 25 per second. The ghost image is a facsimile of the original picture; the image always displaced to the right of the original, and the measurement of displacement is a function of the distance between the transmitting antenna and the reflector — which may be a tall building or another television tower close by. The brightness of the ghost image depends on the distance the receiver is from the reflector.

## Empire State Bldg's Many Aeriels

At one time the New York TV transmitters of NBC and CBS were erected on the Empire State and Chrysler Buildings respectively, and it was found that ghost images caused by reflections from the tall buildings created a most serious defect, and one that could not be coped with by viewers adjusting their directive receiving aeriels to reject the unwanted interfering image. Before television developed there on the grand scale, NBC and CBS, together with three other TV licensees and three FM broadcasting stations in New York, mutually contributed to the cost of the 200 feet mast erected on top of the 1,250 feet-high Empire State Building. Since then, three more TV stations have joined the arrangement, and now eight TV

(Continued overleaf)



## Multiple Transmitter for Sydney Suggested

transmitters and three FM broadcasting transmitter antennae are supported on and around the mast, with the equipment in the building below, all living happily together to give a good technical service to TV viewers and FM radio listeners. The programs originating in the various studios are beamed to the Empire State by microwave radio links.

On Mount Wilson, at Los Angeles, the transmitting antennae are grouped together — virtually only yards apart. This separation, and the distance from the dense city population, removes any possibility of annoying ghost images appearing on TV screens.

Great Britain has not yet had the experience of establishing multiple TV transmitters at one centre, but now with the introduction of commercial television stations, authorities there state that the antennae should be co-masted or at least with  $2\frac{1}{2}$  miles separation to avoid ghost image difficulties.

The BBC is to radiate three sound programs by FM, together with the original television channel (with a second television channel to be added in the future) from single towers erected at strategic points over the British Isles. This is for technical efficiency and economy.

### Avoidance of Flutter

It is understood that the two Sydney and two Melbourne commercial TV licensees have been instructed to establish themselves within one mile of the national transmitters at Gore Hill and Mount Dandenong, respectively. It is also understood the Post Office, and the individual commercial licensees, are to erect separate towers — and each will cost in the vicinity of £30,000. Those of the commercial stations must necessarily be rigid structures as, owing to the high-frequency channels allotted to them, the pictures received at the fringe of the service area will flutter if high winds or gales sway the transmitting antennae to any great extent.

After examining developments and results abroad, it seems there is more than a possibility that the pictures from all the transmitters to be established at Gore Hill will suffer the defect of ghost image on receivers over a wide and densely populated area surrounding the site, this ghost image being caused by wave reflections from each station's towers, disposed as they will be. Because of the distance (21 miles) between the heart of the Melbourne population and the Mount Dandenong site, the defect will not be so noticeable, but it will affect residents close to the transmitters.

The viewers, and the public as a whole, from the economic aspect, would be far better served if land were

acquired on which the national and commercial transmitters could be established, surrounding one high tower to support all the antennae. (One well-known American company that manufactures TV transmitters and receiving sets, and also operates a network of stations, felt so strongly about co-masting that it included a suitable tower to do this in its tender for the Australian national TV stations. I have this advice direct from the company.)

If such arrangements were set up at Wahroonga (where the Dept. of Civil Aviation would no doubt permit a far higher structure than the 500 feet at Gore Hill), Sydney and the surrounding country could have a mighty fine television coverage.

Such a transmitting centre would be a real acquisition to the national and commercial stations as it could be the jumping-off place for TV relaying. For example, with equipment set up on Great Sugar Loaf Mountain, 63 miles distant from Wahroonga, the programs could be picked up from the broadcast and re-transmitted over Newcastle, Maitland, Cessnock, Kurri Kurri, and districts, and up the Hunter River valley



## OBSERVATIONS By O.F. MINGAY

(Extract from *ELECTRICAL WEEKLY*, 15/7/55)

TV IS really getting close so far as Australia is concerned. Telecasting licences have been issued for two commercial stations in Sydney, and two in Melbourne, as well as a national station in each city.

The governmental decision to locate the Sydney TV transmitters at Gore Hill,  $3\frac{1}{2}$  miles from the centre of Sydney, is challenged by one of Australia's prominent TV engineers, Mr. Ray Allsop, in a specially contributed article in this issue of *WEEKLY*. This will be followed by his series of other articles on TV which should prove of great interest to most people in the trade.

Mr. Allsop has had unique experience in TV. He has been twice overseas on this important subject and for some years was closely associated with EMI on TV matters when Sir Ernest Fisk was managing director of that company that has played such an important part in the development of TV with the BBC in UK.

Mr. Allsop served recently as a member of the Australian Broadcasting Control Board and therefore should be knowledgeable about gov-

to Singleton.

Nearly half the capital cost of such an arrangement could be met by savings through using one tower to support the antennae.

It is a certainty if we had a 1,250 feet-high Empire State Building in Sydney, all television station operators would scramble to use it for their transmitters.

Is it not possible for the Government and commercial television broadcasting licensees to form a company to provide the ground work for a modern television transmitting centre? That is, to acquire the land and build the tower?

We are entering television in almost a full-scale manner, so let our investment be worthwhile from the beginning. After all, Mr. and Mrs. John Public will have to pay the piper, whether by taxation, licence fee, or an extra on the soap and other commodity bills.

Let us be certain, right from the beginning, that Australia's television services will be of such quality and efficiency as to maintain the public's initial interest and gain the continued support of viewers, thereby providing the necessary background for the fullest realisation of this wonderful medium of entertainment, information and education.

ernmental policy and intentions on the subject of broadcasting and television.

His writings should make a valuable contribution to the subject, and while no doubt some people and vested interests may disagree with his contentions, they can't be ignored, even at this stage.

The failure of the government to introduce FM broadcasting years ago is a blunder that Australia will regret in years to come. The low-power complex has retarded the growth of broadcasting over the past 30 years. The country areas of this vast continent (even excluding the areas where the rabbits used to roam) is so poorly served with signal strength as to make our broadcasting service a real joke.

Mr. Allsop's knowledge of these subjects will be aired through the pages of this independent trade newspaper. At the same time we shall be pleased to make space available for any authoritative replies on the many aspects which he will cover, and to contributions our readers care to make on a subject which is mighty important, not only to the entire trade, but to the people of Australia.




9.4  
PRIME MINISTER'S DEPARTMENT.

RM:MD

547/7

MR. HESELTINE -

The Prime Minister may care to read the note from the Australian Broadcasting Control Board (Folio 136)!! It does not appear that immediate action is contemplated by any Commonwealth authority in this somewhat difficult field. We are referring the papers to the Attorney-General's Department for any advice they may care to offer, but it does not seem necessary to hold up a reply to Mr. Morrison for this reason.

  
(Ronald Mendelsohn)





93

PRIME MINISTER,  
CANBERRA.

22 AUG 1955

547/7

Dear Mr. Morrison,

I have had examined the memorandum which you gave me on the television of racing and other sporting events. I understand that you have also been in touch with the Postmaster-General and that you were one of the standing committee of sporting organizations which met with the Australian Broadcasting Control Board in March last.

My colleague, the Postmaster-General, has agreed to receive in due course a deputation from sporting organizations, and no doubt this will further advance his consideration of the matters you raise. I should like to repeat his assurance that no legislative action which would prejudice the position of sporting bodies in connection with the televising of sporting events is contemplated.

Yours sincerely,

(Sign.) Bob

Prime Minister.

K.A. Morrison, Esq.,  
Secretary,  
Victoria Racing Club,  
491 Bourke Street,  
MELBOURNE, VIC.

Copy to Ausn. Broadcasting Control Bd.,  
Melbourne - Ref. in c/w. your memo.  
T/6/31 of 9th September, 1955.

*cc. The Secretary General's Dept.  
Attorney General's Dept.  
Forwarded for favour of committee  
Ass.*

24 AUG 1955



22 AUG 1955

547/7

Dear Mr. Morrison,

I have had examined the memorandum which you gave me on the television of racing and other sporting events. I understand that you have also been in touch with the Postmaster-General and that you were one of the standing committee of sporting organizations which met with the Australian Broadcasting Control Board in March last.

My colleague, the Postmaster-General, has agreed to receive in due course a deputation from sporting organizations, and no doubt this will further advance his consideration of the matters you raise. I should like to repeat his assurance that no legislative action which would prejudice the position of sporting bodies in connection with the televising of sporting events is contemplated.

Yours sincerely,

*(Sign.) Bob*~~ROBERT G. MENZIES~~

Prime Minister.

K.A. Morrison, Esq.,  
Secretary,  
Victoria Racing Club,  
491 Bourke Street,  
MELBOURNE, VIC.



RM,  
Australian Broadcasting Control Board

156  
91

T/6/31

8845

497-503 COLLINS STREET  
MELBOURNE, C.I.

16 AUG 1955

The Secretary,  
Prime Minister's Department,  
Canberra. A.C.T.



*[Handwritten signature]*  
*by Wandersloh*

With reference to your memorandum, No. 547/7, of 28th July, 1955, representations along similar lines to those made to the Prime Minister by the Secretary, Victoria Racing Club, with respect to the televising of sporting events, have been made to the Postmaster-General and to the Board by Mr. K.A. Morrison on behalf of "The Australian Association for Protection of Sporting Spectacles and Events". Mr. Morrison also wrote to the Prime Minister on the matter on the 5th May, 1955.

... At the request of the Association, the Board received a deputation representing a number of sporting organisations on the 18th March, 1955, and forwarded herewith for your information is a copy of the notes of the meeting.

The sporting organisations, while agreeing that the matter must be approached in a constructive manner, were primarily concerned at the likely impact of television on attendances at sporting fixtures, if unrestricted televising of events were permitted. Their fears were based on experiences in overseas countries which have demonstrated that, unless some limitation is imposed, or special precautions are taken, television does adversely affect attendances. On the other hand, the sporting organisations recognised that the limited televising of events can itself create an interest in the sport which might well result in increased patronage.

... The Postmaster-General recently agreed to receive a deputation from the Association as soon as it is convenient to do so and in a letter dated 20th July, 1955, a copy of which is also attached, he informed Mr. Morrison that, in the meantime, no legislative action which would prejudice the position of sporting bodies is contemplated.

From the latest communication to the Prime Minister, it is evident that the sporting bodies now desire not only to avoid any obligation being imposed upon them which would prejudice their right of private treaty with the operators of television stations but to secure the statutory right to prevent the televising of events except on conditions satisfactory to them.

*John Donoghue*  
*AGC*

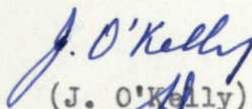


The Board realises that, as in other countries, difficulties will inevitably be experienced in connection with the televising of sporting fixtures and the Royal Commission on Television, to which evidence was presented on this matter, expressed the view in paragraph 286 of its Report that differences which are likely to arise should be settled by agreement on terms which will be fair and reasonable to the parties concerned. The Royal Commission also suggested that if any such differences could not be resolved by negotiation, a solution should be sought by means of arbitration.

There is little doubt that outside broadcasts of actuality events, including sporting fixtures, will comprise a substantial proportion of television programmes in Australia, and it is anticipated that arrangements to this end will be made by negotiation and agreement between the television operators and the promoters of sporting events along the same lines as is now done in the case of broadcasting. In the past, some difficulties have arisen with respect to the broadcasting of sporting fixtures, but they have, with few exceptions, been resolved satisfactorily by negotiation. In these negotiations the sporting bodies have to say the least, not been at any disadvantage: indeed, there are complaints by broadcasting organisations that they have often had to agree to unreasonable terms for rights to broadcast descriptions of events.

Experience may, of course, indicate that some special action is necessary with respect to the television of sporting events but, at this stage, when the Australian Broadcasting Commission and licensees of commercial stations have had no opportunity to consider their attitude, it would seem premature to attempt to determine the nature and extent of difficulties which may arise and the best method of overcoming them. In any case, the practical difficulties involved in televising major sporting spectacles, which are normally conducted in enclosed areas, without the permission of promoters will, it would seem, offer ample protection to the promoters, particularly as, so far as the Board is aware, there is no intention, as suggested in Mr. Morrison's memorandum to repose in a Minister or a Government Department the power "to determine what shall be televised and the conditions under which events shall be televised".

It will be appreciated that some questions raised by the Association involve questions of copyright law on which you will presumably seek advice from the Attorney-General's Department.

  
(J. O'Kelly)  
Secretary.



20JUL1955

8564

Dear Mr. Morrison,

Further to my letter of 3rd May, 1955, I have discussed with the Chairman of the Australian Broadcasting Control Board the question of the televising of sporting events <sup>about</sup> which you wrote to me on the 21st April. I might say that the Board informed me of the discussions it had with the deputation comprising representatives of various sporting bodies in Victoria on the 18th March and conveyed to me their request to be consulted with respect to any proposed legislation which might have a bearing on the subject.

As I understand the position, the sporting bodies on whose behalf you wrote to me, while agreeing that the televising of sporting events must be approached in a constructive manner, are concerned at the likely impact of television on attendance if unrestricted televising of events were permitted. There is, of course, little doubt that sporting events and other outdoor spectacles can be expected to play an important part in the television programmes presented to the Australian public and I was gratified to learn of the constructive manner in which the organisations with which you are associated are approaching the matter.

I understand that in other countries certain difficulties have arisen in connection with the televising of sporting events but it is hoped that a proper spirit of co-operation between promoters and the operators of television stations will obviate the occurrence of similar difficulties in Australia. I have not overlooked your request that I should receive a deputation from the sporting organisations you represent and I shall arrange for this at a later date. In the meantime, however, you may be assured that no legislative action, which would prejudice the position of sporting bodies, is contemplated.

Yours sincerely,

(sgd.) H.L. ANTHONY

Postmaster-General.

K.A. Morrison, Esq.,  
Secretary,  
Victoria Racing Club,  
491 Bourke Street,  
Melbourne. Vic.



AUSTRALIAN BROADCASTING CONTROL BOARD.Meeting with Standing Committee of Sporting Organisations:  
18th March, 1955.

The Board met the Standing Committee of the Association of Sporting Organisations on the 18th March. Those present were -

Australian Broadcasting Control Board.

Mr. R.G. Osborne	-	Chairman.
Mr. R.B. Mair	-	Member
Mr. R.M. White	-	Member
Mr. J.M. Donovan	-	Assistant Secretary (Television)

Standing Committee

Sir Chester Manifold	-	Victoria Racing Club
Mr. K.A. Morrison	-	Victoria Racing Club
Mr. H.A. Pitt	-	Lawn Tennis Association of Victoria
Mr. J. Ledward	-	Victorian Cricket Association
Mr. E. McCutcheon	-	Victorian Football League
Mr. H.T.C. Woodful	-	Royal Agricultural Society

The Chairman of the Standing Committee (Sir Chester Manifold) thanked the Board for receiving the Committee and for affording them the opportunity of making submissions with respect to the question of the impact of television on sporting spectacles. An Association of Sporting Bodies had been formed and had discussed the matter. It was the intention to be as co-operative as possible but it was felt that in the initial stages of the introduction of television it was necessary that certain safeguards should be established as otherwise the effects on the attendances at sporting fixtures would be very serious. On the other hand if television were carefully used it could create interest and could be of assistance in building up attendances. There were basic differences in the position of overseas countries when compared with Australia from the point of view of populations, size of arenas, etc. and anything which would have an effect on attendances could ultimately "kill" various sporting events in the Commonwealth. From information received from overseas, the conclusion had been reached that unrestricted television did have an effect upon attendances and the general trend was to permit only limited television which had the effect of "whetting the viewers' appetites" and consequently increasing attendances. It was felt that the organisations responsible for the sporting fixtures should be the ones who should have the right to determine the extent to which events should be televised. The question of copyright would also become a serious matter in due course.

The Chairman of the Board (Mr. R.G. Osborne) said that it had been gathered from the correspondence that the Committee was under the impression that some reference to the matters discussed would be made in the report to the Postmaster-General which the Board was preparing on the applications for licences for commercial television stations. This was, however, not so, and the matters which had been raised by the Committee would not be prejudiced in any way by the report of the Board. On the question of copyright, it was explained that the Board had no responsibilities in that field as it came within the jurisdiction of the Attorney General.

Mr. Morrison said that the Committee had in mind that part of the Board's functions was to make some recommendations in regard to the matters which had been submitted to the Board. They had been advised that the Board would be the appropriate channel, through which to make their submissions to the Government; who would be introducing the appropriate and necessary legislation in due course. It was thought that a recommendation from the Board would be the best way of having effect given to their submissions.



Mr. Osborne said that he understood that the Government would, at a later stage, be introducing legislation covering the national and commercial television service. At present, television was being dealt with under the Television Act 1953.

In reply to Mr. Pitt, who enquired whether the Board had authority to grant licences and impose conditions on licensees, Mr. Osborne explained that licences were granted by the Postmaster-General, but there was no general legislation at present dealing with television, although it was expected that a Bill would be introduced into the Parliament later this year. He presumed that the matters under discussion could be properly raised then. In the case of the broadcasting of sporting events, questions had in the past been settled between the sporting bodies and the broadcasting stations (national or commercial): the Board had not taken any part in those discussions.

In reply to Mr. Pitt's enquiry as to whether there was any suggestion of compulsion with respect to the televising of sporting programmes, Mr. Osborne said that so far there was not, the position being that the sporting bodies would determine what might be televised. He went on to explain that no decision had been arrived at on this matter and that the Board did not know whether it would properly come within its jurisdiction. However, the Committee could have his assurance that if any action were proposed which might prejudice their position, an opportunity would be given for further discussion.

Mr. Morrison explained to the Board that as television was a new venture, it was desired to make sure that in the initial stages the sporting bodies would not be prejudiced in any way and they wished to point out the difficulties and the anticipated affect on sporting events in general. It was felt that they could help television and also use television to help them, provided it were properly used and that it was not allowed to run wild in the initial stages. Mr. Morrison suggested that it would not be outside the Board's functions to make a recommendation to the Government, at some stage, that the right of private treaty should be preserved as between television stations and sporting bodies and that nobody should be set up to dictate what event should be televised and what should not.

Mr. Osborne said that there was no express provision in the legislation on this subject at all. Whether there would be any provision of that kind the Board did not know and it had not made any recommendation to the Government about it. Certain aspects of licensing of commercial stations had been dealt with, but it did not include this matter.

Mr. McCutcheon in supporting Sir Chester Manifold said that their desire was to ensure that each sporting organisation would be in a position to negotiate with the television station concerning the televising of its sporting fixtures.

Mr. Woodful asked if the mere fact of granting a television licence carried any right with it. Mr. Osborne explained that a licence for a commercial television station conferred upon the licensee the authority to use a frequency, to establish a station and televise a programme but did not confer any rights to televise sporting fixtures. So far, in all of the applications for licences, no reference had been made to the matter of televising sporting events and he felt that the question would be one for negotiation between the station licensee and the body organising the particular sport.

Mr. Woodful said he felt the first point was clear, but he thought that the second one of copyright seemed to be one that could be serious, as far as some sports were concerned. Taking



tennis, for instance, certain firms or organisations could televise from the exterior of the Kooyong courts and he wished to know if the Board's recommendation could, in effect, give that right.

Mr. Osborne said that the present position was exactly the same as that of broadcasting and that there had been no express provision made yet concerning this matter. He again repeated that, at present, the matter was one for agreement between television stations and the sporting bodies, unless, as Mr. Woodful said, someone put up a stage outside Kooyong courts and televised the tennis, and that probably would be technically impossible.

Mr. Pitt said he felt that might well be practical with a little bit of ingenuity. However, they were very glad to hear the Board say that they would not adopt a tyrannical attitude and there would be no question that the sporting bodies would have to agree to this, or that!

Mr. Osborne suggested to the Committee that if they so wished, at this stage, he would inform the Postmaster-General, the Minister in charge of broadcasting, that the Board had had this discussion with the sporting bodies, explain substantially what had taken place and say that if the Postmaster-General so desired, the Board would keep this matter in mind and have further discussions with the Committee. Sir Chester Manifold said that the Committee would be very grateful if the Board would do that.

Mr. Osborne explained that he was not certain regarding the national service. The Board had no jurisdiction, generally speaking, over the Australian Broadcasting Commission in respect of programmes and it would probably be necessary for the Commission to be consulted separately. When the licensees for commercial stations were announced, the Committee might wish to have further discussions on this matter and the Board would be glad to co-operate. Mr. Osborne asked the Committee if they desired the Board to say to the Postmaster-General that they would like to be consulted on the legislation and Sir Chester replied that the Committee would be glad to have the opportunity. The Chairman went on to say that the Government might not wish to deal with this matter by legislation - they may very well wish to maintain the present position that it is a matter for negotiation. There was, he thought, in the Royal Commission's report, a reference to the necessity for some means of settling arguments on those matters and it was a point which would have to be investigated later on.

Mr. Pitt explained that there were also the Federal sporting bodies, as in the case of tennis, and representations on the matters which had been discussed would also be made from these central bodies. Their representations would be made, not only on behalf of the State bodies, which would be vitally interested, but on behalf of the Federal bodies, which in the case of tennis control the Australian Tennis Championships and, next year perhaps, the Davis Cup.

Mr. Osborne gave the Committee an assurance that the Board would keep the Committee informed if there were any developments which would be likely to affect the Committee's interests in this matter.

Sir Chester Manifold, on behalf of the sporting bodies, said he wished to thank the Board very much for receiving them, and he desired to assure the Board that the Committee would be only too willing to provide any additional information required at any time. He realised that they had made their approach at a very early stage and he hoped that the Board would be able to make a submission along the lines suggested.

Friday, 18th March, 4.00 p.m.







28 JUL 1955

547/7

The Secretary,  
Australian Broadcasting  
Control Board,  
Rialto Building,  
497 Collins Street,  
MELBOURNE. VIC.

The attached paper was handed personally  
to the Prime Minister by Mr. K.A. Morrison.

We would appreciate any comments you may  
have for his information.

  
(A.S. Brown)  
Secretary.



Mr. Menzies:



Mr. Morrison of the V.R.C. sent this, and asked that it be substituted for a screed which he said he gave you at the races last Saturday.

He also asked me to let you know that he has asked Mr Lewis, QC, to draft suggested legislation.

W.H.

Dept.

R.G.



~~128~~  
56

The Rt. Hon. R. G. Menzies,  
Prime Minister,  
Commonwealth of Australia.

RE TELEVISION OF RACING AND OTHER SPORTING EVENTS

Introductory Remarks

1. The Victoria Racing Club and other Sporting Bodies are anxious to obtain reasonable protective rights in regard to the television of sporting events and spectacles to be presented to the public by persons holding television licences.

2. The Victoria Racing Club and many other major sporting bodies met and came to the conclusion that television of sporting events and spectacles could be highly detrimental to the interests of Bodies organising and conducting such events. This view is confirmed by experience in the United States where many Sporting Bodies have suffered great damage and incurred big losses by reason of the televising of the events presented and staged by them.

Formation of an Association and its Objects

3. An Association constituted of Representatives of Sporting Bodies known as "The Australian Association for Protection of Sporting Spectacles and Events" has been formed, and it has decided, in substance, to pursue the following courses :

- (i) That action be taken to secure to Organisers and Promoters of Sporting Events the right to prevent at law presentation of sporting events per medium of television if they think fit.
- (ii) That Sporting Bodies have the right to determine under what conditions spectacles and performances should be televised.
- (iii) To oppose any action or provision whereby Sporting Bodies would be compelled or obliged to permit television of the events conducted by them.

Legal Position as at Present Time

4. The position as at present is -

- (i) There is no statutory provision which prevents a person from broadcasting or televising racing programmes or other sporting events from within or outside the arena in which the event is being run or conducted.



run or conducted.

(ii) That at common law no legal wrong is being committed by any person televising or broadcasting inside or outside the racecourse without the consent of those conducting the meeting.

(See Sports etc. Ltd. v. Our Dogs etc. Ltd. 1917 2 K.B. 125)

In the case of Victoria Park Racing and Recreation Grounds Ltd. v. Taylor (1937 58 C.L.R. 479) it was held that the Plaintiff was without a remedy against the Defendant who had made unauthorised broadcasts from a tower adjoining the course. It appears that the unauthorised television of a race programme, if it does not involve either the persons who carry out the televising or the apparatus by which it is carried out being on the land of the racing club, does not amount to a trespass).

Therefore, at present it appears that the only right a Promoter of Sport has in regard to preventing or restricting the televising of the spectacle staged by him is to lay down terms and conditions under which persons seeking to televise shall enter the course. This right does not afford either adequate or reasonable protection.

Powers of the Commonwealth to give  
Protective Rights in regard to Television

5. The Commonwealth Parliament has power to make laws with respect to postal, telegraphic, telephonic and other like services.

(See Sec. 51 sub-section (v) of the Commonwealth Constitution).

(In the case of The King v. Brislaw, ex parte Williams ((1935) 54 C.L.R. 262) it was held that this power included a power to legislate with respect to radio broadcasting. It was also held that radio broadcasting is a telephonic service.

The only difference between radio broadcasting and television is that the latter results in the transmission of visual images as well as sound. Mr. Lewis, Q.C., is of the opinion that there is power to legislate on television because it is in effect a telephonic service, or at least, a "like service" within the meaning of Sec. 51(v). In The King v. Brislaw (supra) Dixon J. says: "It must be remembered that the placitum is a constitutional power intended to provide for the future, and bearing upon its face an attempt to cover unknown and unforeseen developments.



Protective Rights sought by The Victoria Racing Club and other Sporting Bodies

6. Sporting Bodies require, if possible, legislation providing for the protection of Organisers and Promoters of Sport against exploitation of their presentation of sporting spectacles and events.

(Having regard to advancement made since 1937 the following extract from the dissentient judgment of Rich J. in The Victoria Park Racing and Recreation Grounds Ltd. (supra) has some significance : "Indeed the prospects of television make our present decision a very important one and I venture to think that the advance of that art may force the Courts to recognise that protection against the complete exposure of the doings of the individual may be a right indispensable to the enjoyment of life."

Means by which Protection could be Effected

7. (i) Creation of a new proprietary right in a spectacle similar to the right conferred by copyright.

(The Copyright Act 1912-1950 limits the subject matter of copyright to every original literary dramatic musical and artistic work. The Act does not recognise any copyright in the spectacle of a race or other sporting event.

It is pointed out that copyright or anything in the nature thereof is a matter of International Convention and a Government may not desire to deal with copyright or amend it even on "Non-Convention" matters.)

(ii) Protection could also be effected by some form of prohibition against television of sporting events without the consent of the Club or Body concerned.

(Reference is made to Sec. 64 of the Broadcasting Act 1942-50 which, inter alia, prohibits the broadcasting of news published in a newspaper except in accordance with the terms of an agreement as to the payment and conditions between the licensee and the newspaper. A suitably framed similar form of protection could be effected by prohibiting any televising of sporting and other events except in accordance with the terms of an agreement between the licensee and Sporting Bodies similar to that with the Newspapers. If the Parliament sees fit to protect the interests of "news gatherers" then consistently with such action it may see fit to protect the "gatherers" of sporting events.

~~(iii) By regulation made pursuant to the Television Act providing~~



It is also within the power of the State to legislate to the above effect; the power is not exclusive but if exercised by the latter is of course paramount.

(iii) By regulation made pursuant to the Television Act providing in substance that it be a condition to the issue of a licence that no sporting event shall be televised without the consent of the promoter or body conducting such event.

(In the case of Victoria Park Racing and Recreation Grounds Co. Ltd. v. Taylor (supra) Latham C.J. said: "Broadcasting of races could doubtless be prevented either altogether or without the consent of the persons who undertake the trouble and expense of organising race meetings by a regulation dealing with the conditions of broadcasting licences; but no such regulation was passed." By a parity of reasoning a regulation should be made making it a condition to the issue of a television licence that no sporting event shall be televised without the consent of the Promoters or Body conducting such event").

General Comment and Remarks

8. Whatever be the ultimate position the major Sporting Bodies throughout Australia, whilst realising that television has come to stay and that the matter must be approached from a tolerant angle, consider it is essential that they should at least have the right to determine under what rights and conditions their sporting events or spectacles should be televised.

9. A power reposed in a Minister or a Government Department to determine what shall be televised and the conditions under which events shall be televised would lead to embarrassment and ultimately be detrimental to public interests.

10. In England and the United States television has sounded the death knell of many forms of organised sport. George McCann of the New York Office of the Sydney Daily Telegraph cabled from Vancouver during the Empire Games last year to the following effect: "Empire Games Officials are fighting losing battles with television as far as audiences are concerned. Games Officials admitted they made a serious mistake in



elling Canada wide television rights without requiring a blackout of the Vancouver area." Mr. Sam Rosen, Chairman of the Ticket Committee, said : "People aren't turning out the way we expected them, and I don't blame them when they can see everything that is going on in their own lounge room with a bottle of beer in their hand and without having to fight crowds at the Stadium."

(sgd) K. A. MORRISON  
Secretary  
Victoria Racing Club.

12th July, 1955.



4010 85 transferred to  
544/7

WAB

24/8



DR. ALPHONS SILBERMANN

*Cee*



333 GEORGE STREET  
SYDNEY, AUSTRALIA

12.8.55.



Dear Mr. Brown,

Folio. 78.

I received your letter from the loth inst. and ask you kindly to convey to the Prime Minister for having forwarded my book to the Australian Broadcasting Control Board and the Chairman of the Board for its considerations.

I am very touched by your wishes at the occasion of the honour which has been bestowed upon me by the French Academy and remain

Yours faithfully

Dr. Alphons Silbermann  
( Lauréat de l'Académie )



***SUBSCRIPTION  
TELEVISION***



# SUBSCRIPTION TELEVISION

*An abridgement of a Talk given by*

**DR. MILLARD C. FAUGHT**

*Economic Consultant to*

*Zenith Radio Corporation*

Before

**THE NATIONAL PRESS CLUB**

*Washington, U.S.A.*

April 14, 1955



Subscription television is an unprecedented, complex and controversial subject. It is also an important subject, because television itself has already become a powerful, dynamic and fascinating factor in American life — and subscription television can make it more so.

That the Congress, the FCC,<sup>1</sup> and the public are so vitally interested in television's many problems simply bespeaks an obvious and exciting fact which everybody senses. They are all sure that there is far *more* to this miracle of television still coming, and they want to see it — now.

Being the gadget-loving, progress-minded people they are, Americans want to see the *whole miracle* of television. They want more stations, successful, prosperous stations that can provide ample service in big cities, small towns and even 'way out yonder.

They want more *programs* and more *kinds of programs*. And especially do they want more of the really outstanding programs that they know *could* be on television, because they have seen just a few samples — the *good* movies, the current Broadway plays, opera, the championship fights and a lot of other things that people *know* would make good programs. Just ask the public — they'll tell you what they want on television.

The public wants more and better TV P.D.Q. So one thing is for sure — television can't stand still. Its further progress is affected with the public interest because it has so strongly caught the public interest.

Now we who advocate the early and effective use of subscription television can't stand still either; at least it's mighty hard to. Because we sincerely believe that we can help all of television accelerate its forward progress. And we welcome the upcoming opportunity which the FCC has

<sup>1</sup>Federal Communications Commission which controls American Broadcasting and Television.

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*Subscription television is a system whereby the program viewer can make direct payment for high-quality T.V. programs.*

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*Its purpose is not to supplant National or Commercial T.V., but to augment the income which the operators of these services receive from licence fees or advertising sponsors.*

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provided to show why we believe subscription TV service will serve the public interest.

Most of all, we look forward to *showing* the public, and all interested parties, what subscription TV service can do in actual use. We will be more than satisfied to put our new mousetrap to the acid test of public acceptance under free and open competition. We ask no favors beyond a fair shake in the tough competitive market place where the public's choice to accept or reject translates the public interest into reality.

Now let's talk about what it could do for television that would be in the public interest — because that is the basic issue.

First let me clear away some underbrush with which our opponents are trying to hide the trees. At least they do us the service of emphasizing that our new gadget will be a powerful force for action. We are all in agreement that this is no penny-ante proposal. I must admit, though, that some of their awful fears make our modest claims seem kind of low-pressure.

For example, they say we are going to "take over" television. That we are going to sell the public a lot of expensive gadgets with which people will have to pay us to see the TV programs now provided by the sponsors. This being the free-market, competitive United States and not Russia, I guess that must be a joke.

Meantime, as the descendant of a long line of Scotch horse-traders, let me tell you a trade secret which I'm sure applies to television: nobody — but nobody — can *sell* something that another fellow is *giving* away, especially on an adjacent channel.

I take that fact to mean that the *first requirement* of subscription television programs is that they must be either *different from* or *better than* sponsored television programs.

In fact, subscription programs will have to compete for public acceptance, not only with the sponsored programs which have no direct charge, but also with all of the entertainment or other attractions for which people now pay to see outside the home. In short, successful subscription TV shows will have to be *worth their price* in the market place. And the consuming public will decide how much will be paid for what kind of subscription TV programs. If there is any greater stimulant to better products or better service, then I have never heard of it. And that basically is all we are asking for subscription TV — a chance to offer this new program service for public acceptance on a competitive, free-market, public-choice basis, under whatever protective regulation the FCC finds it necessary to impose.

Nobody is better aware than we are that the companies who sponsor today's TV programs are the toughest competitors on the American scene. They can go into a revolving door behind you and come out ahead of you. We expect them to take quick and effective advantage of the chance to plug their free programs against our fee programs on the same family TV set.

We are keenly aware that TV has some darn good sponsored shows — and thanks to competition from us they'll probably have some even better ones. We would be fools to think we could get the public to pay for "I Love Suzy" when they can see "I Love Lucy"<sup>2</sup> for free. We have no illusions but what we must offer on subscription television those things which are not there now, not because the public doesn't want them but because TV's present economic limitations make such programs impossible.

Subscription programming will have to *add something valuable* to television. It cannot succeed by substituting itself, at a fee, for what TV already has without charge.

<sup>2</sup>One of America's top-ranking TV Shows.



Not in the good old free-market U.S.A. it can't. Neither the advertisers nor the public have anything to fear on that score. They will both be beneficiaries of the new competition.

First, the added subscription income from the new program service will give TV the increased revenue that everybody in TV would welcome. It will surely make more stations economically possible in many more towns and cities. Moreover, the added program variety and quality will give more people more reasons to buy and watch television. It should therefore increase both the stations and the sets in use thus providing the kind of truly nationwide TV service which is a goal of the Congress, the FCC, the industry and the public.

But I believe there is more to the prospect here than a long-overdue correction of the accidental fact that American broadcasting has developed so far only on the economic support of advertising. I would not be at all surprised to see even a higher proportion than one-third of TV's total future revenue coming from subscription service. Why? Because the service so performed will find an enormous need in our present economic and social patterns. The cost of distribution of goods and services today more than doubles their average retail price. Distribution costs are even proportionately higher for those services *where the consuming public must be moved to the product.*

But for such products television, miracle that it is, can provide an *instantaneous, economical electronic distribution system.*

We are already impressed with TV as a new marvel of communication. But we are not yet so well aware that television represents the most fabulous forward step in the whole history of marketing — almost. When this instantaneous electronic delivery service gets a cash register on the

customer end, then the miracle will be complete. *Subscription television will then be able to assemble the biggest market of spectator customers in history without moving one human being more than a few feet or a few seconds in time.* Not even the product will have to be moved — except into view of a TV camera. For my money that will truly be the greatest marketing miracle in history.

Now, if I may summarise a complex situation:

Everybody in Washington seems to agree that TV has some problems. There is room in the spectrum for over 2000 TV stations. Less than a fourth of the channel allocations have a station on them. Many — possibly half — of these stations are running in the red. Over 100 stations permits have been returned to the FCC unused; forty-six stations have gone off the air. Less than 5% of the 252 reserved educational channels are in use, yet educators agree that TV is the greatest educational device since printing was invented. Everybody would like to have more and better television service.

And all the while TV program costs go up and up and up. We now have single broadcasts which cost more than half a million dollars for time and talent. Advertisers are groaning under the burden of carrying all of television's costs. Yet, strangely, the questions are seldom asked as to why advertisers should be expected to pay for everything which this new technical marvel is doing or could do for society.

But that's just the black-and-white of it. Color television turns most of these problems red; it doesn't solve any of them. But the public wants it, and a lot more of all kinds of television.

Then there are all those "special" problems of TV, only some of which I have covered: How to get those "blacked out" championship fights back on home TV. Subscription

C/F  
Australia  
Australia



TV would solve that problem for a home box office fee of two bits<sup>4</sup> — or less than the price of the round-trip bus fare from Gus Fan's house to the nearest arena. It could also relieve the television headache of the NCAA in football, the minor-league box office crisis in baseball.

Against this background of complex but very real problems of television, let me pose this question — and on it I rest my case. If subscription television offers nothing more than a fresh approach to these many TV problems, all of which are basically *economic* problems, can we afford to ignore its potentials?

Zenith, having spent 24 years and many millions of dollars perfecting the gadgetry of subscription television to the point where it works, has now asked the FCC for permission to let it prove by its use that it is in the public interest.

Moreover, we do not ask that the public, nor the broadcasting industry, take any financial risk on Phonevision like they did with low-band FM, with early TV sets, or now with costly color sets.

The people prepared to back this new service will risk the several million more dollars it will require to build enough decoders to give this idea a thorough test.

We will rent them to those customers who want to try subscription TV service — just like telephones are rented. We will even supply the necessary equipment to the transmitting stations.

If the bold experiment fails, it's our shirts. If it succeeds, fine. But in either case the public will have had a no-risk opportunity for the first time in broadcasting history to decide in advance where the public interest lies with respect to a new gadget.

<sup>4</sup>A4/6d.

**Rola Company (Aust.) Pty. Ltd. has the exclusive Australia and New Zealand rights to Phonevision, the system of Subscription TV developed by Zenith.**



# STOP PRESS

Reprinted from THE ~~WESSEX~~ TIMES London

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## “PAY AS YOU SEE” TELEVISION

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### SIR A. KORDA'S INTEREST IN U.S. SYSTEM

FROM OUR OWN CORRESPONDENT

NEW YORK, JUNE 3

Sir Alexander Korda has signed a contract with the Zenith Radio Corporation of America covering the use of “Phonevision”—a patented system of subscription television—in the United Kingdom, Ireland, and the Channel Islands.

This contract is similar to that entered into between Zenith Corporation and Rola Company (Aust.) Pty Ltd. for Australia and New Zealand.



83

# THE RECIPROCAL TRADE FEDERATION OF THE UNITED KINGDOM

(OBJECTS : TO STRENGTHEN TRADE RELATIONS BETWEEN GREAT BRITAIN AND THE DOMINIONS AND COLONIES)

COMMERCIAL COUNSELLORS ; MARKET RESEARCH ; TRANSLATION SERVICE  
DESIGNERS OF BETTER EXPORT CATALOGUES ; ADVISERS ON EXPORT ADVERTISING ; CUSTOMS TARIFF SURVEYS

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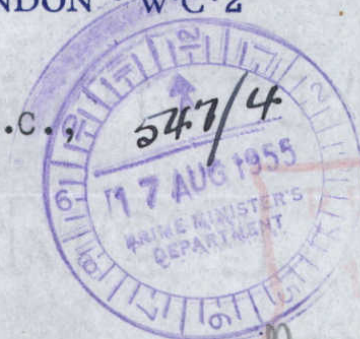
The Federation official Magazines are :  
" TIES OF EMPIRE THROUGH EMPIRE TRADE "  
" RECIPROCAL TRADE "  
" ARE YOU LOOKING FOR A MARKET "

DACRE HOUSE · ARUNDEL ST. · STRAND  
LONDON · W·C·2

RT/BMT/DMT.

June, 1955.

Rt. Hon. R.G. Menzies, C.H., Q.C.,  
M.H.R.,  
Commonwealth Offices,  
Treasury Gardens,  
Melbourne,  
Victoria, Australia.



Dear Sirs,

"What is Television?" No.23

Tele-Vision Newsletter for May will be of added interest to readers in Australia where Television is within measurable distance of introduction in the States of New South Wales and Victoria, and in New Zealand which may not be long in following Australia's lead.

In the "What is Television" Series, which for many years have had a wide and appreciative readership, the House of Pye, Cambridge, have we think demonstrated so clearly that Pye Equipment has played a considerable part in the success of T/V, not only in Britain, but in Canada and several Continental countries.

We have been asked from time to time to arrange reprints of all the "What is Television" Series since No. 1; it is regretted we cannot arrange this, but where a particular number is required we shall be happy to send a file copy, and if urgently needed, by airpost.

We commend to your special attention from "Television Newsletter" the articles "Designed for Efficiency" and "3-D.T.V. for Industry".

With compliments,

Yours very truly,  
for THE RECIPROCAL TRADE FEDERATION  
OF THE UNITED KINGDOM.

*B.M. Turner*  
B.M. Turner,  
Controller.



**TELE**

***VISION***  
***Newsletter***

MAY 1955





## *News Flash*

### **RCN TELEVISION LINKS KEY POINTS**

*By George Bain*

Ottawa, March 17 (Staff)—“The navy is going to install television equipment in a ship. The idea, which is a new one, is to communicate visually to various key points in the ship tactical information that heretofore has been transmitted by telephone.

A television camera in the operations room will be focussed on the plotting chart or table upon which the movements of enemy aircraft, surface or undersea craft, and those of friendly ships co-operating in the exercise, would be recorded.

Five or six key points in the ship—the bridge, for instance—will be equipped with receivers. They therefore will have immediately before them the picture of the tactical situation, rather than mere information about it.

The equipment which is being purchased from Pye Canada Ltd., of Ajax, will be standard commercial T.V. which the navy hopes to adapt to its special needs.

The navy emphasises that its scheme for seagoing video is still in an early stage. The equipment is being installed for experiments and tests. Among things the navy must determine is whether it will stand up to the shocks and vibrations of operations at sea.”



# Luxembourg's new TV bridges 125 miles

Tele-Luxembourg, the new European television service introduced by Radio Luxembourg, was opened by the Grand Duchess of Luxembourg on her birthday—January 23rd this year. After the ceremony a programme of films was transmitted and the station then continued to make daily test transmissions of static pictures until March 1st when regular programmes were transmitted for three or four hours daily. The station is operating commercial television. Transmissions begin each evening at 7.0 p.m. and the length of them will gradually be increased.

Tele-Luxembourg transmits on the French television definition of 819 lines, seven megacycles. Initially the output is 30 kilowatts but this power will eventually be increased to 200 kilowatts. The installations are situated at Dudelange, eleven miles south of Luxembourg City, approximately 250 yards from the French frontier. The antenna is 600 feet high and if this is added to the altitude of the plateau, the total height is approximately 2,000 feet—considerably higher than any natural obstacle in a radius of about 80 miles.

## **Pye at the start**

Studios have been built in Luxembourg City and they will form part of the general Radio Luxembourg organisation. The television equipment has been supplied by Pye Ltd. of Cambridge, La Societe Francaise Radio-Electrique and a German Company. Pye Ltd. have also provided a mobile television transmitter and van for outside broadcasts. Tele-Luxembourg technicians spent several weeks at Cambridge with the Pye organisation, receiving guidance on the operation of this Company's equipment.

It is estimated that the richest areas of Belgium and France will be served by Tele-Luxembourg, in addition to the Grand

Duchy itself. The range of the transmitter will include Luxembourg, three Belgian provinces of Luxembourg, Liege and Namur, and five French 'departments'—Moselle, Meurthe-et-Moselle, Meuse, Ardennes and most of the Marne. Total population covered is more than four million, excluding one million inhabitants of the Saar, which is also in the zone of vision of Tele-Luxembourg. This range will be extended considerably before the summer. Preliminary reports reveal that very good pictures are being received by viewers living as far as 125 miles from the transmitter.

Programmes are produced and arranged by Les Programmes de France and Ediradio in Paris. These two Companies are responsible for nearly all programme material broadcast in Sound over the French transmissions and are linked to Radio Luxembourg. For one hour a day there are to be outside broadcasts from the area covered by Tele-Luxembourg.

## **Programmes for the People**

Programme planning follows broadly the formula employed for Radio Luxembourg Sound broadcasts. Popular music, parlour games, variety, drama and 'magazine' shows are the basis of programming. Agreements have been reached with French and American film interests to make their productions available to the Station. Regional transmissions will be a feature from all parts of the area served by Tele-Luxembourg. Attention is being given to Sport broadcasts. There will also be a daily news service.

Concerning advertising matter, Tele-Luxembourg is basing its policy on the view that advertisements must be presented slowly and at greater length than in Sound radio, although to the viewer such matter appears to be of shorter duration than in radio. The station's view is that 60 seconds of commercial on television, psychologically, would correspond to 45 seconds on radio.



# From a backroom scribble to a nation's screens

Planning a television programme is not quite like anything else in show business. A play, a feature or a variety show usually begins as a pencil scribble in an office schedule several months before viewers see the finished product on the screen. The period between is a strange montage of script-writing, casting, set building and the harnessing of a complicated technical chain to an artistic performance.

Let us suppose that an hour of variety is due to be seen by BBC viewers on a Saturday night. The decision to televise it will have been made at least 10 weeks in advance and a producer is then assigned to it. He is told the relative importance of the programme and—a vital factor this—the total amount of money he can spend on it. This financial allocation, once made, cannot be altered without special reference to higher authority. If the producer overspends his allowance, the extra amount is shown as a "debt" against him and must be made up out of future programme costs. This is the reason why a particularly good but expensive TV show is sometimes followed by a mediocre or even poor affair.

The amount of money made available for a particular programme must vary, of course, with the length and emphasis given to it by the programme planners. Exclusive of engineering costs and staff salaries, the budget of an hour's TV variety can be anything between £600 and £1,200. This sum has to cover artists, orchestra, musical arrangements, scenery, film inserts (if any) and all expenditure directly concerned with the programme.

## Producer takes over

Having been set his target and given his financial "ceiling" the producer begins to plan the show. There must be a proper balance—not too many singers or jugglers, no comedian must directly follow another, and so on. Artists are booked, rehearsals arranged, but a TV studio is allocated only for the day of transmission and perhaps one or at the most two previous days.

Now the producer turns from the purely theatrical side of his programme to matters which are peculiar to TV. He calls in the engineer in charge of the technical staff who will be on duty during transmission time. The lighting and sound engineers are also consulted, while a plan of the studio is drawn up.



The "time table" for a Television programme is most carefully worked out.

On this blueprint of the studio floor are marked all main camera moves, the position of scenery, lighting arrangements and other technical data. By this time a designer has been assigned to the programme and in consultation with the producer he devises sets appropriate to the production and supervises the making of them in BBC workshops.

## Engineers to the fore

The lighting engineer works out his "plot" which may involve special effects of apparent darkness and other tricks. The sound engineer has to ensure that there is an



adequate supply of micro-phones correctly placed and balanced so that artists may move freely but be heard distinctly. And unless deliberately allowed for, none of the micro-phones must be seen on the screen.

While all this purely technical operation is being planned and arranged on the studio side, artists and producer are rehearsing in bare rooms many miles away. There, with a piano standing in for the orchestra, chairs for "props" and chalk marks on the floor, they practise their moves, learn their lines and try over their songs. The biggest problem, even for established artists of stage, films and radio, is to adapt themselves to the restricted space and "under-playing technique necessary in a television performance.

The cast of a variety show may get about a week or up to a fortnight of "outside" rehearsals on a tricky show. A programme involving "acts" rather than complicated production work may only be rehearsed on the day before viewers see it.

### The Day arrives

When transmission day arrives orchestra and artists attend a "band call" at which the musical arrangements are rehearsed while the TV studio is set up and lit according to plan. Scenery, microphones, "props" and all other ordered requirements should be in place and the producer then commences a "stop-and-start" rehearsal with cameras. This goes on all day with short breaks for meals, until a final non-stop run-through satisfies the producer that all is well—or that, at least, nothing more can now be done about it.

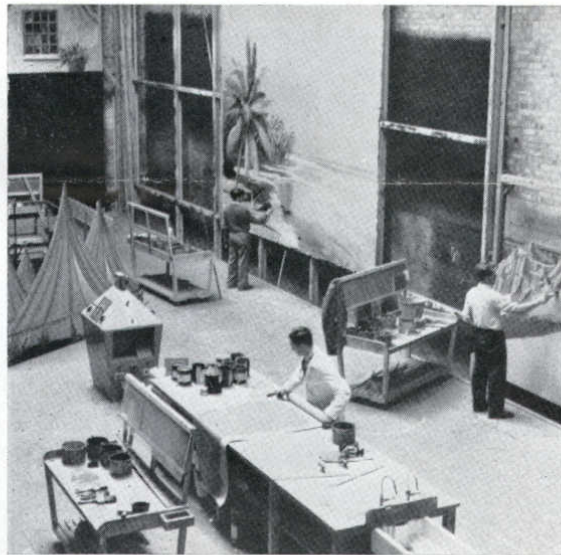
Last-minute cuts for timing purposes, minor adjustments to scenery and alterations to camera sequences may all be necessary and these involve close co-operation between the purely artistic and purely technical sides of the programme. After a last word with the entire cast everybody who can eat has supper. Then the make-up and wardrobe



Crowded scene during transmission of one of the B.B.C.'s popular programmes.

departments take over until transmission time.

If it is an audience show the public files in about half-an-hour before the start and every attempt is made to ensure that they watch and judge the programme itself and are not intimidated by the technical complications around them. At home viewers switch on their sets, settle down in armchairs and prepare to enjoy or dislike the results of a long, hectic operation which can combine every known form of human entertainment.



Scenery painting in a section of the B.B.C.'s workshop.



# .. ..POINTERS...

## Designed for efficiency

In their up-to-date factory, covering several acres at Streatham, London, Smith Meters Limited are pioneering the first permanent television system for inter-office use.

In the "experimental" shop, where constant inspections and improvements to electrical and gas meters are being made, a Pye industrial television camera has been set up and linked on a closed circuit to a receiver in the design engineer's office. This office is in a separate block several hundred yards away and the designer can be saved the inconvenience and loss of time which would be incurred were he to make journeys throughout the day answering queries relating to diagrams or mechanical parts.

With the new television system all that happens is that an experimental worker merely places the object in question in front of the camera, rings the designer on the internal telephone, and points to whatever he wishes to discuss.



Inter-office television at Smith's Meters enables the designer to communicate visually with the experimental shop.

## The inside view

"Parliamentary TV" is a regular feature of broadcasting in Denmark. Since September last year the Danish television service has regularly relayed parliamentary proceedings at an average rate of about an hour a day. Pye cameras are used inside the Christiansborg Palace and pictures seen by viewers vary from overall views of the assembly to individual close-ups of speakers.

## Berlin O.B. Van



Loading Pye's largest O.B. Van posed difficulties for the authorities.

## Pye Equipment for Germany

The largest television outside broadcast van yet produced by Pye Limited, recently left the Cambridge factory for Bayerischer Rundfunk, the Bavarian state broadcasting station in Munich. The equipment is extremely comprehensive and includes air-conditioning and defrosting units. The body, which was built by Marshall Motor Bodies, Limited, Cambridge, on a Mercedes-Benz chassis, measures 30ft. by 8ft. and has a double shell for insulation.



# 3-D TV for industry

A stereoscopic television system is included in the range of industrial television equipment made by Pye Limited and successfully demonstrated at Britain's Radio Show. One use for such equipment is to facilitate closer control of remote handling operations than is possible with normal two-dimensional television pictures. This requirement could occur in the atomic industries where radio-active materials have to be manipulated by tongs from a safety zone.

The equipment consists of two main units, the camera and the monitor, the camera containing all the circuits necessary for the generation of the television picture. Since seeing naturally "in three dimensions" depends largely on the brain receiving information from the right and left eye independently, the camera views the televised scene through two lenses set apart by the average distance separating the human eyes. By this means "Staticon" photoconductive pick-up tubes located behind each lens generate a television picture corresponding to right and left eye views of the scene. The pick-up tubes are each associated with a

control system allowing independent adjustments to be made to the video signals.

The monitor contains two cathode ray tube display units at right angles, so arranged that the displays on the cathode ray tubes are superimposed by a semi-silvered mirror. The observer views the superimposed pictures through polaroid spectacles. These, in conjunction with polaroid filters placed over each cathode ray tube screen, ensure that the right eye of the viewer sees only the picture developed by the television channel corresponding to the right "eye" of the camera, and similarly for the left eye.



At the National Radio Show, Earls Court, last September one of the B.B.C.'s star Television announcers, Avis Scott, posed in front of the first 3-D Television camera ever to be seen in Europe.



Film stars Jeannette Scott and Susan Stevens were early visitors to the Radio Show to see 3-D Television.



# INTERNATIONAL TV NEWS



★ BBC DESIGN CHIEF Richard Levin is visiting America to study colour TV programmes over there. When he returns to Britain he will begin making colour scenery and backgrounds for closed circuit tests in colour.

★ CANADA'S TV set sales for 1954 were 623,856 receivers, compared with 366,498 in 1953. The value of these sales was 216,415,362 dollars, as against 148,753,479 dollars in the previous year.

★ UNDERGROUND TELEVISION is now proposed for the coverage of baseball games in America. The idea is that cameras will be "buried" at key points on the pitch, thus providing dramatic shots during the game. The New York underground railway authority is also proposing to use TV on its subway system so that police can watch monitor screens for pickpockets and disturbers of the peace.

★ RUSSIA has 700,000 TV sets, says the United Nations Statistical Handbook for 1954. America has 31,000,000 and Britain nearly 4,000,000.

★ YUGOSLAVIA is to have an experimental TV station soon. The transmitter will be situated at Belgrade and will have a range of approximately 40 miles. A permanent service is planned for early in 1957.

★ POLITICIANS are now pandering to TV in a big way. When the United States Republican Party holds its convention in San Francisco, the daily sessions of the four-day conference will be specifically arranged to coincide with peak-hour television audiences in the Eastern States.

★ INDIA had its first demonstration of TV on closed circuit during a recent exhibition at Delhi.

★ FILM PRODUCTION is being speeded and economies effected by the use of television during the "shooting" of motion pictures. In America experiments are being conducted using a TV camera mounted just above a normal film camera. The director can thus see exactly what is being filmed by referring to a TV monitor set. It is eventually planned to integrate the TV camera with the movie camera.

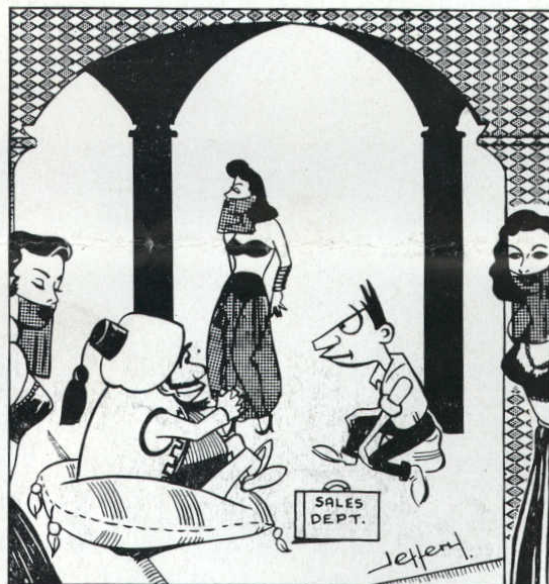
★ CLOSE-UP ON TEETH is the latest thing in dental surgery. The University of Kansas City is now using a 5 lb. TV camera which enables close-ups of oral operations to be seen by students sitting in lecture halls some distance from the surgery.

★ SWITZERLAND'S Radio and Television Exhibition will be held this year from August 31st—September 3rd, in the Kongresshaus, Zürich. Last year, PYE participated with a special show of industrial television equipment, co-operating with six well-known Swiss firms.

★ TELEVISION TRANSMITTER on the mountain La Dôle, to serve the French part of Switzerland; officially started transmissions on March 24th. Camera chains for the television studio in Geneva and an outside broadcast unit for Lausanne have been delivered by PYE during the last few months.

New viewers in Switzerland are increasing by about 700 per month.

★ A TRAVELLING TELECINEMA is now touring Switzerland. "Pro Radio" has equipped a large van with industrial TV apparatus for the purpose of publicising radio and TV.



"No Television Set? Crickey, what do you do with yourself in the evenings?"



GL:GH

24 AUG 1955

547/4

Dear Mr. Box,

I should like to acknowledge your letter of 11th August concerning subscription television.

I have passed your letter and enclosures to the appropriate authority for their information.

Yours faithfully,

(A.S.Brown)  
Secretary.

Mr. A.T. Box,  
Phonevision Division,  
Rola Company,  
The Boulevard,  
RICHMOND. E.I. Vic.



GL:GH

*not sent*

547/4

Dear Mr. Morrison,

I should like to acknowledge your letter of 4th August concerning television of sporting events and to inform you that your letter and enclosure have been forwarded to the appropriate Commonwealth authorities for their information and comments.

Yours faithfully,

(A.S. Brown)  
Secretary.

Mr. K.A. Morrison,  
Secretary,  
Victoria Racing Club,  
491 Bourke Street,  
MELBOURNE. C.I.



Yo

# VICTORIA RACING CLUB

TELEPHONE: MU9488 — MU4586



491 BOURKE STREET,  
MELBOURNE, C.I.

4th August, 1955.



The Secretary to the Prime Minister,  
CANBERRA. A.C.T.

Dear Sir,

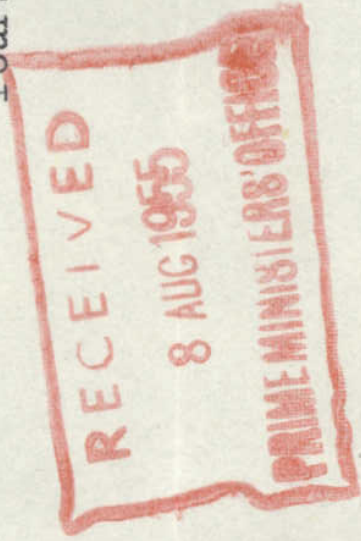
re Television of sporting events

Further to my letter to the Hon. R. G. Menzies, Prime Minister, of the 12th July, I now enclose herewith a draft of a proposed Regulation concerning television of racing and other sporting events.

Yours faithfully,

*R. Morrison*

Secretary.



*Handwritten signature/initials*

Copy to Aus. Broadcasting Control Board for comment



SUGGESTED DRAFT FORM OF REGULATION TO CONTROL  
TELEVISION OF RACES, ETC.

The suggestion of Latham C. J. in the Victoria Park Case 58 C.L.R. at p. 495 might be applied to the televising of racing and other sporting events in a regulation somewhat in the following form :

- "(a) Neither an authorized authority within the meaning of the Television Act 1953 nor a person to whom a licence for a Commercial Television Station has been granted under the said Act shall transmit any transient images with or without associated sound of any horse race or other sporting event or any record of any part thereof except in accordance with the terms of an agreement in writing as to payment and conditions between the said authority or person to whom a licence has been granted and the person or persons holding or conducting the meeting or function of which such race or sporting event forms part.
- (b) The provisions of this regulation relating to a person to whom a licence has been granted shall be deemed to be incorporated in such licence as a condition thereof."



# ROLA COMPANY

(AUSTRALIA) PROPRIETARY LIMITED

REGISTERED OFFICE:

THE BOULEVARD, RICHMOND, E.1  
VICTORIA . AUSTRALIA

CABLES & TELEGRAMS  
ROLA . MELBOURNE

TELEPHONE  
JB 3921 (5 LINES)



11th August, 1955.

A. S. Brown, Esq., C.B.E.,  
Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.

Dear Mr. Brown,

Our Managing Director, Mr. A.L.C. Webb, has asked me to forward the enclosed photostat of Columnist Bill Corum's comments in the "New York Journal - American", a copy of which has just reached us, also one from Australian "Newspaper News".

In view of the coming inauguration of Australian television, we feel that Bill Corum's indication of American thinking on the impact of ordinary TV on sporting "games" will prove of interest to you in your current analysis of the problems likely to be encountered in Australia.

Subscription television is, we feel, one method which would permit sporting events of national interest to be telecast on a basis satisfactory to all - the promoter, the TV station operator and the viewer.

Yours faithfully,

PHONEVISION DIVISION.

*Handwritten note:* 57 handwritten initials



## TV MAY HAVE TO LOOK FOR AN ARBITRATOR

Television authorities in Australia would probably be forced to seek arbitration on TV rights to broadcast major sports, the general manager of the Australian Broadcasting Commission, Mr. Charles Moses, said in Brisbane last month.

"Certain major sporting bodies, relying on spectacular revenues, are looking askance at TV," Mr. Moses said.

"They are already moving to copyright their sports."

He forecast that Australian TV authorities, both commercial and Government would demand that certain big sport fixtures be classed as national. This would give all TV stations the right to broadcast the events.

Asked to nominate some sports he thought national, Mr. Moses named Davis Cup tennis, Test football and cricket, the Melbourne, Sydney, Doomben, and Newmarket cup races, world boxing championships, and Australian athletic and swimming championships.

"TV will not want free rights to the sports," Mr. Moses said. "If TV and the promoters cannot agree on fees, there would probably be an arbiter."



# Sports

by Bill Corum

*The Baker Charges, | But Many View Sports  
The Butcher Charges. | As Giveaway Business*

## PAY TV AND SPORTS

Some of the arguments advanced against pay television for sports events lead me to believe that there are a lot of people around who still don't understand what Pay TV is. One of these could be listed as Congressman Celler of Brooklyn, who labels it "gas-meter television," and announces his irrevocable opposition to it.



EMANUEL CELLER

"Gas-meter TV" may be an apt phrase to the Congressman's mind. But in fact it is not apt and, it seems to me, not a particularly telling phrase, either.

Actually, there are three forms of Pay TV, as of now, which doesn't preclude that more and, possibly, better ones might come along.

They are, the first one, Commander Eugene McDonald's Phonovision, Skiraton and Tele-Meter. The writer, who has been following their development from the beginning, has seen demonstrations of two of the three and, while his knowledge of science is nil, to his

lay mind, they appear to work quite well. As, from all I hear, they have in the two semi-hush-hush and hideaway experiments that the FCC has permitted in their public use. One of these was in Chicago some time back and the other a couple of years ago in Palm Springs, Calif. I have read, for example in various places and, specifically, in Dan Parker's column not so long ago, the sweeping statement that the "air is free."

Free to whom? Free to what? And free for what? It isn't free for riding in airplanes, which employ it quite liberally. It isn't free when you want to send a Radiogram. And I could, if tried, think of other uses commonly made of the air that are far from free.

This is an obvious quibble. I'm only making the point that to me, the cliché, "the air is free" is just that, a cliché, a nice sounding phrase, signifying nothing.

**Somebody Lied to the Buyer:**

I read that when a fellow buys a TV set, he is supposed to get fights, ball games, football games, basketball games, horse races, et al., free. Why? By what possible process of reasoning? Do the people who sell the sets own these sports, subsidize them, sustain them?

Having bought, as I recall, four sets for various reasons and in various places, my personal experience is that the salesman who sold them to me promised me nothing except that they would work.

If, however, the salesman been so generous in his promises, he could only have been lying.

Can we get the Giants' games on the road? Or Brooklyn's, except as it chances, and only chances through the liberality of that team's sponsors, in a few isolated instances?

Did you get the Moore-Olson fight? Or the Marciano-Cockell fight? But why belabor a dead horse? Of course, you, the set owner, didn't. You get what you're given as matters now stand, as you well know.

As I understand it, however, Pay TV presents the possibility of your getting what you want. How many of the millions of golfers in this country, from our great and fine President down, would have been willing to pay fifty cents or a quarter to see the play-off between Hogan and Fleck for the American Open Championship in San Francisco?

If facilities for it were not available that would be something else, but they are. Had Pay TV been available, every golf fan in the country could have seen it or skipped it. The choice, however, would have been his.

### *There's Also the Man Who Wants to Pay:*

Nobody will get a quarrel here about the man who owns a TV set and says: "I'll never pay to see anything in my own home."

That, positively, is his personal privilege and, even more, his inalienable right. But has the man, who also owns a set, and might want very much to pay for a certain event no right.

If the air is so gloriously free, isn't he entitled to his small sniff of it, too?

TV is a distributor in essence. It is a magic thing and terrific force. Such a force at this time in its existence, that it has made a shambles of minor league baseball to the point where the very existence of even the higher minor leagues is gravely threatened.

That it has turned college football stadia into yawning concrete tombs, save for the ones in which Notre Dame chances to be playing and the occasional "natural" Big Game that turns up once ever so often.

Or here in the East, at any rate, that is what it has done to college football. The records are clear and plain.

I believe that Pay TV can change this. That it can bring this country back to basic and reasonable principle, where a man who wants to see a certain event can see it, and will pay a reasonable price to do so.

### *Everybody Runs Sports:*

Always, of course, sports have occupied a strange position in the economic scheme. We pay the butcher, the baker, the candlestick maker without question. But there long has been a wide-spread feeling, hard to explain, that sports should be some sort of giveaway.

However, plain it plainly is, that the dollar with which Yankee Owner Topping pays Mickey Mantle's salary is the same sort of dollar that the baker pays for his flour. That his taxes are as heavy and his risks, generally speaking, greater.

It says in this column that Pay TV for sports will give them a new lease on life and a new and, likely, greater future. And in the end, I have a hunch that the networks will find it a boon and not a catastrophe.

For years the movie people stuffed Flents in their ears and jumped under the bed at the mere mention of the hated word television. Now they have their arms wrapped around the medium, because, belatedly they found they could sell their product through it.

Opinions, views, situations change. Facts remain. Pay TV represents progress and nobody ever stops progress permanently. And I don't think anybody is going to "get hurt" by it, either. But quite the reverse.



JD:GH

10 AUG 1955

547/4


Dear Dr. Silbermann,

I am writing to advise you that the Prime Minister made available to the Library of the Australian Broadcasting Control Board, the copy of your book "La Musique, La Radio et l'Auditeur" which you were kind enough to send to him.

The Chairman of the Board has commented "..... book, which is particularly well documented, and contains trends of thought that will be useful not only to broadcast music, but other types of programmes. It is considered that he has made a valuable contribution to the research of radio programmes, and has offered practical ideas for raising cultural standards in accordance with the evolution of society".

I noticed from the daily press that the French Academy has recognized your work and I would like to offer you my congratulations.

Yours faithfully,

  
(A.S. Brown)  
Secretary,

Dr. Alphons Silbermann,  
87 Ocean Street,  
WOOLLAHRA. N.S.W.



JD:GH

10 AUG 1955


547/4

Dear Mr. Webb,

I am directed to acknowledge your further letter concerning subscription television in its application to this country.

The appropriate Commonwealth authorities have been asked to examine your interesting letter.

Yours faithfully,

  
(A.S. Brown)  
Secretary.



Mr. A. Leonard C. Webb,  
Managing Director,  
Rola Company,  
The Boulevard,  
RICHMOND. E.I. VIC.



4 AUG 1955

SUN, SYDNEY.

76

Date.....

File No.....

**PLEASE RETURN to Prime Minister's Department.**

**'Crown'  
for his  
highest  
work**



DR. ALPHONS SILBERMANN, who has been awarded the "Crown" of the French Academy for his book Music, Radio and the Listener, which he completed in Paris. It is the first occasion that an Australian has been honored by the Academy.



15

# ROLA COMPANY

(AUSTRALIA) PROPRIETARY LIMITED

REGISTERED OFFICE:

THE BOULEVARD, RICHMOND, E.I  
VICTORIA . AUSTRALIA

CABLES & TELEGRAMS  
ROLA - MELBOURNE

TELEPHONE  
JB 3921 (5 LINES)



21st July, 1955.



The Rt. Hon. R.G. Menzies, C.H., Q.C., M.P.,  
Prime Minister,  
Parliament House,  
CANBERRA. A.C.T.

*Schwendler*

Dear Mr. Menzies,

Thank you for your interest in my letter of 27th June, 1955, and for your offer through the Secretary, Prime Minister's Department, to give further consideration to details dealing with subscription television.

Since I wrote to you, we have received two copies of Zenith's submissions to the Federal Communications Commission in which some very pertinent information on the subject is provided. I feel that you will be interested in reading the copy which I enclose herewith.

I am happy to comply with your request for information on the technical aspects of the subject, but before exploring some of these would like to deal briefly with the general economics of T.V. as a medium of entertainment and education.

We in Australia, preparing for the early introduction of National and Commercial T.V., are fortunate in having the experience of other countries, particularly the United States, to guide us in assessing some of the problems to be overcome.

The cost of producing T.V. programs is extremely high, yet television devours talent and material at a rate much faster than that of any other medium of entertainment. The result is that in most countries the average quality of television programs is extremely low.

The very high cost of relay networks to bring T.V. to rural areas poses a serious financial problem to Government authorities. The relatively sparse rural audiences which are available would make the cost of T.V. coverage of these areas uneconomic to the advertising sponsor. Also, it has been demonstrated in England, where the B.B.C. is currently spending more than £S.10 millions per annum on T.V., that Government television services have to restrict both transmission hours and program budgets in order to make ends meet.

3 AUG 1955

Sec., Aust. Broad. Control Bd. - for comment.

MANUFACTURERS OF ROLA LOUDSPEAKERS, ROLA MAGNET WINDING WIRE AND ROLA MAGNET ALLOY STEEL



In the United States last year, despite the fact that advertisers paid £A.227 millions for T.V. program sponsorship, a very small percentage of the program material could be regarded as high quality entertainment, and many items which the public wanted to see, such as new first-class moving pictures, popular legitimate theatre shows, opera and major sporting events, were completely absent. This year, however, there has been one notable exception in that one legitimate Broadway Theatre show, "Peter Pan", which had finished its run on Broadway, New York, was purchased for T.V. by the N.B.C. at a cost of \$ $\frac{1}{2}$  million. With the viewing audience, this proved to be an outstanding success.

The price paid for the show, however, was away out of reach of any one sponsor. In actual fact, two sponsors, Ford Motor Co. and General Electric Co., contributed \$150,000, leaving a net loss on the production of \$350,000.

The conclusion that we would draw from this is that the public wishes to see such shows on T.V. even after they have completed their run on the legitimate stage, and no doubt would be prepared to pay a reasonable sum for the privilege.

Furthermore, for every person able to go out to see such a show, there are many people who for domestic reasons, reasons of ill health and old age, cannot go to see such shows outside their own home.

In the United States, major sporting events are not available to home television viewers because sponsors are not able to pay a sufficiently high price to compensate for loss of revenue at the gates, television viewing being restricted to closed circuit theatre hook-ups, where audiences ranging up to 200,000 have paid prices from 17/6d. to £3/-/- (£6/6/- in the event of drive-in theatres) to see a world championship fight on T.V. It was estimated that if this spectacle had been available to home-T.V., it would have attracted an audience of 100,000,000. (There are 35,000,000 T.V. sets in use in U.S.A.).

As a general summary to the foregoing observations, it can be seen that neither in England nor in America is T.V. being used to the full extent of its technical possibilities.

Admittedly, these facts relate to overseas, but the problem is even more acute for Australia, a country of great distances and scattered rural populations. The problem is obviously economic, and stems from the fact that neither Government nor advertising sponsorship can provide T.V. with a base wide enough to permit a healthy growth.

In 1931, the Zenith Radio Corporation, one of the largest radio and television receiver manufacturers in the United States, foresaw this



problem, and began to develop a new television broadcast service known as subscription television or pay-as-you-see television. The Zenith system is registered in U.S.A. under the name "Phonevision".

The basic principle of subscription T.V. is that the set user selects and pays for the particular programs he wishes to view - programs of such a calibre as to be beyond the financial resources of either a Government-operated or an advertiser-sponsored system.

These special programs - they could be likened to the Celebrity Concert series which the Australian Broadcasting Commission organizes each year - are available only to those who wish, and are prepared to pay, to view them.

Subscription television does not compete with normal T.V. Zenith, in its submission to the F.C.C., expressly asked that subscription programs be restricted to a maximum of 15 per cent of any station's total viewing time.

We shall now deal with the mechanics of subscription T.V.

The subscription television system developed by Zenith Radio Corporation, of U.S.A., and for which we are the Australian licensees, is the result of nearly 25 years' research. It is considered to meet the essential requirements which any practical system of subscription television should satisfy.

These are :-

- (i) Picture and sound should be so effectively scrambled that a program viewed and heard without unscrambling will be substantially unintelligible.
- (ii) The system should be compatible, permitting use of all types of receiving sets. There should be no impairment in the performance of the subscriber's set during the reception of a subscription program when the unscrambling device is in use, or during the reception of non-toll programs when that device is not used.
- (iii) Use of the unscrambling device to clear up a scrambled program should be practical only for subscribers who pay, or commit themselves to pay, for the program viewed. Fees paid by subscribers should be accurately allocatable to programs so that the income to an individual program producer may reflect subscribers' acceptance and use of his program.



- (iv) Successful use of an unscrambling device other than that authorised by those who supply subscription programs should be sufficiently difficult or costly to discourage any significant use of such devices.
- (v) The system should be compatible with network operation and, in case of overlapping coverage, should permit allocation of fees to the stations involved on the basis of their individual viewing audience.

#### Scrambled Transmission and Reception

In the Phonevision system, the scrambling of picture and sound is carried out electronically.

The picture is broken up into a number of horizontal strips which alternately are displaced to the right and to the left. This displacement takes place at a rapid rate and in a random pattern so that the "jittered" result is completely unintelligible. The scrambling of the accompanying sound is such that high tones become low ones and vice versa. This inversion of tone also follows a random pattern.

Virtually, the scrambled transmission is a code within a code and one which changes for each program. At the same time, its coding is individual - the picture coded for one viewer's receiver cannot be received on that of another viewer. He has his own particular code for this program. In other words, Phonevision is subscription television's Yale lock, which can be opened only with its own individual key.

With Phonevision, two types of information are needed before a subscriber can unscramble the picture and sound. The first type, called the Key Signal, is transmitted over the air along with the program. The second type of information, called the Key Number, is mailed or issued to each subscriber. It is dialled on a Phonevision attachment connected to the television receiver and permits the Key Signal to become operative, thus unscrambling the subscription program.

The program Key Number is individual to each subscriber, and it is impossible for two subscribers to share the information.

Commercially, then, the operation is a matter of distributing to each subscriber the appropriate key number. One method employs a card, not unlike an IBM card, which contains program information for about 30 programs. The information is carried on the card in such a manner that it cannot be extracted without making changes in the appearance of the card which thus registers use of the subscription programs and permits each computation of charges for them.



The matter of security has been exhaustively examined within the Zenith Research Department, and has also been submitted to consultants for an independent appraisal. The findings of all are in agreement that the system does not, as a practical matter, submit to breaking by trial and error manipulation of the decoding apparatus, nor is it vulnerable as a practical matter by cryptographic analysis.

This means, in effect, that everyone who views a subscription program must pay for it. Further, with Phonevision, it is possible, in the event of there being two stations in a given area or two which have overlapping coverages, to determine accurately the subscription audience of each station.

Phonevision operates equally well on either monochrome or color T.V. and with any current system of transmission, including the standards set down for Australia. It can be used with any type of T.V. receiver.

Except for the decoding attachment on the receiver, no alteration or addition to either transmitting or receiving equipment is required.

The addition of Phonevision equipment to a receiver does not affect reception of non-toll programs in any way.

The decoding unit would be leased to the subscriber on a nominal rental basis as is charged for a telephone.

#### Modus Operandi

It is impossible to predict in advance of actual operation the scope, identity or type of business organization which will choose to engage in the rendition of services connected with subscription television, but the following services appear essential :-

#### Transmission Service -

Subject to the approval of the Australian Broadcasting Control Board, this would involve the broadcast of a scrambled program by any National or Commercial T.V. station.

#### Phonevision Operating Centre -

This centre would be responsible for

- (a) the scrambling of the programs broadcast by stations in the area it served;
- (b) the installation, maintenance and servicing of subscribers' decoders;



- (c) provision of decoding information to the public;
- (d) collection and disbursement of box office revenue.

Program Sources -

An inherent part of the Phonevision plan is that the function and duty of the broadcaster will be fundamentally the same under subscription television as it is under current National or advertiser-sponsored radio or T.V. Subject to Australian Broadcasting Control Board Regulations and a policy that subscription broadcasts be of the very highest quality, the broadcaster would be free to select the subscription programs which he believes to be in the public interest. He would decide the source, quantity and time of such programs.

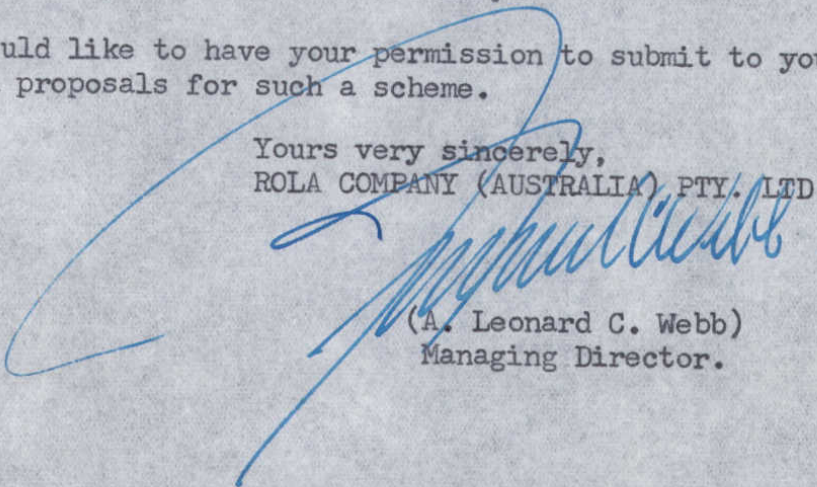
In conclusion, I would like to state that we believe that it will be necessary in Australia to provide a system of subscriber television as an addition to normal television in order -

- (a) to provide viewers with programs that are financially impossible to National T.V. services or Commercial station advertisers to present;
- (b) to allow T.V. to attain its full potential as a medium for entertainment, educational and cultural programs;
- (c) to extend a T.V. program service to areas which because of their remoteness and comparatively small populations would not otherwise be able to enjoy T.V. under the existing systems.

My Company, Rola Co. (Australia) Pty. Ltd., has the exclusive rights to the system of subscription television developed by Zenith Radio Corporation, of Chicago, Illinois, and known as Phonevision. We propose at an early date to form a Company for the purpose of providing all the equipment and services necessary to enable a complete subscription television service to be provided in this country.

We would like to have your permission to submit to you in due course the full proposals for such a scheme.

Yours very sincerely,  
ROLA COMPANY (AUSTRALIA) PTY. LTD.



(A. Leonard C. Webb)  
Managing Director.



# Australian Broadcasting Control Board

OFFICE OF THE CHAIRMAN

497-503 COLLINS STREET  
MELBOURNE, C.I.

July 22, 1955.

Dear Ron,

Many thanks for the book "La Musique, la Radio et l'Auditeur" sent to the Prime Minister by Dr. Alphons Silbermann, and forwarded to me under cover of your letter of 9th June, 1955. This book has proved quite interesting, especially to our Programmes Division, and has been added to the collection of books on Radio Research in our library.

Our Librarian, after reading the book, has made a short precis of the salient points of interest to the Board, which briefly are as follow:-

1. The book describes a survey made by the author at the request of the Centre of Radiophonic Studies of French TV Radiodiffusion in June, 1951 (which Centre deals exclusively in solving theoretical and scientific radio problems) to study, with the help of sociology, the effect on society of broadcast music.
2. The second chapter dealing with the value of radio listeners' surveys will interest our Programming Division. The author states, as has been our own experience, that quantitative statistics applied to radio are insufficient, and often give fallacious results. He states the weakness of the door-to-door and questionnaire methods, due to psychological factors, and offers some interesting suggestions to solving the problem of attractive programmes. He insists that the "necrology of statistics must be abandoned to its own fate and the method of sociology of culture adopted, with particular attention to cause and effect between cultural and social issues". His comments on "Control of taste" are both novel and practical.

Dr. R.A. Mendelsohn,  
Prime Minister's Department,  
Canberra. A.C.T.

*RM*

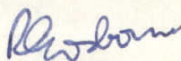


3. The information on the organization of the R.T.F., particularly in Chapter 5 and Appendix 2, is interesting.
4. The comparisons between the French and Australian broadcasting systems, substantiated by statistics, are informative.
5. The author has made a most comprehensive and un-biassed coverage of international broadcasting systems. The long bibliography at the back of the book bears evidence of this, and many of the references may prove useful to our officers. It is noticed that amongst references to various parliamentary broadcasting inquiries, mention is made to the Report of the Australian Royal Commission on Television.

...  
A copy of a review of this book seen in the May-June, 1955 issue of the European Broadcasting Union Bulletin, is enclosed for your information.

I hope this gives you sufficient information to convey appreciation to Dr. Silbermann of the gift of his book, which is particularly well documented, and contains trends of thought that will be useful not only to broadcast music, but other types of programmes. It is considered that he has made a valuable contribution to the research of radio programmes, and has offered practical ideas for raising cultural standards in accordance with the evolution of society.

Yours sincerely,



(R.G. Osborne)



*J.B.U. Bulletin*  
*May-June 1955*

La Musique, la Radio et l'Auditeur, by Alphons Silbermann. Published by Presses Universitaires de France, 108 Boulevard Saint-Germain, Paris 1954. One volume, 230 pages.

Published in the "Bibliothèque Internationale de Musicologie", which is directed by Mme Gisèle Brelet, this survey by M. Alphons Silbermann, who presided over the destinies of the Research Centre of the Australian Institute of Sociology, is perhaps the most pertinent work we have read in the habitually rather arid field of radio sociology. It goes back to a survey of the RTF's Centre d'Etudes Radiophoniques which was conducted in order to study, with the help of sociology, the effect on society of broadcast music (1). As a result, the author was called upon to conduct for the CER a series of investigations on the sociological aspects of music in broadcasting. His book is the direct result of this research, based on as full a documentation as possible, of which the lengthy bibliography at the end of the volume is proof in itself.

Even though the book refers, for the main part, to French broadcasting, it also makes great strides into all lanes of musical sociology as such, which concerns all countries equally. In the first chapter, "Sens et non-sens de la statistique musicale", the author protests against the illusions of purely quantitative statistics applied to radio. "How is it possible not to be shocked by the almost ridiculous naïveté of the results obtained from a mixture of statistical observations and worthy opinions?"... "We are leaving the necrology of statistics to its own fate", writes M. Silbermann, "and are adopting the method of the sociology of culture while concerning ourselves with the relation of cause and effect between the cultural and social issues." In other words, a search for the bases and not for the aims.

A second chapter entitled "Du comportement des auditeurs et du silence" gives the most varied observations on the idea of silence as opposed to noise "by means of which (so many authors) endeavour to seize this silence and kill it, just as the simple man, the man in the street, uses the noise of the radio to drown the anguish and solitude within him".

"Conception et cadre d'une sociologie de la culture"; "Des fonctions de l'institution socio-culturelle"; "La 'distance' et sa réduction"; "L'homogénéité culturelle"; "Les groupes de sonorités"; "Le tableau de la culture"; these are chapters where the author develops his theme, makes various sketches of the musical function of radio, the decentralisation of radio broadcasts, the relations between material and immaterial culture in modern life, the control of listeners' taste, etc.

A lance is broken in favour of radio criticism, a job which demands systematic listening and deep radio knowledge, and which cannot possibly be satisfied with the conditions with which it is confronted today in most European countries. And another in favour of the institution, by every director of a radio organisation aware of his responsi-

(1) See Bulletin No 25, page 325

lities, of a service of cultural sociology directly and solely under his command.

One of the essential merits of this book which gives it both a tone of inner conviction and the most efficient objectivity lies in the fact that the human factor is never lost sight of, that is, the individual sensibility and judgment. This work, so varied and full of facts, of an open and unpedantic culture, will render great services to the unprejudiced and careful reader.



ELECTRONIC INDUSTRIES LIMITED



RECEIVED  
22 JUL 1955  
PRIME MINISTER'S OFFICE

CABLES AND TELEGRAMS:  
"SCHUH," MELBOURNE  
TELEPHONES:  
MXV 220 (11 LINES)

HEAD OFFICE:  
MELBOURNE AUSTRALIA  
ALL CORRESPONDENCE TO BOX 845 J, MELBOURNE

REGISTERED OFFICE:  
126 - 130 GRANT STREET  
SOUTH MELBOURNE, S.C.4  
VICTORIA

July 21, 1955:

The Rt. Hon. R.G. Menzies, C.H., Q.C., M.H.R.  
Prime Minister,  
Parliament House,  
CANBERRA. A.C.T.



My dear Prime Minister,

Approximately four weeks ago, i.e. June 24th, I addressed a letter to the Hon. Minister for Trade & Customs, a copy of which is attached. On June 29th I received a reply, a copy of which is also attached. Yesterday I again wrote to the Hon. Minister's private secretary asking when the Minister would be likely to return.

Today we heard a rumour that in addition to sterling licences, dollar licences are being issued for the importation of television receivers and sets of parts therefor.

For the reasons outlined in my letter of June 24th it did not dawn on us that hard-earned overseas funds would be made available for this purpose and it still seems hard to believe, nevertheless our thinking could be wrong.

You will understand, I am sure, how important it is that we should know the Government's policy in this matter at the earliest possible moment. As I have been unable to obtain the information from the Hon. Minister for Trade & Customs, I would be very grateful if you would let me have this information so that we may make our plans in accordance therewith.

Yours very truly,  
ELECTRONIC INDUSTRIES LIMITED

L. M. Stuart.  
Director.

*Print night  
11/8  
J*



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O  
Y

June 24, 1955:

The Hon. Neil O'Sullivan,  
Minister for Trade & Customs,  
Parliament House,  
CANBERRA. A.C.T.

My dear Minister,

I am addressing this letter to you instead of the Comptroller-General because I believe the subject matter is a question of Cabinet policy.

As you know, we are a substantial organisation in the electronic and home appliance industry, and in addition we own a large importing company whose speciality is the handling of overseas agencies involving a very extensive range of products.

On the radio receiver manufacturing side we cover both the high grade field and the low-priced market, and in this regard we are the largest producers in Australia, our output generally being some 50% higher than our next nearest competitor.

The flexibility of our organisation has enabled us to conform to Government policy in regard to either importation or Australian manufacture.

In other words, where duties and import restrictions have enabled us to import, we have done so; on the other hand, where the Government's policy has been to foster Australian industry and duties have accordingly been imposed, or where shortage of overseas funds has virtually forced such a policy, we have followed by tooling up and manufacturing in this country.

Because the technique is so closely akin to that required for radar and other war-time electronic devices, with the advent of television we had presumed that it would be the Government's desire to maintain the electronic industry of this country for defence purposes, and we have planned accordingly.

It seems, however, that this presumption could be incorrect, because rumour now has it that licences have been or are about to be granted for the importation of television receivers and component parts both in a complete form and in an unassembled condition.

If this is to be the Government's policy we will of course alter our plans; in fact it would be much easier for us to import sets rather than go through all the trials



The Hon. Neil O'Sullivan:

69  
June 24, 1955:

and tribulations of tooling up and fabricating T.V. receivers in this country, and we would make immediate application for an import licence.

You will understand however, that it is essential for us to know the policy at the earliest possible moment, and in this regard I would be very glad if you would advise me whether it is the Government's intention to make overseas funds available in order to grant licences for -

- a) complete television receivers;
- b) complete sets of parts for television receivers;
- c) sets of parts for television receivers less a limited number of items such as cabinets, valves, etc.

If the answer to any of the above questions is yes, I would like to know the basis upon which such licences will be granted, i.e. whether the importer is to be the manufacturer, wholesaler, or retailer, and the maximum amount of licences that will be granted to any one person or organisation.

I am sure you will understand very clearly my Company's concern in this matter and the urgent necessity for clarification of Government policy, if it has not already been defined, consequently I would appreciate a reply from you at your earliest convenience.

Yours very truly,  
ELECTRONIC INDUSTRIES LIMITED

L. M. Stuart.  
Director.



C  
P  
Y

MINISTER FOR TRADE AND CUSTOMS  
Parliament House,  
CANBERRA A.C.T.

29th June 1955

Dear Sir,

In the absence of the Minister for Trade and Customs, Senator the Hon. Neil O'Sullivan, from Canberra I acknowledge receipt of your letter of 24th June requesting advice on the licensing of television receivers and parts for importation into Australia.

Your correspondence will be placed before the Minister and as soon as possible he will write to you regarding this matter.

Yours faithfully,

(M. O'Keefe)

(Private Secretary)

L. M. Stuart, Esq.,  
Director,  
Electronic Industries Limited,  
G.P.O. Box 845 J,  
MELBOURNE. VIC.



PT. KMF

68  
21 JUL 1955


547/4


Dear Mr. Webb,

I have been asked to acknowledge your letter of 11th July to the Prime Minister and also the letter to myself of the same date, concerning subscription television.


These have been read with interest, and the Prime Minister has asked that they be sent to the appropriate authority.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

  
Mr. A. Leonard C. Webb,  
Managing Director,  
Rola Company,  
The Boulevard,  
RICHMOND. E.1. VIC.

21 JUL 1955

  
Copy - A.B.C. (Inf.)



67

# ROLA COMPANY

(AUSTRALIA) PROPRIETARY LIMITED

REGISTERED OFFICE:

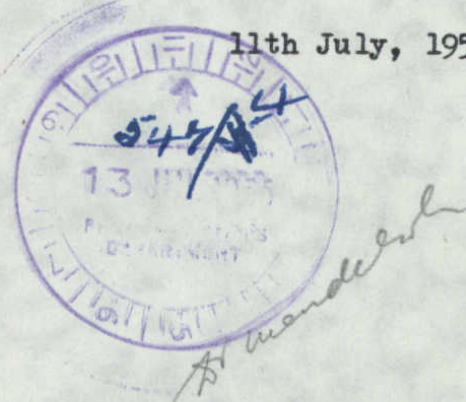
THE BOULEVARD, RICHMOND, E.I  
VICTORIA . AUSTRALIA

CABLES & TELEGRAMS  
ROLA - MELBOURNE

TELEPHONE  
JB 3921 (5 LINES)

11th July, 1955.

A. S. Brown, Esq., C.B.E.,  
Secretary,  
Prime Minister's Dept.,  
CANBERRA. A.C.T.



Dear Sir,

Great public interest is being shown in America in the subject of subscription television. This is a system of TV which is complementary to the existing advertiser-sponsored system, and one under which the viewer is given the opportunity to select, and pay for, high quality TV programs which would not otherwise be available to him.

The question of subscription TV is currently being investigated by the U.S. Federal Communications Commission, which has invited the public and other interested parties to contribute their views.

The leading Show Business journal, "Variety", reports that the writers of six out of seven letters received by the F.C.C. to date are in favor of subscription TV. Other authorities place the ratio as high as ten to one. Newspaper polls in major cities have resulted in a 65%-75% majority verdict for a subscription service to supplement regular TV.

I think you will be interested in the economist's approach to the subject as outlined in the address by Zenith's Economic Consultant, Dr. Millard Faught, to the National Press Club of America. An abridged version of this address is enclosed.

Faught says: "... subscription TV shows will have to be worth their price in the market place. And the consuming public - the king in the American economy - will decide how much will be paid for what kind of subscription TV programs."

Admittedly, Faught's picture of the economics of subscription TV has particular application to the United States, but I firmly believe that its implications to Australia are of equal, possibly greater, importance.

21 JUL 1955

Copy - A.B.C. (Inf.)



We are at the threshold of a new, exciting and potentially powerful medium of entertainment and education. I feel you will agree that it is the duty of all concerned with its planning to explore every avenue which may make it possible for us in Australia to achieve the maximum possible benefits from this modern marvel of television.

Yours faithfully,  
ROLA COMPANY (AUSTRALIA) PTY. LTD.

A handwritten signature in blue ink, appearing to read 'A. Leonard C. Webb', written over the typed name below.

(A. Leonard C. Webb)  
Managing Director.



65.  
C.3

Commonwealth of Australia



Postmaster-General's Department

In Reply Please Quote  
No. G.323/1/66.

TREASURY GARDENS  
MELBOURNE, C.2.  
VICTORIA

Telegrams: "Postal" Melbourne  
Telephone: Central 5551

8th July, 1955.

Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.



Television - Sporting bodies (547/4)

*Four 47*

Adverting to your minute of the 16th May, 1955, with which you forwarded copy of a letter addressed to the Prime Minister by Mr. K. A. Morrison, Secretary, Victoria Racing Club, Melbourne, concerning the matter of the rights of sporting bodies in connection with the televising of events under their control, similar representations have been made to the Minister who recently informed Mr. Morrison that he will receive a deputation from representatives of the organisations concerned at a convenient date.

2. The Australian Broadcasting Control Board, which is responsible for ensuring the provision of services by broadcasting and television stations in accordance with approved plans, had discussions with representatives of the various sporting bodies in Victoria some time ago. The latter, while agreeing that the televising of sporting events must be approached in a constructive manner, were concerned at the likely impact of television on attendances if unrestricted televising of events were permitted. However, it is understood that the Postmaster-General does not contemplate recommending any legislative action which would prejudice the position of sporting organisations.

3. The Minister will no doubt communicate with the Prime Minister after he has received the deputation sought by Mr. Morrison,

*G. T. Chippindall*  
(G. T. Chippindall)  
Director-General



64

RJ. BKMP


-7 JUL 1955

547/4

The Director-General of Posts  
and Telegraphs,  
Postmaster-General's Department,  
Commonwealth Offices,  
Treasury Gardens,  
MELBOURNE.

On 16th May we asked for your advice on a letter of 5th May from Mr. K.A. Morrison, concerning the rights of sporting bodies in connexion with the televising of events under their control.

We should appreciate an early reply.

  
(A.S. Brown)  
Secretary.



DK:GH

- 4 JUL 1955


547/4

Dear Mr. Webb,

The Prime Minister has asked me to acknowledge receipt of your letter of 27th June, with the enclosed speech by Dr. Faught of the Zenith Corporation in the United States.

I am to say that your suggestion that subscription television may be applicable in Australia has been noted, and that, should you care to offer more details of the techniques of such a system and of the report on TV by the U.S. Federal Communications Commission, we shall be glad to have them considered.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

AK.

Mr. A.L.C. Webb,  
Managing Director,  
Rola Company,  
The Boulevard,  
RICHMOND. E.I. VIC.



DK:GH

30 JUN 1955

547/4

Dear Mr. Jones,

The Prime Minister has asked me to acknowledge receipt of the resolution taken by the Tighe's Hill Branch of the Australian Labor Party on the granting of television licences.

In this resolution your branch has expressed criticism of the issuance of licences to companies connected with "existing radio and press combines" and suggested that this will result in monopoly control injurious to the interests of the community.


I should like to refer you to the Report of the Australian Broadcasting Control Board on the applications for commercial television stations in the Sydney area and Melbourne area. Amongst the desirable qualities in applicants, the Board has listed a good record in allied fields, and stated:-

"Whilst the Board agrees that television is different from any existing medium, it feels that experience in some other fields of communication and entertainment would be a useful quality for an applicant to possess, provided the record of the applicant, or members of his company, in those other fields is such as to inspire confidence".

As the Report indicates, the Board has reviewed applications for licences in the light of strict principles which they outlined, and has made a careful examination of the question of monopoly control. Various safeguards against the exercise of monopolistic control have been erected, including the provision of special rights in respect of time for political, religious and other broadcasts, and the limitation of interest in television stations by groups outside Australia. It is specifically provided, for instance, that "the allocation of time for the televising of political matter shall be strictly on the basis of equal treatment for all parties in the manner recommended by the Royal Commission on Television".

You may be assured that the Commonwealth Government's action in setting up the Royal Commission on Television was designed to produce a balanced appraisal of the problems associated with the introduction of television in this country, and that representations such as you have made received full consideration.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

DK  
Mr. C.K. Jones,  
41 Lewis Street,  
WICKHAM NEWCASTLE.



# ROLA COMPANY

(AUSTRALIA) PROPRIETARY LIMITED

CABLES & TELEGRAMS  
ROLA MELBOURNE

TELEPHONE  
JB 3921 (5 LINES)

REGISTERED OFFICE:

THE BOULEVARD, RICHMOND, E.I  
VICTORIA AUSTRALIA

RECEIVED  
28 JUN 1955  
PRIME MINISTERS OFFICE

27th June, 1955.

547/4  
28 JUN 1955  
PRIME MINISTER'S  
DEPARTMENT

The Rt. Hon. R.G. Menzies, C.H., Q.C., P.C., M.P.,  
Prime Minister of Australia,  
CANBERRA. A.C.T.

Dear Mr. Menzies,

Great public interest is being shown in America in the subject of subscription television. This is a system of TV which is complementary to the existing advertiser-sponsored system, and one under which the viewer is given the opportunity to select, and pay for, high quality TV programs which would not otherwise be available to him.

*Handwritten:* A handle

The question of subscription TV is currently being investigated by the U.S. Federal Communications Commission, which has invited the public and other interested parties to contribute their views.

The leading Show Business journal, "Variety", reports that the writers of six out of seven letters received by the F.C.C. to date are in favor of subscription TV. Other authorities place the ratio as high as ten to one. Newspaper polls in major cities have resulted in a 65%-75% majority verdict for a subscription service to supplement regular TV.

I think you will be interested in the economist's approach to the subject as outlined in the address by Zenith's Economic Consultant, Dr. Millard Faught, to the National Press Club of America. An abridged version of this address is enclosed.

Faught says: "... subscription TV shows will have to be worth their price in the market place. And the consuming public - the king of the American economy - will decide how much will be paid for what kind of subscription programs."

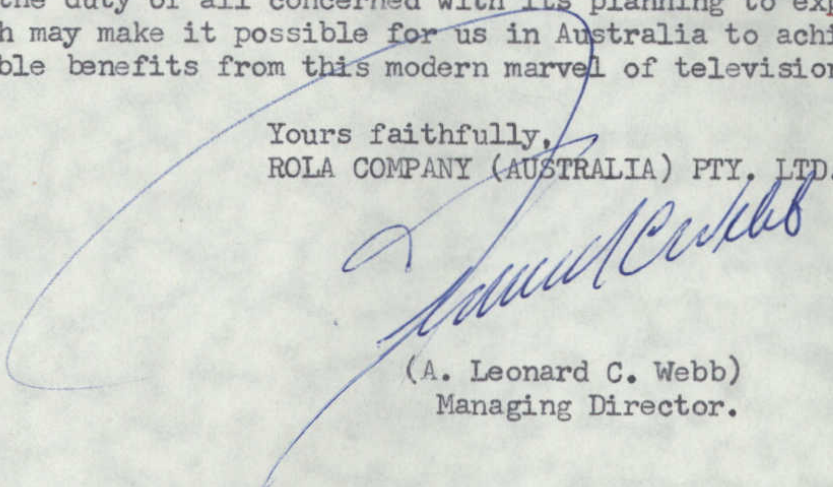
Admittedly, Faught's picture of the economics of subscription TV has particular application to the United States, but I firmly believe that its implications to Australia are of equal, possibly greater, importance.



- 2 -

We are at the threshold of a new, exciting and potentially powerful medium of entertainment and education. I feel that you will agree that it is the duty of all concerned with its planning to explore every avenue which may make it possible for us in Australia to achieve the maximum possible benefits from this modern marvel of television.

Yours faithfully,  
ROLA COMPANY (AUSTRALIA) PTY. LTD.



(A. Leonard C. Webb)  
Managing Director.



59  
RM.KMF

547/4

9 - JUN 1955

Dear Bob,

The Prime Minister has been approached by A Dr. Alphons Silbermann who has forwarded to him a copy of his book, "La Musique, La Radio et l'Auditeur".

We are not committed to replying to Dr. Silbermann, but I am sending you for your Library his book, which looks interesting, though this may be merely due to its being written in an outlandish tongue.

If you have anyone who is interested and who can read the French language with sufficient fluency, you may eventually give us comments which we can pass back to Dr. Silbermann.

Kind regards,



Mr. R.G. Osborne,  
Chairman,  
Australian Broadcasting Control Board,  
Rialto Building,  
497 Collins Street,  
MELBOURNE.



58 |

GY.KMF

547/4

9 = JUN 1955


Dear Dr. Silbermann,

I refer to my letter of 13th May, 1955,  
concerning your book "La Musique, La Radio et l'Auditeur".

On further enquiries I find that it has  
been received and in fact was being held in the Prime  
Minister's personal office. It was brought to the Prime  
Minister's attention some time ago.

I regret the error contained in my earlier  
letter.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

Dr. Alphons Silbermann,  
87 Ocean Street,  
WOOLLAHRA. SYDNEY.



RADIODIFFUSION-TÉLÉVISION  
FRANÇAISE

RJB.  
17/5

57



Dr. Alphons Silbermann  
333 George Street  
Sydney

30.5.55.

Mr. A.S. Brown  
Secretary to  
The Hon. The Prime Minister  
Canberra



Ref. 547/4

Dear Sir ,

thank you for your letter of the 13th inst.  
Allow me to advise you that I have a letter before me  
dated the 21st of February and signed by G.J. Yeend, saying:

" In the absence from Canberra of the Prime Minister  
I am directed to acknowledge and to thank you for  
the copy of your book. Immediately Mr. Menzies  
returns from overseas I shall place your book  
before him. "

So, as I was in the belief that my book had come under  
the notice of the Prime Minister, I allowed myself to  
draw his attention to the findings therein contained.

Yours faithfully

*Alphons Silbermann*  
( Dr. Alphons Silbermann )

1053 RD



RJB:GH

547/4

Dear Mr. Evans,

I am directed to acknowledge your letter of 15th May, suggesting that television equipment should be imported.

I am to say that your suggestion has been noted, and that, if you are requesting permission to import any equipment, we should be glad to hear of your specific requirements.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

Mr. G.K.J. Evans,  
23 Cook Street,  
NEDLANDS. W.A.



**AUSTRALIAN LABOR PARTY.**

TIGHE'S HILL BRANCH



41 Lewis Street,  
W I C K H A M. NEWCASTLE.

13th May, 1955.

Prime Minister,  
 Rt. Hon. R.G. Menzies, C.h., Q.C.  
 Parliament House,  
CANBERRA.

Dear Sir,

The following resolution was carried by the above branch of the Australian Labor Party:-

"That we protest to the Federal Government on their decision to grant Television Licences to the existing combines that already have a monopoly over the distribution of News throughout the Commonwealth. We further believe that licences should ~~not~~-by not be issued to any group or company that is in any way connected with the existing radio and press combines as we are of the opinion that the news as given to the people today is monopoly controlled and this can only lead to a fascist state similar to that existing in Russia today and Germany and Italy pre war.

Yours faithfully,

*C.K. Jones*

C.K. Jones.  
HON. SECRETARY.



Mr George Kenneth John  
Evans

23 Cook St

Nedlands

Western Australia

Dated 15 May 1955.

53

Canberra New South Wales.

HJB 17/5

The Secretary of  
The Right Honourable  
Prime Minister of Australia  
Mr Menzies  
Sir,

RECEIVED  
17 MAY 1955  
PRIME MINISTERS OFFICE

547/4  
17 MAY 1955  
PRIME MINISTER'S  
DEPARTMENT

As an obedient servant to your Govern-  
ment, I wish to state that in the past few weeks  
I have become very interested in Television  
I have forwarded a few suggestions of theory  
my sketch form of the possibility on actuality  
show acting which we of course realize that  
actors, actresses, are needed for the sole  
purpose of this great achievement, this sketch  
of course was sent to the Radio Corporation  
of Sturt St South Melbourne which of course  
I at one time served as a Radio Technich-  
ian; during War service of W.A. 2.  
I now with your permission seek the  
authority to suggest to import all



52  
necessary equipment from overseas.  
This also in my estimation and opinion  
will open up a great interest in the Government  
interested in the possibility of increasing  
the popular demand of television sets all  
over the world, also realized the  
great expenditure, it will introduce to  
the Australian Government this idea of mine  
has been in my mind for some considerable  
time,

Signed by  
George Kenneth John  
Evans.

Ex POW.  
Graf Spee and Albatross

1939 to 1940

you obedient servant  
Ex Private No V 506712

Australian Army Service 3rd  
Division 1943



***SUBSCRIPTION  
TELEVISION***



# SUBSCRIPTION TELEVISION

*An abridgement of a Talk given by*

**DR. MILLARD C. FAUGHT**

*Economic Consultant to*

*Zenith Radio Corporation*

Before

**THE NATIONAL PRESS CLUB**

*Washington, U.S.A.*

April 14, 1955



Subscription television is an unprecedented, complex and controversial subject. It is also an important subject, because television itself has already become a powerful, dynamic and fascinating factor in American life — and subscription television can make it more so.

That the Congress, the FCC,<sup>1</sup> and the public are so vitally interested in television's many problems simply bespeaks an obvious and exciting fact which everybody senses. They are all sure that there is far *more* to this miracle of television still coming, and they want to see it — now.

Being the gadget-loving, progress-minded people they are, Americans want to see the *whole miracle* of television. They want more stations, successful, prosperous stations that can provide ample service in big cities, small towns and even way out yonder.

They want more *programs* and more *kinds of programs*. And especially do they want more of the really outstanding programs that they know *could* be on television, because they have seen just a few samples — the *good* movies, the current Broadway plays, opera, the championship fights and a lot of other things that people *know* would make good programs. Just ask the public — they'll tell you what they want on television.

The public wants more and better TV P.D.Q. So one thing is for sure — television can't stand still. Its further progress is affected with the public interest because it has so strongly caught the public interest.

Now we who advocate the early and effective use of subscription television can't stand still either; at least it's mighty hard to. Because we sincerely believe that we can help all of television accelerate its forward progress. And we welcome the upcoming opportunity which the FCC has

<sup>1</sup>Federal Communications Commission which controls American Broadcasting and Television.

---

*Subscription television is a system whereby the program viewer can make direct payment for high-quality T.V. programs.*

---

*Its purpose is not to supplant National or Commercial T.V., but to augment the income which the operators of these services receive from licence fees or advertising sponsors.*

---



provided to show why we believe subscription TV service will serve the public interest.

Most of all, we look forward to *showing* the public, and all interested parties, what subscription TV service can do in actual use. We will be more than satisfied to put our new mousetrap to the acid test of public acceptance under free and open competition. We ask no favors beyond a fair shake in the tough competitive market place where the public's choice to accept or reject translates the public interest into reality.

Now let's talk about what it could do for television that would be in the public interest — because that is the basic issue.

First let me clear away some underbrush with which our opponents are trying to hide the trees. At least they do us the service of emphasizing that our new gadget will be a powerful force for action. We are all in agreement that this is no penny-ante proposal. I must admit, though, that some of their awful fears make our modest claims seem kind of low-pressure.

For example, they say we are going to "take over" television. That we are going to sell the public a lot of expensive gadgets with which people will have to pay us to see the TV programs now provided by the sponsors. This being the free-market, competitive United States and not Russia, I guess that must be a joke.

Meantime, as the descendant of a long line of Scotch horse-traders, let me tell you a trade secret which I'm sure applies to television: nobody — but nobody — can *sell* something that another fellow is *giving* away, especially on an adjacent channel.

I take that fact to mean that the *first requirement* of subscription television programs is that they must be either *different from* or *better than* sponsored television programs.

In fact, subscription programs will have to compete for public acceptance, not only with the sponsored programs which have no direct charge, but also with all of the entertainment or other attractions for which people now pay to see outside the home. In short, successful subscription TV shows will have to be *worth their price* in the market place. And the consuming public will decide how much will be paid for what kind of subscription TV programs. If there is any greater stimulant to better products or better service, then I have never heard of it. And that basically is all we are asking for subscription TV — a chance to offer this new program service for public acceptance on a competitive, free-market, public-choice basis, under whatever protective regulation the FCC finds it necessary to impose.

Nobody is better aware than we are that the companies who sponsor today's TV programs are the toughest competitors on the American scene. They can go into a revolving door behind you and come out ahead of you. We expect them to take quick and effective advantage of the chance to plug their free programs against our fee programs on the same family TV set.

We are keenly aware that TV has some darn good sponsored shows — and thanks to competition from us they'll probably have some even better ones. We would be fools to think we could get the public to pay for "I Love Suzy" when they can see "I Love Lucy"<sup>2</sup> for free. We have no illusions but what we must offer on subscription television those things which are not there now, not because the public doesn't want them but because TV's present economic limitations make such programs impossible.

Subscription programming will have to *add something valuable* to television. It cannot succeed by substituting itself, at a fee, for what TV already has without charge.

<sup>2</sup>One of America's top-ranking TV Shows.



Not in the good old free-market U.S.A. it can't. Neither the advertisers nor the public have anything to fear on that score. They will both be beneficiaries of the new competition.

First, the added subscription income from the new program service will give TV the increased revenue that everybody in TV would welcome. It will surely make more stations economically possible in many more towns and cities. Moreover, the added program variety and quality will give more people more reasons to buy and watch television. It should therefore increase both the stations and the sets in use thus providing the kind of truly nationwide TV service which is a goal of the Congress, the FCC, the industry and the public.

But I believe there is more to the prospect here than a long-overdue correction of the accidental fact that American broadcasting has developed so far only on the economic support of advertising. I would not be at all surprised to see even a higher proportion than one-third of TV's total future revenue coming from subscription service. Why? Because the service so performed will find an enormous need in our present economic and social patterns. The cost of *distribution* of goods and services today more than doubles their average retail price. Distribution costs are even proportionately higher for those services *where the consuming public must be moved to the product*.

But for such products television, miracle that it is, can provide an *instantaneous, economical electronic distribution system*.

We are already impressed with TV as a new marvel of communication. But we are not yet so well aware that television represents the most fabulous forward step in the whole history of marketing — almost. When this instantaneous electronic delivery service gets a cash register on the

customer end, then the miracle will be complete. *Subscription television will then be able to assemble the biggest market of spectator customers in history without moving one human being more than a few feet or a few seconds in time*. Not even the product will have to be moved — except into view of a TV camera. For my money that will truly be the greatest marketing miracle in history.

Now, if I may summarise a complex situation:

Everybody in Washington seems to agree that TV has some problems. There is room in the spectrum for over 2000 TV stations. Less than a fourth of the channel allocations have a station on them. Many — possibly half — of these stations are running in the red. Over 100 stations permits have been returned to the FCC unused; forty-six reserved educational channels are in use, yet educators agree that TV is the greatest educational device since printing was invented. Everybody would like to have more and better television service.

And all the while TV *program* costs go up and up and up. We now have single broadcasts which cost more than half a million dollars<sup>3</sup> for time and talent. Advertisers are groaning under the burden of carrying all of television's costs. Yet, strangely, the questions are seldom asked as to why advertisers should be expected to pay for everything which this new technical marvel is doing or could do for society.

But that's just the black-and-white of it. Color television turns most of these problems red; it doesn't solve any of them. But the public wants it, and a lot more of all kinds of television.

Then there are all those "special" problems of TV, only some of which I have covered: How to get those "blacked out" championship fights back on home TV. Subscription

<sup>3</sup>E.A.222,000.



TV would solve that problem for a home box office fee of two bits<sup>4</sup> — or less than the price of the round-trip bus fare from Gus Fan's house to the nearest arena. It could also relieve the television headache of the NCAA in football, the minor-league box office crisis in baseball.

Against this background of complex but very real problems of television, let me pose this question — and on it I rest my case. If subscription television offers nothing more than a fresh approach to these many TV problems, all of which are basically *economic* problems, can we afford to ignore its potentials?

Zenith, having spent 24 years and many millions of dollars perfecting the gadgetry of subscription television to the point where it works, has now asked the FCC for permission to let it prove by its use that it is in the public interest.

Moreover, we do not ask that the public, nor the broadcasting industry, take any financial risk on Phonevision like they did with low-band FM, with early TV sets, or now with costly color sets.

The people prepared to back this new service will risk the several million more dollars it will require to build enough decoders to give this idea a thorough test.

We will rent them to those customers who want to try subscription TV service — just like telephones are rented. We will even supply the necessary equipment to the transmitting stations.

If the bold experiment fails, it's our shirts. If it succeeds, fine. But in either case the public will have had a no-risk opportunity for the first time in broadcasting history to decide in advance where the public interest lies with respect to a new gadget.

<sup>4</sup>A+7/6d.

**Rola Company (Aust.) Pty. Ltd. has the exclusive Australia and New Zealand rights to Phonevision, the system of Subscription TV developed by Zenith.**



# STOP PRESS

Reprinted from THE ~~NEWS~~ TIMES London

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## "PAY AS YOU SEE" TELEVISION

---

### SIR A. KORDA'S INTEREST IN U.S. SYSTEM

FROM OUR OWN CORRESPONDENT

NEW YORK, JUNE 3

Sir Alexander Korda has signed a contract with the Zenith Radio Corporation of America covering the use of "Phonevision"—a patented system of subscription television—in the United Kingdom, Ireland, and the Channel Islands.

This contract is similar to that entered into between Zenith Corporation and Rola Company (Aust.) Pty Ltd. for Australia and New Zealand.



**ROLA CO. (AUST.) PTY. LTD.**



Notes 48-51 transferred  
to file 547/5 - Helldon  
Policy

AKC  
24/5



THE INFORMATION ON THIS PAGE MAY OR MAY NOT BE RELEVANT TO THE FILE.

tries, ultimately dictate our intentions. I am minded of the Rothschild to the controls the financial government.

Senator Scott Labour opposed Commonwealth I

Senator AYLIF Government has Commonwealth controlled by a government. Obviously, the Commonwealth mortgage Australia. The recent visit to America whether Australia from the International construction and Development of the visit Otto Niemeyer, gagees of this country that those bankers financiers, because of America and C dollars to the I believe that the



47  
199/6

R.M.KMF

547/4

16 MAY 1955

Dear Mr. Morrison,

In your letter of 5th May you bring to my attention the matter of the rights of sporting bodies in connection with the televising of events under their control.

I know this is a matter of considerable importance, and I shall have it looked at closely.

When the examination is completed I shall get in touch with you again.

Yours sincerely,

ROBERT G. MENZIES  
Prime Minister.

*by*

Mr. K.A. Morrison,  
Secretary,  
Victoria Racing Club,  
491 Bourke Street,  
MELBOURNE.

*see folio 65'*

*P.I.B.*

Copy - P.M.G. (Advice)

16 MAY 1955



RJB.KMF

547/4

13 MAY 1955

Dear Mr. Silbermann,

The Prime Minister has asked me to thank you for your letter of 28th April, and for sending him a copy of your book, "La Musique, La Radio et l'Auditeur", but unfortunately it has not as yet been received.

Yours faithfully,

  
(A.S. Brown)  
Secretary.

RJB.

Dr. Alphons Silbermann,  
87 Ocean Street,  
WOOLLAHRA. SYDNEY.



VICTORIA RACING CLUB

TELEPHONE: MU9488 — MU4586



491 BOURKE STREET,  
MELBOURNE, C.I.

5th May, 1955.

The Rt. Hon. R. G. Menzies, C.A., Q.C., M.P.,  
Prime Minister,  
CANBERRA. A.C.T.



Dear Mr. Prime Minister,

I am taking the liberty of writing to you in connection with the proposed television of sporting events.

Probably you are aware that certain sporting organizations have been giving very serious thought to the probable impact of television upon sporting events. During your recent absence from Australia, my Committee convened a meeting of representatives of a number of sporting bodies in Victoria to discuss the effects of television. The following organizations took part in the discussions -

- Victoria Racing Club
- Australian National Football Council
- Victorian Football League
- Victorian Cricket Association
- Melbourne Cricket Club
- Trotting Control Board
- Lawn Tennis Association of Victoria
- Victorian Swimming Association
- Phillip Island Auto Racing Club
- Olympic Games Organizing Committee
- Victorian Amateur Athletic Association
- Stadiums Limited
- Royal Agricultural Society

The meeting unanimously agreed that an association of sporting bodies be formed along lines similar to the formation of a body in the United Kingdom and known as the Association for the Protection of Copyright in Sport.

At the meeting a Standing Committee of five representatives was appointed to take such action as it may think necessary in regard to obtaining protective rights for

*R.B.* Copy - P.M.G. (Advice)

*Handwritten note:* Schandilol

*Handwritten initials:* C.P.S.



5th May, 1955.

bodies and organizations conducting and promoting sporting events.

On behalf of the Standing Committee, I have written to the Postmaster-General and the Attorney-General drawing their attention to the fact that the law at present provides no protection to persons or bodies presenting a spectacle such as a sporting event. The Standing Committee wish to make it clear that there is no suggestion on its part that events of national or public importance should not be televised, because the Committee feels that the problem must be approached in an enlightened way.

The Standing Committee has already been in touch with the Australian Broadcasting Control Board and made certain representations to that body in an endeavour to obtain its co-operation for the purposes of securing some protective rights for the organizers of sport. Legislation providing that sporting organizations must permit the whole or part of their "shows" to be televised would be highly detrimental to the interests of the Organization concerned.

We all appreciate that you have a friendly interest in sport and sporting bodies (and perhaps I may be permitted to say that your interest is not confined exclusively to cricket and football) and consequently one of the objects in writing is to let you know what action is being taken by such bodies to deal with the problem in question.

When the question of television is discussed by the Government it would be appreciated if the submissions of the sporting bodies in regard to television could be kept in mind.

With kind regards.

Yours sincerely,

*K. Morrison*

Secretary.







Rm  
2/5

41

DR. ALPHONS SILBERMANN  
87 OCEAN STREET  
WOOLLAHRA - SYDNEY

28.4.55.



THE RIGHT HONORABLE  
THE PRIME MINISTER OF AUSTRALIA  
CANBERRA

DEAR SIR,



WHILST WORKING IN PARIS AS SOCIOLOGICAL ADVISER OF THE RADIODIFFUSION-TELEVISION FRANCAISE, I ALLOWED MYSELF TO SEND TO YOU MY RECENT BOOK " LA MUSIQUE, LA RADIO ET L'AUDITEUR " ( PRESSES UNIVERSITAIRES DE FRANCE ). I LEARN NOW FROM THE DAILY PRESS OF YOUR INTENTIONS TO MAKE CERTAIN CHANGES IN THE ORGANISATION OF THE A B C . MY RESEARCH FINDINGS - BESIDES BEING LARGELY ADOPTED BY THE FRENCH STATE RADIO - CONTAIN A NUMBER OF SUGGESTIONS WHICH MIGHT BE OF INTEREST TO THE DEPARTEMENT CONCERNED WITH THE PROPOSED REORGANISATION AND THAT IS THE REASON WHY I ALLOW MYSELF TO DRAW YOUR ATTENTION TO THE SCIENTIFIC FINDINGS AS OUTLINED IN MY PUBLICATION. IN WISHING YOU ALL THE SUCCESS IN YOUR VALUABLE WORK, I AM, DEAR SIR,

YOURS FAITHFULLY

*Alphons Silbermann*

( DR. ALPHONS SILBERMANN )  
DIRECTOR OF RESEARCH R.T.F.  
MEMBER AMERICAN SOCIOLOGICAL SOCIETY

*Schindler*



Folios 38-40 transferred  
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# THE RECIPROCAL TRADE FEDERATION OF THE UNITED KINGDOM

(OBJECTS : TO STRENGTHEN TRADE RELATIONS BETWEEN GREAT BRITAIN AND THE DOMINIONS AND COLONIES)

COMMERCIAL COUNSELLORS ; MARKET RESEARCH ; TRANSLATION SERVICE  
DESIGNERS OF BETTER EXPORT CATALOGUES ; ADVISERS ON EXPORT ADVERTISING ; CUSTOMS TARIFF SURVEYS

Controller : B. M. TURNER

The Federation official Magazines are :  
" TIES OF EMPIRE THROUGH EMPIRE TRADE "  
" RECIPROCAL TRADE "  
" ARE YOU LOOKING FOR A MARKET "

RT/BMT/DMT

DACRE HOUSE · ARUNDEL ST. · STRAND  
LONDON · W.C.2



Telephone :  
TEMPLE BAR 8224 & 5220

Cables :  
TWOWAY, LONDON

March, 1955

Rt. Hon. R.G. Menzies, C.H., Q.C.,  
M.H.R.,  
Commonwealth Offices,  
Treasury Gardens, Melbourne,  
Victoria, Australia.



Dear Sirs,

"WHAT IS TELEVISION?" No. 22

From Cambridge to the Minarets.

Merchant and manufacturer venturers have in the last two centuries made the British Empire what it is. Examples thereof, are written into British history. We are proud to present continuing evidence of British enterprise. "At the Baghdad Trades Fair" is a story not only of Television, but of faith, foresight and courage. It's a tribute to the quality and bold conception of British products; it pays dividends not only for the House of Pye, but for British economy.

Herewith twelve pages of an exciting story. Many more like them are woven into the fabric of the manufacturing and marketing policies of Pye Limited, Cambridge, pioneers in television, radio and the several branches of electronics which in the world of science have no boundaries.

Mankind is said by some to be struggling along on the fringe of extinction; but what science has achieved within the last three decades can doubtless be turned to good purposes in thwarting the use of devices threatening our destruction?

After Radio, Television, what? Will British Scientists be content with present achievements? How far are Pye Limited reaching out not only to give the world enjoyment, but also to defeat evil doers and thinkers who might attempt to prevent us having it.

We are,

Yours very truly,  
p.p. THE RECIPROCAL TRADE FEDERATION  
OF THE UNITED KINGDOM.

B.M. Turner,  
CONTROLLER.





*at the*

**BAGHDAD TRADES FAIR**



**I**LLUSTRATED below is the new Pye Cambridge International—justly acclaimed as “The Finest Receiver in the World.” It is a perfect example of the fine craftsmanship and advanced technical design which characterise Pye Products. Indeed, behind every Pye Radio and Television lie more than 50 years of unbroken research at the famous Pye Laboratories in Cambridge—a guarantee of long and reliable service which is accepted throughout the globe—and a source of prestige to all who handle these fine products.

**PE80**



**Model PE80—Cambridge International**  
Luxury bandspread Table Radio featuring 9 valves, 10 wavebands, tuned R.F., push-pull output, selective negative feed-back, “Twin-vision Tuner,” “Tonemaster” control. Fully tropicalised. Handsome walnut-veneer cabinet in high-gloss finish. For A.C. mains.





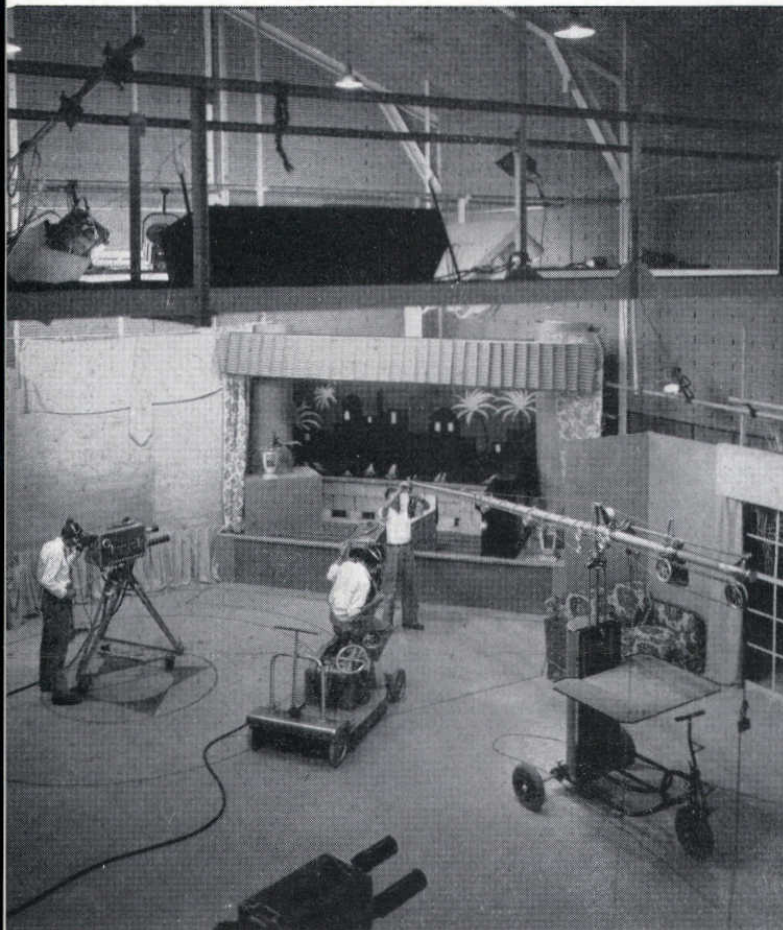
## THE BEGINNING

**B**EFORE the coming of Oil the fabulous wealth of the Middle East concerned only the historians and the romantic dreams of our children. For more than a century the merchants of Baghdad had had little enough cause to concern themselves with the world of commerce outside their gates, and commerce in turn had shown little inclination to favour the merchants with either interest or consideration. Oil has changed all that, and so intense has become the competition to court the soaring markets of the Middle East, that the Federation of British Industries themselves sponsored a British Trades Fair in Baghdad during October of this year.

Now, a sponsored trade fair is made or marred by the faith shown in it by individual firms, and these firms must first be persuaded that genuine business is likely to result. Pye Limited needed no such persuasion. At Cambridge we had already appreciated the unique opportunity which such a fair would offer and, from the start, determined to spare no effort in making our contribution worthy of the high standard of our products and of the British Electronic Industry as a whole.

It was decided that, while as many of the products of our Associated Companies as possible should be exhibited, the main attraction and emphasis of our stand should be television. Immediately this had been decided, the building of a complete studio was begun in Cambridge, and by the summer was on its way by sea to Baghdad. The twelve engineers who were to operate the studio followed by special plane in October and at the same time a special freighter took the equipment consisting of three cameras, control equipment, a 16 mm. film scanner, a sound and vision mixer, studio lighting apparatus, a camera crane, microphone boom, and all the varied essentials of the television studio. The men were there with their equipment, but there still remained the very vital question of the completion of the studio itself. This had only very recently been landed in Baghdad and everyone now began their struggle to prepare it in time for the Fair. With only twelve days to go before the opening, the equipment could be brought into the studio and it only remained for the engineers to work all day and most of the night to get it ready.





*Interior of TV Studio*

This they succeeded in doing, with a commendable four days to spare in a heat which bore no relation whatever to our reputed English summer.

Meanwhile, on the stand and studio, the construction company was making an equal effort to complete its work with materials which had at long last arrived. That the first transmission went out from a finished studio reflected the greatest credit on all concerned.

## THE FAIR

### TELEVISION

A studio ready for operation was not enough. It had been planned to use a certain number of documentary films during the demonstrations, but live programmes were also necessary to make transmissions a success. In a country



*Exterior view of Studio*

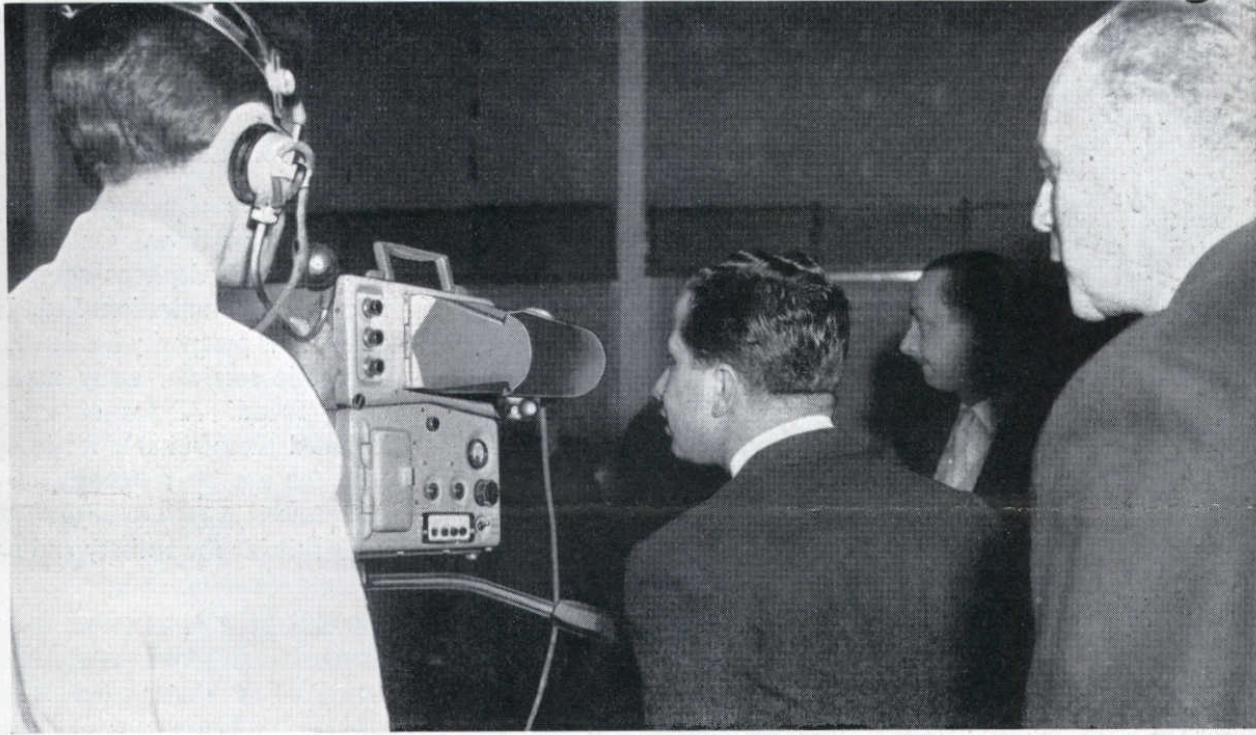
where television had never been seen before, there was no existing body of experienced artists who could be called upon to give their services. Suitable talent had to be found and scripts prepared. Cabaret was staged by Baghdad dancers, musicians came from the Baghdad Institute of Fine Arts, programmes were put on for other leading exhibitors at the Fair, performances from the ice-rink were televised, and leading citizens of Baghdad spoke on contemporary problems. Two announcers were recruited: one for English announcements, the other for Arabic.

### The Problems Met and Solved

It was very seldom that any evening transmissions could be planned to the last detail. Programmes were on the air from 4.30-6.00 p.m., 7.30-8.00 p.m., and 9.30-10.00 p.m., and it was rare that circumstances permitted the artists to attend the studios for rehearsal as well as for the actual performance.

Where opposition from delays ended, opposition from the elements began. A sandstorm blew up in time for the opening day, but transmission carried on. A thunderstorm quickly





*King Feisal of Iraq inspecting our equipment*

followed, disrupting the Baghdad mains, which put an effective, but only temporary, stop to television reception in the city. Our own generator was affected, but did not fail us, so transmission to the Fair itself could continue.

There were many visitors to our studio from all over the Middle East. On the opening day, despite the sandstorm which greatly reduced the light, the opening of the Fair by King Feisal of Iraq was televised, and later the King and H.R.H. The Crown Prince visited the studios and inspected the equipment, taking great interest in all that they saw. Other visitors included Government Officials and business men from Kuwait, Lebanon, Egypt and other Middle Eastern countries.

The enthusiasm of the population of Baghdad for television was tremendous and, at times, embarrassing. Receivers were sent out from Cambridge with the other equipment and were, in the first place, installed in the shop windows in the main street of the city as well as at vantage points throughout the grounds of the Exhibition.

However, so much excitement and enthusiasm was caused by the appearance of the receivers in the centre of Baghdad that crowds brought traffic to a complete standstill and the Governor of the city requested us to remove the sets from their positions.

The offending sets were then installed in Baghdad Coffee Shops, again not without incident. One had to be removed almost at once when people started swarming over tables and upsetting furniture in their eagerness to find out what was going on. Eventually some order was established throughout the cafés of Baghdad, although business in them continued to be abnormally brisk for the duration of the Fair.

At the Fair itself, our engineers looked out perpetually on a scene resembling the plate glass window of a mammoth tuck shop. Hundreds of amazed and bewildered faces pressed constantly against the glass of the studio walls, trying, mostly in vain, to form some rational explanation for the magic within.



Television monitors were installed above the plate glass windows so that, in addition to seeing the cameras in action, the crowds could see the transmitted pictures. But the magic persisted, and weird and wonderful were the theories put forward to account for the phenomenon. In addition to the supernatural, "it's all done by mirrors" was perhaps the favourite suggestion.

## ASSOCIATED PRODUCTS

### Domestic Radio Receivers

On the impressive Pye stand which had been designed and pre-fabricated in England, the products of the Pye Group of Companies were boldly displayed. A wide range of fully tropicalised radio receivers from the incredible value of the small, popular, all dry battery set Model 96B to the tasteful luxury of the large Model 80RG radiogram, took their appointed places on the stand. In design and performance they

had been manufactured with the Middle East market in mind and their reception by the public told us how deeply the fact had been appreciated.

### Telecommunication Equipment

There was also a great deal of specialised equipment on show. Outstanding amongst this was the radiotelephone equipment sent out by Pye Telecommunications Ltd. In these countries where new prosperity has led to a rapid increase in public services, many new applications are being found. Types of equipment on show included those suitable for installation in police cars, for use by policemen on point duty, for ambulances, tugs, fire engines or taxis. Equipment suitable for military and naval applications was also on show.

Etelco Limited also took part in the display of communications equipment, chiefly with examples of their telephone exchanges. A working exchange was on show with plastic



*The Pye team and Studio Cast*



covers enabling viewers to initiate calls and watch the workings of the mechanism.

### Specialised Equipment

More specialised equipment was shown by W. G. Pye & Co. Ltd. and Unicam Instruments Ltd. W. G. Pye exhibits consisted of a small selection of their wide range of scientific instruments designed for use in research and industry, and included their Universal pH Meter and Universal Measuring Microscope. The Unicam equipment included their Spectrophotometer, a moderately simple example of an instrument working on the principle of "light absorption" to do chemical analysis. Although the appeal of these exhibits is naturally to a specialised market, they nevertheless attracted many visitors to our stand. The relays and wide range of plugs and sockets manufactured by Magnetic Devices Ltd. and Powers Controls Ltd. respectively were also displayed.

### Electrical Appliances

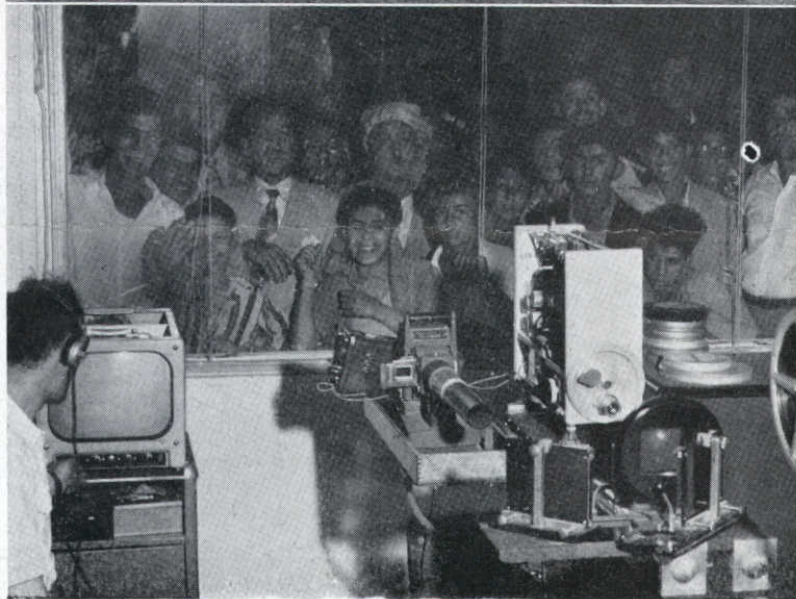
The diverse range of electrical appliances manufactured by L. G. Hawkins & Co. Ltd. was also on view, and received enthusiastic comment from a public which had experienced in the past all too few devices for lightening labour.

## THE RESULTS

Undoubtedly the greatest overall purpose achieved by the Baghdad Fair was the bold presentation to the whole of the Middle East of the name of PYE and just what it stands for in terms of quality and prestige.

### "Off the Peg" Sale of TV Studio

The overwhelming enthusiasm shown by the Iraqis for television has culminated in a definite order from the Iraq Government for the studio and all the equipment which was taken to Baghdad, including the very latest telecine equipment. Perhaps the most immediate purpose for television in Iraq will be educational, since the city of Baghdad is extremely short of teachers, and television classes would enable the authorities



(Top) Young artistes pose for our camera  
(Centre) Corner of Pye exhibition stand  
(Bottom) Crowd watching TV transmission





(Top) Two of our Middle East Distributors inspecting equipment  
 (Centre) Large crowds watching TV reception  
 (Bottom) Producer and team in control room

to conduct classes from a general centre. The health authorities also will no doubt make extensive use of this medium for their very necessary propaganda. A very interesting application for education and entertainment will be the attraction of television for the women of the Middle East who do not normally appear in public, but can now enjoy both entertainment and educational features when they congregate together with their children. It would not be too much to say that television will be bringing to them a new introduction to the life of the world around them. It is to be expected that the Oil Companies will also show great interest in television development in Iraq for the purpose of both technical training and entertainment for personnel.

### Enquiries from the Whole Middle East

Neighbouring Arab States showed keen interest in our stand and orders for many of our Associates' products have resulted.

We are happy to say that the crowds which became such a problem around our public television receivers were eventually controlled by the Baghdad police, using Pye radio-telephone equipment—an unintentional and unrehearsed demonstration of the effectiveness of this equipment.

### WORLD PRESS

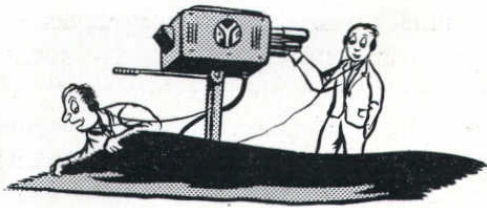
Press reports were unanimous in their praise of the results achieved at the Fair, and the following extracts from the international press may be left to make their own impression.

#### MANCHESTER GUARDIAN

"The British Trades Fair at Baghdad which closed on Monday was an immense success."

A statement by the British Radio Equipment Manufacturers' Association, read at the Conference, said "Radio receivers for export to Iraq will be at least doubled as a direct result of the British Trade Fair. Television, previously regarded as a very long-term project where the Middle East is concerned, seems likely, as a





result of the Fair, to become established quite soon in Iraq."

#### FINANCIAL TIMES

"Another, and comparatively unexpected, result of the exhibition, which featured the first television transmissions to be seen in the area, is that TV, 'previously regarded as a very long-term project where the Middle East is concerned,' now seems likely to become established quite soon in Iraq."

#### MUSICAL OPINION

"When the Baghdad Fair opens in October the Middle East will have its first opportunity to see live television transmissions. A complete television studio, comprising every conceivable requirement, will be constructed in sections in this country before being sent to Iraq. . . . The arrangement of a comprehensive series of programmes suitable for Middle East viewers . . . is now being carefully worked out by Pye Ltd., of Cambridge, who have been granted exclusive television rights by the Fair's organisers. To increase their sales of V.H.F. radio telephone equipment, domestic radio receivers and radiograms in this new Middle East market, the company is exhibiting a wide range of its latest

projects, reinforced by displays of scientific instruments. During the Fair, the Director General of the Baghdad police will use Pye Telecommunications equipment to help maintain control of the crowds."

#### ELECTRICAL JOURNAL

"On the opening day of the British Trades Fair in Baghdad, television sets, installed in shop windows and showing programmes broadcast from the Pye television studio, attracted such vast crowds that traffic throughout the city was brought to a halt. As a result, shopkeepers were compelled to withdraw the sets from their windows. . . . Reports say it is impossible to get near the studio at the Fair, due to the enormous crowds thronging round to watch the television receivers set up outside."

#### THE IRAQ TIMES

"Television is being brought to Baghdad and the Middle East for the first time; and all the arrangements for this historic event have now been completed by Pye Ltd., of Cambridge.

"An entirely pre-fabricated television studio, which has been planned in the light of the up-to-date experience, was constructed in England before being shipped out to Iraq. The impressive new station, the first of its kind in the world and the first completely portable one ever devised, operates on the European standard of 625 lines. Every conceivable requirement has been thought of and carefully thought out by Pye, who have been granted the exclusive rights by the Fair's organisers, British Overseas Fairs Limited. . . . The opening ceremony by King Feisal, accompanied by members of his Government and other dignitaries, will be the first outside broadcast. Later, there will be visits to the ice-rink to see well-known skating stars, and the exhibition restaurant to look in on the cabaret, which will be part European and part Arab.

"Although several dozen Pye television receivers are being placed at vantage points throughout the Fair and Baghdad, including the King's Palace, members of the public will be



able to watch studio performances through plate glass windows, or on one of the several giant 27 in. receivers that will line the outside of the 40 ft. high studio. With these facilities visitors will be able to watch every stage in both production and presentation of the programmes."

### LA EPOCA

"... The complete television station which comprises all requirements from a control room to changing room, showers and even a bathroom, was prefabricated by Pye Limited, of Cambridge, England, and sent to the British Trades Fair, Baghdad. . . ."

### LA REVUE DU LIBAN

"A new type of telecine equipment was used by Pye Limited at the British Trades Fair in Baghdad for the first time. It consists of a special camera tube which is cheaper than all the tubes used in the past. This equipment will transmit the films which will take a quarter of the programme time. Amongst the films chosen, the most important ones are documentary about the developments achieved in Great Britain in many fields. This will probably be accompanied by appropriate commentaries. Before leaving for Baghdad, the Pye engineers have taken films of the Pye factory and the University of Cambridge."

### EL CRONISTA COMERCIAL

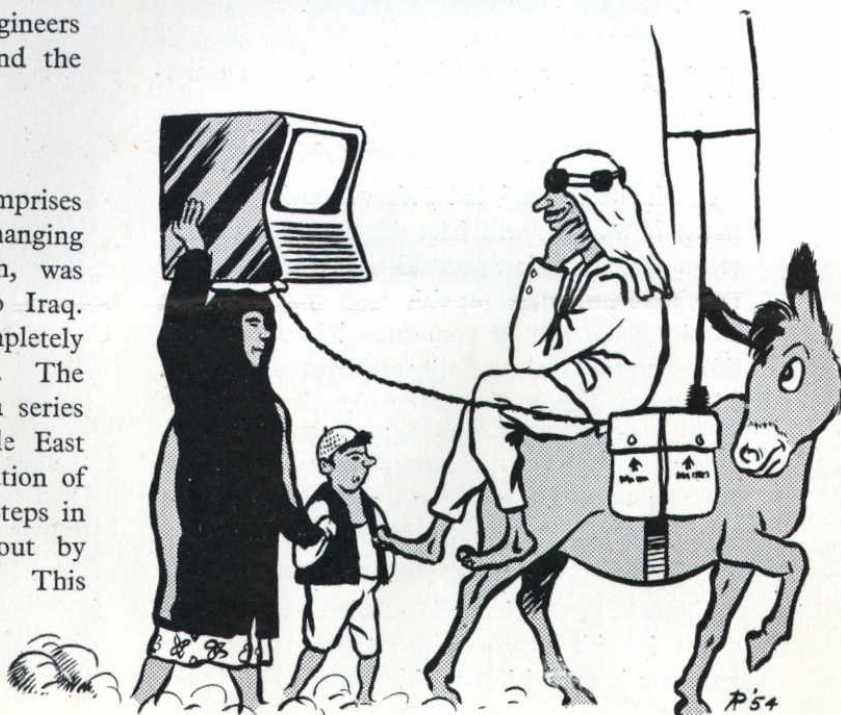
"A complete television studio, which comprises all requirements from a control room to changing room, showers, and even a bathroom, was pre-fabricated in England and sent to Iraq. This new television station is the first completely portable one that has ever been built. The necessary arrangements for presenting a series of programmes suitable for the Middle East viewers and the attraction in the exhibition of facilities for visitors to see consecutive steps in the transmissions have been carried out by Pye Limited, of Cambridge, England. This firm has been granted television rights by the organisers of the exhibition."

## THE FUTURE

In spite of the dawning of the Atomic Age, Oil is still very much a product of the future, and is likely to influence the whole question of Middle East Commerce for many years to come. There is enough of the past and present in Oil, however, for all interested parties to have long since realised the immense demand for consumer goods still untapped in Oil-rich countries.

Television will convey the language of the future, and as the economic status of the Middle East increases, so must the demand for this most powerful of all mediums of self-expression. The Middle East is not alone in this realisation. The more highly developed West may indeed have given a lead in invention and development, but it is the limitless field of the East to which we must increasingly look for expanding and ever expanding markets.

Wherever there is a demand for electronic products of the highest quality, PYE Ltd., of Cambridge, will be there to lead the way.







## PYE TELEVISION TRANSMISSION EQUIPMENT SCANS THE WORLD

The Pye company is world-renowned for its research and development work on television. Notable advances include the introduction of the first transformerless receiver, and the Pye Black Screen for comfortable daylight viewing. Many audiences throughout the world owe their first viewing to Pye, and as early as 1949 the Pye sequential colour system demonstrated the immense possibilities of colour television to visitors to Radiolympia. The ascendancy of Pye Ltd., in transmission equipment is confirmed by the fact

that Pye television cameras have found such favour with the great broadcasting networks of America, and Pye television equipment is now being used in 13 countries throughout the world. The outside broadcast unit has been developed by Pye and its performance has reached an extremely high standard.

Other outstanding features are the development of the Underwater television camera and industrial television equipment for numerous vital purposes in industry and commerce.





PYE LIMITED • CAMBRIDGE • ENGLAND

PRINTED IN ENGLAND



#36

*Copy*

RECEIVED  
13 APR 1955  
PRIME MINISTERS' OFFICE

Radio Colourvision Austrelasia,

Postal Box 604,

SYDNEY, G.P.O.,

3rd March 1955.

547/4  
13 APR 1955  
PRIME MINISTER'S  
DEPARTMENT

ABBREVIATED STATEMENT OF LAWRENCE HENRY BENSON GREENE  
ELECTRONIC INSTRUMENT MAKER AND ADVERTISING  
CONSULTANT AN APPLICANT FOR A TELEVISION LICENCE.

To: The Broadcasting Control Board,

Gentlemen:-

I place myself first in order of merit among applicants for a Television Licence because :-

*Handwritten*

1. I am the only applicant who has served overseas with the A.I.F., and handled Electronic Equipment, etc. in the most onerous and confidential circumstances whilst so abroad.
2. I am not in debt, nor obliged to placate creditors, as are all the Newspaper cum Radio groups of Applicants, who are in debt; and compromised; to the full extent of all their possessions.
3. I am fully seized of the need for a Licencee who is a married individual person such as has been found necessary, throughout centuries, in residential hotels; for moral and personal responsibility; in treating with talented young people of both sexes for continually new or renewed affairs of business.
4. I have all Australian associates in all States of the Australian Commonwealth and my finance is from independent 100% Australian sources who are not trading on overdrafts, or other pernicious or hampering influences.



5. I am able to demonstrate my ability to establish and operate a Radio Television Broadcasting Station if the Board so desires, or needs, to see what is within my reach.
6. I have interested with me such Australian firms as A.G.E.M B.O.B., Airzone Radio, Martin De Leunay, Carnegies, Nicholsons, Palings, etc., who have over £9,000,000/0/0 available.
7. I have overseas interests as with Baird Television, London & Brown Bros. & Harriman, Instrument Makers and Bankers, London (over £300,000,000/0/0 deposited). Linklater, Brinkendorf, Washington D.C. U.S.A. whose credit adjusted by the U.S. Government. I also have other English and Continental correspondents available.
8. I am the only applicant who has ensured that Local Technical Talent will be available for Broadcasting and Receiving Service & Maintenance and able to get further scientific information by telephone instead of sending "experts" abroad for futile studies in other countries.
9. I have no obsolete uncoloured television equipment to unscrupulously sell to an unwary market of misinformed people.
10. I do not need to make a "compulsory levy" of dubious lawfulness upon any Union or Association of which only a part of the Members thereof believe in the Nominal Party or in the said Union or Party.
11. I am not pretending that a licence is worth a Million pounds (£1,000,000/-/-). Such an asserted value is obviously Company Promoters "Optimism" and might cause many people to lose their



savings. Radio Television has not been proved practical in Australia yet. At first it will be wholly a liability.

- 12. I am a supporter of the Government and the Liberal Party. I have demonstrated this, by my campaigns against the Communistic Bank Grab, and other Public activities. I campaigned against the so-called "Labor" Party Government during its last eight years of office for robbing injured Soldiers' women and children, to the tune of over a million and a half pounds a year; in breach of their fathers' Bond of enlistment. My public activities in this matter secured the attention of the Menzies Government and the payments were resumed to the said women and children after the Federal Elections before last. I honour the Government and the Party that honours its bonds.
- 13. I am not aiming to be a licensed Dictator or Monopolist. The Minister's power according to law could quickly correct any such silliness.
- 14. It seems I might be expected to express an opinion about the man Scrymgeour. As a Prime Minister's given word might well seem to express both Law & Public Policy the man Scrymgeour had no right to refuse to broadcast it as directed. If the Government of N.Z. had decided to change the Law hurriedly (for instance) it was not bound to tell Mr. Scrymgeour before giving new directions to him for broadcasting. If he had thought that the Prime Minister was committing a grave ~~offence~~ offence in M office he could have also broadcast a comment and relied upon the Public consciousness of the New Zealand People (which is



4.

extremely good: as per example I never heard of N.Z. troops looting anything). His failure to do so, and his, in effect, taking the Law into his own hands; indicated he would be easily deceived. Full Editorial responsibility is analogous to that of the Senior Partners of the biggest Law firms. Mr. Scrymgeour's failure to learn <sup>R</sup> all about local Australian Technicians is, in my opinion, inexcusable negligence or worse.

15. I am prepared to exercise three frequencies more especially for what I originally shortened to "North". A commercial experimenter would not compromise the Commonwealth as would Commonwealth one in developments towards Indonesia, etc. and in relaying to Brisbane, etc. "Radio Colourvision Australasia" would be obviously only an instrument of Commerce Amusement relaying Northwards. The Defence Department could possibly "perhaps" enlighten you more. The line between Scientific Instruments and Engines of War is difficult to define. The French are our near Pacific neighbours and Nickel is not the only war mineral they mine. I will probably seek assent to using the fine French screening "alternatively" in order to relay abroad and to receive from New Caledonia and the New Hebrides, etc.

16. You might like some of my Australian background. My father is South Australian born, a public utilities expert, and was in the original nuclear physics team. My father-in-law was Major W.A. Nicholls who took the Royal Victorian Engineers to the Boer War. My father's mother took a shipload of virgin girls to Adelaide from England: it said so on the ships manifest, that should be



5.

far enough, but more if you want it, right back to the Hon. Mary Fitzgerald who was a daughter of Lord Fitzgerald L.J.C. <sup>P</sup> and led the way to Votes for Women in South Australia. My son is serving in the Australian Forces.

17. All sources of News, Information & Amusement available to the Press are also available to me. The National Advertisers available to "Radio Colourvision Australasia" are also the people most interested in the advancement and popular publication of Modern Science in Australasia. All newspapers and radio stations at present active in Australia are interested in retarding Radio Television. If Licences are given to Newspaper groups or their interlocked Radio Stations, the M.H.R. or Senator who seeks election will have no other voice available. With Radio Colourvision Australasia licenced, the people so seeking election, will be sure of another voice.

18. If I have not revealed enough sufficiently I will enlarge if you so desire.

19. Some of the witnesses I had meant to call might be better heard in the Full Court of the Honourable High Court of Australia. I hope I have been clear enough without them.

If I may deferentially venture a few suggestions to the Board I would say:-

- 1. Compel a tape, or wire, electronic recording, or a written script to be kept of all broadcast matter. That such matter be available to the Commonwealth Attorney General in the manner of registered newspapers.



6.

- 2. That the names of people with any financial interest as owners or creditors be available to the Commonwealth Attorney General at reasonable notice.
- 3. That all Radio or Television stations be forbidden to broadcast the news of any Bank rush, real or alleged; or to comment upon the same real or alleged happening for at least one week after the said allegation.

I hold land available at Valley Heights N.S.W. but better sites are in view.

Yours faithfully,

Lawrence Henry Benson Greene.







With the compliments of

"TIOH" and "SPORTSMAN" LIMITED

*From Lumine Denqas,*



TELEVISION.

THE CASE FOR ALL-AUSTRALIAN CONTROL



This is the case, briefly put, for all-Australian control of commercial television stations.

*Rau*

Both Houses of the Australian Parliament on November 28, 1951, carried a resolution which in unequivocal terms expressed opposition to the intrusion of overseas control into Australian commercial broadcasting.

The resolution, which was supported by the Government, was as follows:-

*Handwritten*

THAT IN THE OPINION OF THIS HOUSE, IT IS UNDESIRABLE THAT ANY PERSON NOT AN AUSTRALIAN SHOULD HAVE ANY SUBSTANTIAL MEASURE OF OWNERSHIP OR CONTROL OVER ANY AUSTRALIAN COMMERCIAL BROADCASTING STATION, WHETHER SUCH OWNERSHIP OR CONTROL BE EXERCISABLE DIRECTLY OR INDIRECTLY.

Speaking to the motion, the Prime Minister (Mr. Menzies) said:

"It is directed to the question of whether people who are not Australians, wherever they may come from, should secure a substantial control over some form of internal propaganda in Australia.....The question is whether the Government should permit or even encourage a state of affairs in which the most intimate form of propaganda known to modern science that is being conducted in this country, one that is going into every home and is reaching every man, woman, and child in this country, should be in the hands of people who do not belong to this country".

The Postmaster-General (Mr. Anthony) said:

"It would be most dangerous to allow an overseas group to gain a monopoly of commercial broadcasting in Australia merely because it has sufficient money to buy the available stations..... The interests of overseas organisations, whether British or foreign, invariably diverge, in some respects at any rate, from those of Australia on various important issues .... For that very good reason it is necessary that we should be able to prevent



any overseas interests from infiltrating the homes of hundreds of thousands of Australians. No other propaganda is so effective as is radio broadcasting."

It will not be denied that the arguments behind the statement of national policy contained in the resolution apply with even greater force to television.

The event that led to the adoption of the resolution was the disclosure that the London Daily Mirror and Sunday Pictorial group of newspapers, which had already acquired possession of the Melbourne Argus newspaper, had gained a controlling interest in the Macquarie Network of broadcasting stations, the largest radio chain in Australia.

By getting control of the Argus, it also got control of a number of Victorian broadcasting stations.

Last year the Government called for applications for two television licences in Sydney and two in Melbourne. Eight applications were received for Sydney and four for Melbourne.

Boiled down, it appears that of these three in Sydney and two in Melbourne are substantial enough to merit serious consideration. They are:

Melbourne: Herald and Weekly Times Ltd.; and General Television Corporation Pty. Ltd.

Sydney: Amalgamated Television Services Ltd.; Consolidated Press Ltd.; and "Truth" and "Sportsman" Ltd.

Herald and Weekly Times Ltd. stated before the Australian Broadcasting Control Board that they would like to include a 30 per cent capital interest from Associated Newspapers Ltd., the English company that owns the Daily Mail group of newspapers.

General Television Corporation Pty. Ltd. is sponsored principally by David Syme Ltd. (owners of the Melbourne Age newspaper), and "Argus" and "Australasian" Ltd. (owners of the Melbourne Argus newspaper).

"Argus" and "Australasian" Ltd. is owned completely by the London Daily Mirror and Sunday Pictorial group. Its editorial and news policies are dictated from Fleet Street.



Amalgamated Television Services Ltd. is primarily an application on behalf of John Fairfax & Sons Pty. Ltd. (owners of the Sydney Morning Herald), and the Macquarie network.

The Macquarie Network is controlled substantially by the London Daily Mirror and Sunday Pictorial group.

Consolidated Press Ltd. is joined in its application with Associated Newspapers Ltd. of London (owners of the Daily Mail group), which appears to be anxious, like the London Daily Mirror and Sunday Pictorial group, to gain a footing in both Sydney and Melbourne.

Thus we see that certain applicants have the effrontery to defy the declared policy of the Australian Parliament and the Government of the day.

By openly admitting that there will be a substantial measure of foreign control in the companies they propose to form to conduct television services, they brazenly flout the expressed wishes of the elected representatives of the Australian people.

The third substantial Sydney applicant is "Truth" and "Sportsman" Ltd. the capital and ownership of the company it proposes to form will be 100 percent Australian.

It will, in fact, be the only substantial applicant in either Sydney or Melbourne which will be completely Australian in ownership and control.

(Other applicants in Sydney of wholly Australian ownership are Dr. H.V. Evatt and Mr. T. Dougherty, on behalf of the A.L.P., Associated T.V. Pty. Ltd. and Trans-Continental Broadcasting Ltd.)

It is submitted that the most important criterion to be adopted in judging the suitability of applicants is whether they are 100 per cent Australian in their ownership and control, and that beside this, other considerations assume minor importance.

It is submitted also that to accept the application of any company that has one iota of overseas interest or control would be not only to flout the declared policy of the Australian



Parliament and the present Federal Government, but to act contrary to the wishes and interests of the Australian people.

The principle of excluding overseas capital in the operation of television is accepted and applied to Great Britain and the United States.

No reasonable person would cavil at this elementary protection that the British and United States Governments have adopted. They realise the absolute necessity to safeguard their people from even the most remote possibility of foreign control of the great medium of moulding opinion that television has become.

In the case of Britain, not even an Australian who is not resident in the United Kingdom could hope to get a footing in the control of commercial television.

It is inconceivable that the rule which these two countries have adopted should not be applied with equal rigor to Australia.

\*\*\*\*\*



TELEPHONE: MB 055



TELEGRAPHIC ADDRESS  
"CONBOARD"  
MELBOURNE

26

AUSTRALIAN BROADCASTING CONTROL BOARD

In reply please quote  
.....

497 COLLINS STREET,  
MELBOURNE, C.1

7288



The Secretary,  
Prime Minister's Department,  
CANBERRA. A.C.T.

Television.

With reference to your memorandum of 19th - *folio 15*  
November, 1954, the questions which were raised by the  
Australian National Council of Women concerning television  
were the subject of enquiry by the Royal Commission on  
Television.

The Royal Commission recommended that the  
actual hours of operation of television stations must be  
determined by experience, although two members expressed  
the view that there should be a compulsory break for one  
hour after the end of the children's programme and that,  
until experience had demonstrated that a high quality of  
programme could be achieved, the hours of transmission  
should not exceed 30 a week.

The particular recommendations of the Royal  
Commission referred to in the letter of the National  
Council of Women, relate to the appointment of two  
additional part-time members to the Australian Broadcast-  
ing Control Board and the appointment of Advisory Committees  
to advise the Board in respect of the scope and content of  
particular classes of programmes.

The recommendations of the Royal Commission are  
at present receiving consideration and, at this stage, it  
is suggested that the Australian National Council of Women  
can only be informed that the representations which have  
been made will not be overlooked. It might, however, be  
indicated that, if it is decided to appoint Advisory  
Committees, it is unlikely that action in this direction  
will be taken for some little time.

NFA  
BH

*J. O'Kelly*  
(J. O'Kelly)  
Secretary.



WH. VL

25

129

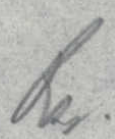
15 DEC 1954


547/4.

Dear Mr. Scrimgeour,

I am acknowledging your letter of the 8th December on behalf of the Prime Minister. He has asked me to thank you for your observations on the question of developing television.

Yours faithfully,



  
(A.S. Brown)  
Secretary.

Mr. C.G. Scrimgeour,  
Chairman and Managing Director,  
Associated TV Pty. Ltd.,  
29 Bligh Street,  
SYDNEY.



R W

24  
126



ASSOCIATED TV PTY. LTD.  
TELEVISION SERVICE OF AUSTRALIA  
Television City, Sydney  
CABLES : TEEVEE

ADMINISTRATIVE OFFICES:  
29 BLIGH STREET  
SYDNEY

TELEPHONE:  
BW 5727  
(3 LINES)



CGS.mms

December 8th, 1954.

The Rt. Hon. R.G. Menzies, M.H.R.,  
Prime Minister,  
CANBERRA, A.C.T.

Dear Mr. Menzies:

I am sending herewith an observation on the subject of television, in the hope that it may be of use in supplying you personally with information on a subject which will assume great importance in the future.

I have just completed my fourth visit overseas for the purpose of studying and comparing television in all parts of the world where it operates. The observations I have made in the report are presented in the hope that they may assist in broadening the conceptions of television which are popularly held in our own country.

Until global instantaneous transmissions become possible (and this will not be for many years), the only way Australia can take advantage of the enormous opportunity this new medium offers in the way of international publicity is by the use of filmed material. Unfortunately, we have never developed an industry which can fulfil this basic function. The alteration of this state of affairs is a matter which deserves the Government's serious consideration.

*see folio 115  
8/12/54*

If I can be of any assistance in advising you on this matter, I will be happy to do so voluntarily.

May I also take this opportunity of wishing you the compliments of the season.

Yours faithfully,

*C.G. Scrimgeour*  
C.G. Scrimgeour,  
Chairman & Managing Director.

Encl.



TELEVISION IS TELEVISION

by

C.G. Scrimgeour.

.....

NATURE OF TV:

Television is reality. It's the window on the world of current events, the news as it happens. It's a ringside seat for sports events and the whole gamut of entertainments delivered conveniently in your sitting room.

But it's much more than all of these. It speaks in a language which does not require any special skill from the hearer. It is said by experts that 86% of the information people absorb is obtained through the eye, and the language of vision is universal.

Television can be the open door to democracy. That is why it should be regarded as something of far greater importance than merely another avenue of entertaining people, or of making a profit from its operation.

Because it is the most potent form of mass communication, it must be handled by people who are capable of appreciating the social responsibilities of such an enterprise, as well as its attractive commercial possibilities.

In handling television on the technical level, the greatest mistake that can be made is to regard it as an extension of sound radio. In actual fact, it has less to do with this medium than any other means of conveying information or entertaining people. It is more truly a blend of Theatre, Cinema, Journalism and Radio. It is the museum, art gallery or sports arena, seen by tens of thousands of people instead of hundreds; it is the school, university and lecture room of the multitude rather than the select few; it is the home training and trade manual by which millions of unskilled hands can learn to do things.

Whoever operates it will have to understand something about all of these ingredients, and be capable of mixing and serving them in a measure which befits a completely new medium, for - TELEVISION is TELEVISION.

THE DIVORCE OF TELEVISION AND RADIO:

The B.B.C. started a television section in 1936. It took the resignation of two Controllers and many acrimonious battles before it was recognised that television could not be contained within the limited concept of sound radio. Sir George Barnes is now the Director of Television Services, an operation which is completely divorced from radio.

When the Government of Gt. Britain decided that television should have the right to earn revenue, it made this divorce complete by setting up the Independent Television Authority. In selecting the personnel for this body, the Government carefully avoided choosing people who might be hampered by the limitations of previous sound broadcasting experience.



227  
126

The biting remark of one of the previous Controllers was to the effect that television would be curbed and blighted if an attempt was made to run the medium by the rules of radio, and he went on to say that experience in radio broadcasting was about as much use in television as an ear trumpet would be to a Morse Code operator.

AMERICAN EXPERIENCE:

In the United States, television grew quickly, and spread itself over a vast stretch of economic "No Man's Land" with alarming rapidity. But it was still bounded by the conceptions of radio.

Its programs were cast, scripted and produced, budgeted, criticised and thrown out by sponsors, advertising executives and audience research groups. Something was wrong with the new miracle.

Experts began examining the Balance Sheets of 80 bankrupt TV stations, and the upshot of it all was a complete change of method.

From 1952 in practically every case, entirely new companies were formed to operate television; new people were brought in; new studios were built; the days of adolescence were over. In two years television, as an industry, developed more quickly than radio did in fifteen years.

The television service became efficient, self-supporting and responsible, and with new people, new money and new methods, it also became a national habit.

It is perhaps no accident that the average age of the successful television executive, either in England or America, is just under 30.

AUSTRALIAN TELEVISION:

Although we are faced with problems which differ in many respects from those encountered in either England or America, it would be extreme folly to believe that we need to learn by experience to understand the nature of those problems, and the pitfalls of inaugurating a completely new community service.

TECHNICAL EQUIPMENT:

Because we are starting exactly 30 years after John Logie Baird demonstrated his flickering relays in a cellar in Soho, we can be reasonably certain that there are no specific technical problems which have not been solved for us. We must however, be sure that we get the full benefit of technical advances, whether the instruments we choose come from America, England or Europe.

Television is too big an enterprise to be restricted by considerations which might reasonably apply to established industries. To ensure the best possible service for the viewing audiences of Australia, Governmental authorities should allow our own technical experts complete freedom in choosing equipment most suitable for our purposes, regardless of where it is manufactured.



125  
21

PROGRAMMING:

This is undoubtedly the greatest problem of all television operations, and it is one which cannot be solved without a great deal of energetic activity and the expenditure of much money.

In television programming we see the marked contrast to sound broadcasting. When radio services were first commenced they were able to draw on a tremendous reservoir of recorded material. The popularity of the gramophone resolved their difficulties. In TV, no such source of supply exists.

The cinema, which controlled the only method of recording visuals, declared war on television as a potential competitor, and has steadfastly maintained an attitude of enmity to the new medium of mass entertainment.

However, even had its resources been available to those charged with the responsibility of scheduling television programs, their films would have made nothing like the contribution that gramophone records made to radio.

The total output of the cinema industry per year would not be sufficient to maintain television services for four weeks.

The demand was so great that a completely new industry had to be developed, employing multiples of all that had gone before in the cinema and legitimate theatre. The world had to be combed for new talent; new techniques of production had to be evolved; and greater than all of these, stages had to be found on which the artists could present the show which technicians were to record on celluloid for later presentation.

This stage space has constituted the biggest single problem in England and America. Television studios can only operate successfully at ground level for the simple reason that the erection of settings for the performers demands easy access between the machine shops in which they are made, the sound stages on which they are used, and the scene docks in which they are stored.

Australia, having no basic film production facilities outside those existing at Television City, Sydney, is at a grave disadvantage, for it is on film-recorded material, produced locally or imported from overseas, that all stations will depend for their principal programs.

Unless we are to repeat the sad story wherein Australia is the only country in the world not producing a reasonable share of its own cinema films, steps must be taken to see that those responsible for television are required to ensure that major production shall be part of their effort.

In Australia, all programming other than that imported from overseas on film and local broadcasts of a live character, will have to be recorded on film. The distances between centres of population will rule out the economic possibility of network broadcasts using coaxial or micro-wave links.

The problems involved in this type of operation have received scant recognition, and it can only be assumed that those who are prepared to accept the responsibility of operating television stations have not bothered to inform themselves, or are deliberately turning a blind eye to this basic need of Australian television. Neither British nor American operators are confronted with this problem, and therefore their experiences can't help us.



129  
26

In addition to the studio space referred to above, technical equipment, which is in short supply throughout the world, is a basic necessity. Laboratory processing facilities never having been geared for volume output could quite easily prove to be a bottleneck in local film recorded material.

When these factors are taken into account, it will be seen how inadequate and positively dangerous are conceptions that envisage television as an extension of sound broadcasting. There must be a completely new definition of interests involved in the establishment of what is in reality a new and revolutionary process of disseminating news and information, and providing entertainment for masses of people.

TV systems throughout the world mirror very closely the country in which they originate, and regardless of how difficult it may be to preserve the presentation of Australian talent and this nation's way of life, we must pursue a progressive policy which will enable us to develop a television service of our own, not merely a mechanical device for the purpose of enabling advertisers to sell their goods and operators to make profits by displaying inferior local talent plus huge quantities of imported film stock.

WORLD PROGRAM POSSIBILITIES:

The world needs of television program material present an unparalleled opportunity of building up an export industry which might well take its place with wool, wheat and uranium, in importance. The neglect of this opportunity would be unpardonable. Ignorance of it could only be attributed to lack of leadership. A question of national prestige is involved.

The Television Voice of Australia can be heard all over the world, and the value of it can never be assessed entirely in terms of currency. Wise decisions by World Councils depend on knowledge, and through this medium we can tell the Australian story in a worthy manner.

This desirable objective will never be reached until there is an alliance between private enterprise and Government intention. It will depend on one as much as the other.

Gt. Britain recognised the national importance of a cinema film industry, and vast Governmental resources have for many years provided the essential finance for its development. No such consciousness of values has ever been shown by political Parties in Australia, where selfish interests employing high pressure political lobbyists prevented the establishment of a quota system.

It has taken an independent American Producer to demonstrate that this country ranks with California, Italy or Spain for the basic requirements of film production. Scenically, we have more to offer than Hollywood or London, and the films made at Television City, Sydney, for both theatre and TV release will prove beyond doubt that our artists and our technicians are as good, if not better, than those of many other countries.

Television, and television programming, are rapidly becoming global. While we are prepared to welcome the voices of California or Carolina - London or Rome - we must insist that in return, all countries who wish to trade with us, welcome the voice of Australia.

.....



AJK:ARE

COPY


18 Dec.

Dear Mr. Earle,

I am desired by the Prime Minister to acknowledge receipt of your letter dated 19th November in which you convey the views of the Twenty-fifth Federal Conference of the Churches of Christ in Australia on Pensions, World Hunger, Atomic Power, War, Liquor Advertising on Television, and Broadcasting of Racing.

The Prime Minister has asked me to let you know he has noted the views of the Conference on the above matters and has brought them to the notice of the Commonwealth Authorities concerned.

Yours faithfully,

(A.S. Brown)   
Secretary.

Mr. H. Earle,  
Secretary,  
Twenty-fifth Federal Conference,  
Churches of Christ in Australia,  
5 Barry Street,  
KEN E.H. Victoria.

Original on 727/11/1

Copy on - 538/9  
547/4  
451/5  
449/2  
735/14



## CHURCHES OF CHRIST IN AUSTRALIA.

TWENTY-FIFTH FEDERAL  
CONFERENCE.

19th November, 1954.

The Right Honourable,  
The Prime Minister,  
Mr. R.G. Menzies,  
Parliament House,  
CANBERRA.



Sir,

I have the honour of bringing under your notice resolutions carried by the Federal Conference of Churches of Christ in Australia, assembled in Brisbane recently, referring to Pensions, World Hunger, Atomic Power, War, Liquor Advertising on Television, and Broadcasting of Racing. Copies of these resolutions are herewith.

I trust they will have your attention and that they may inspire appropriate action.

Sincerely,

(HOWARD EARLE).  
SECRETARY.

*Other Resolutions on files 727/11/1  
538/9  
451/5  
449/2  
735/14*

Copy:  
Aust. Broadcasting Control Board for comment.

3 DEC 1954



127  
17

LIQUOR ADVERTISING ON TELEVISION

5.

Believing the liquor traffic to be inimical to the economic, moral and domestic welfare of the nation, this Conference urges the Federal Government to ensure that, if and when television operates on a commercial basis in Australia, liquor interests will be prevented from using this means of projecting its insidious propaganda into the people's homes.

WHITTELITE  
BOND



JD. DJ

16  
127  
AAB  
19 NOV 1954


547/4.

Dear Miss Tinks,

I am desired by the Prime Minister to acknowledge receipt of your letter, dated 10th November, 1954, in which you convey the views of the Australian National Council of Women on the question of films transmitted over television.

The Prime Minister has asked me to let you know he has noted your remarks in this regard.

Yours faithfully,

  
(A. S. Brown)  
Secretary.

B.  
Miss Kathleen M. Tinks,  
Hon. Secretary,  
Australian National Council of Women,  
4 Basement,  
Epworth Buildings,  
33 Pirie Street,  
ADELAIDE. S.A.



119  
12

# Australian National Council of Women

**President:**  
MISS RUTH GIBSON, O.B.E.  
B.A., Dip.Ed.

**Vice-Chairman:**  
Mrs. D. A. DAVID, B.Sc.

**Hon. International Secretary:**  
MRS. H. ZELLING, LL.B.

**Hon. Australian Secretary:**  
MISS KATHLEEN M. TINKS

**Hon. Treasurer:**  
MRS. C. J. MAGOR, A.U.A.

(Affiliated with the International Council of Women)

Motto: The Golden Rule—

"Do unto others as ye would that they should do unto you."

International President: Dr. Eder

Federal Patroness: Her Excellency Lady Slim

**Life Vice-Presidents:**  
MRS. HERBERT BROOKES,  
J.P.  
MRS. D. A. SKENE, M.B.E.  
MISS M. A. WILLIAMSON

Telephone: C. 8132

4 Basement, Epworth Buildings,  
33 Pirie Street, Adelaide.

10th November, 1954.

The Prime Minister,  
The Rt. Hon. R.G. Menzies, P.C.  
Parliament House,  
CANBERRA. A.C.T.



Dear Sir,

## FILMS IN TELEVISION.

Believing that the advent of Television will enormously increase the extent of the influence exerted by films, the Australian National Council of Women urgently requests the Prime Minister -

- A. (1) That there be a more effective censorship of Films than at present.
- (2) That the A & G classifications of Films be clearly shown for the guidance of telecasters.
- (3) That Adult Films be reserved for the hours when children do not normally view.
- B. (1) That the hours of telecasting be limited.
- (2) That there be no telecasting between 6 p.m. and 7.30 p.m.
- (3) That the Advisory Committee referred to in Recommendations 19, 37 and 38 of the Royal Commission Report should include women.

With regard to B.(3), this Council has already approached you on the matter, and has stated its readiness to send nominations, together with qualifications, of suitable women.

Yours faithfully,

Hon. Secretary.

19 NOV 1954

(comment)

Copy Aust. Broadcasting Control Board

*Final reply from Vice President on 10/12*

*Acknowledged on file 8/6/14/1 Action to be taken on this file (547/4)*

*NA 20 17/11*



14118  
AEB

# THE RECIPROCAL TRADE FEDERATION OF THE UNITED KINGDOM

(OBJECTS: TO STRENGTHEN TRADE RELATIONS BETWEEN GREAT BRITAIN AND THE DOMINIONS AND COLONIES)  
COMMERCIAL COUNSELLORS ; MARKET RESEARCH ; TRANSLATION SERVICE  
DESIGNERS OF BETTER EXPORT CATALOGUES ; ADVISERS ON EXPORT ADVERTISING ; CUSTOMS TARIFF SURVEYS

Controller: B. M. TURNER

The Federation official Magazines are:  
"TIES OF EMPIRE THROUGH EMPIRE TRADE"  
"RECIPROCAL TRADE"  
"ARE YOU LOOKING FOR A MARKET"



Telephone :  
TEMPLE BAR 8224 & 5220

Cables :  
TWOWAY, LONDON

RT/BMT/LL

DACRE HOUSE · ARUNDEL ST. · STRAND  
LONDON · W.C.2

September, 1954

Rt. Hon. R.G.Menzies, C.H., Q.C.,  
M.H.R.,  
Commonwealth Offices,  
Treasure Gardens, Melbourne,  
Victoria, Australia.



Dear Sir,

"WHAT IS TELEVISION?" No. 20

We have pleasure in circulating in collaboration with Pye (N.Z.) Ltd., the Report for 1953-1954 of Pye Ltd., Cambridge, with whom we are happy to be associated in the editing of the "What is Television" Letters.

Held by me. DH

As a Trade Federation concerned with a broad section of Empire Trade we venture the view that the form and matter in Pye accounts is not only a story of the development of a great business, but an exemplar of enterprise and one of the romances of the Radio and Electronics Industries. The illuminating Balance Sheet figures speak for themselves. The Directors' report thereon and candid commentaries deserve the consideration of all company Directors and Shareholders.

"Our Accounts", "Colour Television", "Legal Larceny", "Pay up and be damned", "Directors", are based on the feeling and frustrating experiences surrounding the development of an Industry which has come to the forefront within the last quarter of a century. But what seems to us more important is that despite the conservativeness of Bankers, wars, obstruction in high places, muddled thinking in diverse directions, courage and audacity in the Pye Board room shine as a strong beacon light and evidence what determination and foresight can achieve in building up a great industry from small and ambitious beginnings.

Yours very truly,  
p.p. THE RECIPROCAL TRADE FEDERATION  
OF THE UNITED KINGDOM

Handwritten initials and signature: N.F.A.

Handwritten signature: B.M. Turner

B.M. Turner.  
CONTROLLER.



*Handwritten initials and scribbles in red ink.*

20 OCT 1954'

547/4

Dear Mr. McErlean,

I am directed to acknowledge receipt of your letter of 27th September, forwarding the text of a resolution adopted by your Council concerning the introduction of Television in Australia.

I am to say that the views of your Council have been noted.

Yours faithfully,

*Handwritten signature of A.S. Brown*  
(A.S. Brown)  
Secretary.

Mr. D.J. McErlean,  
Secretary,  
Toowoomba Trades and Labour Council,  
TOOWOOMBA. Q'd



SRM #612

# TOOWOOMBA TRADES AND LABOUR COUNCIL

xxx

President :

D. G. HOGAN

Phone : Office 1046

Secretary :

F. J. MULLINS

148 Campbell Street

Private Phone 863

D. J. McElean  
53 Kalliston St  
Toowoomba

Prime Minister  
Canberra

Toowoomba, 27-9-1954



The following motion was moved at a recent meeting of this Council :-  
"Because of <sup>the</sup> heavy drain on investible funds which should be used for essential works such as roads, electricity, water conservation and other equally important rural developmental works, this Council calls upon you, the Prime Minister, to stop the early introduction of Television into Australia.

Hoping for the sake of the economy of Australia, you will meet our request,

Famv

Yours Faithfully  
D. J. McElean  
Secretary



115  
11



RECEIVED  
30 SEP 1954  
PRIME MINISTERS' OFFICE

ASSOCIATED TV PTY. LTD.

TELEVISION SERVICE OF AUSTRALIA

Television City, Sydney

CABLES : TEEVEE

ADMINISTRATIVE OFFICES:  
29 BLIGH STREET  
SYDNEY

TELEPHONE:  
BW 5727  
(3 LINES)

CGS.mms

September 29th, 1954.

The Rt. Hon. R.G. Menzies, M.P.,  
Prime Minister,  
CANBERRA, A.C.T.

547/4  
30 SEP 1954  
PRIME MINISTER'S  
DEPARTMENT

Dear Mr. Menzies:

I am glad to know that you considered my letter of 20th inst. merited your attention.

As the whole of this matter will come immediately under your purview during the P.M.G.'s absence from office, I am taking the liberty of drawing your notice to another very important factor, namely, the making of programs for Australian television. I recently wrote to Sir Arthur Fadden on the subject, but as he is absent from Australia at the present time, I attach a copy of my letter.

Practically every country in the world has taken advantage of new trends in motion picture and television film production. All have recognised in it the opportunity it affords of earning foreign exchange without exhausting any raw material, and again, they are deeply conscious of the valuable national publicity they gain.

The main purpose of my present visit to London is to endeavour to persuade British producers and potential users of television and motion picture product, to think in terms of setting up a complete operation within the British Empire, so that our people need no longer be so fully dependent on the inferior material Hollywood turns out.

Australia, because of its climatic and geographic position, is one of the few places in the Commonwealth where the advantages of California as a motion picture production centre are equalled, if not bettered. At the present time British producers desiring to photograph outdoor sequences or subjects have to go either to Italy, Spain or France. This makes an exceedingly expensive operation because of the absence of basic English among the players

*Do not  
acknowledge  
by  
20/10*

*Johs III*

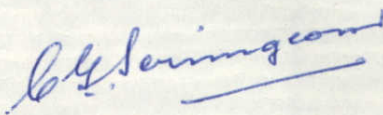


of smaller parts. Instead of merely taking the stars, all players have to be transported, with the attendant costs of working on a foreign location.

In Australia we not only have the means of overcoming this problem, but we have a wealth of talent which has hitherto had to be exported to be used.

Believe me, the thought contained in my suggestion to Sir Arthur is not dictated by any selfish motive. I am firmly convinced that if there were five studios as large as our own, it would be better from a business point of view than if we were the sole operators, and I would like to see encouragement given to all people who would make a sincere effort to present the Australian story on television screens here, and at the same time to let the world know that we are a vigorous pioneering nation with a great potential.

Yours faithfully,



C.G. Scrimgeour,  
Chairman & Managing Director.

Encl.



ASSOCIATED TV PTY. LTD.

29 Bligh Street,  
SYDNEY, Australia.

CGS.mms

September 27th, 1954.

The Rt. Hon. Sir Arthur Fadden, M.P.,  
Federal Treasurer,  
Parliament House,  
CANBERRA, A.C.T.

Dear Sir Arthur:

Because I know of your great interest in all things affecting the welfare of our country, I take the liberty of drawing your attention to an extremely important matter which, amid controversial debates on television, might quite easily be obscured.

Whatever system is finally chosen and whenever it begins, there will come with it, an opportunity for building an industry which will undoubtedly serve a far wider purpose than the basically important one of providing Australian viewers with suitable television programs.

It is already evident that TV is global in its significance. Old monopolies which have existed in cinema operations are unlikely to establish themselves in this new medium. Our American friends, while far ahead of us in television transmission, are frantically seeking program material all over the world, and I think you know something of the great success of Mr. Joseph Kaufman's operation at our studios here.

Using more than 95% of talent and technical services provided by this country, Mr. Kaufman has demonstrated that Australia, given an opportunity, can establish for itself a film production industry equal to any in the world.

The significance of such a development needs no elaboration. Practically every country in the world is strenuously competing in offering enticements to producers.

One of the big problems is that of initial finance. The undertaking of a production which merits world attention is always a costly operation. The ultimate returns justify the expenditure necessary, but a delay of approximately two years must be anticipated before returns can be expected.

Gt. Britain has made it possible for cinema film producers to overcome this obstacle by the establishment of a Film Bank, from which they are permitted to draw at least 50% of production monies. Often the percentage is much greater than that. The interest



charged is never more than the normal Bank rate. American banking institutions privately finance a great many film productions on similar terms. In this case of course, the Bank is adequately protected by having first lien on the negatives.

To ensure that Australian producers may compete on reasonable terms with their American and British competitors, some such plan is desirable. One of the main points which can be advanced as an argument for film-making as an industry is that there is no other exportable commodity which makes such an insignificant demand on raw materials, or which can earn such high revenues in dollar and other hard currency areas.

I'm sure you will agree that it would be a great pity if we were to see in television a repetition of the sad story of local cinema production, wherein less than one half of a percent of local product is used.

On the other hand we have the notable example of the radio production industry which, because of a prohibition on imported materials, has not only protected the local producer, but given the Australian listener radio programming equal to any in the world.

I have collected a great deal of material on this matter, and I am leaving this week for a short visit to England, Italy and Germany to study the latest developments there. On my return I would be very glad to present you with a report which may be of use in helping you to assess the value of the suggestions contained in this letter.

Yours faithfully,

(SGD.) C.G. SCRIMGEOUR.

Chairman & Managing Director.





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RAB

547/4.

PRIME MINISTER,  
CANBERRA.

28 SEP 1954.

My dear Minister,

I shall be pleased if you will table formally the Report of the Royal Commission on Television. It does not appear that there is any need for other than a purely formal presentation.

...  
...

I enclose a copy of the Report and of the formal statement.

Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

Senator the Honourable W.J. Cooper, M.B.E.,  
Minister for Repatriation,  
C/- Parliament House,  
CANBERRA. A.C.T.



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#3

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C/- Parliament House,  
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547/4

27 SEP 1954

Dear Mr. Scrimgeour,

I was interested in the details you gave in your letter of September 20th as to the number of television stations which could be supported by towns of different sizes in the United States, and I shall see that your representations are taken into account when we are formulating our policy in these matters.

Yours sincerely,

ROBERT G. MENZIES

Prime Minister.

C.G. Scrimgeour, Esq.,  
Chairman & Managing Director,  
Associated TV Pty. Ltd.,  
29 Bligh Street,  
SYDNEY. N.S.W.

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27 SEP 1954





ASSOCIATED TV PTY. LTD.

TELEVISION SERVICE OF AUSTRALIA

Television City, Sydney

CABLES : TEEVEE

ADMINISTRATIVE OFFICES:  
29 BLIGH STREET  
SYDNEY

TELEPHONE:  
BW 5727  
(3 LINES)

CGS.mms



September 20th, 1954.

The Rt. Hon. R.G. Menzies, M.P.,  
Prime Minister,  
Parliament House,  
CANBERRA, A.C.T.

*Acknowledged*  
*R.G.*

Dear Mr. Menzies:

The dissatisfaction with the Government's method of introducing television first in the cities expressed by Members representing rural electorates, would be overcome if you would allow private enterprise to establish transmitters in selected country areas.

Any company or organisation enjoying the privilege of a TV licence in a city area could quite reasonably be asked to undertake the responsibility of establishing and operating a country station as a condition. This would not involve the operator in any undue risk, as he could, by using program material on film, provide a service not duplicating major costs.

Australia offers a tremendous potential for the rapid development of a television service covering most areas. For your information I will outline below comparative figures between Australian and American cities and towns. Population figures are based on areas of 25 miles radius, those concerning Australian populations have been supplied by the Commonwealth Government Statistician.

<u>Australia</u>		<u>U.S.A.</u>		<u>No. of TV Stations</u>
<u>Town</u>	<u>Population</u>	<u>Town</u>	<u>Population</u>	
Sydney	1,980,975	Philadelphia	1,931,334	5
Melbourne	1,456,039	Los Angeles	1,504,277	8
Brisbane	514,935	New Orleans	494,537	5
Adelaide	423,399	Cincinnati	455,610	4
Perth	347,827	Denver	322,412	4
Newcastle	264,242	Birmingham	267,583	4
Hobart	113,929	Wilmington	112,504	2
Wollongong	108,063	Charlotte	100,899	2
Geelong	81,331	Lansing	78,753	2



<u>Aust. (cont.)</u>		<u>U.S.A. (cont.)</u>		<u>No. of TV</u>
<u>Town</u>	<u>Population</u>	<u>Town</u>	<u>Population</u>	<u>Stations</u>
Lismore	69,644	Portland	73,643	2
Ballarat	68,647	Springfield	61,026	2
Toowoomba	62,072	Greensboro	59,319	2
Bendigo	56,231	York	56,713	2
Ipswich	56,204	Bethlehem	58,490	1
Rockhampton	48,706	Columbus	53,280	2
Albury	43,617	Sioux Falls	40,832	1
Townsville	38,430	Colorado Springs	36,786	2
Orange	38,476	Newport News	37,067	1
Wagga	33,929	Baton Rouge	34,719	1
Broken Hill	33,681	Easton	33,589	1
Bathurst	29,621	Bellingham	29,314	1
Armidale	18,048	Minot	16,577	1

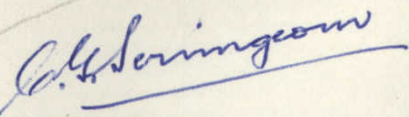
These comparisons should allay fears that rural areas must wait many years for an amenity which will play an important part in destroying their isolation.

To express this suggestion in practical terms, I would like, on behalf of my company, to state that we would be willing to accept as a condition to the granting of a Sydney licence, the responsibility of establishing a station at both Lismore and Toowoomba, and further, to avoid the appearance of creating monopoly control, we would be prepared to hand over at the end of a period of say five years at a price representing the cost of establishing both stations, to nominees of the Government.

We of course have no guarantee that our application for a city licence will be granted, but we are reasonably confident that our case is sufficiently strong to justify making the foregoing proposal for your guidance, as a possible solution to the problem of television in rural areas.

Because this suggestion has to do with higher policy, it is made directly to you without any intended discourtesy to your Minister, the Postmaster-General.

Yours faithfully,

  
C.G. Scrimgeour,  
Chairman & Managing Director.

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27 SEP 1954