

When I Think Back...

by Neville Williams

And the magazine was very young...

What was it like, running a radio magazine – this magazine – fifty years ago? What do I remember of the people who started it? How did I come to get involved? Has the magazine made a significant contribution to the electronics industry over the years? These are just some of the questions that Editor Jim Rowe put to me, as ideas for this special anniversary instalment of 'When I Think Back'.

Curiously, although employed in the industry during the 1930s, my recollection of the contemporary wireless/radio publications is, at best, hazy. In the early stages, most post-depression bench workers – like me – were too strapped for cash to buy the bits and pieces necessary to pursue radio as a personal hobby.

Most of what we learned flowed directly from the job at hand – assembling, wiring, testing and troubleshooting, plus occasional service jobs for friends on the side.

For sure, I remember *Wireless Weekly* receivers like the '1933 Standard' and '1934 Champion', because they were more ambitious than the routine sets we were producing in the factory. But reading about projects and kits becomes somewhat off-putting, if they're perpetually out of one's financial reach!

Later on, at the A.W. Valve Co, I was faced with so much job related literature – much of it at an engineering level – that the local publications tended to be 'scanned' rather than absorbed. For the most part, the editors and contributors were names on articles or, at best, voices on the telephone.

As a result, much of my current knowledge of early Australian technical literature is based, not on what I remember, but what I've gathered since. With that proviso, I'll do my best to respond to Jim Rowe's questionnaire.

Enter 'Radio & Hobbies'

Wireless Weekly, from which this present magazine emerged, was successful for the best part of twenty years, because its spontaneous mix of programs, personalities, correspondence and technical topics suited the generation which

had to adapt to radio in the home. At threepence (3c) a copy, unchanged from 1922 to 1939, it was certainly affordable!

But during the 1930s, with radio no longer a novelty, the natural link between programs, personalities and technical material was progressively eroded and the then management (Associated Newspapers/Sungravure) decided to split it into two separate publications:

WIRELESS WEEKLY, to be enlarged, with up-graded program information and personality profiles, plus extra sections covering movies, stage, sport and simple technicalities. This was probably an intuitive move towards the now dominant womens/family format.

RADIO AND HOBBIES IN AUSTRALIA, a monthly to be devoted primarily to the technicalities of radio, but with space allocated for popular science and other practical handyman and hobby interests, even

to stage 'magic'. The price would be a modest sixpence (5c) per copy.

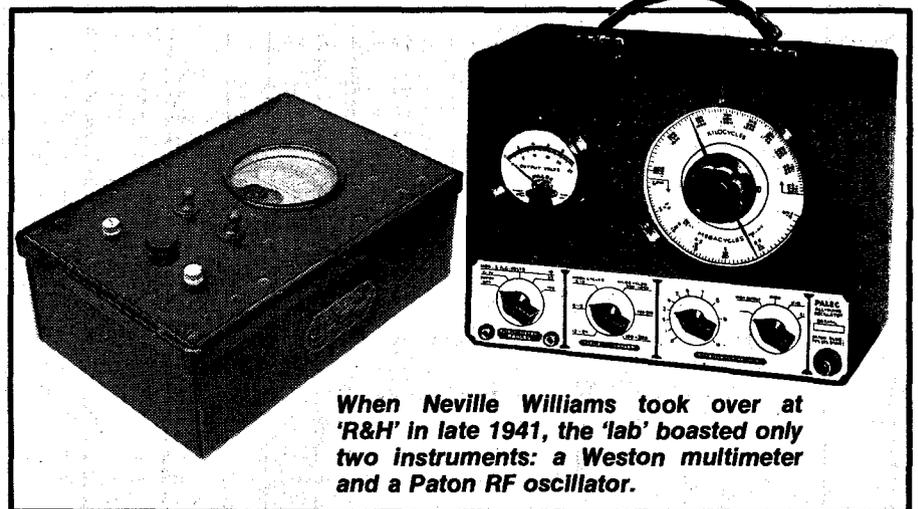
The decision was publicised in *Wireless Weekly* during February/March 1939, with the first issue of *Radio & Hobbies* (datelined April) to be available on March 23. As such, it would become a competitor for the existing *Australasian Radio World* monthly, established around 1935 and edited by Earl Read.

R&H personalities

The man responsible for implementing the split-up was Jack Lillis, whom I later came to know as a friend and mentor. A pleasant and capable executive journalist, Jack was totally frank about his ignorance of technical matters. He was to retain full responsibility for *Wireless Weekly*, but would be involved with its new technical offshoot in a purely administrative role.

The Editor of *Radio & Hobbies*, as announced in its first issue, was A.G.(Galbraith) Hull, who had succeeded his brother Ross as Technical Editor of *Wireless Weekly* in late 1930/early 1931. (The Ross Hull story was featured in this column in the February 1989 issue).

At the time, 'Braith Hull, whose main interest was in mechanical engineering, fast cars and model aircraft,



When Neville Williams took over at 'R&H' in late 1941, the 'lab' boasted only two instruments: a Weston multimeter and a Paton RF oscillator.

did not share his brother's detailed knowledge of radio technology, but he seemed to have adapted readily enough to the new situation. This much I gathered later from another *Wireless Weekly* old-timer, the genial if not overly modest Advertising Manager P.A.(Pop) Morse.

Back in 1931, according to Pop M., he had found 'Braith Hull slumped in the chair that his brother had vacated a few days previously, staring in dismay at a blank 'dummy' of the next issue. How could he possibly fill all that (adjectival) space? But, after being duly calmed down and talked up by you-know-who, he had gone on to provide the requisite copy and to do a good job thereafter!

(If old-timers seem to recall the name Morse in connection with power transformers, you're absolutely right. He set up a small family company, at one stage, to manufacture transformers and chokes, in potential but short-lived competition with firms such as Radiokes and Henderson).

John Murray (Johnny) Moyle, Technical Editor of the new *Radio & Hobbies*, had joined the staff of *Wireless Weekly* in the mid 1930s as 'Braith Hull's assistant. While still at Scots College, Melbourne, John had developed an avid interest in radio which overwhelmed any other plans his family might have had for his subsequent career.

Ironically, John Moyle was, in many ways, a next-generation replica of Ross Hull: a natural writer and communicator, interested in music and a wide range of technical subjects, but totally committed to radio, amateur radio and hifi. Like Ross, he thought nothing of spending all day and half the night building, testing and writing about radio equipment, for the sheer satisfaction of so doing.

It is noticeable that, in the issues of *Wireless Weekly* leading up to April 1939, the weekly classical record reviews, plus many of the technical and constructional articles carry his byline. To quote just a few:

'Little Jim' receiver for bedside listening, May 27, 1938; 'Stereoscopic Six' receiver, Sept. 2, 1938; 'Stereoscopic Amplifier', Oct. 7, 1938; 'Remote Control' (tuner), Oct. 21, 1938; 'Stereoscopic Eight', Nov. 18, 1938; 'Stereoscopic Nine', Dec. 16, 1938; 'La Perouse Receiving Centre', Dec. 23, 1938. And so on.

The 'Stereoscopic Nine' must have been a major undertaking, especially for a weekly publication. The separate tuner featured dual-wave coverage, with

PAGE 1

Wireless Weekly, March 17, 1939

ABOUT OURSELVES

NEW-STYLE WEEKLY

ENLARGED ISSUE DUE MARCH 29

WE wish to announce to our readers that an entirely new style of "Wireless Weekly" will appear as our issue of March 29, which will be on sale in Sydney on March 24.

The new "Wireless Weekly" will have a larger size of page, several important changes in style, many additional features, but all the present features will be retained.

Co-incident with the release of the new weekly comes the first issue of our new technical monthly "Radio and Hobbies in Australia."

THE SIZE

Most noticeable of the changes will be the size of the pages, being five columns wide and fourteen inches deep as against the present three columns wide and ten inches deep.

The larger size will allow us more room for additional features and a better chance of setting out the programmes in a clearer style, with the whole of a day's programmes at one glance.

THE STYLE

The style of the new paper will reveal a trend toward newspaper rather than magazine practice. A complete rearrangement of our publishing date will make it possible for every issue to contain last-minute news of doing in the radio world and of programme amendments.

DATES

The rearrangement of publishing dates is as follows. The issues will be on sale in Sydney every Friday, the following Wednesday's date, the programmes starting on this date and running forward for a week.

Copies going to the country to interstate distributors will go forward earlier, and every subscriber should get his copy in ample time the commencement of the programmes.

THE MOVIE SECTION

All our present features will be retained, but a larger movie section will be given. This will not take it of the usual publicity for picture the real facts about movie and their latest pictures. Review

new films will appear on the same day as they are released in the city theatres. We have every confidence that this movie section will be far ahead of any of the ordinary movie sections appearing in various newspapers.

theatre, the stage, actors, actresses and the news of their doings.

TECHNICAL ARTICLES

Articles dealing with the popular aspect of technicalities will be retained in the new Weekly, but for the advanced experimenters the new the advanced electronics and Hobbies in Australia will be

Why we produced RADIO AND HOBBIES




THIS, the first issue of "RADIO AND HOBBIES IN AUSTRALIA," has been produced with a definite aim. We want to give you a journal covering radio in all its branches, and, in addition, other constructional hobbies popular among so many.

Radio itself isn't just a single subject. It is a whole host of subjects. It covers electricity, mechanics, and even has its romance, and its mathematics. It can be traversed in print, somewhere or other, in a magazine such as this. No other hobby can teach you so much about the wonders of the world in which you live.

But radio, as a hobby, is essentially something which leads to action, to building, to experimenting. It has in common with so many hobbies which provide that our magazine should deal with other activities which are thus allied to radio itself. Such things as Photography, Movie-Making, simple Workshop Practice, Model Flying machines and so on—all these are essentially active hobbies. Who knows whether the model

plane enthusiasts may not be led, through these pages, to radio, as an additional source of pleasure, or the radio man to moving pictures?

All these things provide us with self-expression which we can get in no other way.

There will be no compromise. We will publish articles which we consider will interest you, no matter into what strange paths they may take us. Contributions we welcome from men who can really do things, if they can also write about them.

We have worked very hard on this issue, but we know there is plenty of room for improvement. With any new magazine, this must be so. In future issues, we intend to include many things not seen here—particularly a "World Review" section to tell you what is going on in other countries, and a "Circuits Wanted" section. Also we intend to build up a very comprehensive "Information Service," and a "Safety Valve" to which all may contribute.

What will you do to help us make "RADIO AND HOBBIES" the magazine you think it ought to be? We hope you will write and tell us. We intend it to lead, and with your support, we are quite certain that it will.

The Editors

John Moyle,
Technical Editor

Above: The March 17, 1939 issue of 'Wireless Weekly' told of the impending changes. Right: the editorial in the first 'R&H'.

an RF stage, combined dial and push-button (lever?) tuning, and a 2-position selectivity switch. The amplifier used push-pull 2A3 output triodes, driven by an Australian made full-range Airzone transformer, and feeding multiple Australian Rola loudspeakers.

Immediate success, but...

The first issue of *Radio & Hobbies* proved so popular with readers that it had to be reprinted a few days later, with both press runs selling out completely. Successive issues are notable both for the obvious enthusiasm of the

production staff and the range of contributed articles.

But despite this, the Hull/Moyle editorial team survived for only about nine issues, with 'Braith Hull leaving, unsung, to 'take up other activities' and John Moyle emerging, unannounced, as Editor.

Without debating the whys and wherefores, the issues up to December 1939 carried a joint promotional editorial headed 'With the Editors'. In the Xmas/January 1940 issue there was no editorial, as such, the space being occupied by an article from Sir Ernest Fisk:

When I Think Back...

'Radio and Things to Come'. Then in the February issue 'With the Editor' was back again, but carrying one signature only – that of John Moyle.

Thumbing again through the March 1940 issue, I was reminded of something I had forgotten, although I recall that it did cause considerable comment at the time: of all things, a full-page advertisement for the rival magazine *The Australasian Radio World*!

The advert listed three new projects, an amplifier championship competition, a variety of support articles and a special Junior Technical Section prepared by former *Wireless Weekly/R&H* contributor Alf Barnes. This was all under the direction of a new editor, "who is one of Australia's most experienced technical journalists".

The long and short of it was that Braith Hull had re-surfaced immediately as Editor and Publisher of the rival *Australasian Radio World* – having taken over from Earl Read, who stayed on for a time as Technical Editor.

I never did find out whether the advert in *Radio & Hobbies* was part of Braith Hull's severance agreement, or whether he still had friends in high places in Associated Newspapers Ltd!

Sufficient to say that rivalry was keen for a while, with both magazines winning their own loyal and often vocal supporters. But in the long run, *Radio & Hobbies* won through and remained substantially free of competition until much later, with the emergence in the early 1970's of *Electronics Today International*.

Wireless Weekly was less fortunate. With the adoption of radio station networking and the availability of programs in the daily papers, the paper's role was undermined. With an eye to the rising fortunes of *Reader's Digest*, it was subsequently reduced to octavo size and restyled as *Wireless Weekly Story Book*, under the guidance of Jack Lillis and Julian Russell – the latter in his alter-ego the Company's official music critic.

It never did become vigorous enough to justify its existence and was ultimately discontinued. In semi-retirement, Julian Russell was later to become a good friend and Classical Record Reviewer for *Electronics Australia*.

My own involvement

During this same period, I had been doing my own thing in the distinctly 'institutional' atmosphere of AWA. Hav-

ing worked for a period in the Ashfield laboratory of the A.W. Valve Co, I had subsequently been transferred to their Head Office in York St – as assistant to the Chief Applications Engineer, Fritz Langford-Smith, best known for his outstanding 3rd edition of the *Radiotron Designer's Handbook*.

There, I continued to produce circuits and drawings, etc., but became progressively more involved in the preparation and production of AWW literature generally, ranging from valve data sheets and brochures, through *Radiotronics* monthly to the *Radiotron Designer's Handbook* itself.

In 1939, on behalf of the Company, I was commissioned to prepare, deliver and subsequently publish a series of six technical lectures for radio servicemen. These were followed, in 1940, by a series of five company lectures for signals trainees of the Australian Army's Eighth Division, then based at Ingleburn, NSW.

By arrangement, in 1941, I also produced a couple of featured articles for the trade journal *ERDA* on the subject of 'Multiband Superheterodyne Receivers'.

About the same time, a series of monthly articles were prepared for the new *Radio & Hobbies*. Most were theoretical, to do with receivers and amplifiers, but practical do-it-yourself articles included a negative transconductance modulated oscillator, and a simplified beat-frequency type audio generator.

Largely by reason of these articles I got to know John Moyle at a personal level, little realising that I was setting myself up for a career in technical journalism – which at that stage, was neither anticipated nor sought. I had, in fact, been approached to rejoin my original employer, as technical director on a profit sharing basis, and I could quite easily have finished up back in the marketing field.

Towards the end of 1941, however, John Moyle decided to accept a virtually automatic commission with the RAAF, with a view to preparing manuals for, and training recruits in, the then new and top secret radar technology.

Would Neville Williams take over the job of running *Radio & Hobbies* in his absence, as Technical Editor and – for the foreseeable future – as Acting Editor as well?

With my roots firmly established in AWA, I nearly didn't take up that invitation either; but I finally did, and the

rest is now history. That's how I got involved, Jim!

What was it like?

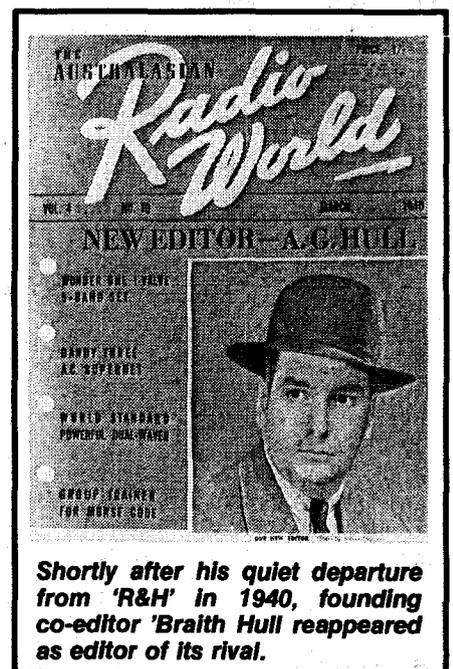
Life in the two situations could scarcely have been more different. In AWW, publications were produced with meticulous care but with no more than a respectable degree of urgency.

They were backed by the resources of a large, technically orientated company, with even larger overseas high-tech affiliates. Distribution and readership of their publications was assured, and there were no complicating factors to consider like cover price, advertisers and newsgents!

For sure, Associated Newspapers was also a very large company but one that concerned with just about everything but technicalities: news, politics, sport, entertainment, fashions, gossip, newsprint, radio broadcasting. You name it; they were into it!

In an environment of mass circulation newspapers and popular magazines, *Radio & Hobbies* was a small, eminently respectable but rather incongruous publication, confined to a couple of small rooms on the 12th floor and produced by two or three people curiously obsessed with the underside of wireless sets!

Immediate neighbours on the same floor were *Pix* magazine (long since absorbed into *People*), *Wireless Weekly* in its new non-technical form, and the now defunct *Worlds News* – a weekly potpourri of lightweight articles, short stories and humour, beloved of country



readers. When it had been passed around to all and sundry, it was traditionally cut in half, punched through one corner and hung on a nail behind the door of country 'dunnies'.

I know, because I was brought up in the country!

Technically, the staff of *Radio & Hobbies* were very much on their own in the organisation, with a workbench, a soldering iron, a few hand tools and a steel cupboard containing an odd assortment of left-over wireless bits and pieces. By way of test equipment, the department boasted a Weston multimeter and a Paton modulated oscillator – the latter probably acquired following its review in the Aug.'39 issue. That was all!

What a contrast to the AWV lab, with its quality control equipment, its own array of individually calibrated reference meters in traditional polished wood cases, and routine access to any amount of other equipment from elsewhere in the Ashfield complex. Get it right, or else!

Up there, on the 12th floor of the (then) 'Sun' building in Elizabeth St, Sydney, the very existence of the magazine depended directly on the two or three individuals producing it, on the strict observance of production schedules, on cover price, newsagent sales and support from advertisers. If you didn't get those things right, you didn't have a magazine and you didn't have a job!

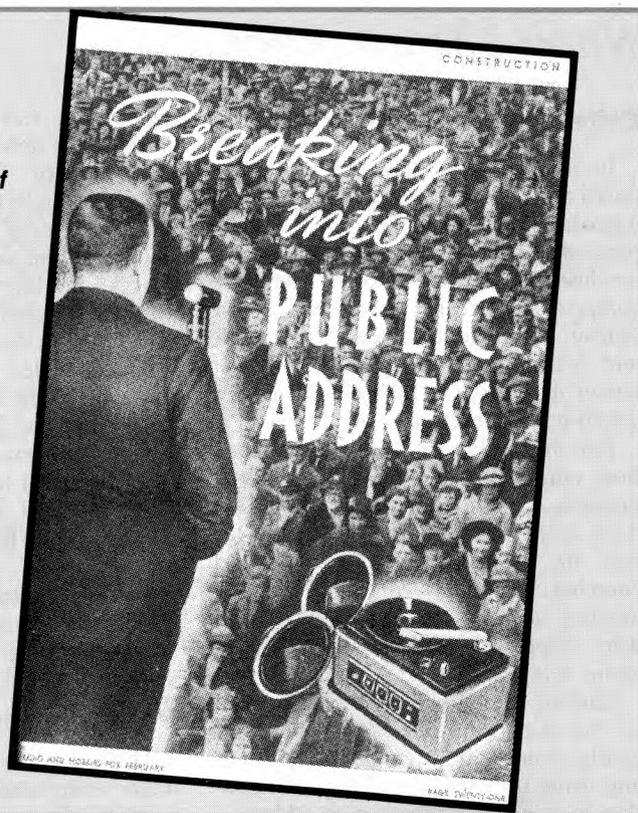
That's the way it is still is with radio/electronics magazines except that, in December 1941, I had to ingest the new situation in one quick gulp. Hardly had I hung my coat on the peg, than John Moyle had to report to the RAAF to begin boning up, himself, on what radar was all about. He had no choice but to shake my hand, wish me well and leave me to produce the very next issue.

It was in that exact situation that I first heard Pop Morse's story about 'Braith Hull's arrival ten years earlier. It was recounted, not by way of comment on 'Braith Hull, but for my benefit as the most recent arrival.

Apart from Pop Morse and Jack Lillis, my only direct link with the immediate past was a young assistant, Charles Birchmeier, who at least knew the production routines and how to contact the various contributors. Between us, we somehow got the February 1942 issue together and out to the newsagents – on time.

It didn't take long to learn what the Hull brothers and John Moyle already knew: that, for the editor of a radio/

In his first issue, for February 1942, Neville Williams used this picture of a portly gentleman addressing a crowd. If it wasn't the Hon. R.G. Menzies, it might well have been...



electronics magazine, bed is something you crawl into after you've completed two or three day's work in one!

Thumbing back through my rather battered copy of the Feb.'42 issue, I was reminded of the contributors who had become a vital component of the still-new magazine. There were others, but the ones whose articles appeared in that particular issue were:

L.B.Montague: a PR (public relations) contact and part-time writer who looked after Ken-Rad (valve) interests in the choice of cover pictures. The Ken-Rad adverts became so identified with the publication that readers began to refer to it as the 'Ken-Rad' magazine!

Calvin Walters: By day, sales representative for a wholesale stationer; by night, an keen science writer, and a good friend whose articles were popular over many years.

R.M.Younger: Expert in keeping track of – and drawing – new aircraft, plentiful during the war years.

John French: An avid aircraft modeller, particularly adept in outline drawings for solid recognition models.

W.G.(Wally) Nicholls: Traditional home handyman, bench-top woodworker and an excellent illustrator of his own work.

Ray Simpson: A methodical and reli-

able short-wave DX reporter who set a presentation style that lasted for decades.

'Joe': I don't remember ever meeting Joe. His whimsical handyman column just turned up month by month.

Last but not least, there were 'Do-You-Know' and 'Serviceman' articles provided gratis by the L.R.Graham organisations – the Australian Radio College and Radio Equipment P/L. To the magazine, they were welcome copy; for the Graham group, they were good publicity.

In fact, a significant proportion of these articles were 'ghost' written by Philip Watson, who was a part-time, later full-time, employee of the group. He did it so well that we did not hesitate, when the opportunity came, to offer him a job on *R&H*. In due course, he became my Assistant Editor.

Incidentally, in glancing through some of the contemporary science articles by Calvin Walters, I came across one in the November 1939 issue entitled 'Frozen Sleep Fights Disease'. It dealt primarily with a presentation by Drs Fay and Lawrence, of the Temple University School of Medicine in the USA. But cut into it was a news item about drug-induced deep sleep therapy being practiced in Melbourne – a therapy that later gave rise to tragedy, scandal and the current inquiry in NSW. But back to the original theme:

When I Think Back...

Different approach

In the AWV lab, designs were prepared and presented for the guidance of engineers and manufacturers, with a particular emphasis on valve operating conditions. Articles would normally comprise a circuit, specifications for critical components, measured results and design notes. No photographs, no layout diagrams, no friendly advice for would-be constructors.

For that February 1942 issue, I had time only to muster a couple of hasty projects – including a simple public address amplifier, intended principally for use in small suburban halls and churches, and likely to be built up by anyone called 'Tom, Dick or Harry', who happened to know something about wireless.

Lacking a picture with which to head up the amplifier article, I searched diligently through the company picture files and came up with one of a portly gentleman using an PA system to address a very large crowd. Such was his profile that, if it didn't belong to the Hon. R.G. Menzies, it should have! But it served the immediate purpose...

Oh yes – there was also a hassle in that same issue about the editorial. It didn't contain one. Shades of the Xmas/January 1940 issue mentioned earlier.

At AWA, I neither learned nor practiced the art of writing an editorial. As with most other such companies, manuals were concerned strictly with unembellished facts – compiled by an anonymous writer for persons unknown.

Indeed, I later came to realise that a good magazine writer is the very antithesis of someone trained to compile technical manuals. An effective writer must do more than merely present facts; in the process, he/she must also *motivate interest* and communicate with the targeted readers.

A well-written editorial falls into that same category. It will hopefully help to crystallise ideas, for or against a particular relevant proposition. The editor may be respected for his/her opinions, or cast into the role of someone that readers love to hate. Either way, the editorial should provide food for thought.

During the production of the Feb. '42 issue, Jack Lillis had taken no more than a fatherly interest, assuring me that he really didn't have clue about technical matters. But when I showed him my first editorial, his uncompromis-

ing reaction was that it read for all the world like a new-year message from one or other of the local archbishops. Maybe I should try again!

I didn't really have either the time or the inclination to do so and, instead, reshuffled the layout to fill the space with a full-page advert. In turn, that seemed to disappoint quite a few readers, who were undecided as to whether I was a wimp or a few pages short of being a real editor.

I've never missed an editorial since – even though at times, like other editors, I've wandered through the catecombs muttering: "What can I write an editorial about?" (*Editor's comment: I know that feeling well!*)

That was what it was like Jim, when I was learning the hard way about magazine production!

Preparing copy

There was one other lesson I had to learn that, since then, has faced any number of new recruits to the staff of *Radio & Hobbies/Electronics Australia* – the preparation of magazine copy.

At AWV the normal procedure, when producing copy for books and brochures, was to sit quietly at one's desk and write it out long-hand, clearly enough for a non-technical person to read. It would then be passed to a typing pool – about which male persons in the organisation could only speculate. It was a totally female precinct.

In due course, a perfectly executed draft copy would appear on one's desk, which one could proceed to amend as necessary, always remembering that it would have to be interpreted again by a non-technical person. After one or more such cycles, it would emerge as a letter-perfect final copy for the printer, plus as many carbon-paper copies as necessary. In those days, practical photostat copiers did not exist.

Believe it or not, many of the valve brochures that old-timers will remember, were produced this way, plus a large proportion of *Radiotronics* and the various editions of the *Radiotron Designer's Handbook*. In longhand!

In a newspaper/magazine environment, things didn't work this way. Reporters were required, and feature writers were encouraged, to type their stories directly on to octavo (half-quarto) size 'copy' paper, with preferably a single not-too-long par (paragraph) per slip.

The main reason for so doing was

that the linotype machines used for typesetting in those days were fitted with octavo size copy holders, and linotype operators (a very select breed at the time) preferred one par per page.

It also happened to suit reporters and sub-editors, because it made it easy for them to amend or re-shuffle stories, by discarding or adding slips as necessary. Page numbering, which started out as 1,2,3,4 etc., became 1&2,4,3 or 1,1a,1b,2,3 and so on. As a concession, linotype operators would tolerate hand corrections to the text, provided they were made clearly in the approved manner.

If the system seemed wasteful of paper, it wasn't really. Surplus paper of all kinds, from left-over newsprint through to coated art, was put through a guillotine and reduced to copy paper, to be used without restriction.

It didn't take me long to realise the speed and flexibility of this system compared with what I had been used to. So, with a typewriter on my office desk, and an affordable second-hand counterpart at home, I wasted no time in picking up the art of typing all my own copy using the 'Hunt & Peck' system; Hunt till you find the right key and then Peck it!

If all that sounds like ancient history, it is. But, at the time, the transformation from the longhand/typing pool routine to producing text under pressure, in the office, on one's own typewriter was just as much a revolution in personal methodology as the changeover from typewriter to word processor in more recent times.

Following years

With the outbreak of war in the Pacific area, the production of *Radio & Hobbies*, along with all other local publications, became a holding operation, under strict manpower and materials control.

And, with that paragraph, I merge with the story as presented by invitation in the August 1987 issue: 'A Dream That Lasted 65 Years' (page 28, but particularly pages 29-32). Part 2, 'From Wireless to Electronics' appeared on p.42 of the January 1988 issue.

Over all those years, whether called *Radio & Hobbies*, *Radio, TV & Hobbies* or *Electronics Australia*, the magazine has benefited from a succession of staff engineers, technicians and writers, from independent contributors, supportive advertisers and, of course, from successive generations of readers.

Which brings me to Editor Jim Rowe's final question: "Has the maga-

zine made a significant contribution to the electronics industry over the years?" Most decidedly, yes!

It has been regarded for decades as a tangible mirror for Australian electronics, reflecting consumer ideas and attitudes, marketing trends, technological progress, and who's doing what around the industry. Even more so for overseas readers.

The other way round, it has promoted a local awareness of overseas scientific and technological developments, by normal press facilities, by direct contact, and by cordial relationships, over the years, with overseas magazines such as *Radio-Electronics*, *Radio News*, *QST*, *Wireless World* (now *Electronics and Wireless World*), *Practical Wireless*, and so on.

Such is the standing of the magazine that, as its then Editor, I was invited to attend or address professional groups or conferences around Australia, and to undertake sponsored technical tours in Britain, Germany, USA and Japan.

Over the decades, the fortunes of many companies have been linked to the magazine, as an effective means of drawing attention to their products.

Immediately after the war, when the Managing Director of Goldring (UK) visited Australia to set up the company here, the *R&H* office was the very first call on his list. The company went on to manufacture and market both Goldring and BSR products in this country.

About the same time, Doug Ferguson moved from electronic service into large-scale transformer manufacture, at the suggestion of *Radio & Hobbies*.

Radiokes, RCS, Crown, Rola, Amplion and an array of other manufacturers and distributors relied heavily on publicity through the magazine. So also have components dealers from Levensons and Murdochs in the old days, through the postwar disposals dealers to present day parts suppliers in Sydney, Melbourne and Perth.

They've admitted as such, many times - in their franker moments - when not bargaining for a lower advertising rate!

But more personal, and more rewarding is the number of people who have simply expressed gratitude for a lot of pleasure gained through the magazine and the contribution it has made to their lifestyle. Whether an ordinary enthusiast, an academic, an engineer or a well rounded executive, it's reassuring to be told that: "I've been a reader of the mag for twenty, thirty, forty, fifty years - or more!"