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- Broadcasting AARDS: To be published at an early date.
- Periodical & Miscellaneous AARDS: To be published at a later date.

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COMMERCIAL BROADCASTING

Registered at the G.P.O., Sydney, for transmission by post as a newspaper.
Vol. 15, No. 2 (431st issue), Thursday, August 8, 1946

Hi Fellers
This was service

R. S. W.
PARLIAMENTARY
LIBRARY

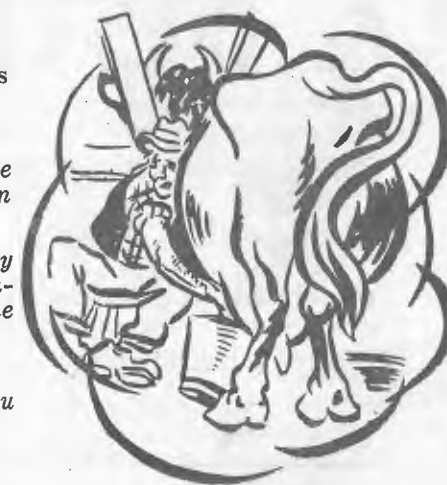


Did you hear about the kind-hearted farmer and his "Lost Week-end?"

When he reached home he staggered down to the shed, put "Strawberry" into the stall, and started on the milking.

But somehow his hands wouldn't work . . . somebody was hitting him on the back of the head with a hammer, the floor was moving up and down, and all the world was whirling round in wide, dizzy circles. Presently "Strawberry" looked round.

"Look, pal," she said, "I know just how you feel. You just hang on there, and I'll jump up and down."



Was that Service? . . . REAL Service, I'd say!

It's the kind of Service you get from the boys at 2UW. . . Mind you, they won't undertake any milking jobs for you, but when it comes to radio advertising—then you can bank on the service you'll get from 2UW.

Praps that's one of the reasons why 2UW gets so much of the big business in radio . . . advertisers know that 2UW is just as much interested in the success of their programmes as they are themselves.

As for the audience—well, listener service is

A Major Reason Why
MOST PEOPLE LISTEN TO 2UW

LIKE A GIANT PRESS.

3BO DOMINATES BENDIGO & DISTRICT

3BO is the only station situated in Bendigo.

The transmitter is located to give maximum signal strength in Bendigo and in the big centres surrounding the city.

Dominating also are the Topline features and the special services given to listeners by 3BO. If you have goods or services to sell in Bendigo your job is done quickly, effectively, and inexpensively on 3BO—the only station transmitting in Bendigo.

All particulars from

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



COMMERCIAL BROADCASTING

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

THURSDAY, AUGUST 8, 1946
Vol. XV, No. 2 (431st issue)

Contents: Page

Political Broadcasts for Elections	4
Randal White to 3AW-Macquarie Post	4
Advertising Reduces Production Costs	7
World Conference on Wavelengths Wanted	9
AAB Melbourne Ratings	13
AANA Appoints Radio Committee	13
Ideals of an Agency (Freeth)	15
Crusader of the Air for Diggers	17
Story of a Station (4GR's 21 Years)	19
Commercials Need Program Production	21
BREIF Club Activities	23
Easier to Sell What People Want (article)	24
Researchers Have Their Say	30-31
Vic. A.A.A. Annual Report	32
P.M.G. "Hitch-Hikes" an Amendment	33
Program Business	34
Overseas News	35
Purely Personal	38

Advertisers This Issue

A/sian Radio Productions	23
A.R.C.	23
Allan, Stan.	28
A.A.R.D.S.	40
A.W.A.	2
Homecrafts	26
Radionic Products	26
Sellers O.P.	22
Recording Centre	22
V.B.N.	39
White & Gillespie	22
2HD	12
2KY	16
2KO	18
2TM	8
2UE	8
2UW	Front Cover
3AW	14
3CV	20
3KZ	6
3UZ	10
3XY	32
4BU	28
4GR	20
4LG	32

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EDITORIAL

THE FIGHT IS ON FOR INDUSTRY'S FREEDOM

Never more than to-day has commercial broadcasting in Australia had the spotlight of success thrown upon it, and consequently many friends, alleged friends and enemies are subjecting it to very close scrutiny.

About fifteen years ago commercial broadcasting began to effectively intrude into the advertising field, and demonstrated it could sell goods to its listeners. It had to fight its way into the merchandising field and by divers methods show that its listeners could be influenced in favor of advertised items. Up and up it grew in spite of all opposition from other media, and then the war came. The rationing of newsprint gave radio a wonderful advantage and provided still further proof that listeners were buyers. Official figures reveal that over two million pounds—not including all talent costs—was paid to the one hundred commercial stations last year from the business community, solely for the purpose of advertising. And that was during a period when many items were in short supply.

But now things are changing. Those short supply items are rapidly coming back (so too are other advertising media coming back into their own and in a manner that shows that radio successes are under attack).

The same thing is happening in America, where commercial broadcasting really began. The newspapers in U.S.A. some years ago collected over 50 per cent. of the advertising appropriation whereas last year they collected less than 30 per cent. It is well known that Australian newspapers are equally determined to regain a larger share of the Australian advertising money. Even those that have financial interests in broadcasting stations are in this move, because they have many times the financial investment in newspapers than in broadcasting and, further, they realise that with a Labor Government in power, committed to socialisation of industry, there is a far greater chance of broadcasting coming under that hammer than newspapers.

Everybody must appreciate that the public will always insist on having their newspapers, but it is not known what would be the public reaction to the Government taking over commercial broadcasting stations. The newspapers fight for their freedom much more strenuously than the commercial broadcasters who only have a single year's licence from the Government of the day and who appear to fear courting Governmental disfavor.

Last week in the Senate at Canberra, the Postmaster-General introduced a Bill for an Act to amend the Australian Broadcasting Act 1942 and on the last page he proposes to amend Section 107 of the principal Act to vary or add to the conditions governing the erection or operation of commercial broadcasting licences and for prescribing "matters relating to the making of agreements or arrangements by licensees of commercial broadcasters for the provision of programs or the broadcasting of advertisements or relating to such agreements or arrangements so made."

If you read that carefully and analyse it, you will see that when this proposal becomes law, and it undoubtedly will, the Postmaster-General (and his officials) will have a lot of legal control over the way each commercial station runs its business and can interfere in any way he likes with any or all advertising over the radio. As advertising revenue is the lifeblood of commercial stations, the P.M.G. will be able to stop or slow up that bloodstream just as he desires. If the station does not "play ball" with the authorities then the fight is on, because of this legal power proposed to be given to the P.M.G. by Parliament.

(Continued on page 5)

A Reminder Of Requirements Of The Broadcasting Act

*:—See Proposed Amendment opposite page

With election day not so far away (September 28) broadcasting station managements, advertising agencies, recording studios have to remember some of the pitfalls of political (electioneering) broadcasts encountered in years gone by. There are two sets of rules to watch—one the Australian Federation of Commercial Stations' "Standards of Practice" and the other, Sections 89-90 of The Broadcasting Act.

Additional to these conditions is the policy of the Federation as agreed to at the last convention, that while making reasonable facilities available to all recognised political parties during the electioneering period, it is the policy of stations not to use their own announcers or other members of their staffs for broadcasting political propaganda. Advertising agencies preparing political campaigns are therefore—more or less—obliged to make arrangements for their own announcers and to have the material recorded.

Section 89 of the Broadcasting Act says this:

Political Broadcasts.

89.—(1.) Subject to the provisions of this section, the Commission may determine to what extent and in what manner political speeches or any matter relating to a political subject may be broadcast from national broadcasting stations, and the licensee of a commercial broadcasting station may arrange for the broadcasting of such speeches or matter from that station.

(2.) The Commission or the licensee of a broadcasting station shall not, at any time prior to the close of the poll on the day on which any election for the Parliament of the Commonwealth or a State or for any House of any such Parliament or for any vacancy in any such House is held, or at any time on either of the two days immediately preceding that day, broadcast, in whole or in part, any speech or matter—

(a) commenting on, or soliciting votes for, any candidate at the election;

(b) commenting upon, or advocating support of, any political party to which any candidate at the election belongs;

(c) commenting upon, stating or indicating any of the issues being submitted to the electors at the election or any part of the policy of any candidate at the election or of the political party to which he belongs; or

(d) referring to any meeting held in connexion with the election.

(3.) The Commission or the licensee of a commercial broadcasting station shall not, at any time on or after the date of the issue of the writ and before the close of the poll for any such election, broadcast any dramatization of matter relating to any candidate, political party, issues, policy or meeting referred to in the last preceding sub-section.

Names of Speakers to be Announced.

90.—(1.) The Commission, in the case of a national broadcasting station, or the licensee, in the case of a commercial broadcasting station, shall cause to be announced the true name of every speaker who is, either in person or through the agency of a sound recording device, to deliver an address or make a statement relating to a political subject or current affairs for broadcasting from the station. If the address is to be delivered or the statement is to be made on behalf of a political party, the name of the party shall be included in the announcement.

(2.) The announcement shall be made at such a time and in such a manner, before and after the address or statement, as fully to disclose the identity of the speaker to any person listening to the broadcast of the address or statement.

(3.) The Commission or the licensee, as the case may be, shall keep a record of the name, postal address and credentials or occupation of each such speaker, and shall furnish to the Minister any particulars of the record which the Minister by notice in writing requires.

RANDAL WHITE GETS 3AW POST

Mr. Randal M. White, general manager of 5DN Adelaide and 5RM, for the past 7½ years, has been appointed manager of 3AW Melbourne, and of the Victorian section of Macquarie Network. He succeeds Mr. John Taylor who will take over the general managership of 2UW Sydney upon the retirement of Mr. Frank Marden (announced in last "C.B.").

At this writing no announcement had been made regarding a successor to the top post of 5DN-RM.

Mr. White's sound administrative ability in broadcasting has won him the highest admiration in commercial and advertising circles and he enjoys

the deep respect of the Federation, of which he has been one of the staunchest supporters.

Mr. White is a native of Dublin, Ireland, and is an M.A. of Dublin University (T.C.D.). He saw service in World War I as a lieutenant with the Leinster Regiment. Having suffered the effects of gas he sought a new climate after the war and went to New Zealand, in 1923. Later he came to Australia, eventually settled in Adelaide where he became sales manager for S.A. for General Motors (Aust.) Pty. Ltd. In 1928 he made a business trip abroad and in 1935 he joined 5DN as assistant manager,

Mr. White has been chairman of the Sth. Australian Committee of the AFCBS for a number of years and Senior Vice-President of the Federation for the past two years. He is also vice-president of Adelaide Rotary Club.

His views on commercial broadcasting generally are both critical and realistic, seeing a great opportunity for the development of programs of cultural and educational value within the scope of commercial enterprise,



Mr. R. M. White

Broadcasters — Sponsors Will Have To Fight Latest "Control"

(Continued from page 3)

The fight is on, and unless broadcasters really get together and fight through their Federation, and seek the aid of the public over their own stations, that amendment to the Act will become law. In fact it may be law before this issue of "C.B." is published, as Parliament is scheduled to close down this week prior to the forthcoming Federal elections on September 28 next.

Even if it does become law, there is every reason why the commercial stations should immediately organise and agitate for the elimination of any Governmental interference in their broadcasting business. If no fight is made now, then forever resign yourselves to the Federal Government taking over your business of conducting a commercial station or stations.

Don't dismiss this amendment to the Broadcasting Act lightly with the

See Report on Amendment Bill
page 33 this issue

idea that it is aimed only at networks or multiple station ownership. It is plain English and gives full control over each and every commercial broadcasting station irrespective of network affiliations. It is a broadside at private enterprise. It is a big foot in the door of the control of all and I repeat ALL, advertising. It is something that newspapers, too, should take up vigorously and oppose with all their strength on the principle of governmental interference with advertising which is not only the bloodstream of radio but also of newspapers. Advertising agents and advertisers one and all should also organise intense opposition to this extreme socialistic measure that can only do harm to the people who produce the goods that have to be sold and can only be sold by advertising.

It will do considerable harm to the masses who must rely on advertising to know where and what they can buy.

This amendment has been cunningly introduced into the Broadcasting Act along with so-called "more important amendments" such as giving the A.B.C. power to introduce its own news-gathering service; increasing conditions of listeners' licences and matters concerning A.B.C. staff.

In his circulated speech, the P.M.G. (Senator Cameron) made no reference to this proposed amendment of Section 101 and made no comment or explanation of why he was making such a proposal. Maybe during this week the broadcasting stations will have taken some action to have the matter ventilated in the Senate or the House of Representatives.

You can't blame the Labor Party or the P.M.G. officials for doing this because they want to completely control commercial broadcasting. The broadcasters, advertisers, advertising agents and everybody in business, are to blame if they allow the Government to get away with it.

This is no time for petty jealousies, no time for unfair competitive methods between stations, but only the time for the fullest co-operation not only between stations but between all those (advertisers, manufacturers, sellers and agents) who know how important a part commercial broadcasting, solely financed from advertising revenue, plays in the life of our community. There is room enough, even in the competitive cities for the existing broadcasting stations, without individual stations advertising that only their station covers the waterfront, whereas they know or should know that others can and do cover it too.

Another reason why all the stations should organise to truly sell the merits of commercial broadcasting is the growing activity of other media and the growing inquisitiveness on the part of big spenders of advertising money to know what is the relative merits of each media. Radio has got to remember, and this goes for advertisers and agencies, that they are selling goods and not just entertainment. Top-ranking programs may give good entertainment and get big audiences but does the actual adver-

PROPOSED AMENDMENT TO SECTION 90 OF THE BROADCASTING ACT

* See story opposite page. This amendment is in an Amending Bill before the Senate this week.

Names of Speakers To be Announced

II. Section 90 of the Principal Act is amended—

(a) by inserting in sub-section (1) before the word, "If," the words "If the speaker is not the author of the address or statement the name of the author shall be included in the announcement;"

(b) by omitting sub-section (2) and inserting in its stead the following sub-section:—

"(2) The announcement shall be made in such a manner as to disclose to any person listening to the broadcast of the address or statement the identity of the speaker and where required the identity of the author and shall be made after the address or statement if it contains 100 words or less or before and after the address or statement if it contains more than 100 words;" and

(c) by omitting from sub-section (3) the words "each such speaker" and inserting in their stead the words "The author of each such address or statement."

tisement really sell the product? Maybe more money spent on copywriters and less on artists might keep radio up where it has been and still is, but the ostrich act won't keep it there. The military axiom that it is relatively easy to capture a position, but the real problem is to hold it against the enemy's counter-attack, applies to commercial broadcasting.

There are two problems: (1) keep the Government out of the commercial broadcasting business, (2) keep the advertiser continually sold on the advantage of advertising over the radio. It can be done if the broadcasters really want to do it, and if in this fight they pull together.



More and more advertisers are saying that the number of shoppers mentioning 3KZ when making purchases is quite noticeable—but not remarkable when you consider the vast, loyal listening audience commanded by this station.

These thousands of money-spenders are more likely to ask for YOUR products if advertised over 3KZ—"The Brighter Broadcasting Service."



Sydney Representative: A. L. FINN, 65 York Street. Telephone BW6251 — BX1047

IF YOU SUPPLY
THE GOODS—
3KZ
WILL SUPPLY THE
DEMAND . . .

Here's a Fitting Answer to The Broadcasting Committee

It is Time Some Politicians Learned the Facts of Advertising

Published below is portion of a discussion which was recently broadcast over the BBC between Sinclair Wood, managing director of BETAC and Patrick F. Burke, national affairs editor of "News Review". Burke posed the questions, (such questions as appear to plague the minds of some politicians) and Wood bowled over the misconceptions. The discussion is particularly apt in the light (?) of the Parliamentary Standing Committee on Broadcasting's recent report on financing the ABC in the course of which this (and similar half-truths throughout the document) appeared: "... it is the people as a whole who pay for the commercial service as well as the national service. That comes about by the fact that in purchasing commodities manufactured by the sponsors of commercial programs, the general public pay prices loaded with the cost of those programs."

THE DISCUSSION

Burke: What good does all this advertising do, beyond provide revenue for the newspapers?

Wood: It does a world of good. The advertising of toothbrushes and toothpastes has raised the general standard of dental hygiene. The advertising of soap has brought about a higher standard of personal cleanliness. And, I must say I think the advertising of cosmetics has made the general run of women much easier on the eye. But that's only one direction of material benefit. The general level of knowledge has been immensely raised by the wide reading of newspapers, and only advertising has made that possible. The pre-war newspaper—20 pages or so for a penny—would have cost fourpence or more if it had contained no advertisements.

Burke: But doesn't advertising generally make people want what they haven't got, or can't afford?

Wood: Isn't it a good thing to want something better than we've got, to want to raise our own standards of comfort, of convenience, or enjoyment? We don't know what we want until we are told it is available. Advertising tells us of new things that we can have. If we decide we want them we work and save to be able to buy them. I don't think advertising or anything can create an artificial demand; I don't believe there's any such thing.

Burke: I'm not so sure. Before the war, for example, in the United States, clever advertising campaigns were used to persuade car owners that they should trade in their car at the end of each year and get a new one, because the advertisements emphasised how better the new year's model was than the year before's.

Wood: Well, I'd rather have a new car than an old one. Wouldn't you? And I'd rather things were cheap than expensive. That is what advertising has helped to do—reduce the cost of consumer goods. It brings about large sales, and that makes mass production possible, and only mass production can bring down the price.

Burke: But cheaper products aren't necessarily better products, they may be cheap and nasty, you know.

Wood: They may, but they need not be, and I think usually they are not. Take a radio set, for example. There is no reason why a set with every part made individually by hand should give better performance than a standard mass-produced set. And the mass-produced set will be vastly cheaper.

Burke: But do we want everything standardised? Aren't our lives standardised enough?

Wood: We can't have it both ways. If we want more things, at prices all people can afford, there just must be more standardisation. But I wouldn't

like to concentrate on the material benefits of advertising. Don't let's overlook its cultural value. I think there's no doubt that, through the advertising of books, and concerts, people read more good books, go to more concerts, listen more to good music. And other forms of advertising have great educational value. The advertising done by the Government during the war is a case in point. I think it is admitted that the advertising done by the Ministry of Food has done much to raise the standard of food preparation and cooking in homes all over the country.

Burke: Oh, yes. I can quite see the value of that type of advertisement, but I still don't think that the ordinary commercial advertisement fills the same useful function.

Wood: I think a woman would differ from you in normal times at any rate. Before she goes out to shop the advertisement tell her what is available and where. They help her to narrow down her choice, and save her time.

Burke: Would it be right to say that every claim which is advertised could be taken as gospel truth?

Wood: Would it be right to say that every claim that is made verbally, by one who has something to 'sell, is gospel truth? The degree of honesty in any advertisement will tend to reflect the honesty of outlook of the man or business that sponsors it, but at least in advertising he will be much more restrained by the rules and safeguards I have already spoken about. And by this—his advertisement is there, in black and white, for all time. He can be checked up; he must be ready to stand by it.

Burke: Advertising is rather expensive. The cost of a large advertising campaign is considerable. That means, doesn't it, that when the public buy advertised goods, they not only have to pay for the goods but for the advertising as well—as it would all be included in the final price.

Wood: What matters is not the actual cost of the advertisement, but the advertising cost per unit sold. The answer is in the mass production argument. You advertise, so you sell more, so you make in larger quantities, and your production cost per unit comes down to such an extent that the advertising cost per unit is more than balanced.

Mr. GEORGE PATTERSON,
Chairman of Directors,
George Patterson Pty. Ltd.,
Sydney and Melbourne.

George Patterson commenced his advertising career in Melbourne, whence he went to London and New York for experience. In 1914 he returned to enlist, serving with the A.I.F. for three years.

Upon demobilisation in 1917, he established a one-man agency in Sydney and later amalgamated with Norman Catts to found Catts-Patterson Company Limited. He resigned from this Company in 1954 to establish his own organisation, incorporating Griffen, Shave and Co. Pty. Ltd.

George Patterson's spare-time activities have been in the spheres of art and social service.

He was a co-founder of the "Home" magazine and a director of "Art in Australia" Limited for many years, until their disposal to John Fairfax and Sons Limited.

From the outbreak of war he devoted himself to work with Red Cross in which he still is a member of the National Council and the N.S.W. Council and Executive, Chairman of the National Publicity Committee, Chairman of the N.S.W. Red Cross Social Service Committee and a member of the National Committee.

A Reminiscence.

A bright headline almost nipped George Patterson's advertising career in the bud. In an effort to sell agricultural scoops, he used a half-page in the "Bulletin," urging farmers, in bold face, to "Dam the water in the winter" to save it for the summer. That week, unfortunately, his employer, Sir William McPherson, Victorian Treasurer, was presenting the Budget and had his speech ruined by persistent Opposition shouts of "Dam the water in the winter." A motion to sack George was narrowly defeated.



Amongst the well-known names that figure as mutual clients of George Patterson Pty. Ltd. and Radio 2UE, are Colgate-Palmolive Pty. Ltd., John Fairfax and Sons Pty. Ltd., Scott and Turner Ltd., Gillette Industries Ltd., Lillis and Co. Pty. Ltd.

THAT QUALITY . . . FRIENDLINESS OF LISTENER-CONTACT . . .
IS ONE OF RADIO 2UE'S PROUDEST POSSESSIONS

WORLD CONFERENCE SOON OR "CHAOS IN THE AIR"

Commons Debate On BBC

(From Our London Correspondent)

Until a series of world and European conferences had been held to prevent "chaos in the air" by determining the allocation of wavelengths it would be impossible for any committee of inquiry intelligently to examine the problem of the B.B.C., Mr. Herbert Morrison, the Lord President of the Council, said in the House of Commons on July 17.

On the subject of commercial broadcasting Mr. Morrison said that the Government did not intend to jam broadcasts from stations such as Radio Luxemburg, but they would do their best not to have them directed at this country.

The Government for some months had been trying to secure a radio station for broadcasting to Austria and Germany, and the Luxemburg Government had now invited the British and French representatives to discuss the matter in Luxemburg.

Outlining the reasons which led the Government to the view that the right course was to renew the BBC charter for five years only, Mr. Morrison referred to the bearing which the forthcoming international negotiations regarding the allocation of wavelengths must have upon the future of broadcasting in Britain.

Whatever advances might be made in new technique, it was inevitable that for several years to come the home listener must be served mainly, if not entirely, by long and medium wavelengths. The use of those wavelengths must be determined by international agreement if chaos was not to rule in the air.

Then there must be a world telecommunications conference, which had to settle the use of the radio spectrum as a whole, for all purposes, not only for broadcasting. He hoped that would take place before the end of next year.

There must be a further conference for Europe to divide up the wavelengths for broadcasting purposes, and until that was held—which, unfortunately could not be earlier than 1948—we would not know which long

and medium wavelengths would be ours for broadcasting.

He submitted that it was impossible for any committee of inquiry intelligently to examine the problem until we knew where we were about wavelengths.

Overseas Broadcasting

Dealing with overseas broadcasting, Mr. Morrison said:—"Clearly it would be unthinkable for Broadcasting House to be broadcasting to Europe, at the taxpayers' expense, doctrines hopelessly at variance with the Government's foreign policy. It appeared to the Government to be equally undesirable that the Foreign Office should themselves become responsible for the foreign services.

"Consequently, we have come to an arrangement with the B.B.C. whereby the Corporation will accept the guidance of the Foreign Office on the nature and scope of its foreign language services. Once the general character and scope of the service has been laid down the B.B.C. will have full discretion as to the content of the programs.

"This compromise may result in some regrettable incidents if there is a temporary failure in the contact between the Foreign Office and the Corporation, but unless they are to be more numerous than we have reason to expect, they will be a small price to pay for letting the responsibility for broadcasting programs lie with those best qualified to exercise it."

Saying that the Government proposed to keep the constitutional status of the B.B.C. substantially where it was, Mr. Morrison said that they believed the organisation was still right. Other people would take another view and there would be critics of the B.B.C. The critics should be heard and notice taken of them.

"Repugnant" Interludes

Regarding commercial broadcasting, Mr. Morrison declared that nothing he had heard or read had convinced him that the American or Australian listeners got such consistently good entertainment as was offered by the B.B.C.

JIM MALONE GETS BIG POST

Telecommunications Chairman



Federal Cabinet this week appointed Mr. J. Maloney, Deputy Director of Posts and Telegraphs in N.S.W., to the position of chairman of the Telecommunications Commission which will control all overseas radio and cable communications for the Commonwealth Government.

Mr. L. B. Fanning, Director General of Posts and Telegraphs, will be vice-chairman while other members will be Mr. S. G. McFarlane, Secretary to the Treasury, Mr. G. T. Chippindall, Assist. Director General of Posts and Telegraphs, and Mr. J. V. Barry, K.C.

ADVERTISING MAN ADDRESSES FOOD TRADE

Mr. E. J. Moloney, a director of the J. Walter Thompson agency, delivered a lecture at the School of Tropical Medicine, Sydney University, at the invitation of the Food Technology Association on August 1. This is an interesting and progressive innovation.

The Association has already arranged for lectures to be given to key men on the technical side of the food manufacturing trade. The directors asked the J. Walter Thompson agency if they would add two lectures on various aspects of food advertising, packaging and marketing.

The first of these, delivered by Mr. Moloney, gave the trade a clear outline of just what it takes to organize and put across a successful and comprehensive advertising campaign. He took an absorbed audience through the complex maze of media, copywriting, art work and production. His lecture was illustrated by a number of examples indicating what to do and what not to do in advertising.

On August 15 a talk will be delivered by Mr. Douglas Taylor, also a director of J.W.T., on the psychological aspects of advertising.

3 SPONSORS!

U Z

HERE IS THE SESSION TO
HOLD YOUR AFTERNOON
AUDIENCE AND CREATE
DEFINITE SALES CHANNELS



GIL CHARLESWORTH

45 BOURKE ST.
MELBOURNE C1
Central 1925

Melbourne's afternoon favourite smoothly comperes this bright three hour programme each day from 2 to 5 p.m.

SYDNEY REPRESENTATIVE
E. A. WOOD
49 Market Street

MA3352

M
E
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B
O
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N
E

Advertising Data Service

AARDS NEWSPAPER EDITION ISSUED BROADCASTING EDITION COMING UP

The Newspaper Edition of Australian Advertising Rate and Data Service containing all the vital rate and data information about practically every newspaper in Australia, including country and suburban papers, has been published by Mingay Publishing Co., and its reception in advertising circles has been most gratifying.

Said Mr. Frank Goldberg: "... very valuable record... contribution to the cause of advertising. Congratulations on herculean task..."

Said Mr. Jackson (Jackson, Wain): "It is a first rate job. Although obviously involving the publishers in a lot of work, just that much work will be saved the agencies who use it. We will find it most helpful."

Said Mr. S. E. Baume: "... It will become one of our basic tools, ranking with the type book, your combined radio rate cards, the dictionary, and the few other examples of *organised information with planned ease of reference*... an entirely new tool which makes all newspaper data easy to find and to use... My enthusiasms are few and far between. This is definitely one."

Said Mr. "Tony" Eckblade, managing director of Wrigleys: "This is a very fine job and all connected with

such enterprise should be congratulated. It is something which has been needed for a long, long time."

Broadcasting Edition

The Broadcasting Edition of AARDS is in course of compilation and should be available by the end of September. It will contain all the rates of commercial broadcasting stations throughout Australia and New Zealand together with relevant data about each station and network. There will be several other sections as well, including listeners' licence figures and distribution, transcription catalogue, The Broadcasting Act and Regulations, advertising agency addresses and particulars, broadcasting codes and standards, transcription producers, and in fact every type of informative data which will assist the buyers of time on broadcasting stations by putting it in on the line of "organised information with planned ease of reference."

Advertising footnote: To intending advertisers in this Broadcasting Edition of AARDS a reminder that advertising copy closes August 16.

Subscription P.S.: Pre-publication bookings for AARDS can be made to ensure earliest possible delivery after publication. Cost is only £2/2/- each.

J. W. T. EXPANSION IN MELBOURNE

Mr. Ted Jarvis, director in Melbourne of the J. Walter Thompson Company, was in Sydney for a few days last week, following the opening of the new Melbourne offices of the Company at 125 Swanston Street, which was celebrated in a cocktail party at the Australia Hotel, Melbourne, on July 26.

"J.W.T. in Melbourne is now a full service agency, with art, copy and production departments," he said.

Mr. Jarvis returned to J.W.T. two years ago when he left the A.I.F. after 4½ years' service as major in the Middle East and New Guinea.

Among those present at the party were Sydney directors Ted Moloney, Tom Carruthers, Doug Taylor and Alan Weekes,

Other guests included:

Messrs. C. H. Mason, A. R. Caughey, J. A. Sexty, G. Osborne, A. Forbes and F. Daniell (Kraft Walker Cheese Co.); H. I. Fader (W. J. Bush & Co.); W. Bell (Northam & Warren); D. Gardyne and F. M. Wiltshire (Wiltshire File Co.); T. Joshua and J. E. W. Fawcett (Bryant & May Pty. Ltd.); J. Marshall (Lever Bros. Pty. Ltd.); J. Hick and Miss V. Morgan (A. G. Spalding & Bros.); Messrs. E. Robertson, N. Robertson and L. Sylvester (MacRobertson's); J. Saunders (W. Saunders & Sons); B. Powell (Grocery Distributors); Mrs. Z. Fell, D. Dickins, H. Holt, A. C. Campbell and W. Hope (Trading & Agency Co.); J. Cudlipp (General Motors-Holden); J. Barnes (Holeproof Ltd.); D. Dulle (Kellogg Aust. Pty. Ltd.); T. S. Barnett (Jantzen Aust. Pty. Ltd.); E. Baster (Godfrey Phillips); A. Siree (A.B.Y. Manufacturing Co.); K. G. Guest and R. Cousins (T. B. Guest & Co.); F. Stockwell (Walker Tobacco Co.); W. Farrell (Directoplate Co.); R. Brookes and R. Sibthorpe (Rowntrees); F. Cave (Shell Co.); D. McFarlan and Miss I. Elliott (G. J. Coles & Co.); W. A. Hutchison (Council of Fire Underwriters' Assn.); C. Gray (Broken Hill Pty. Ltd.).

One in Every Five FM Channels to be Held for Late-Comers in U.S.

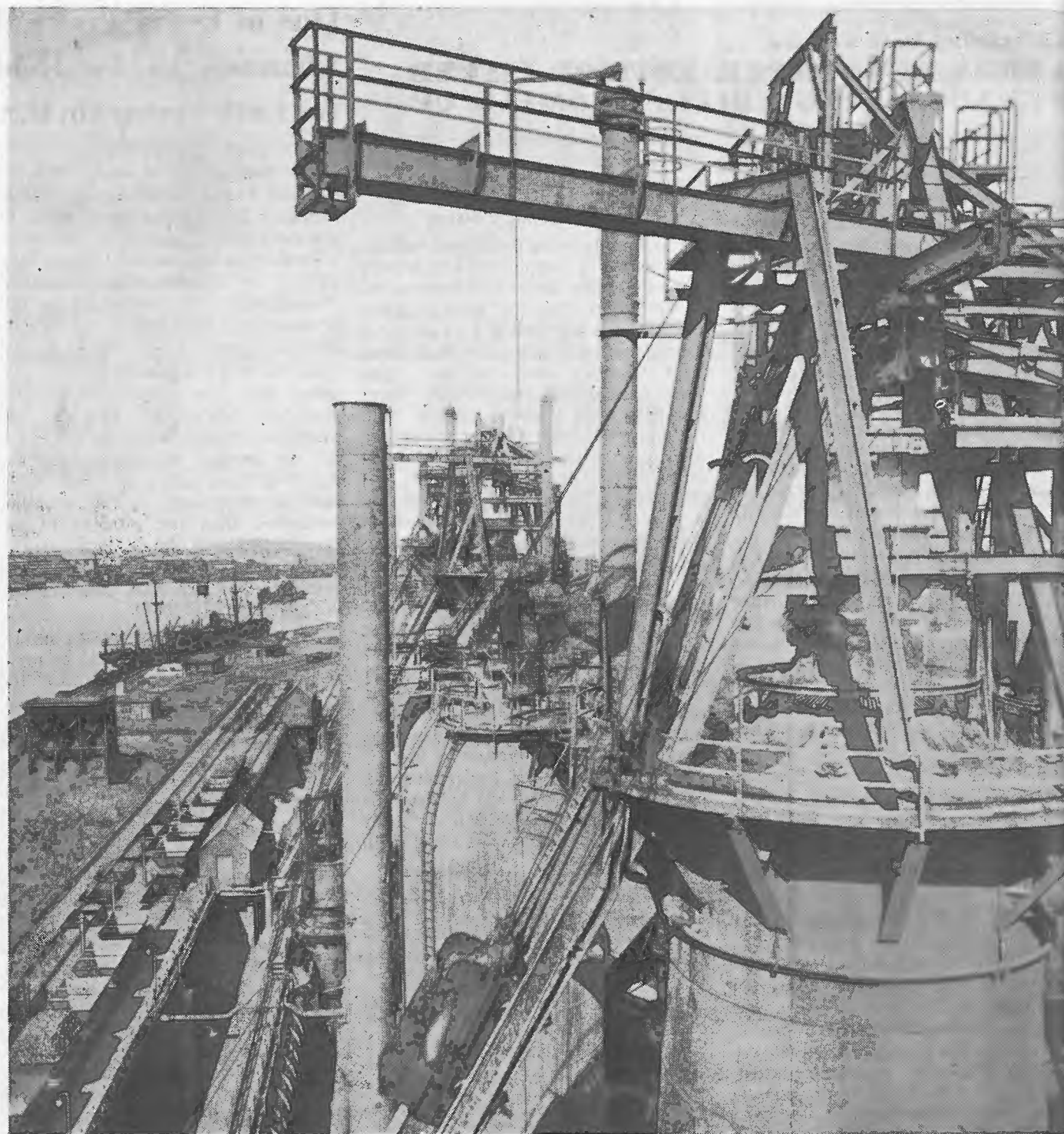
The assignment of every fifth FM channel which has been indicated as available for a given area would be withheld for a period of one year, according to a proposed order adopted by the Federal Communications Commission. Oral argument on this proposal was held before the FCC on July 12.

In its order announcing the proposed rule, the commission recalled that on August 24, 1945, it had adopted a report announcing that it did not propose to withhold any FM channels from assignment, but stated that its experience in the meantime indicated that the purpose of the Communications Act of 1934 "may be better served by a reservation of metropolitan FM channels under certain conditions."

Under the proposed policy, no reservation of channels would be made if a maximum of four channels has been indicated for a particular area by the Commission. However, if at least five but no more than nine channels were indicated for an area, one channel would be withheld for the period of one year from the date of the adoption of this policy. Two channels would be withheld if 10-14 channels were listed; three, if 15-19 channels were listed; and four if 20 were listed.

The object of this policy, said the FCC, is to permit an equitable distribution of FM frequencies, pursuant to Section 307 (b) of the Communications Act. If a policy of reserving every fifth channel were adopted, each area could have a maximum of four stations assigned to it at this time if four channels were indicated for it in the release of December 19, 1945; however, provision is made for the future consideration of an applicant for an FM station in an outlying city which has not applied at this time, if at least five channels are indicated for the area.

The Commission summarized: "The policy thus permits the establishment of FM service in every area and yet prevents an unequal distribution of FM channels among the various communities."



Newcastle Steel Works

2KY and 2HD

HOLD A LOYAL AUDIENCE IN THE INDUSTRIAL CENTRES OF AUSTRALIA

MILLIONS ARE EARNED AND SPENT

Who are the Biggest Buyers of YOUR PRODUCT???

SYDNEY: M 6291

MELBOURNE: CENT. 4705

AANA FORM SPECIAL RADIO COMMITTEE

To keep its members abreast of developments in radio, to study advertising regulations, network policies, union problems and the like and to advise members of the Australian Association of National Advertisers on their radio problems, the A.A.N.A. has established a special Radio Committee within the framework of the Council.

The Committee will investigate problems heretofore handled mainly by individual advertisers.

The members of the Committee are: G. Ekblade, Wrigley's (A/sia.) Ltd. W. H. Northam, Johnson & Johnson Pty. Ltd.

N. F. Leggatt, Frederick Stearns & Company.

W. McPherson, Lever Bros. Pty. Ltd. A. R. Caughey, Kraft Walker Cheese Co. Pty. Ltd.

F. J. Cave, Shell Co. of Australia Ltd.

LIGHTNING STRIKES AERIAL MASTS

Two broadcasting station aerial masts were struck by lightning at Adelaide during a heavy thunderstorm recently. Little damage was occasioned to 5AD equipment when lightning, which struck the mast, was carried to earth by the arresters at the base. Only a current ammeter was burnt out and the interruption of broadcast was about five minutes.

National station 5AN at Brooklyn Park was not so lucky. The lightning which struck the 200-ft. mast jumped the arresters and exploded in the tuning-hut at the base of the mast structure. The whole tuning set was blown to bits and many metal parts melted. The underground cable leading from the tuning hut to the transmitter, housed a little distance away, was wrecked, but no damage was caused to the transmitter. The station was off the air for three hours while repairs were being effected.

LUNCH HOUR POPULAR

New lunch hour business by 2UW Sydney during the past week includes two quarter-hours at 12.15 Tuesdays and Thursdays on behalf of I. Sutherland Munro, well-known Sydney Chiropodist. In the Sunday midday session, B. H. Winn, Sydney confectionery manufacturer, has extended his 12 noon musical program from 15 to 30 minutes.

A.A.B. SURVEYS ON THE LEADING PROGRAMS IN MELBOURNE

The particulars shown hereunder have been supplied by The Anderson Analysis of Broadcasting and represent extracts from their regular A.A.B. Ratings Reports. These Reports are based on information obtained from two consecutive surveys, each survey being of seven consecutive days duration.

In these Reports, programs are ranked in their order of popularity only if they are broadcast during two consecutive surveys.

Where, however, a leading program is temporarily displaced and is not broadcast during one survey, it is included for information purposes in its relative order of popularity.

Leading 15 of all Night Sponsored Programs

169 Broadcast During Both Survey Weeks (May and June, 1946)

Program	Weekly Frequency	May-June 1946	Previous Report	Year Ago
Australia's Amateur Hour	1x60 mins.	1	1	1
The C. & G. Minstrels	1x30 mins.	2	2	3
Backstage of Life	1x15 mins.	3	5	5
Martin's Corner	4x15 m ns. Serial	3	3	2
Beauty That Endures	1x30 mins.	5	6	9
Bob Dyer's Can You Take It	1x30 m ns.	6	6	17
Dad and Dave	2x15 mins. Serial	7	4	3
Lux Radio Theatre	1x60 mins.	7	NR	8
The Hit Parade	1x30 mins.	9	6	7
News, 7 p.m.	7x15 m ns.	9	9	NS
Bulldog Drummond	2x15 mins. Serial	11	9	14
Daddy and Paddy	2x15 mins.	11	12	13
Jimmy Colt	3x15 mins. Serial	11	9	X
Say It With Music	1x30 mins.	11	12	32
The Singing Cowboy	1x15 mins.	11	17	17

NOTE:

N.R. Broadcast during one survey week only and therefore not ranked.
N.S. Not Sponsored.
X Not broadcast.

Leading 10 of all Day Sponsored Programs

160 Broadcast During Both Survey Weeks (May-June, 1946)

Program	Weekly Frequency	May-June 1946	Previous Report	Year Ago
Big Sister	5x15 mins. Serial	1	1	2
Community Singing	1x60 mins.	1	2	3
I Bring You a Song	3x15 m ns.	3	3	X
Fred and Maggie Everybody	5x15 mins. Serial	4	9	8
Hollywood Holiday	4x15 mins. Serial	4	4	3
Hymns of all Churches	5x15 mins.	4	4	X
The G-2 Harmonists	5x15 m ns.	7	9	X
Mary Livingstone, M.D.	4x15 mins. Serial	7	4	X
Pleasant Sunday Afternoon	1x60 mins.	7	16	20
Treasure Corner	4x15 mins.	7	4	3

NOTE: X Not Broadcast.

MEDIANS: A "Median" is a special type of statistical average and represents the average number of Radio Homes listening to the sponsored programs of the type stated.

The following figures are based on an estimate that there were 271,000 Radio Homes within 25 miles of the G.P.O., Melbourne.

NIGHT.

All programs	16,500 radio homes
60 minute programs	19,000 radio homes
30 minute programs	21,500 radio homes
15 minute programs serials	18,000 radio homes
15 minute programs non serials	13,500 radio homes

DAY.

All programs	8,000 radio homes
60 minute programs	11,000 radio homes
30 minute programs	8,000 radio homes
15 minute programs serials	27,000 radio homes
15 minute programs non serials	5,500 radio homes

I nfluential

DOING a good job, day in and day out, for these advertisers is one reason why 3AW enjoyed 17% higher sales for the last quarter over the previous quarter.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Kodak G-2 Cleaner Shell Bushells Table Talk Myer Emperium Gillette Ford Pills Caltex Sanitarium Eno's Salts Treadways Nestles Rockman's Pepsodent Foy and Gibson Wool Board Egg Board Berlei Robur Vicks Allans Penfolds M.G.M. Laconia Peters Smith's Weekly W. D. & H. O. Wills Edinburgh Lab. Liberal Party Bonnington's Cadbury's Protex De Witts Maples Seppelts and others	Viogen Buckley's Canadiol Johnson & Johnson Chandlers A. W. Allan Brash & Co. Thermogone Schumann's St. James Pura Tea Tup Cleanser Aerophos Fisher & Co. Nunan and Collins Seppelts Vinegar Clinton Williams Lanes Emulsion Velmol Murine Regal Taxis MacRobertsons Caltex Kiermans Hutchinsons Rocke Tomsitt Vicks Peters T.B. Guest Capstan Roger and Gallet Vincents Palmolive Maxam Myer Emperium Digestif Rennie Bowden and others	Yakka Overalls Coles and Garrard Ford Pills Macklay Williams Shoes MacLeans Tooth- paste Bushells Bevilles Shell Co. Hartleys Hilton I.C.I. Melb. Sports Depot Menthoids Paul Bram Rockman's Sanitarium Tup Cleanser Youth-O-Form Band Aid Normans Caltex Myer Emperium Grace Mannars Paris Prams Hutuwai Foy and Gibson Pepsodent Nestles Berlei Big Paterson Robur Tea Christies Rosella Penfolds Wines Cadbury's Crystolls and others	Gillette Railway Overalls Ford Pills Lournay Bowdens Sanitarium St. James Chandlers Bevilles Table Talk Brylcreem Johnson & Johnson Nunan & Collins Ice Mnfrs. Egg Board Rockman's Anita Lee Wootton & Sons Bradley Berlei Rolls-rite Lanes Emulsion Robur Tea Laconia Blankets Palmolive Regal Taxis Nestles Specialty Press Peters MacRobertsons Smith's Weekly Bonnington's Edinburgh Lab. Cadbury's Vic. Railways Orlando and others	Coles & Garrard Johnson & Johnson Treadways Kodak Kent Gowns Clinton Williams Bushells Fisher & Co. Myers Caltex Brash and Co. Hartleys Melb. Sports Aerophos Pura Tea Canadiol Carters Hutuwai Foy & Gibson M.G.M. Roger and Gallet Vincents Liberal Party R. M. Hardy Thomas Hardy Caltex Myer Emperium Wintrol Rub The Age Digestif Rennie De Witts MacRobertsons Kiermans Liberal Party Knox Drug Christies and others	Clinton Williams Brit. Medical Lab. Youth-O-Form Table Talk Schumanns Bevilles Allens J. C. Williamson Ping Nunan and Collins Anti-bisan Peters Lacoma Gin Carters Myers Nile Smith's Weekly Spencer Jackson Caltex Edinburgh Lab. Beechmans Pacific Chenille Cystex The Aust. Legion
					SUNDAY Glaciarium Stanley White Calders Coconut Grove Darrods London Pram T.B. Guest Sharpes Age Johnson & Johnson Nestles Vincents Kool Mints and others

3AW-CV

"At home with all the Family"



Ideals Of An Advertising Agency

Freeth States Long Range Plan, as Two Executives Admitted to Directorships

"Advertising is a beneficent force in human affairs, in its promotion of the exchange of goods and services on which profitable employment depends. I believe it can play a significant part in the future development of this country and, that if we can reconcile the age-old misunderstandings between employers and employees and accelerate production, Australia has the greatest opportunity of any country in the world," declared Mr. Vincent H. Freeth before a gathering of his agency's clients and top executives of newspapers and broadcasting stations in Sydney on July 26.



Mr. V. H. Freeth

Army. We examine the qualifications and aptitudes of these lads very carefully before they are admitted to the staff, and, after a short probationary period, encourage them to enter upon a further educational course and, where necessary, make a contribution to the cost of their fees.

"They enter our office on the lowest rung of the ladder and are promoted through the different departments so that they will have eventually, an all-round knowledge of the business.

"We have also recently added to the staff five executives who have seen service in some branch or other of the armed forces. We hope that these men, and others like them, will find a lasting place in our organisation, and that they will rise to positions of eminence and respect in the profession which they have chosen.

"I disagree profoundly with the idea

that a business is inevitably the length, breadth and shadow of one man. It must have a leader, of course, but if it is well organised, is careful in its selection of personnel, maintains its ideals and keeps reaching for the stars, it must leave an impress and prosper as it deserves.

"We must constantly have an influx of young blood into the profession, men who are attuned to the needs and desires of an ever-changing world. If we order our affairs wisely, there seems no reason why we may not have succeeding generations passing through our business so that a man, having reached the age of honorable retirement, may hand on the torch to younger men and enjoy the remaining years of his life in comfort and security.

"This is our aim. For my own part, I have no desire to linger superfluous on the stage. When my time comes, I hope to retire to the country and spend my days finding the reflection of the faces of my good friends in some pellucid trout stream. I still believe, however, that there are one or two good gallops in the old horse yet.

(Continued page 32)

The occasion was a cocktail party given by Vincent H. Freeth Pty. Ltd. at the Hotel Australia to mark the formation of the Vincent H. Freeth advertising agency organisation into a proprietary company ("C.B." 25/7/45) in which two senior executives, Messrs. F. T. A. Kelly and Hedley L. Cousins, have been admitted as shareholders and directors.

More than 120 friends and business associates of the agency attended the party.

In welcoming the guests, Mr. Freeth, governing director, said that he always believed that those who made a real contribution to a business are entitled to share in its profits, and that, as far as humanly possible, some provision should be made for their future. In the future, it was proposed to grant a share-holding to every executive member of the staff who merited it, by reason of his loyalty and his application to the advancement of the Company.

"With the same idea in mind, and to provide opportunities for promotion, we entered upon a scheme some three years ago of sponsoring the training of carefully-selected juniors as they came to us from school." Mr. Freeth continued: "To-day there are five of these junior trainees, three of them sons of ex-servicemen, another, who topped his school, is still in the

"BIG SISTER" BOWED OUT WITH COCKTAILS



The Kent Room at the Australia Hotel, Sydney, was the scene of a very bright cocktail party on Friday, July 19, when J. Kitchen & Sons entertained the cast of "Big Sister," daytime serial which closes on August 16.

Members of the "Big Sister" cast present were Winifred Green, Betty Suttor, Bettie Dixon, Queenie Ashton, Nigel Lovell, George Hewlett, Edward Smith, Peter Dunstan. The sponsors of the program "Big Sister" (J. Kitchen & Sons) were represented by Mr. L. P. Addis, chairman, Mr. H. C. Nankervis, sales director, and Messrs. Miller, Beckett and Robyns (advertising). Lintas Advertising Agency was represented by Mr. L. A. Davis, managing director, Mr. L. M. Novissimo, Mr. A. Thomson, Mr. K. Fowles, Miss S. Gorman (radio.)

From left to right: Mr. L. P. Addis, chairman of J. Kitchen & Sons; Miss Lynn Foster, writer and producer of "Big Sister" who will write and produce "Cross Roads of Life" which replaces "Big Sister"; Mr. L. A. Davis, managing director of Lintas Pty. Ltd. (who has recently been discharged from the Air Force); Mr. H. C. Nankervis, sales manager of K. Kitchen & Sons.

The Fertile Hunter Valley helps make YOUR Market..



WINES, dairy produce, wheat and wool are products of the increasingly wealthy Hunter Valley area—the hinterland of the “regional capital” of Newcastle. The rich Hunter Valley and the basic industries of Newcastle itself are stable activities which keep pay-envelopes in the district uniformly well-filled.

And it's just this combination of heavy and light industries and prosperous rural area that makes the Newcastle market so important to the radio advertiser. Nowhere else in Australia can such an evenly balanced distribution of population be found. Station 2KO—the Testing Station of the Commonwealth—gives you blanket coverage of Newcastle—and the Hunter Valley.

Test your new campaign on Station 2KO—first!

through
2KO
NEWCASTLE

Crusaders of the Air

“The Diggers’ Friend” has Earned His Sobriquet



Harry Yates

For 25 years Harry Yates (a veritable One-Man-Comforts-Fund during World War II) has been helping Australian Diggers. He has been a “personality” in Sydney radio for more years than most of the men behind the microphone. He has made that microphone pay off dividends to the old Diggers and to the younger Diggers of this war.

He has earned his title of “The Diggers’ Friend” not so much by the conventional gestures of handing a sick soldier a packet of cigarettes, or organising a dance for the troops, but because of his thousands of unspectacular acts of kindness to Diggers, old and new, and their dependents.

It's not very satisfactory to assess charity in terms of figures, but the statistics of Yates' good work for the soldiers are spectacular.

During the six years of war, Harry Yates—

- Distributed between 15 and 16 million cigarettes. Usually every soldier in the hospitals he visited was given either an ounce of tobacco or a packet of cigarettes.

- Distributed approximately 30,000 phonograph records.

- Often travelled 50 to 60 miles from Sydney to give camp concerts.

- Organised dances at the Australian Hall every Saturday and Wednesday nights to which members of the services were admitted free of charge.

- Distributed over 400 radios, 250 gramophones and 80 pianos.

In addition to this work, which to Harry is merely routine, he collected £8,000 to build a new recreation hut at Randwick Military Hospital to replace the one destroyed by fire.

He appeals to the public mainly through his “Diggers’ Session”, heard from Radio 2UE at 4 p.m. every Sunday. When he took a hand in solving the housing problem through this session, the results were spectacular and sudden. He broadcast details of houses known to be vacant, and offered to supply the addresses to servicemen who cared to ‘phone the

station. In five months he had by this means settled 500 service families in homes.

Apart from the “Diggers’ Session”, Yates is only on the air on Saturday mornings for “Hello, Diggers.” During the week he is a hard-working salesman, but his activities on behalf of the soldiers cut very deeply into the time he can spend at this job. And the ready response to those who “just need a loan to tide them over” cuts even more deeply into his earnings from selling radio time.

His “consulting room” for those who bring their problems to him, is a corner of the busy salesman's room. During his “hours” there is a steady stream of people visiting him.

But no matter how heart-rending and convincing the tale, Yates only lends when he has fully investigated the case and checked the facts. Generous though he is, he realises that if you want to help the greatest possible number of people, you must use your head as well as your heart. At present he says he lends between £30 and £40 weekly, and gets more than half of it back.

Although he investigates all the cases which are brought to him, he has an uncanny knack at distinguishing a fraud from a genuine case of hardship. His early experiences probably helped him here. His widowed mother died when he was nine. Harry, who had been selling newspapers to help her, then left Sydney for the country where he was first a bullock-driver and then a jockey. Before he had turned 15 he was in Palestine with the first A.I.F.

His first radio appearance was reciting a monologue he had written in a soldiers’ session. Within 12 months he was conducting the session himself.

His Sunday “Diggers’ Show” is now an institution. Besides regularly appealing for money or goods to help his “lame ducks”, Yates has launched several promising artists on their careers through this session. The Police Quartet, now known as “The Guardsmen”, made their first appear-

ance in this session. So did Graham Wicker and Pamela Morris.

Although Yates regularly receives insulting letters from people who refuse to believe that he does not get a “cut” out of the money he collects, or who say that he is collecting the cigarettes for himself (15 million would be quite a few cigarettes to smoke), he usually receives a ready and generous response to his appeals.

Recently R. Broughton, an ex-Ninth Division man, had his home burnt down at Port Kembla. He and his wife and two children lost all their furniture and clothing. Yates appealed over 2UE, and also took time on 2WL to ask the South Coast people to help. Within a few days Yates had collected sufficient furniture and more than enough clothing to tide the family over.

So when Harry Yates says sincerely that he is proud of his title the “Diggers’ Friend” you must admit—he's earned it.

GENEROUS DONOR PASSES

Mr. Denis Foley, proprietor of the Ascot Vale Hotel, Melbourne, who passed away in Melbourne on June 19, was a consistent contributor to broadcast appeals for charity. He has donated £16,000 to Norman Banks' 3KZ Carols by Candlelight Appeals during the eight years these appeals have been launched.

Mr. Foley gave generously to the 3DB's Good Friday Appeals also, and was always active in urging other hotelkeepers to contribute to radio appeals. He was also responsible for many anonymous donations to charities at Essendon. He is survived by his wife.

SALARIES OF EXECUTIVE OFFICERS OF A.B.C.

Salaries of executive officers of the Australian Broadcasting Commission effective from November 12 last, were recently gazetted in the Commonwealth Gazette. They are:—Overseas representative (T. W. Bearup), £1,500; Assistant general manager (R. C. McCall), £1,500; Controller of programs (K. L. Bary), £20 a week; Director of music (W. G. James), £20; N. S. W. manager (B. W. Kirke), £20; Controller of administration (A. L. Holman), £18; Director of drama and features (F. D. Clewlow), £18; Director of talks (B. H. Molesworth), £18; Acting manager for Victoria (L. R. Thomas), £18; and Manager for Western Australia (C. C. Charlton), £18.

**EACH DOMINANT
IN ITS SPHERE**



**WOMEN'S RADIO CLUB
3,000 ACTIVE MEMBERS**

The First Conference of the newly-constituted Club committee of the 2TM Women's Radio Club brought delegates from Gunnedah, Manilla, Weris Creek, Barraba, Walcha, Quirindi and Uralla to Tamworth on Thursday, 18th July.

A major decision of this meeting was to create a fund to establish Child Welfare Centres in districts of Northern New South Wales.

It takes years to ascend to a position of dominance—it takes power to stay there. With its towering 2,000 watt transmission Station 2TM has dominated the lucrative north of New South Wales to the entire satisfaction of National advertisers. Power . . . plus programmes . . . plus intense activity in local affairs—they're the pylons which hold 2TM and its advertisers in a pre-eminent position.



Sydney Office:
Lisgar House, 30 Carrington Street. BW 7375
Melbourne Office:
Hugh Anderson, 130 Exhibition Street. Cent. 4366

The Story of a Station

Station 4GR Toowoomba celebrates its 21st birthday on August 16. In these notes, Mr. "Ted" Gold, founder of the Station, looks back to some of the yesterdays at 4GR.

By
E. E. "Ted" Gold,
(Managing Director 4GR)

The seed from which 4GR sprang was actually sown about three years before any broadcasting licences were issued. It was in 1922 when a handful of wireless experimentors were putting speech and music on the air that I took out an experimental licence with the call sign 4EG (Toowoomba). It was in those years that Sydney had 2CM (Chas. Maclurcan, now Managing Director, Wentworth Hotel), 2GR (Marks, Rose Bay), 2FA (Syd Colville), 2UW (Otto Sandell).

During the two or three years B.B. (before broadcasting) I put over a nightly half hour of gramophone music. As there were no such things as pickups, a microphone was placed in the horn of the gramophone for pick-up purposes.

About 1924 I accomplished the first landline pick up in the State. The Queensland Eisteddfod was held in the Toowoomba Showground, across the road opposite my house. I ran lines across the stage, carried them across the road on electric light poles, and by special permission of the Wireless Inspector, relayed every session of the finals.

Under the circumstances, the broadcast was quite successful and was heard as far as Home Hill, North Queensland. From memory, I just cannot recall when the Commonwealth Government brought down the Act to licence Class A and Class B (Commercial) Stations, but it must have been about 1924. However, the abovementioned broadcast gave me the idea to take out a Class B licence.



Mr. Ted Gold

Here is 4GR's original "studio"—the lounge room of Mr. Gold's home about 20 years ago, with Mr. Gold playing his pianola for listeners. Note microphone on stand at right.

At the time, I was running a radio-electric business under the name Gold Radio Electric Service, and asked to be allotted the call sign 4GR. On receipt of the licence I took a suite of rooms in Margaret Street, City, heavily draped a "Studio," set up a 50 watt transmitter in one corner, and, in all, the outfit looked quite good.

The opening night was Sunday, August 16, 1925 (4QG the only other Station in Queensland, was officially opened on the 9th).

The official opening was performed by the Mayor, Ald. J. D. Annand. A relay was taken from St. Stephen's Presbyterian Church, and this was followed by a studio concert which included a good orchestra of about 20 performers, the Queensland Eisteddfod Tenor Championship Winner, the late E. J. Melville, as well as a number of first rate performers.

For quite a long time, Sunday night programs over 4GR were live artist shows, following a Church relay.

In the subsequent years, improvements were made in the technical side—it was a constant evolution of building new transmitters and rebuilding the old ones. When crystal control of frequency was discovered, I purchased one from Hinderlich (England) and 4GR was one of the first stations, I think, to use crystal control. The wavelength was then 294 metres. I still have the crystal.

Five years after 4GR went on the air, Mr. J. B. Chandler took a Brisbane licence (4BC). King and King took up 4BK, and Edgar V. Hudson took 4BH (not too sure if it was E. V. Hudson, but from memory that is what I think).

In the years that followed, listening licences increased and broadcasting began to take the lead from the merchandising side of the business, and I was prompted to float the Company (Gold Radio Service Pty. Ltd.) in March, 1932, which involved the 4BC interests.

(Continued on page 26)

After 21 years . . .

A RECORD OF ACHIEVEMENT

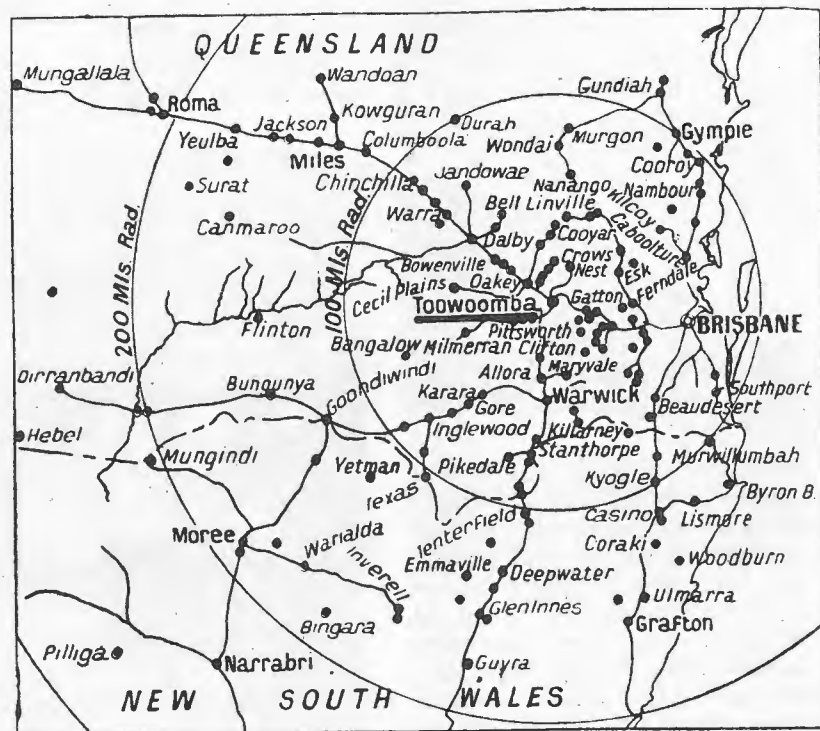
Twenty one years ago . . . on August 16, 1925 . . . 4GR Toowoomba went on the air as the second licensed station in Queensland.

Its policy was shaped in a pattern of entertainment and complete community service . . . and the proud record of the years is exemplified in this map of the mail response from one recent broadcast.

A great commercial station, and a listening habit of 21 years, 4GR is truly the voice of the Darling Downs, and an essential part of the community life of one of the richest areas in the Commonwealth.

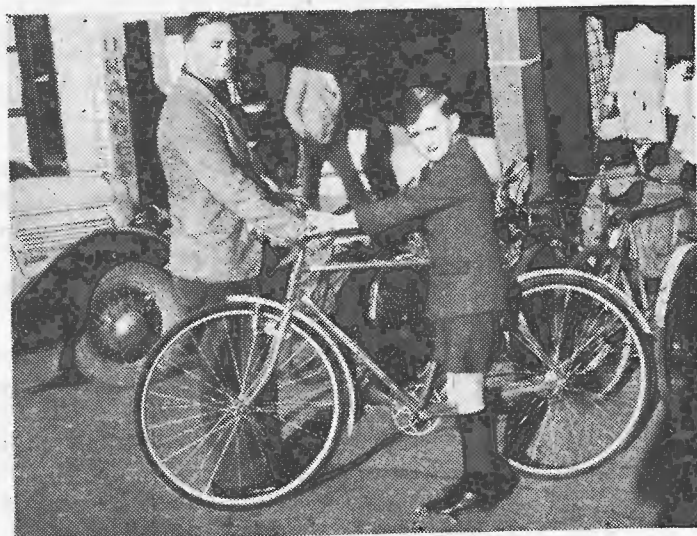
4GR

Toowoomba



3CV TOPS FOR ENTERTAINMENT IN CENTRAL VICTORIA

— • Case No. 1 • —



Accent here is on community service and sponsor co-operation. Picture shows Mr. Alf Grierson, Bendigo manager of Motor Spares Ltd., congratulating Vernon Millkens of Bendigo, the winner of the Master Sports Bicycle donated by Motor Spares Ltd. to the 3CV Women's Radio Club to help raise money for the Children's Hospital Auxiliary in Bendigo. The 3CV Women's Club is continually receiving assistance in their work by the 3CV sponsors.

3CV

CENTRAL VICTORIA

A Macquarie
Feature Station



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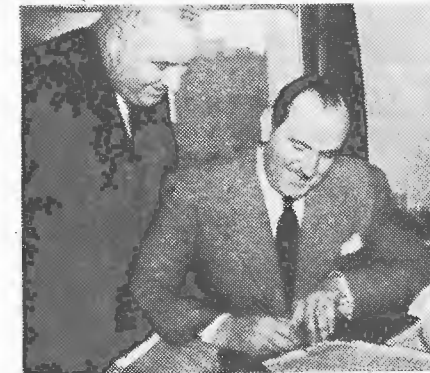
would have appeared to be much shorter. Unless the commercials sell products, services and goodwill, high ratings may destroy the advertiser's confidence in radio's effectiveness as a sales tool.

Crowded periods of spot announcements can prove annoying to listeners if they are carelessly handled. On the other hand, spot announcements can be prepared and delivered in such a wide variety of interesting ways that they need not be objectionable to listeners if they are carefully done. Station managers' experience can be very helpful in the planning and placing of spots so as to avoid objectionable features.

More listener study by advertisers, agencies and station managers, preferably co-operatively—will pay off quickly—pay station managers in terms of a more loyal, more receptive audience—pay advertisers and agencies with increased results per dollar of advertising cost.

The job of studying listeners' reactions to radio advertising will never be finished. It is a continuous study, because listeners' reactions change as effective broadcasting techniques are used to excess by advertisers.

Dyer Signs up Atlantic For New Show



Jack Lee, advertising manager of Atlantic Union Oil Co. Ltd., looks on while Bob Dyer signs the contract for the forthcoming Atlantic Show starring Bob Dyer.

The new Atlantic feature is scheduled to take the air 8 to 8.30 on Saturday nights beginning September 28 and will emanate from 2UW, to be relayed on some twenty New South Wales and Victorian stations, including 2KO, 2GZ, 2KA, 2NZ, 2LM, 2KM, 2TM, 2WG, 2AY, 3DB/LK, 3YE, 3SR, 3UL.

Beginning January 1947 the Show will also be relayed to stations in Queensland and South Australia.

The Atlantic Show was sold by Dyer as a "package" and will be completely serviced and produced by a new firm, registered under the name of "The Bob Dyer Radio Advertising Service." Dyer has applied to the Australian Federation of Commercial Broadcasting Stations for accreditation.

City of Tamworth was First in Australia with Street Lighting

Although Tamworth was the first town in Australia to adopt electricity for street lighting—before even Sydney or Melbourne—it was not until the second week of July this year that it was officially proclaimed a City. ("C. B." 25/7/46.)

Tamworth actually has long since fulfilled all the requirements of the Local Government Act in respect of city status. These requirements include an average population of at least 15,000 for five years immediately before the proclamation and an annual revenue of at least £20,000 during the same period. Tamworth's official population figure for the municipality last year was 15,865 and revenue last year was £140,590.

Tamworth's electricity generating power station was officially opened November 9, 1888. Besides the city itself with brilliantly lighted business centres, well lighted streets and parks, the boon of electricity from the Tamworth plant has been taken to Cockburn and Peel Shires, to Manilla, Werris Creek, Quirindi and Nundle and to numerous villages and farms in the districts. The transmission line which will carry a bulk electricity supply to Boggabri is now being erected and this will later be extended to Narrabri. Agreements have been entered into to give bulk supply to Barraba, Murrurundi and Quirindi.

The original 36 kilowatt generating plant has developed already to a plant of 6,500 kilowatts.

AUST. AUTHOR INTERVIEWED



John Wallace, Australian author, being interviewed by Tom Jones, of 3XY, in an interesting session regularly broadcast in which notable people can discuss current topics.

After 21 years . . .

A RECORD OF ACHIEVEMENT

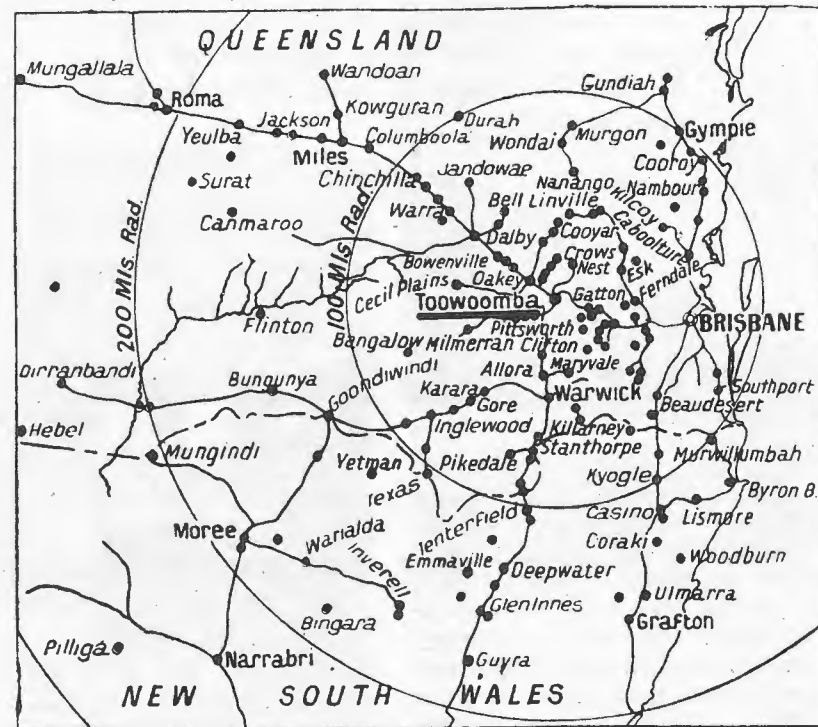
Twenty one years ago . . . on August 16, 1925 . . . 4GR Toowoomba went on the air as the second licensed station in Queensland.

Its policy was shaped in a pattern of entertainment and complete community service . . . and the proud record of the years is exemplified in this map of the mail response from one recent broadcast.

A great commercial station, and a listening habit of 21 years, 4GR is truly the voice of the Darling Downs, and an essential part of the community life of one of the richest areas in the Commonwealth.

4GR

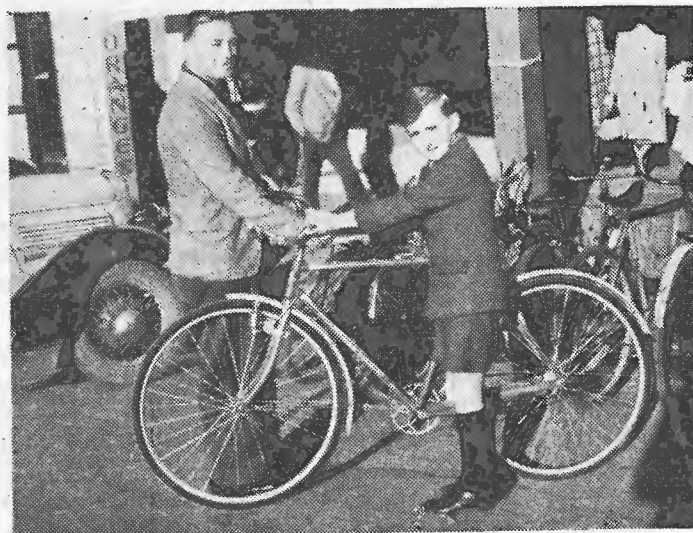
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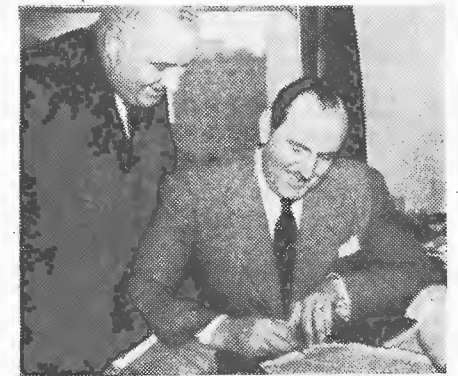
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Transcriptions and Recording

G.E. Shows For Bushells, Vaxos

At the conclusion of their first six months' occupancy of the 7.5-7.30 p.m. Sunday time channel on 2UW, Bushells Pty. Ltd. have arranged to present another dramatic feature to follow the conclusion of "The Amazing Simon Crawley," which has been broadcast in half-hour episodes for the past 26 weeks.

The new program, "They Live in Fear," is a fast-moving "thriller," with a woman investigator and an ex-Scotland Yard Detective Inspector teamed up against a blackmailer who cloaks his criminality under his profession as an eminent psychiatrist.

The leading roles are played by Neil Sterling, Reginald Collins, Moray Powell, Warren Barry and Bert Barton, while the remainder of the cast includes Bebe Scott, Allan Cuthbertson, Ailsa Grahame, Queenie Ashton, Lorna Bingham, Tom Farley, Joan Lord, Babs Meyhew, Ken Fraser.

When the distributors of Vaxos Oral Vaccines took the 7.30 p.m. channel, Monday to Thursday, on 2UW Sydney 15 months ago, they chose a George Edwards serial to open their sponsorship. A second, a

Francis Denies Close-up Rumor

"Maurice Francis Productions are not closing up and have no intention of folding shop," Mr. Francis told "C.B." last week in refuting a suggestion to that effect, which he said had been made to him by a union executive. "We have adopted a policy of making stock shows and have plans laid for production in the next eight months," Mr. Francis declared.

On top of that statement, Mr. Francis announced the sale of his "Don John" 52-episode package to Noble Bartlett agency in Brisbane, to New Zealand Broadcasting Service, to 3DB Melbourne, and to 7BU Burnie. The firm was also launching production immediately on three new shows.

third, a fourth and a fifth G.E. program followed, and they have now decided on a sixth G.E. production to follow the conclusion of the current feature "Inside World" on Monday, August 26. New program is "A Man and His House," an original script by Warren Barry, dramatising the affairs of a very human present-day family.

OFF TO THE U.S.A.



Miss Morgan

Miss Joy Morgan, sales manager of Artransa, will leave for the United States and Canada at the end of this month. She proposes being away for about three months, during which time she will study radio generally and more particularly production ideas and developments.

Miss Morgan hopes to sail by the "Marine Falcon," which will be a bride ship for wives of U.S. ex-servicemen. The same ship, incidentally, now heading for Australia is bringing back the AFCBS president, Mr. Alf Paddison, and Mr. George McCauley, 2KA-KM director, who have been in America for several months.

Dud Fegan, general manager of Australian Record Co., who is on a visit overseas studying latest developments—particularly color television—has been across to England after spending some weeks in America, and latest advices say was heading back to the United States to eventually return to Australia via the Pacific.

BREIF CLUB

Membership Now 273

At the July meeting of the Board of Management of the BREIF Club of Sydney, the following new members were elected:

C. G. McClelland (A. E. Ackland), H. M. Sampford (Chandlers Broadcasting), J. R. Miley (Boswell & Co.), H. Fryer (Nock & Kirby), C. R. Baker (Elec. and Gn. Installation), C. E. Eckert (Bloch & Gerber), B. C. Button (Radio Station 2GB), J. Joyce (Donovan Joyce), A. M. Clubb (A. M. Clubb Pty. Ltd.), J. T. Wheeler (British General Electric), J. Moyle (Associated Newspapers), S. Bogen (Stowe Electric Co.), A. Russell (Russell-Morris Advertising), M. D. Chapman (Broadcasting Station 2CH (AWA)), H. L. Cousins (Vincent H. Freeth), J. W. Jackson (Jackson, Wain & Co.), C. W. Shortridge (Warwick Advertising), A. T. M. Whyte (A. T. M. Whyte Pty. Ltd.), D. M. Fegan (Australian Record Co.), J. W. Poulton (Olympic Tyre & Rubber Co.), P. R. Hall (Munitions Dept.), J. J. Coyle (Noyes Bros. Ltd.), R. B. McKenzie (Olympic Tyre & Rubber Co.), B. H. Brewer (B. H. Brewer).

At June 23, with the members just admitted, the membership of the BREIF Club was 273.

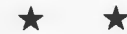
The permanent arrangement in regard to luncheons is now to hold them at the Wentworth Hotel. Lunch subscription charge is 5/-.

The BREIF Club Ball will be held on September 26 at the Wentworth Hotel. Tickets are £1/1/- each. Limit is 500 people.

The BREIF Club Sports Committee is thinking of arranging some bowling club matches. Any bowlers in the industry are invited to advise Mr. Eric Gray, of 97 Clarence Street, if they'd like to play bowls occasionally.

The NEW SHOW

GULLIVER'S TRAVELS



Quarter-hour serial dramatisation of Deans Swift's immortal classic. A comedy fantasia to delight the hearts of young and old. This feature has been especially designed for a children's audience and is educational, entertaining and calculated to charm all children between the ages of six and sixty. 52 episodes of 15 minutes each. Audition discs now available.

AUSTRALASIAN RADIO PRODUCTIONS
294 Smith St.,
COLLINGWOOD - VIC.
JA6255. Telegrams "Fanfare"

FREDERIC I. L. BARNES
42 Pitt Street, Sydney.
B6315-B6316

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne

R
C
P

The Best Results are Assured by

The Recording Centre

with their high standard of Technical Service

Direction: H. A. MARSHALL, M.I.R.E.

Film House, 251A Pitt Street, Sydney

M
A
I
L
O

RECORD PROCESSING

SEND YOUR PROCESSING TO . . . > W & G < HIGHER FIDELITY—FASTER SERVICE

An Independent Trade House — W & G RECORD PROCESSING CO. PTY. LTD. 185 a'Beckett St., Melbourne, Vic.

a thought for the harrassed executive

The art of running a business is the art of *using other people's ability*. At any rate, that's the opinion of an imposing number of men who ought to know.

It makes sense, too, don't you think? After all, you have only so many minutes in the day and you can't possibly do everything that has to be done. You are the captain of the team, and the team's output, organised and directed by you, is what counts.

Consider radio advertising production, for instance. An intricate, specialised procedure, with many traps for the unwary. Wouldn't it pay you to put part of it at least in the hands of a capable, *specialised* organisation?

What A.R.C. Offers :

- 1—Knowledge of "what goes on." Continuous practical experience of recording top-flight programmes and commercials. The trained mind, the steady hand, the sure touch.
- 2—Complete, world-standard recording. Finest technical equipment, modern studios, all the facilities you could ask for.
- 3—Contact with writers, producers, players, people in every department of the "game."
- 4—A complete service right through to the discs on your desk.

Why not let us do some of your worrying for you?

A.R.C.

AUSTRALIAN RECORD COMPANY PTY. LTD.

Offices & Studio: 29 Bligh St. - Factory: 2-8 Harrington Street

SYDNEY

Phones . BW 6953 B 5139 & (Factory) B 5213

IT'S EASIER TO SELL PEOPLE WHAT THEY WANT

Richard D. Crisp of S. C. Johnson & Son, Inc. in U.S.A., says in "Printers Ink" that to find out what, where and how calls for continuous study of the market.

By Richard D. Crisp

Heightened competition is recognized as one of the facts of post-war life in most industries, as per-war market leaders seek to re-establish a position considerably impaired by production restrictions during a period of expanding consumer incomes.

In some industries, however, a combination of sharply increased capacity within the industry and the entry of a relatively large number of new firms has resulted in potential productive capacity far in excess of even optimistic estimates of post-war volume. In such industries, post-war competition will be literally a life-or-death struggle, as the newcomers battle for a market-share which means their survival against the entrenched opposition of established brands.

In that life-or-death struggle, any company's chances of survival can be improved tremendously if it bases its major marketing decisions on a precise knowledge of what consumers actually want instead of on some individual's intuitive guesstimate of what they ought to want.

Despite wartime growth, the number of companies that use marketing research as an important member of the sales department's first team is still relatively small. Much more common is a water-boy assignment in which research is occasionally useful but has little effect on the final score.

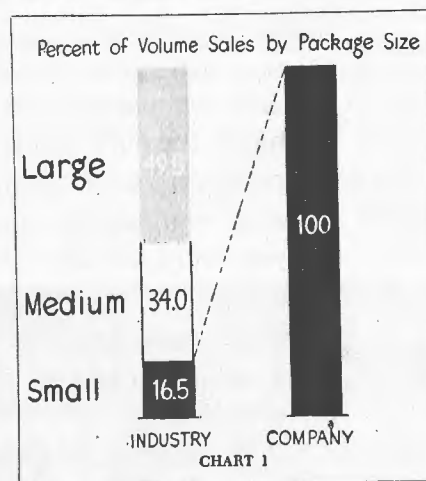
As long as this is true, the company that uses marketing research regularly and continuously as the basis of its sales planning may expect to achieve competitive gains at the expense of competitors who are still operating on the basis of drift plus intuition. It is easier and cheaper to sell consumers what they want to buy, where and how they want it, than to persuade them to buy a product just because you want to sell it!

The use of marketing research to get the consumer's point of view extends to-day into almost every phase of the sales programs. Here are some case studies selected to show the ver-

satility of consumer research as a guide through the stormy competitive seas ahead.

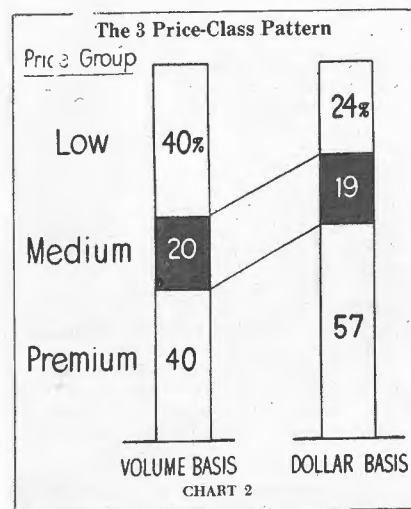
Case No. 1—Package Sizes

Sales resistance on an established product led a company to the conclusion that it was nearing its limit on that product. It used consumer research to check that conclusion. Analysis of consumer purchases revealed that the company was out of step with consumer preferences on the package size in which it was selling its product. Chart 1 illustrates that the company's entire production



was in a package size that represented only 16.5 per cent. of consumer purchases. The company was not packaging two sizes, which accounted for 34 per cent. and 49.5 per cent. of the total market. When the new sizes were added, company sales of the product climbed immediately.

To be sure that the gain was a real increase and not simply a trade-loading spurt, the company used continuing research to check its sales to consumers. That research revealed that consumers were buying the new packages almost as quickly as they appeared on retail shelves, and that the company's share of industry volume was improved materially by the new sizes.



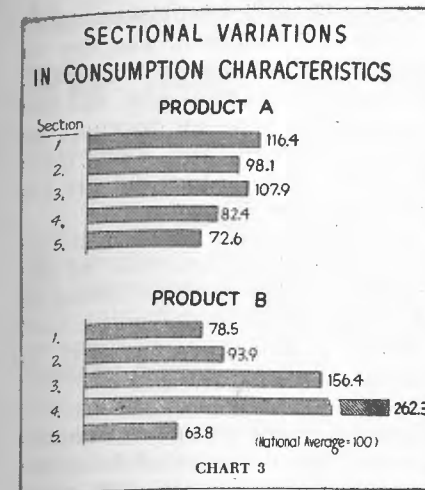
Case No. 2—Type of Outlet

A famous manufacturer of paint products bought out a small company with a related line of products and decided to distribute one of the new members of the product family on a national scale. A national radio and magazine campaign was prepared and launched. Because the company did not use consumer research first, a considerable amount of time elapsed before the company learned why its sales volume on the new product remained low. The company assumed that the new product was sold by the same type of outlets as its other products and used the advertising to direct consumers to paint, hardware and department stores. Actually those three types of outlets accounted for less than a third of industry volume on the new type of product. The promotional campaign wasn't heavy enough to change well-established consumer habits.

There's a moral here for every advertiser who is preparing promotion to back a product which differs even slightly from its regular line. Don't guess about the class-of-trade pattern of the new product you're planning to promote—a guess is likely to be mighty expensive. It is much cheaper to use research to find out where consumers buy that type of product before launching your own promotional activities.

Case No. 3—Price-class Pattern.

One of the largest national advertisers was losing ground on one of its products to a more heavily promoted competitive brand. Both brands were premium-priced products. The company whose sales were sagging decided to make a sharp cut in the



consumer price of its brand to undermine the leadership of the competitive brand.

The price cut stimulated a flurry of business, but the competitor countered with a short-term deal that skimmed a good deal of business from the market. When the smoke settled, the heavily promoted brand was still on top, still getting a premium price for its product. The price-cutting brand had about the same unit volume, but a lot fewer dollars coming in, and no significant change in its share of the market!

No company should make a decision on anything as far-reaching as a price-cut to-day without carefully pre-testing to see that the lower price achieves the desired object. A small-scale test can take the guesswork out of any such proposed change in policy inexpensively and in a relatively short period of time.

Contrast the above case with the following one, which starts with a very similar problem but has a quite different solution.

A large advertiser, worried by cheap competition, was considering a price cut. It used consumer research first, not to pre-test the cut but to check its knowledge of the market itself. Chart 2 illustrates what it found out. There were three distinct price classes in the market, dividing its market on a 40 per cent. - 20 per cent. - 40 per cent. volume basis. On a dollar basis, however, the premium-price group amounted to more than twice the volume of the medium or low-price group: 57 per cent.-19 per cent.-24 per cent. When the company found out that it could nearly double its business, without taking a penny's worth of business away from a lower-priced brand, it put the price-cut projections back in the ice box and turned on the promotional pressure!

It's easy—and dangerous—to evaluate cheap competition on the basis of a hunch; but the moral here is clear—don't try it!

Case No. 4—Type of Product

A company which was a pre-war market leader thought that it still controlled a dominant share of every segment of a complex market. A management-engineering firm recommended the use of consumer research to check that opinion. The survey disclosed that the company's leadership was unimpaired on three of its major products but definitely threatened on a fourth. Most surprising of all, however, was the fact that a fifth product type (which the company had considered of minor importance) had been expanding at a sensational rate. As a result company production which was thought to amount to more than half of the industry total actually was less than 4 per cent.

When the company stepped up its production to fit the new and expanded market, the sales curve climbed like the proverbial homesick angel!

Case No. 5—Sectional Consumption

Every product has its own pattern of sectional variations in consumption, a pattern that has its roots in the past. Racial heritage, past competitive pressure and the like tend to increase or decrease the rate at which a section consumes a particular type of product.

To keep your sales activities in tune with the opportunity to make sales, you should know the extent to which your products are consumed in different sections of the country. Chart 3 shows important variations in the sectional pattern even on very similar products. Until you know the level of consumption in each section, you cannot determine accurately the level of your own sales performance.

"GEE IT'S GOOD," Says MUMZONE

S.A. Canning Firm Combines Radio—Press Campaigning

Mr. H. S. Errington, ex-Army (he was a Tobruk Kat) and R.A.A.F., who is sales, distribution and advertising manager for Mumzone products, is warm in his praise of radio advertising which reaches people in their homes.

Mumzone Products Ltd., of Payneham Road, St. Peters, S.A., are manufacturers of the well-known Gardiner Brand condiments and preserved fruits and vegetables.

Chairman of directors of the company, which employs over two hundred persons, is Mr. G. Livingstone Melville, of Sydney.

The premises were purchased in 1942 from S.A. Fruitgrowers' Co-operative Society, which had been in operation since 1916, and the factory is one of the most modern in South Australia, housing up-to-date machinery for the latest methods of canning. Extensive alterations now in progress are estimated to cost £9,000 to £10,000.

Sales, and consequently output, are increasing to such an extent, as a direct result of Mumzone's advertising, that this expansion is necessary.

Mumzone's "Melody Request" hour, on the air at 8 p.m. Saturdays, has become S.A.'s most popular program, and Mumzone's slogan, "Gee, it's good!" is a catchword in a good many circles. Designed as a "homey" session, Melody Request caters for about 16 request numbers and 40 to 50 cheerios. Music is provided by the Gypsy Serenaders, songs are sung by Melva Warren and Arthur Major, while Pat Hodgins, compere, adds the humorous touches.

South Australian letters, almost without exception, say a good word for Mumzone products — proof that the two commercials which accompany the hour, and Pat Hodgins' ad libbing and personal quips, which provide a good deal of "concealed" advertising, reach their mark.

Mr. Errington believes that the best results are to be had by linking radio with newspaper advertising and the commercials (one at the beginning and one at the end of the hour) tie up with Mumzone's newspaper ads which appear about three times weekly in South Australia's main newspapers.

STORY OF A STATION—(Continued from page 19)

It is significant to note that the pioneering atmosphere has permeated 4GR throughout its existence. The station participated in the famous ball-for-ball test series. In the dark early days we even put on the air the first wedding broadcast in the State — quite likely the first in the Commonwealth.

One of the features of 4GR of which I am most proud is the extent to which it has become part and parcel of the community life of the Dar-

ling Downs, from the Toowoomba City Council to the tens of thousands of listeners who know the station as an old friend.

I remember about 12 years ago, the City Council wished to secure public support for the establishment of a modern and costly dam and catchment area. The Council asked the aid of 4GR, and we arranged a picnic on what was to be the site of the dam. Our picnic invitation brought thousands of people to the site, and

the Mayor, from the top of our panel van, with a P.A. system, was able to explain the whole idea to the people. The Mayor told us that 4GR was the Council's only hope of drawing the crowd to the spot, and I am more than glad to say that we did the job properly for the Council.

Another occasion which is a happy memory was the celebration of the Centenary of the Darling Downs in 1940. The Citizens' Committee had proposed a monster procession to highlight the carnival, but the war seriously upset the calculations and the abandonment of the scheme was suggested. Finally, as a last hope, the Committee asked me if 4GR could take over the whole "works," with a free hand to do as we wished to organise the event.

It was an opportunity to show just what the station could do, and the entire staff set out to make a success of it. We worked hard on a plan to make the procession a complete tableau of progress of life on the Downs —and what a responsibility we had. We were able to arrange a procession two miles long which was declared locally to be the finest of its kind ever seen in the State, and which attracted the largest crowd ever seen in the streets of Toowoomba. To top off the day, we organised also a sports meeting and a program of fireworks which raised £240 for the Toowoomba Patriotic Fund.

COAL CRISIS CAUSES RESTRICTED BROADCASTING HOURS IN S.A.

The prolonged coal crisis in Australia caused mainly by the ever-accumulating loss of coal production in NSW, has again brought about restricted hours for the use of wireless receivers in South Australia, which, of course, means that stations will not transmit during those hours.

Following a conference between broadcasting stations and the Adelaide Electric Supply Co., and with the approval of the State Premier, an adjustment was made in the broadcasting hours effective from Friday, July 26, until further varied, as follows:—

Mondays to Fridays: 7 a.m. to 8.30 a.m.; 6.30 p.m. to 9 p.m.
Saturdays: 7 a.m. to 8.30 a.m.; 12.30 p.m. to 5.30 p.m.; 6.30 p.m. to 9 p.m.
Sundays: 6.30 p.m. to 9 p.m.

Melbourne Tailor-Mercer Has Wide Range of Programs to Attract Listeners

Wardrop, "My Tailor," has resumed his advertising over Station 3UZ with the sponsorship of the travelogue session entitled "Lands of Romance"—arranged by the Keith Campbell Advertising Agency.

This firm has been a supporter of radio advertising since its very early days. It will be remembered that Wardrop "My Tailor" sponsored the first Amateur Hour in 1934, broadcast over 3AW and compered by Jack O'Hagan. The winner on this occasion was John Lanigan, then a boy soprano—now the Sun Aria Winner, and Winner of Maples' 1945 P. and A. Parade.

Wardrop "My Tailor" considers that a great deal of business success came to the firm through their enterprise in using radio advertising when it was still a new medium. This firm has broadcasted consistently over 3KZ since early in 1930. At the present time, they sponsor on that station "Moods of the Waltz" on Sunday nights at 8.45—"Music to Measure" on Thursday nights at 9.30, and two hours every Saturday afternoon, from 2.40—with a musical program in the summer months, and a football broadcast in the winter, with Norman Banks as commentator.

In addition to the 3UZ session, "Lands of Romance," heard on Thursday nights at 9-9.30 p.m., Wardrop "My Tailor" also sponsors "The Philosopher's Scrap Book", broadcast over 3DB on Sunday mornings at 10 a.m. with Monty Blandford as comper.

About two years ago, Wardrop sponsored six quarter hour sessions—one each evening except Sunday—over 3AW. Unfortunately this time came into the Macquarie Net. National Channel, and since that period, scatters have been used throughout the day from 3AW. Scatters were also used recently over 3XY.

Radio has been of great assistance in solving some of the staff problems of this organisation, which is particularly keen on any new ideas in radio advertising. Without detracting from the value of expensive programs, here is a local advertiser who has attained much success with well

thought out presentations, which have not been costly.

Wardrop "My Tailor" consistently direct their advertising agency to the effect that "commercials" must be limited to a minimum. Believing that the most goodwill comes to the advertiser who gives all his programs to entertainment, the firm prefers the name only to be associated with their session.

The great growth of Wardrop "My Tailor" is proof of the part radio advertising plays in the successful salesmanship of goods. The firm has always shown initiative and vision in meeting the public's requirements—in both entertainment and in merchandise.

ABC Sponsors Commercial Quiz

Unique in local broadcasting history is the fact that the Australian Broadcasting Commission has assumed the sponsorship of a Commercial station feature—3DB's novelty quiz, "Hook, Line and Sinker" on Friday nights at 8.30—to assist the sales of its official publication, "The A.B.C. Weekly."

This quiz is based on the "£s for Lbs." idea. Contestants are awarded so much per pound of their weight for correctly answering questions fired at them by Dick Cranbourne. Competitors are led to the microphone by means of a fishing reel cast into the studio audience by Jock McLachan.

Previously sponsored by the Richmond Brewery, the present A.B.C. contract is for 13 weeks. Richmond Brewery have directed their sponsorship to Eric Welch's wrestling descriptions from 3DB-LK on Wednesday nights, at 9.30. At the conclusion of the present wrestling season, they will resume sponsorship of "Hook, Line and Sinker."

The A.B.C.'s decision to sponsor this quiz is a healthy indication of the good feeling that exists between the Commission and the Commercial stations.

BRIEFLY THIS

● *Bikini*: American newspapers poked borak at big US networks for pumping out to American listeners advertising matter immediately after the Bikini broadcast "while the ring of the bursting bomb was still in their ears." Nevertheless New York observers reported that while some businessmen paused to listen to the broadcast most people ignored the event. Australian listeners took a keen interest and were rewarded by a much better broadcast than upon the first occasion.

● Management of 3KZ received a cable stating that Lawrence Cowan, winner of their 1945 P. and A. Parade (sponsored by Maples) is being starred in NBC network shows, linked to 110 stations. His first important engagement was in "Music From Hollywood" in which he was scheduled for four weeks' coast-to-coast network. He will also appear as guest star in "Stars in The Making", another N.B.C. hook-up originating in San Francisco, and his first appearance in this was on July 27. After these, N.B.C. plans a visit to New York for this young Australian, for which other contracts are pending.

● With most war time appeals closed, 3CV Women's Radio Club has turned to work for a scholarship fund to supply scholarships to children of deceased and disabled servicemen. A four berth ambulance has recently been donated to the Maldon Hospital by the Maldon branch of the club, while the Bendigo Hospital and Bendigo Benevolent Home benefited greatly by efforts of the Club in a Popular Girl Competition.

British advertisers intending to use sponsored radio are going ahead with programs and recordings regardless of the present limitations on broadcasting, says *Advertisers Weekly*, as it is felt that facilities on the continent will eventually open up on a larger scale than before the war.

According to the Eire public service estimates for 1946-47 recently issued, payments for advertising programs broadcast from radio EIREANN are expected to bring in £17,760 during the coming year.

Mr. Chief Engineer,

MONEY IS INVESTED NOT SPENT WHEN YOU PURCHASE "RADIONIC" EQUIPMENT

Whether it be spares or complete equipment contact

RADIONIC



PRODUCTS

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243

For all Equipment and Replacement Parts

Contact

HEMECRAFTS PTY. LTD.

THE RADIO SPECIALISTS

To the Broadcasting and Allied Industries—Homecrafts can supply you with those replacement parts you require with a prompt and efficient Service. There is no delivery delay when you entrust your supplies to

HEMECRAFTS PTY. LTD.

Branches in All States

Head Office:—MELBOURNE, 290 Lonsdale Street, and at 211 Swanston Street, Melbourne, 139 Moorabool Street, Geelong, 307 Sturt Street, Ballarat; 100 Clarence Street, SYDNEY, 26 Hunter Street, Newcastle; 247 Adelaide Street, BRISBANE, 140 Adelaide Street, Brisbane, Toowoomba, Ipswich, Dalby and Rockhampton, Qld.; 161 Pirie Street, ADELAIDE; Hobart, Launceston and Burnie, TASMANIA.

Agency Round-up

Mr. Frank J. B. Allen has been appointed to the staff of United Service Publicity Pty. Ltd. after two years as radio production manager of Paton Advertising Service Pty. Ltd., Melbourne.

Adelaide agency Webb-Roberts McClelland Pty. Ltd. have moved into new and more spacious offices at 9 Peel Street. Growing pains. The premises before the war housed the famous Tuxedo Club, one of Adelaide's few night spots.

Mr. Barry Scott, the well-known Victorian cricketer, has rejoined the staff of J. Walter Thompson. He is arriving from Melbourne to take charge of the film buying division of the media department in the Sydney office.

Messrs. Dormer and Beck, principals of the Dormer Beck Advertising Agency, and New Zealand agents for J.W.T., arrived in Sydney on July 21 and are staying at the Wentworth Hotel. They are visiting Sydney for an interchange of ideas with the directors of J. Walter Thompson. Before returning to Auckland on August 12, they hope to spend a golfing week-end at Blackheath.

Recently appointed permanent general secretary of the Four A's (Federal), Mr. John R. Humphrey has wasted no time settling down into the active job which he has taken on. All last week he spent in Brisbane in consultations with the Brisbane members of the association. He returned to Sydney headquarters at the week-end.

Mrs. Marie Stirling is now handling radio publicity for J. Walter Thompson, having taken over that task on July 29 from Jean Stanger who has left JWT.

Briefly: Ray Walters down at the Willmott agency can help you get a few new golf balls (so we've been told, but don't ask us to tell you who told us). Oh, and anyone short of a hat can apply to Ben Palmer at "Truth."

BROADCASTING BUSINESS

3UZ MELBOURNE

Peters Ice Cream Ltd.—30 mins. afternoon, "Peters Pals Club," 52 weeks (Rickards Advertising). Renewed.

Stephanie Deste—15 mins., afternoon, "In the Radio Spotlight," 8 months (Renewed).

Eunice Roberts—100 word announcement in Pens session, 6 months.

Sanitarium Health Food—100 words announcements in Pens session, 3 months.

MACQUARIE NETWORK

Berlie Ltd. (Warwick) 2HR, 2WL. Announcements day, Mon. Tues., and Thurs.

Bushells Pty. Ltd. (A.W.A.) 2GB, 2CA, 2WL, 3HA, 3TR, 4BU. Announcements and sessionettes, Mon. to Sat. breakfast and evening.

Bruce Small Pty. Ltd. (Freeth) Preferred announcements Mon. to Sat. breakfast.

Beckers Pty. Ltd. (Weston) 2LT, 15 minutes, Mon. to Thurs. at 7.30 p.m.

J. R. Love & Co. Pty. Ltd. (Hansen-Rubensohn) 2PK, 15 min. 7.15 p.m. Thursdays.

Wheat Industries (Aust.) Pty. Ltd. (W. E. Smith) 2WL, 4BH. Announcements womens.

2UE SYDNEY

Australian Chemical Institute—22 x 100 words for 9 days, advertising Chemical Exposition 1946.

Biber Furs Pty. Ltd.—104 x 15 minutes, Wednesday and Thursday, 7.30 p.m., "Hudson's Bay" and "Story of Canada," 26 episodes in each.

Figure Control Corset Co.—104 x 15 mins., Tuesday and Thursday 10 a.m., "My Song to You" conducted by Joan Read.

Goodlands Pty. Ltd.—312 x 100 words, Monday to Saturday.

Grace Bros.—10 x 7½ mins., Saturday ASF session. Talks on cricket by R. S. Whiting, ton for 10 weeks.

Independent Oil Industries Pty. Ltd.—520 x 25 words, Monday to Saturday, breakfast. Mon., Tues., Thurs., Sat. "Purr Pull."

Metropolitan Diaper Service—156 x 100 words, Tues, Thurs., Sat., Women's.

N.S.W. Dept. of Public Health—48 x 1 min., day, 96 x 1 min. Evening, Mon. and Tues. night. Thursday luncheon (amended contract).

Harry Pollard, 208 x 25 words, Sat. ASF 4 x 25 every Saturday.

Vicky the Jeweller—30 x 15 mins. Sundays 5 p.m. Session of recorded music.

Vincent Chemical Co.—additional contract 260 x 100 words, 260 x 25 words. Mon. to Fri. 2 x 25 words in ASF Saturdays.

3DB MELBOURNE

Lucy Secor (Patons)—52 x 15 mins., 10.30 a.m. Fridays.

Rockmans (direct)—52 x 100 words, Saturday sports service.

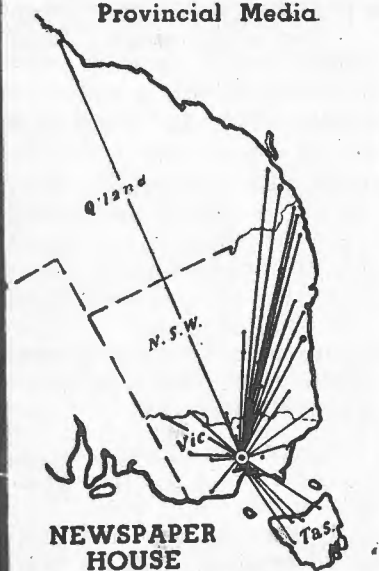
Griffiths-Huse (Warwick), 104 x 1 min., (pref. night).

Bushells Tea (Marsh)—260 scatters, day.

"Yakka" overalls (D. K. Laidlaw and Sons, 260 Lygon Street, Brunswick) have renewed their contract with 2UE, 2UW, 3AW, 3KZ, 5AD and 5DN for 100-word spots in breakfast sessions for 52 weeks from August 1. Account it handled by Leyshon Publicity.

STANFORD ALLAN

Newspaper and Radio Advertising Representative Specializing in Inter-State Provincial Media



NEWSPAPER HOUSE
247 Collins St., Melb. C.1
Tel. Cent. 4705. Telegrams "Stanallan" Melbourne

INTERSTATE ITEMS

South Australia

An informal cocktail party, arranged by station 5KA and Beckers Pty. Ltd., on the afternoon of July 26, marked the inauguration in South Australia of Author's Playhouse which went on the air in this State for the first time Friday, August 2, at 8 p.m.

The gathering in the reception room of the Oriental Hotel included Miss R. Wilson, managing director of Beckers Pty. Ltd.; Mr. Charles W. Batten, general manager of station 5KA; Mr. R. Paton, editor of Radio Call; Mr. Talbot Smith, president of Adelaide Repertory Theatre; Mr. J. Horn, manager Beckers (S.A.) Pty. Ltd.; Mr. A. Hannam of Weston Co. Pty. Ltd., Sydney, and Mrs. Hannam; Mr. Howard Parker, general manager for Beckers, Dudley Park; Mr. Murray Tonkin, representing the News; Mr. Irving Johnson, secretary Adelaide Repertory Theatre; Miss Betty Dawson, social address for Truth; Mr. D. V. Easom, of Radio Call and "C.B.'s" representative, Miss Joy Cochrane.

An audition of the first play of the series, "A Question of Faith," by Miss Elizabeth Hughes of Grafton, N.S.W., was very much appreciated.

Mr. Batten introduced Miss Wilson, who said that it was their desire, as sponsors, to give real help and encouragement to Australian writers.

Mr. Hannam explained that Author's Playhouse was not a competition in the ordinary sense. A fee of £20 would be paid for every script used and at the end of twelve months a prize of £50 given for the best entry. To date there had been over 800 enquiries and requests for guidance, more than 300 scripts entered and 10 recorded. A high standard was required because the aim was good broadcasting for listeners.

Mr. Talbot Smith, on behalf of the guests, thanked the hosts. He congratulated the sponsors on the idea behind the scheme and said that it was a step in the right direction to encourage Australian authors. If the future plays of the series came up to the standard of the first, there was no doubt of its success.

To keep faith with Amateur Hour fans, station 5AD transferred the broadcast of this program from Thursday night, July 25, to the following Saturday. Restricted by the coal shortage, South Australian stations were off the air Thursday evening except for a 2-hour period from 5 to 7 p.m. 5AD recorded the Amateur Hour program which was received over their line to 3DB but the reception was so poor that a disc was airmailed from Sydney and broadcast to S.A. listeners 7.30 to 8.30 the following Saturday night.

J. Brooker & Sons Ltd., makers of Croydon brand food products, have signed a contract with 5KA-AU for 52 half-hour programs of "Music in the Tanner Manner," 2UE production. The series commenced from 5KA Friday, August 2, at 7.30. "Music in the Tanner Manner" will now be associated with the other feature programs heard from 5KA on Friday nights—Beckers' "Authors' Playhouse"—at 8 and J. R. Alexander & Sons' "Suprem Hour," 8.30 to 9.30.

When restrictions are lifted, "Junior Naturalists," a Crosby-Morrison juvenile edition of the well-known feature "Wild

Life," will be broadcast from 5AD Tuesdays at 5.30.

Programs featuring Terry Howard are being produced by 5DN Adelaide for early release on the Macquarie Network. Terry Howard will be accompanied by Tom King at the keyboard of Adelaide's Hoyts Regent Wurlitzer. This combination is one of the most attractive that can be devised for Terry Howard's type of singing. Further productions for local release are in hand and Terry Howard can be expected to "hit the air" again in a big way in the near future.

Queensland

Mr. N. H. R. Pollock has recently set up practice as an advertising agent in Mercantile Mutual Buildings 61 Eagle Street, Brisbane. Prior to the war (Mr. Pollock spent 5½ years in the A.I.F. as a Staff Sergeant), he gained advertising experience in Sydney and Brisbane, and since his return to business he has been appointed publicity secretary for the Junior Chamber of Commerce, Queensland. Although Mr. Pollock decries any acting experience, he gave an excellent character portrayal in one of Leon Black's productions at the Albert Hall recently.

Robert Harper & Co. Ltd., flour manufacturers, Albert Street, Brisbane, have made their first buy into radio advertising on 4CA Cairns. The nature of the program is as the title suggests, "Slogans" and covers 8 x 15 worders six days weekly.

Campbell Advertising advise that Queensland Batteries have opened a branch at Mackay and accordingly have taken spot announcements on 4MK for 12 months.

The Communist Party have taken time on 4CA, 4TO and 4MK with spots and sessionettes for five weeks.

Through Noble-Bartlett Advertising, Lowes Dry Cleaning, who have several city and suburban depots for their dry cleaning and pressing service, have contracted for the sponsorship of mid-week race results on 4BK at 6 p.m. on Wednesdays, also for 50 word announcements during 4BC's Saturday afternoon racecasts.

Mr. Leigh Stitt, sales manager for Drug Houses of Australia (Melbourne) has returned to the south after a brief visit to the Queensland capital.

Mr. Andrews, general manager of Paul Duval beauty products, made a lengthy visit to Brisbane last month.

Mr. Robertson, a director of MacRobertsons (Aust.) Pty. Ltd., in company with sales manager Mr. Silvester visited Queensland recently, covering Brisbane and points north in the course of company affairs.

Special Exhibition campaign covering 50-word sessionettes on 4BC/SB breakfast session was planned by Littleton-Harvey-Simmins agency for Thiel Studios to cover service to showtime visitors. Plan embraces special service and covers activities of studios at the Exhibition itself.

Littleton-Harvey-Simmins agency announces the using of the time channels 8.45 to 9 Monday, Tuesday, Wednesday nights on 4BC/SB, on behalf of manufacturer Harry Guinsberg for Ameratex shirts and blouses. Feature chosen is the George Edwards' production "Parker of the Yard" and this will be followed by other George Edwards' features. Contract is for 52 weeks.

From our Staff Correspondents

Victoria

Hamilton station 3HA is celebrating its 15th anniversary during October and appropriate celebrations are being arranged by women's clubs and other associations connected with the station.

On August 4, the Presbyterian Church Development Association, through W. John Haysom Advertising Service, used a nine-station relay from 3AW for the special broadcast of the first anniversary of the movement. Program went by land line to 3SR, 3UL, 3BA, 3BL, 3HA, 3SH, 3TR, 3GL and 3CS.

Mr. E. L. (Jeff) Jeffrey, 3AW's sales manager, has chosen Victoria's mountain resort of Warburton for his annual leave, which commences this week.

With a present membership of about 50, the Advertising Students' Club meets once a month and lectures are given on appropriate subjects. Membership is open to anyone interested in advertising and subscription is 7/6 per year. Mr. Ian Ritchie, of Vacuum Oil, Melbourne, is hon. secretary from who application forms may be obtained. The president is Mr. N. A. Coleman, who has been assisting Mr. Stanford Allan, newspaper representative, until recently.

Five years ago Laurie Smith was frequently heard over 3XY in "Radio Revels," "Radio Revue," "Salute to the Allied Services" and the "Five Star Revue." He has been discharged for a matter of only a few weeks and is already being heard over this station again. Most of Laurie's time in the Army was spent with the Tasmanians Entertainment Unit, which was heard by Army units throughout the Northern Territory, Queensland, New Guinea and Bougainville. After returning to Australia, this show toured on behalf of the Government to raise subscriptions for the recent Security Loan.

Still another original member of 3XY's staff returned recently after service with the Army, is ex-Lieut. Tom Miller once again facing the microphone. Tom is one of the original members of the 3XY staff, and will be remembered not only for his announcing, but for the part of "Jack," which he played in the first production of "One Man's Family."

Lyall Chick is another 3XY personality recently returned. Formerly he was associated for 4 years with 3XY's "Radio Revels" and "Radio Revue," heard at 8.15 p.m. on Saturdays and Sundays respectively as both player and conductor of the band. Now after appearing for some time with the Tivoli Theatre, and also as audition accompanist for the Amateur Hour when produced in Melbourne, he returns to 3XY to take over the full musical direction for the Saturday night "Radio Revels."

DON'T BE CAUGHT NAPPING!

A laundry service that washes and sterilizes nappies only (besides supplying a container to hold the soiled ones) is catching on well, through the publicity afforded Metropolitan Diaper Service by the Gold-berg Agency. Stations 2UW, 2UE and 2GB are carrying 100-word daytime announcements, while all Sydney daily and Sunday newspapers are proclaiming the "stop-wash" message. Peter Barry (Macquarie Roundman) interviewed a representative of M.D.S. in a recent episode of "Radio Newsreel."

The Selling Power in the Buying Market



With its effective coverage of Queensland's No. 1 Rural market and abundant secondary industries of central coastal Queensland, 4BU is your Sales Medium to this Buying Market.

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network

Representatives: Sydney—Macquarie Network. Melbourne—Macquarie Network.

U.S. RESEARCHERS HAVE THEIR SAY ABOUT THEMSELVES

The importance of research in industry, whether relating to production, to product sales and distributions, or to merchandising and advertising cannot be over-emphasised at this critical point in the development of Australian industry, when so much depends upon our ability to step up production and to evolve and maintain economic distribution. Accurate projection of sales potential is the cornerstone on which should hinge all production planning. That is where research plays its part. Market research is not new but it was not until radio research came into the picture a comparatively few years ago that any great impetus was given to market research. In U.S. particularly, where large scale research organisations were born to measure radio audiences and to discover reactions of those audiences to different types of programs, many new techniques in this field have been evolved. Perhaps even newer ones have been put into practice in Australia. It is because of this lively interest in differing methods of radio audience research that the following few pages are devoted to the claims put forward for their respective techniques by Co-operative Analysis of Broadcasting (CAB) and by C. E. Hooper Inc., which both operate in America, as published recently in "Broadcasting" news magazine.

THE CASE FOR CAB By A. W. Lehman, President of CAB

This is a brief analysis of three major factors which cause differences in the results obtained in radio research. First of all, however, the writer must emphasize one overwhelming difference which distinguishes the Co-operative Analysis of Broadcasting from other radio research organizations. It is more than a difference, it is a distinctive principle.

CAB is a membership organization. Its members are those who are most concerned with commercial radio—the advertisers who sponsor radio programs, their advertising agencies who buy radio time, and the medium which sells radio time.

CAB is their organization. Through a board of governors, these members control research standards and all costs of the research. Only through such an organization can diversified viewpoints of all groups be adjusted. Only in this way can a standard, validated research service be developed. Back in 1929, CAB became the first national radio research organization. It was founded on a co-operative basis to establish radio's standard rating service. Today that program is still vital if radio research is to be impartial, objective and standardized.

Just as the facts of life interest everyone, so do the specific services being performed. Therefore, the writer turns now to the analysis of actual research operations.

Two of the leading radio research organizations—the Co-operative Analysis of Broadcasting Inc., and C. E. Hooper Inc.—conduct telephone interviews to determine nationwide listen-

ing habits. One important part of their research work is the measuring of network program audiences. The size of each program's audience is expressed as a rating.

Differences

There are differences in the ratings published by CAB and Hooper and this condition brings to light several important working differences in the two organizations. The size and nature of these ratings are affected by the way each organization handles three basic questions:

1. How many interviews are made?
2. How are these interviews distributed throughout the United States?
3. How is the information obtained tabulated?

Size of Sample

CAB interviews the largest nationwide sample ever surveyed continuously for obtaining network program ratings. These interviews properly parallel U.S. population and radio homes in four city-size groups. For network program ratings, CAB covers 81 cities and Hooper 32 cities.

Statistical reliability tends to increase as a greater number of interviews is made. Naturally, the more persons interviewed, the smaller is the probable sampling error in reports of listening habits. For example, CAB takes a sample for each half-hour nighttime period that is nearly three times as big as that taken by any other coincidental rating organization.

Distribution of Sample

To get a true cross-section, interviews must be correctly distributed throughout the nation. CAB's nation-

wide sample is distributed in cities 50,000 and over, Hooper's nationwide sample is distributed in cities 100,000 and over.

CAB's sample is distributed among the seven standard U.S. census geographic areas and among four city-size groups in proportion to the population and radio homes in cities 50,000 and over.

Hooper's sample is distributed among five geographic areas in proportion to the percentage of total radio homes—of cities, towns and farms—but not in proportion to the population of radio homes in the cities of 100,000 and over.

In the Eastern Time Zone there is approximately 60 per cent. of the population in all U.S. cities of 50,000 and over. The same percentage holds for all cities of 100,000 and over. CAB has 60.4 per cent. of its sample in the Eastern Time Zone. Hooper has 44.4 per cent. of its sample there.

CAB bases each daytime Monday through Friday program rating on 10 broadcasting days; Hooper bases this same rating on five broadcasting days. The CAB rating for a nighttime or Saturday, Sunday daytime program is based on two broadcasts; the Hooper rating is based on one broadcast. Upon request, CAB members are provided with ratings based on a single broadcast.

Methods of Tabulation

Different tabulating methods cause much of the differences between CAB and Hooper program audience ratings. Even if the same homes were interviewed by CAB and Hooper ratings still would be different because tabulations differ.

Here is a comparison of some of the details of tabulation:

CAB

1. CAB employs straight tabulation.
2. There are three steps in the CAB method of tabulation. All are division steps.
3. CAB base of calls for each 15-minute period covered is approximately 15 factual-information calls per interviewer.
4. To get factual information, the CAB interviewer substitutes a new number and makes another interview (1) when busy signal is heard; (2) when respondent reports having no radio; (3) when respondent refuses or is unable to give any information whatsoever; (4) when operator reports number called is disconnected or out of order.
5. CAB method does not add line busies, refusals, etc., in total base of calls at any time because these have been eliminated by substitute interviews that produced actual information.
6. CAB method does not add line busies, refusals, etc., in the sets-in-use because these have been replaced by factual information.
7. CAB method includes "don't know" listeners in sets-in-use percentages and in sets-in-use base for determining "share of audience" to any program.
8. CAB considers that a respondent who does not know the station to which his radio is tuned or anything at all about the program being broadcast represents only a "dk" listener and a set in use.

CAB does not believe that radio research techniques are already perfect. Radio has grown and networks have expanded just as dramatically as the original 13 colonies developed into the United States of today. For example, the Mutual Broadcasting System has grown from four stations in 1935 to its present 293 stations. CAB keeps pace with these changes and realizes that listening cannot still be measured as it was when radio was in the "13 colonies" era.

CAB has increased its interviewing area and enlarged its service as radio has grown. To provide the best service possible, CAB will continue to make changes as the expansion of radio advertising requires. CAB has conducted many experiments and tests over many years and still continues this work of checking methods and improving radio research.

Are you a subscriber to "Commercial Broadcasting," the business paper of the Broadcasting Industry? It only costs 10/- a year to have it delivered post free to your office or home.

Hooper

1. Hooper tabulates by using a pro-rating formula which includes line busies, refusals and other unknown quantities.
2. There are seven steps in the Hooper method of tabulation. They are three division steps, two multiplication steps, one addition step and one subtraction step.
3. Hooper base of calls for each 15-minute period covered is approximately 15 calls per interviewer, including line busies, refusals, etc.
4. Hooper interviewer does not substitute calls or make another interview to get factual information except when operator reports number called is disconnected or out of order.
5. Hooper method of adding line busies, refusals, etc. in total base of calls is applied to all data, regardless of size of sample, or time of day, or day of week.
6. Hooper method adds line busies, refusals, etc., in the sets-in-use.
7. Hooper method includes "don't know" listeners in sets-in-use percentages but subtracts these same listeners from sets-in-use base for determining "share of audience" to any program.
8. Hooper interviewers record very few "dk" listeners because if the respondent does not know the program or station, the interviewer requests a dial reading. Thus it is assumed that the radio station is correctly identified and on that basis the "dk" listener is credited to a program.

THE CASE FOR HOOPER By C. E. Hooper President, C. E. Hooper Inc.

The argument over the rating services which has long raged in the industry is beginning to resolve itself. It was inevitable that it would—just as inevitable as the ultimate decision which, to the discerning, was indicated as far back as October, 1942, when the industry finally and definitely established the telephone coincidental as the basic technique in continuous radio audience measurement. It was a controversy forthrightly joined by able and competent researchers in agencies and elsewhere who, like the atom bomb scientists, began properly to speak up on a subject on which they were expert and informed.

Consequently, if the discussions have developed some heat, they have also generated considerable light. Enough illumination has been provided to enable even the veriest statistical neophyte to appraise the technical research operations of the competing services. This is no place to repeat the facts, solidly documented, which we have frequently presented—

and which still obtain. Even more important, there is enough light to see the direction in which we have travelled; and the extent to which we have progressed. For the basic concept of our service to the industry is to provide radio audience measurements designed to satisfy specific needs of the buyer and seller of radio time and talent. Because there are different needs, there are different types of Hooper Reports. They are described briefly below:

Network Ratings

Network Hooperatings are measurements of the audience size of network programs which reflect the comparative popularity of the programs. The emphasis is on "comparative popularity." For the total audience is effected by the number of stations on the hook-up, the type of stations and their location. All of these factors influence the ability of a program to be heard, which has nothing to do with popularity. Since the primary function of a Network Hooperating is to determine popularity, these measurements are produced under "laboratory" conditions where equal opportunity to hear all four networks is most closely realized. This laboratory consists of 32 cities with local four-network services. In these cities, the influence of ability-to-hear network programs is reduced to a minimum. Differences in network Hooperatings between network programs are thus an index to relative talent appeal.

One of the important elements in the price paid to radio talent is its audience appeal. Network Hooperatings provide an accurate measure of this appeal and so can be, have been and are being used in contractual negotiations with talent.

"Second runs" are so rare in radio that for all practical purposes every individual broadcast may be considered a new "talent package"—with new plots, new jokes, new writing, new guests, etc. There is, therefore, a great need for high frequency of talent measurements. We meet that need by issuing network Hooperatings twice a month on all programs except those broadcast on Saturday before 6 p.m.

Talent does not perform in a vacuum. The influence of the program preceding, following and competing greatly effects audience size. Consequently, it is essential that these factors, too, be measured under the same, comparable conditions. They are measured that way in our operations. And that's an exclusive feature of network Hooperatings.

Because they provide comparability, network Hooperatings permit sound appraisals of any program, at any time of broadcast between networks. (That's an exclusive, too.) And the

(Continued on page 37)

(Continued from page 15)

"If the profession of advertising is arduous, it has its compensations in the fact that it is intensely creative and of infinite interest. In the course of our work we are permitted to make a study of a great variety of problems from the sale of Caterpillar Tractors to food and cosmetics, to bicycles and ladies' lingerie, to estate administration, to the development of the uses of timber, fashions and fabrics, diesel engines, farm equipment and political propaganda.

"For the reason that an advertising agency, if it is to function effectively, must make a study of finance, manufacture, packaging and distribution and marketing, we are admitted into

a great number of confidences which are faithfully kept. In some cases, we actually take part in the formulation of the company's policy, and in all cases we sit in conferences with equal status to the clients' executives. The greatest reward we have is to see the business of a client grow, and to feel that, in some small way, we have played a part in it.

"It is a full-time occupation for any ambitious man and, during recent years particularly, it has stretched our slender resources of manpower to the utmost. We have been impatient with our own efforts and greatly desirous of improvement in our technique, but we have made progress and are laying our plans for the future."

4LG sells to CENTRAL QUEENSLAND

Because of its outstanding listener loyalty and the huge coverage it affords of this rich market.

4LG CENTRAL QUEENSLAND

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

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

Loyal Companions . . .

With morning, afternoon and evening programmes, 3XY enjoys a large audience of loyal listening companions. This is proved by consistently big mails for request and competition programmes. This audience can be your audience —already made receptive to your message through the goodwill of . . .

3XY

163 Spring Street,
Melbourne
Central 6612

Sydney Rep.: Mr. Rick Barnes
Ground Floor, 42 Pitt Street,
Phones: B 6315-B 6316.

VICTORIAN ADVERTISING AGENTS ASSN. ANNUAL REPORT

In the annual report of the Accredited Advertising Agents Association of Victoria, reference is made to the happy relations existing between the Association and the Federation of Commercial Stations. The report says:

"Relations with the Federation of Broadcasting Stations have been very happy as usual. The advantage of the present arrangements is that every facility is offered by the Federation for the Agencies to get into close contact and discuss matters. Even when difficult problems have to be faced, the Federation places no barrier in the way of giving consideration to requests by the Agencies. Association, and the Federation, in making important decisions, frequently calls a meeting with your Relationships Committee so that there may be no misunderstanding. We convey appreciation to the Victorian members of the Federation for the courtesies extended and the happy relations which have existed, particularly to Mr. R. Dooley, Secretary, and also to various members who have occupied the chair from time to time."

The report also deals with radio surveys and while indicating that at one stage the Executive favored one of the two organisations well known in this field, says that it is purely a matter for individual members to decide which if either of the surveys they preferred to support.

The question of new agencies received attention, and the executive placed on record its request that care be exercised in accrediting new agencies. This applies to both radio and newspapers. The report says that the contact with the radio stations is such that no difficulty occurs and it is highly desirable that similar arrangements be made with the Accreditation Bureau of the ANPA.

During the year in Melbourne three new agencies commenced operations and were admitted to membership of the Association. They are Chapman Hendrie Advertising (Mr. W. L. Chapman was a former president of the Assn.), United Service Publicity Ltd., and Basil Carden Advertising

(Continued foot col. 3, page 37)

THE SCREWS ARE ON

CAMERON "HITCH-HIKES" DANGEROUS AMENDMENT IN BROADCASTING BILL

Last week in the Senate at Canberra the Postmaster-General, Senator Cameron, introduced a Bill to amend the Australian Broadcasting Act.

The impression was given that this was merely amending legislation to take care of the recommendation of the Parliamentary Standing Committee on Broadcasting that the Australian Broadcasting Commission be empowered to build up its own news-gathering organisation. Perhaps that is important but undoubtedly the most important provision of the proposed new legislation is the "hitch hike" Paragraph 18 of the Bill, right at the very end, so far as commercial broadcasting is concerned. It is an amendment to the Act aimed at complete control of what remains of "private enterprise" in broadcasting.

Here it is:—

"REGULATIONS"

"18. Section 107 of the Principal Act is amended by omitting all the words after the words, "and in particular", and inserting in their stead the following paragraphs:—

"(a) for varying or adding to the conditions governing the erection or operation of commercial broadcasting stations or an appliance for which a broadcast listener's licence is required to be held; and

"(b) for prescribing matters relating to the making of agreements or arrangements by licensees of commercial broadcasting stations for the provision of programs or the broadcasting of advertisements or relating to such agreements or arrangements so made."

At this writing it is not known what explanation the Postmaster-General gave the Senate for sneaking that into the Bill or if, indeed, he made any reference to it. It is significant that in his circulated Second Reading Speech there is no reference at all to the matter.

It will be recalled that Editorially "C.B." (June 13) drew attention to the invasion of the private trading rights of broadcasting stations and sponsors and advertising agencies by the P.M.G. Department by virtue of an overnight "variation" of existing broadcasters' licences. About that time broadcasting stations were advised by letter from the office of the Postmaster-General of Posts and Telegraphs that the P.M.G. had varied the conditions of licences by adding to sub-section I of section 50 of the Broadcasting Act the following condition:—

"A licensee shall, for the purposes of this condition, be deemed to admit another person to participate in the benefits of the licence if, without the

P.M.G.'s SECOND READING SPEECH

After the second reading speech by P.M.G. Senator Cameron on the Bill to amend the Australian Broadcasting Act in the Senate last week, the debate was adjourned.

Moving the second reading, Senator Cameron said that the Australian Broadcasting Act, which became operative from July 1, 1942, was based on recommendations which had been submitted to Parliament by a Joint Committee which, under the chairmanship of Senator Gibson, had investigated all phases of broadcasting in the Commonwealth. The Act, for the first time, incorporated in a single measure earlier legislation and regulations concerning the operations of both the national and commercial broadcasting services as well as providing for a number of innovations recommended by the Committee.

"Broadcasting has become an important feature in the life of the nation and wireless receivers are now installed in eighty-four per cent. of Australian homes. In this connection it is interesting to note that, despite the restrictions which were imposed during the war on the manufacture of wireless sets for civilian use, the number of listeners' licences has increased from 1,132,000 on July 1, 1939, to 1,436,000 on June 30 last," said Senator Cameron.

"As additional stations are established and new receivers become

consent in writing of the Postmaster-General, the licensee:—(a) acquires any share in any network company; or (b) enters into or renews any agreement or arrangement with any network or similar organisation concerning the provisions of programs or the broadcasting of advertisements."

About that time, too, certain important developments were mooted in both Macquarie and Major Networks and it was generally regarded in broadcasting circles that the "variation" was merely aimed at keeping a controlful eye on any major moves which either of those big networks might make or contemplate making. But now, coupled with the amendment of the Act itself as proposed by Senator Cameron, the full import of the "variation" is plainly visible.

available, it is reasonable to expect that the number of listeners will increase steadily until practically every family in the Commonwealth will be enjoying the benefits of broadcasting.

"At present, there are 30 medium wave and five short wave stations in the National broadcasting network. A number of additional regional stations are contemplated, but progress in this regard has been retarded due to conditions arising out of the war. Every effort is now being made to overtake the arrears so that listeners may be assured of reliable reception from at least one national station.

"Most listeners are also in a position to avail themselves of the alternative programs of the commercial broadcasting stations, which have been established in many parts of the Commonwealth.

"LIGHT OF EXPERIENCE"

"The proposals embodied in the Bill now before the Senate are necessary in order to give effect to recommendations made by the Parliamentary Standing Committee on Broadcasting which have been adopted by the Government. Other amendments are considered desirable in the light of the experience gained since the passing of the Act in 1942.

(Continued on page 36)

PROGRAM BUSINESS

Fur Firm's Documentary

Under the title of "The Story of the Hudson's Bay Company," Biber Furs are presenting over 2UE every Wednesday and Thursday at 7.30 p.m. a series of 52 quarter-hour sessions, written and produced at the Columbia Studios by John Appleton with Mr. Samuel Biber as narrator. Almost three centuries are encompassed in the story, which has a brilliant cast, including John Cazabon, Max Osbiston, Jim Pendleton, Grant Taylor, Paul Vernon, Marshall Crosby, Peter Bathurst and Jim Woods.

Contract with 2UE is in addition to the well-known quarter-hour session, "Romance of Fur," at 6.15 Sundays.

Should Know His Bands

A new feature broadcast from 2GN Goulburn is "Around The Bandstand" at 9.15 Sunday nights. Program features world-famous bands sponsored by one of Goulburn's well-known bandmasters, Mr. J. Cody, conductor of the Goulburn City Band and founder of J. Cody & Sons, builders and builders' supply merchants, Goulburn. Feature is in addition to J. Cody & Sons 25 word spot announcements over 2GN.

All Time Hit Parade

"All Time Hit Parade," sponsored by P. and M. Harbig, Manufacturers of Floral Accessories and Neckwear, which commenced on Saturday, June 15, at 2 p.m. from 3XY, is a half-hour show of bright recorded music. This firm also sponsors "Harmony with Harbig," broadcast from 3DB on Sundays at 5.15-5.30 p.m. Their advertising is serviced by Claude Mooney.

"When Did This Happen?"

Effective from July 3, Heats Motor Sales, Goulburn are sponsoring the A.W.A. feature, "When Did This Happen?" from 2GN the Goulburn Station. This program consists of a number of historic happenings in a fifteen minute session, the facts and incidents being dramatised and the correct answers are given at the end of each program.

"Goofy Golf"

Following the success of their evening broadcasts over 4BC/SB, Oriental Tea Company, distributors of King Tea, have now arranged for a wide extension of their broadcast coverage to embrace five sessions weekly, in the breakfast session.

The sponsor's latest evening program "Goofy Golf", which is broadcast at 7.30 p.m. Saturdays, produced record mail figures culminating in one week's mail of 1347 entries. The program is produced by 4BC in association with the Maynard Advertising Agency. The Company has now decided to sponsor the "Cavalcade Story Teller" in the 4BC Women's Session at 9.20 a.m., Monday, Wednesday and

Fridays, with musical sessions each Tuesday and Thursday, during the breakfast session relayed to 4SB.

A Boon for Early Risers

Many letters of appreciation and suggested programs are received as a result of Eric Wright's "Nurses and Patients" session, 2UE 6.10 a.m. to 6.30 a.m. Four recordings are played featuring light classical merging into popular numbers. "The Nuns' Chorus" and John Charles Thomas and Bing Crosby seem to share the honors of favor with early risers. Birthday calls to nurses and patients are sent. One fact perhaps responsible for this is that Eric Wright, who conducts the session, was in military hospital himself for a long time, and remembering the boost it gave his morale to get a call early in the morning, he has incorporated the idea into the session.

This is Sabotage!



Drawn for The Christian Science Monitor by Henry Boltinoff

"I don't even give a thought to those fancy postwar dishwashing machines!"

AROUND THE WORLD IN RADIO

The Cooperative Analysis of Broadcasting, in America, which is folding its rating service soon to devote itself to setting up new research standards for the industry, has come up with 12 names on the committee being formed to examine the techniques to be used in audience measurement. There is singularly lacking among the first 12 any representation from among media research men. Bernard C. Duffy, chairman of the CAB Board of Governors, announces that other "representative research men were being invited to serve with those who have already accepted the assignment." The supposition is that media research men will ultimately tie into the picture. Meanwhile a preliminary meeting has been held with C. E. Hooper to set the groundwork for the latter's takeover of Crossley subscribers.

A radio correspondent writing in Advertisers Weekly, London, asks rather pertinently whether commercial radio programs beamed at the British from Continental countries will not have to be very different from what they were in 1939. He contends that listeners' habits have altered considerably since those days, and that with the improved technique in writing and production, the BBC Sunday programs have become very popular. He says this: "Since we in advertising last had to consider him, the consumer-listener has raised his listening taste a peg or two.

Those in advertising who still appear to think there has been no educational progress since Board Schools are no doubt saying this applies to the "intelligent middle class" and not to the broad consumer-public. This is not the place to argue about education, but I will take up the dated "class" arguments, since it is fundamental to all advertising policy today, from radio to pack design. Where does "middle class" begin and end to-day? Advertising gives variable answers. Do these answers give us an uneasy feeling that the "middle" class is a much wider spread of the consumer market than it was? They do. And we've got to recognise it and do some re-thinking and some re-search accordingly.

It was reported from Washington (July 30) that the effects of Cosmic rays and other radiations seriously interfere with ordinary radio radiations, in fact it seriously interferes with Radar and other V.H.F. equipment. These Cosmic ray experiments were carried out by the United States Army Air Force in a Superfortress converted into a flying laboratory and flying at 15,000 feet as far South as Peru. Operators found that normal radio sets became completely inoperative at certain heights. This will cause a lot of investigations to be made into the possible far-reaching effects.

Into the broadcasting research battle lines in USA, A. C. Nielsen (inventor and maker of the Nielsen gadget that fits to receivers to record actual listening) has thrown his claims and is backing them up with "NRI Open House" sessions at his plant in Chicago. Purpose of the conferences, according to Nielsen, is to demonstrate to radio and agency executives—through actual inspection and explanation of key Nielsen Radio Index operation—that NRI service has developed a thorough marketing research service for radio. Nielsen further attempts to show that the NRI—through statistical research, technical research, production of electronic recording devices, pilot operation of radio research techniques,—has achieved the nearest existing approach to an ideal radio research service in contrast to the "program rating," upon which most radio research has been largely concentrated.

The NAB (National Assn. of Broadcasters) Board of Directors, have approved in principle a plan for overall radio awards to provide new incentives for advancement and improvement of the art of radio broadcasting. Proposed plan calls for a wide membership basis divided into ten branches: management, artists, musicians, writers, directors and producers, news editors and commentators, advertising agencies, sponsors, public relations personnel, engineers and the public through radio listener councils to be established in every community where there is one or more radio transmitter.

The plan contemplates that awards are to be made on the national and local level and that the diversity of membership contemplated by the plan would prevent control or domination by any single interest. NAB invited the comments, suggestions, and cooperation of other interested groups in evolving the awards system.

The American Federation of Musicians is going into FM broadcasting on its own. "Variety" reports.

On the premise that "FM will foster better music, and the answer to better music lies in the musicians themselves," the AFM convention in May voted favorably on a resolution to explore the whole picture of FM with a view toward applying for licences on behalf of locals wherever considered advisable. No reference was made to the demands of James C. Petrillo that broadcasters utilizing FM facilities for AM shows employ duplicate sets of musicians—one of the controversial issues confronting standard broadcasters entering the FM picture. But it was agreed that the AFM is in a peculiarly ideal position to jump on the FM bandwagon.

In a pamphlet, issued by the Australian National Committee of the International Chamber of Commerce of post-war trade, a timely warning is given that increased efficiency and lower costs in all export industries are necessary to maintain Australia's prosperity. The committee states that the necessity for greater efficiency and lower costs arises from three sources. 1. Wartime development of Australia's secondary industry. 2. The greater rise in import than in export prices. The pamphlet goes on to say "We must develop multilateral trade because Britain although likely to be our chief market for some time, that market will have to be shared by competitors and British importing power is lower." The committee also maintains that the interest of Australian manufacturers will be served by supporting the resumption of international lending, which, provided the lender accepts repayment and service with imports which serve to increase world trade.

(Continued from page 33)

"The Standing Committee has considered several important matters referred to it in pursuance of Section 85 of the Act, and it has submitted 14 valuable reports to Parliament. Administrative action has already been taken in respect of many of the suggestions made therein, and it is now proposed, on the recommendation of the Committee, to vary certain of the existing provisions of the Act."

Dealing with the ABC News, Senator Cameron said that Section 25 of the Principal Act provides that the Commission may collect in such manner as it thinks fit news and information relating to current events in any part of the world and may subscribe to news agencies. The matter had recently been the subject of investigation by the Parliamentary Standing Committee on Broadcasting and, in a report submitted to Parliament by the Committee on July 4, 1946, a majority of the members expressed the view that as the Commission had a special charter in the Broadcasting Act to establish groups of musicians for the rendition of orchestral, choral and band music of high quality, it should also have a special charter in the Act to establish groups of journalists for the attainment of its objective of independence in the sphere of Australian news, and, as far as possible, overseas news.

"Accordingly, the majority of the Committee recommended that the Australian Broadcasting Act should be amended to provide that the Commission shall:—

- (a) establish its own independent service in respect of Australian news;
- (b) procure its overseas news direct, through its staff abroad, from such overseas agencies as the Commission deems fit, as well as from such independent sources as the Commission deems it desirable to use.

"The object of this recommendation was to fix responsibility on a publicly-owned instrumentality, accountable to the community, for the selection of news which is broadcast.

"The Government agrees with this view and considers that the time is opportune to make it incumbent on the Commission to establish its own news gathering organisation as soon as the circumstances permit. It is,

therefore, proposed to repeal Section 25 of the Principal Act and to substitute the provisions set out in clause 5 of the Bill before the Senate.

"In reaching this conclusion, the Government has been influenced by the fact that, by the very nature of things, the Commission will always be hampered in its efforts to secure independence in connection with its news sessions whilst it has to rely almost entirely on other parties for the provision of the information on which its news sessions are based.

POLITICAL BROADCASTS

"Honorable Senators will be aware that in Sections 89 and 90 of the existing Act provision is made for the treatment of political broadcasts. In

AT NEWS DEADLINE

PROGRAM PRODUCTION

The third lecture in the series arranged by the 21 Club of Australia on "The Operations of Commercial Radio" was given by Mr. M. D. Chapman, manager of 2CH Sydney, on Monday evening last, August 5.

A good attendance of members of the advertising profession was proof of the extreme interest being taken in these lectures and their keenness to broaden their knowledge of radio as an advertising medium.

Mr. Chapman explained "Production of Commercial Radio Programs" and gave a realistic picture of the actual work and details to be considered when planning and producing a program.

"The development, from a production viewpoint, of commercial radio programs over the last 16 years in Australia is something of which Australian producers, actors and writers may be justifiably proud," said Mr. Chapman.

Mr. Harry Dearth, radio director of J. Walter Thompson, moved a vote of thanks to Mr. Chapman for an interesting address. The next lecture will be given by Mr. Francis Levy on "The Value of Radio as an Advertising Medium" on August 19.

ACCREDITATION APPLICATION WITHDRAWN

Bob Dyer this week communicated with AFCBS in Sydney voluntarily and at least temporarily withdrawing

accordance with the terms of Section 90, it is necessary for a broadcasting station to announce the true name of every speaker delivering an address or making a statement relating to a political subject or current affairs both before and after such address or statement. If the address or statement is made on behalf of a political party, the name of the party concerned must also be disclosed.

No provision is, however, made in the relevant section requiring the identity of the actual author of any such address or statement to be disclosed. It is therefore proposed in Clause 11 of the Bill to amend Section 90 of the Act accordingly to remedy this weakness and also to stipulate that the name of the speaker may be announced only at the end of statements which contain less than 100 words."

"THE PERSIL SHOW"

Lintas agency advise that new feature for J. Kitchen and Sons Pty. Ltd. is to be called "The Persil Show" in place of earlier favored title "Monday at 8" as in "C.B." 25/7/46. Incidentally, in that issue Lever Bros. inadvertently credited with sponsorship instead of Kitchen's and also for sponsorship of "Big Sister" and show replacing it, "Crossroads of Life" Lever's were sponsors of "Big Sister" in U.S.A. but Kitchen's sponsored it in Australia.

TELE STILL FAR OFF

Mr. E. C. Parkinson, manager of A.W.A. Radio-electrical Works., guest speaker at the Breif Club luncheon at Wentworth Hotel, Sydney, Monday covered his recent extensive visit to America, Canada and England, and said television was still far off as it would be at least early '47 before American television sets were ready for the public. He was greatly impressed with improvements and development of wire recorders.

Collective bargaining of strong unions led him strongly to feel Australian arbitration system best. He cited Petrillo (musicians' union) as czar of American broadcasting.

his application to the Federation for accreditation as an advertising agency. Understood that up-to-date full requirements for accreditation not yet complete by the Dyer organisation which now services Atlantic account for radio.

Corollary to this fact is that they make possible accurate decisions on the merits of the time-period in which the program is schedule.

Network Hooperatings have been furnished the industry since 1934. They are still produced under the same set of continuing definitions . . . in the same way . . . and they still have the same meaning. Advertisers who have been on the air for years find in these reports the only audience measurements which are continuously comparable with those of the past.

City Ratings

City Hooperatings—This service is designed for use in the buying and selling of radio facilities. The buyer wants to know (and the seller wants to be able to tell him) how many listen to what, where. The most resultful way to study radio facilities is to examine them piece by piece. That's exactly what we do. We check facilities city by city and publish the findings in our City Hooperating reports.

City Hooperatings are reported for approximately 70 major markets which control the sales destiny of any national advertiser other than the manufacturer of strictly farm merchandise. They measure listening in the city proper and (in some cases) indicated suburbs. To the network and advertiser, these reports point up the differences in the level of listening to specific programs in different cities. To the "spot" advertiser, they furnish the only available information he can use as a guide to the best selection of stations and time-periods.

For these reports are not merely "station indexes" which show the distribution of the listening audience during broad segments of the broadcasting day. They show actual listening, program by program, for every station mentioned by the respondents.

Because the information is basically pertinent to facilities, and because facilities are not subject to the same adjustments which can be applied to program content from broadcast to broadcast, and because the transmission characteristics of stations are changed infrequently—the publication of City Reports is periodic rather than frequent. For the typical city we serve, we issue three reports per year.

The research technique used in compiling these city Hooperatings is identical with that which produces the network Hooperatings reports. Yet, because each service performs a different function, stemming from a different need, we have avoided any thought of combining them to produce a meaningless larger sample.

The appreciation by the industry of the separate functions performed by "network Hooperatings" compared with "city Hooperatings" strengthens our determination not to mix "apples" and "oranges."

Area Ratings

Area Hooperatings — The inherent limitation of the city reports lies, as mentioned above, in the fact that they measure mainly listening in the city proper. Station signals go beyond city limits. Area Hooperatings have, therefore, been developed to determine program audiences in the total area served by the station—this area being defined by the station.

The telephone coincidental which provides the swiftest and most economical audience measurements in the big cities has, of necessity, been supplanted in the area Hooperatings by a different method. After exhaustive research we have chosen the "diary" or family listening record.

The audience measurements provided by the diary correlate very closely but at a higher level with the findings of the telephone coincidental method. A major reason for the higher level results from part-program listeners in any quarter hour periods being equally weighed with listeners during the entire quarter-hour. On the other hand, the diary technique develops some interesting by-products of its own. These include "flow of audience" ("from where" and "to where"), "duplication" of listeners of different programs and "frequency" of listening to individual programs. Most of the inflation present in diary records as a result of "tuning" unaccompanied by "listening" has been wrung out as a result of perfections we have introduced into the technique.

In area Hooperatings provided for stations located in cities which we service with city reports, the diary results of the area survey are converted to the coincidental base. This permits direct comparison between city and total area audiences. In other communities where the station city-size is inadequate to support city Hooperatings, only the diary results are published. These reports warn against the misinterpretation of diary findings as audience measurements comparable with coincidental measurements.

National Hooperatings — This service is designed to give advertisers a measure of the truly national audience to specific network programs. It is the final, long step in radio audience measurement, and it is our expectation that this service can be put into operation during 1946 on a practical, economical basis.

National Hooperatings would be based on "diaries" in 7,500 or more radio homes, carefully selected to represent, in proper balance, network service, population distribution, etc. It is essentially an extension of the technique already thoroughly established in connection with area Hooperatings. Diaries would be installed for a one-week period for each report, of which there would be two, or at most three, per year. Interim national audience estimates could be provided through correlation with "network Hooperatings" in 32 cities, a service which would, of course, be continued.

Discussed With Networks

This plan for a national Hooperating service, immediately recognized as a new measurement of actual program listening on a truly national basis, has already been discussed with the research directors of the four networks.

From ratings of program popularity . . . to city reports on facilities . . . to area audience studies for stations . . . to nationwide program and network audience measurements—such has been the steady expansion of our service. No service supplants another; each supplements the others. They have been developed to meet the increasingly greater demands for more radio audience measurements by the industry. At every stage of these demands, the industry has found us ready to provide the service, with great speed and high economy.

It would be naive to pretend that this has been purely accidental. It rests on an original fundamental appreciation that radio does not and cannot exist in economic terms except as it is related through measurement to the behaviour of people.

Each measurement has, therefore, been conceived to provide a comparative appraisal of values as aids to buyer and seller in achieving an equitable meeting of minds in a specific contractual relationship.

VIC. A.A.A. REPORT

(Continued from page 32)

Referring to United Service Publicity, the report points out that one director, Mr. A. N. Kemsley, was Victorian vice-president of the AFCBS, "and was of great assistance to the Association in the early days when commission matters were discussed." Another director, Mr. John Barnes, was previously president of the Association.

Purely Personal

Numbers of broadcasting and advertising agency executives are already making something of a rendezvous of 44 Macleay Street, where former radioites Bruce Anderson and Bill Eve and Sandra White have charge of dining room catering arrangements. Noticed Mr. Cliff Paray, who owns 3CV, and Mrs. Paray dining there with a couple of friends recently savoring some of the very best of foods. Frank Goldberg is another who has discovered that you haven't got to go to America or the Continent for a really topnotch "chef d'oeuvre." He entertained a big party there when Senator Foll returned from the U.S. Seems a long step from radio to restaurant but as Bill Eve put it to a friend, they both have "spaghetti" in common.

When Vincent Freeth announced an apology from Mr. Frank Marden, 2UW chief, at the Vincent H. Freeth Pty. Ltd. cocktail party at the Hotel Australia (see story this issue), he announced that Frank had rushed away to the country to rescue some drowning stock from the floods. Someone in the audience murmured, "Thought he was going to say Frank had gone to Gowings!"

Sydney's rugged climate has been giving 2CH manager Maurice Chapman the run-around and after putting up a stiff resistance for a couple of weeks he took the count early last week and retreated beneath the bed covers. Latest reports say the patient is progressing.

Noticed recently that 3XY Sydney rep. Rick Barnes is about to add still another accomplishment to his repertoire. A visitor to his office during the lunch hour recently found Rick practicing playing a fife! After half an hour, Rick was still trying to find out how to get a sound out of the thing. General manager Fernie Stanleton of 2SM is back in Sydney this week from a business trip to Melbourne. He Skymastered south and says those super-sized DC's are the goods.

Sheldon Drug Co. governing director Mel. Sheffer has been taking it on the fist for the past couple of weeks as his hand gets wrung by auld acquaintances in congratulations upon the new member of his growing household—a bonny baby girl. Score four. Three girls and one boy.

The Vincent H. Freeth Pty. Ltd. cocktail party at Sydney's Australia Hotel was attended by about 150 guests and amongst the national advertisers noticed at the gathering were Messrs. Frank Small (Bruce Small Pty. Ltd.), S. T. Crawford and M. S. Attwill (Waugh & Josephson Pty. Ltd.), W. S. Baker and G. K. Bain (Aust. Guarantee Corp. Ltd.), W. R. French (Trustee Executors and Agency Co. Ltd.), G. Travis (Aust. Towel Weaving Mills Pty. Ltd.), R. Myles (Mums Products Pty. Ltd.), A. Holt (F. C. Foletta & Co. Pty. Ltd.), F. C. Hawley (F. C. Hawley Manufacturing), G. Carr, F. G. Proctor (Carr and Elliott), A. A. Warner, E. V. Hopkins (Exide Batteries of Aust. Pty. Ltd.), G. Graham (Masse Batteries of Aust. Pty. Ltd.), Frank E. White (Frank Wright, K. Preshaw (Aust. Mercantile, Land & Finance Co. Ltd.), W. L. Hamilton (Royal Sovereign Pencil Co. Aust. Pty. Ltd.), R. G. Whitehead (Tarzan's Grip Mfg. Co. Ltd.), and J. G. Smyth (Dangar, Gedve & Malloch Ltd.), NSW Division of the Liberal Party was well represented with Messrs. W. H. Spooner, H. A. Warby, H. G. Jackett and Gordon Wallace.

Mr. Roy Heath, in charge of network relations at Macquarie, has returned to his office following a business trip to Queensland and northern New South Wales.

Mr. David Syme, of the V.B.N., is spending a few days in Sydney on his way to Queensland, partly on holiday, but no doubt he will investigate network affairs at the same time.

Roy Russell, assistant manager of 3DB, recently met his twin brother after 17 years separation. Roy's brother hails from Perth, where he broadcasts the trots from the National stations. He arrived in Melbourne for about a fortnight's holiday, and when twin meets twin after 17 years—well, it must have been a grand reunion!

Mr. W. A. Bartlett, general manager of Dunlop Rubber (Australia) Ltd., has been appointed chairman of the board of directors following the resignation from the board of Mr. W. A. Watt.

Mr. W. E. Field, managing director of Caltex Ltd., and Mr. Keith Carr of George Patterson Pty. Ltd., will be guests at luncheon of The 21 Club of Australia at Ushers Hotel on Tuesday, August 13.

Federation secretary, Mr. Ray Dooley, was over in Sydney from Melbourne this week to attend the regular monthly meeting of the New South Wales section of the Federation. Mr. Dooley attended the RREIF Club luncheon at the Wentworth Hotel on Monday and also attended the final broadcast for Persil of the Bob Dyer's "Can You Take It" show on Monday evening, which was followed by an excellent cocktail party.

Staff Changes — — Appointments

Miss Joan Read joined 2UE's staff early in August to conduct a morning session. This popular compere-announcer has been well known to Australian listeners for some years and has been responsible for raising many thousands of pounds for Sydney charities. Her fine work for Legacy, the R.S.S. & A.I.L.A., the Police Boys' Clubs and the R.S.P.C.A., will long be remembered by those who benefited from her untiring efforts and also by those who were associated with her in the campaigns.

Frank Scott, recently discharged from the Army, has joined 2UE's staff in the capacity of pianist. He is heard in Morning Teasers, Harry Yates Diggers' Show and Music in the Tanner Manner.

Mr. E. T. Colhoun, recently discharged from the R.A.A.F., has joined the V.B.N. and has been appointed to the announcing staff of 3TR Sale.

Two new announcers have been added to the staff of 5KA. Bill Davies (who used to be Assistant Police Prosecutor Davies) and Bern Davis, known to Melbourne listeners as announcer at 3YB, 3GL and 3XY successively. Bill Davies has hit the headlines in a good many Australian evening newspapers. He has had a brilliant career in the Police Force, and was the youngest police prosecutor in Australia when appointed at the age of 22. Two years ago, however, Mr. Davies won the 5KA "Are you an announcer?" competition and has since been heard compereing shows and assisting Johnny Quinn as football commentator under the title of "John Leslie."

CLASSIFIED ADVERTISING

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

POSITION WANTED.

Announcer, wide experience all types studio and outside work. Requires position country station any State. Constant, conscientious. Excellent references from late employers. Honorable discharge R.A.A.F. Age 25. Audit on discs available. Reply Box 123 c/- "Commercial Broadcasting," Box 3765 G.P.O., Sydney.

JUNE LICENCE FIGURES

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

NEW SOUTH WALES.		
New Issues	4,089	(512)
Renewals	46,478	(1,895)
Cancellations	3,655	(226)
In force at 30/6/46	550,068	(25,796)
Increase	434	(286)
Licence % popn.	18.97	

VICTORIA.		
New Issues	2,445	(—)
Renewals	35,013	(1,546)
Cancellations	2,353	(114)
In force at 30/6/46	396,800	(19,083)
Increase	92	(—114)
Licence % popn.	19.71	

QUEENSLAND.		
New Issues	1,843	(114)
Renewals	15,933	(382)
Cancellations	2,255	(40)
In force at 30/6/46	186,396	(4,790)
Decrease	412	(—74)
Licence % popn.	17.28	

SOUTH AUSTRALIA.		
New Issues	1,637	(219)
Renewals	14,747	(1,135)
Cancellations	567	(6)
In force at 30/6/46	152,466	(12,258)
Increase	1,070	(—213)
Licence % popn.	24.24	

WESTERN AUSTRALIA.		
New Issues	1,100	(130)
Renewals	9,731	(379)
Cancellations	784	(13)
In force at 30/6/46	101,964	(4,565)
Increase	316	(117)
Licence % popn.	20.80	

TASMANIA.		
New Issues	508	(69)
Renewals	4,794	(207)
Cancellations	498	(55)
In force at 30/6/46	49,200	(2,792)
Increase	10	(—14)
Licence % popn.	19.83	

COMMONWEALTH		
New Issues	11,622	(1,044)
Renewals	126,696	(5,544)
Cancellations	10,112	(454)
In force at 30/6/46	1,436,894	(69,286)
Increase	1,510	(+590)
Licence % popn.	19.34	

Pick up ON THE SWINGS and the ROUNDABOUT

"Take your tickets here for the best shows in the Victorian Countryside!" ... and be assured of the steady audience on the three V.B.N. stations, welcomed in practically every home in prosperous Gippsland, Western and Northern Victoria. ... Get details of the special spots available right now—

The VICTORIAN BROADCASTING NETWORK
Head Office: 239 COLLINS ST., MELBOURNE PHONE: CENT. 4124
Sydney: Macquarie Broadcasting Services 136-138 Phillip St. Phone B 7887

See what is said
about
A A R D S
on
PAGE 11

COMMERCIAL BROADCASTING

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

Vol 15, No. 3 (432nd issue), Thursday, August 22, 1946

Hi Fellers

He was cut up!



A feller I know in the country had a terrible time the other day.

The only barber in the place had sprained his wrist, and when this feller went for a shave, he found the apprentice on the job.

The apprentice was nervous, and you can guess what happened. When it was all over, this feller asked for a glass of water.

"Feeling faint, sir?" asked the barber, "or something in your throat?"

"Oh, no," this feller said, "I only want to make sure my neck doesn't leak!"

Silly, wasn't it . . . but it only goes to show that when there's a difficult job to be done, experience is everything.

In radio advertising, for instance, the boys who have the "know how" are the ones who get results.

Take 2UW. There's the station that has EVERYTHING—years an' years of "know how" (they learned it the hard way); and a success story which is all hard fact. (Just look at 2UW's programme schedule to-day!)

You fellers won't be asking for a glass of water if you use 2UW because



most people listen to **2UW**