

EVERY Housewife seeks Advertised Products

Therefore advertisements must reach the Housewife to influence her purchasing capacity.

The continued strength of Radio and Press advertising ensures that your sales message does reach the desired markets.

BROADCASTING AARDS is now in the process of publication. Subscriptions are being invited for this valuable publication which will prove a "boon" to all who are interested in buying time on commercial stations in Australia and New Zealand. Broadcasting AARDS containing the rates and data of all these commercial stations, transcriptions and their producers, listener licences, details of networks, details of advertising agencies and the rules governing broadcast advertising plus a monthly advice notice which will keep subscribers up to date on any changes made in the contents of the publication make Broadcasting AARDS a "must" for "Buyers of Time."

NEWSPAPER AARDS is now available. This publication containing the rates and data, circulation, territories of distribution, mechanical requirements, etc., of 662 newspapers throughout Australia, plus details of advertising agencies and the requirements of the A.A.A.A., A.A.N.A. and A.N.P.A. prove that Newspaper AARDS should have a pride of place on any Space Buyer's desk. This publication is the most comprehensive service attained in the history of Australian advertising. The monthly revision notice service that is given by AARDS will keep subscribers up to date on any changes that may occur in the rates or data of this edition.

Subscription to each edition of AARDS including the monthly advice notice is
Australia, £2/2/0; British Empire, £2/10/0; America, 10 Dollars; Foreign, £3/3/0

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COMMERCIAL BROADCASTING

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

Vol. 15, No. 4 (433rd issue), Thursday, September 5, 1946

Hi Fellers! And She Meant It



DID you hear about the bride-to-be who reckoned that the three words in the marriage service which mattered most were:

"Aisle" . . . "Altar" . . . "Hymn" . . .

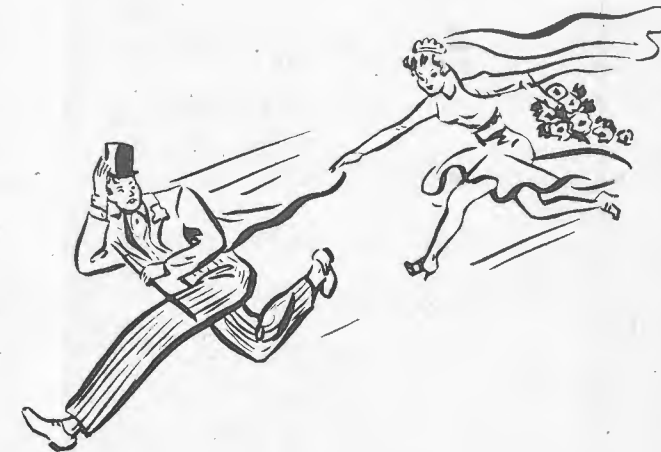
(Hubby-to-be had said he didn't drink Scotch. She said she'd seen him at it . . . He explained that he hadn't meant to drink it—he was only gargling with it, and it slipped!)

I'll bet she was one lass who made a success of it, too . . . she had her mind well set on the future; and she was planning for her to-morrows.

That's the way the boys at 2UW do it . . . they're always thinking of to-morrow and next month, and next year.

New programme planning ideas . . . something new on the technical side . . . a new angle on sport . . . If it's new, and if it's good, it's pounds to pennies you'll find that the 2UW boys are just a jump ahead of the other fellers.

It's another MAJOR reason, in fact, why



most people listen to **2UW**

YOU WON'T NEED A SLIDE RULE . . .

TO PROVE THAT THESE 8 STATIONS IN
8 MAJOR MARKETS HAVE AUDIENCE AND
DOMINANCE IN THEIR AREAS.

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

These stations take the story of your product, your policies, your service right into the homes of the listeners in each of the exclusive markets they dominate.

For real sales possibilities include these stations in your next appropriation.

All particulars from:

AMALGAMATED WIRELESS (A/SIA) LIMITED
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, SEPTEMBER 5, 1946

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EDITORIAL

Who? When? What?

The National Association of Broadcasters in America issued in July, through its Research Committee, an interesting booklet dealing with and titled "Radio Audience Measurement." In it there appears the following statement:—

"Fundamentally, both advertiser and broadcaster should want to learn anything and everything about people which might conceivably affect their listening to radio. The advertiser knows from long experience that the needs and tastes of his consumers vary with age, sex, race, education, economic status, the size of family, religion, habits of daily living, occupation, and the community in which they live—among a large number of other factors. The broadcaster needs to know all of these things about the owners of the ears he tries to control, and in addition as much as possible about their radio interests and listening habits."

That is very true. But the degree of accuracy in the discovery of these factors attained by researchers seeking all the answers is apparently still, in America even, a contentious point. Nevertheless some considerable progress has been made towards continually improving listener research methods and techniques with the result that they are becoming increasingly more acceptable to those who are prepared to view the results without bias and with an understanding of their necessary limitations.

The advertiser, particularly, is entitled to seek facts—and in that regard broadcasting as an advertising medium has nothing to hide. Program research by listener "sampling" is one method of reaching some of those facts which the advertiser quite naturally wishes to learn. It provides a stepping stone to those three vital questions: *Who listens? When do they listen? and What do they listen to?* The answers to those three questions—the correct answers—provide the absolute foundation of any sponsor's radio advertising plans. Without them he cannot build a plan and without a plan of advertising action he is simply not in the race to get the best from his appropriation. The problem as to whether those three questions can as yet be correctly answered by present known research methods is one in which there are still varying opinions. Some will say, however, that it is significant that by and large no radically different or alternative method of audience analysis has been produced to replace the "sampling" system. If then the principle of "sampling" is accepted—it is in practice all over the world—then it only remains a matter of accurate analysis and precise projection by efficient people for the discovery of the *Who* and the *When* and the *What*.

But even that is only a beginning, a foundation upon which to start working. Provided sufficient reliable listener information can be obtained through "sampling" and coupled with equally reliable product acceptance research, the way is opened to making, not most, but every broadcast advertisement on whatever station used, a profitable sales puller. Some sponsors, unhappily, have in the past been apt to accept the reading of a research report upon its face value without matching other aspects not touched upon nor even sought by the investigators responsible for the research report. Hence there has developed two sets of confused thinking amongst sponsors. The one who may pride himself upon being the sponsor of a high rating program but will admit "My program has a big audience but somehow I don't seem to see any benefit to my sales," and the other who upon being faced with a low rating program for which he is paying becomes dissatisfied with it in spite of it doing a better selling job for him than any other means of advertising in all his experience.

Properly conducted radio research in which both sponsors and broadcasters frankly and energetically co-operate will remove that as well as many other hazards of advertising.

HIGH COST AND PETRILLO STYMIE FM IN AMERICA

But Color Television OK for Action Reports AFCBS President

That Frequency Modulation was making heavy weather in the United States but that color television was something right out of the box were two of the deepest impressions gained by Mr. A. C. Paddison, President of the Australian Federation of Commercial Broadcasting Stations who returned to Australia just over a week ago with Mr. George McCauley (2KM-2KA director) who had accompanied him on a six months' visit to America and Canada.

"Television is to-day the most immediate problem of American broadcasting. Frequency modulation has been relegated to the background," Mr. Paddison told "C.B." on his arrival in Sydney.

"Frequency modulation has received many setbacks. The most serious is the failure of the public to respond to its appeal. Of 22,000,000 new viewers to be manufactured this year, less than 5 per cent. will incorporate FM.

"F.M.," he added, "is available only in the higher priced sets. At present there are no F.M. sets on the market being sold at less than 300 dollars (£100 Australian) while the price range is up to 1,200 dollars (£400 Australian)."

Mr. Paddison said that U.S. manufacturers contend that only the higher priced sets are capable of providing the advantages claimed on behalf of F.M. On the other hand, he said, cheap standard wave sets are being sold as low as 20 dollars, and with automatic gramophone record changers for 60 dollars.

"F.M. has also been frowned upon by the unions," said Mr. Paddison. "The Musicians' Union has banned simultaneous broadcasting of programs on both A.M. (standard wave) and F.M. bands, which has meant that all network programs have been taken off F.M. The result is that purchasers of F.M. sets can only listen to non-commercial programs—mostly classical music—without live artist performances by top-ranking stars.

"Broadcasting sponsors of F.M. are no longer emphasizing its high fidelity quality. A recent test using the B.B.S. Symphony Orchestra was conducted with a group of 200 students of Col-

umbia University using both A.M. and F.M. Before being informed which was which, 80 per cent expressed a preference for A.M. reproduction. When told which system they were listening to, the percentages were reversed!"

Mr. Paddison said that Boston has had F.M. in active operation for eight years. Before the union ban on dual operation, network programs went over this F.M. station yet there are to-day less than 10,000 sets in the area compared with over 4,000,000 A.M. sets. A recent survey had revealed most of the F.M. sets were not being used. The conductor of the Boston Symphony Orchestra after listening to F.M. reproduction of his own work, declared that he was not impressed. The tone was too sandy and he said he preferred recordings using the lower frequencies for general use.

"Technically, F.M. has no problems," Mr. Paddison observed. "The broadcasting authorities appreciate its technical advantages; it provides additional channels for more stations and eliminates static. But the public is not very much interested in technical problems. It is primarily interested in the cost of the receiver and in the programs. On both scores, F.M. lacks appeal to the American radio buyer to-day. At the present rate, it would take at least 5 years for F.M. to make any impact, and by that time television will have ironed out its problems.

Television O.K.

"The two most significant developments in American television are the Image Orthicon camera and the advent of color.

"I witnessed the telecast of the Louis-Conn fight while in New York. It was an amazing show. Image Or-

Mr. A. C. Paddison, President AFCBS



thicon cameras were used for the first time. This enabled the camera to capture every movement without the use of high-powered lights. The camera will even take pictures by candlelight.

"The telecast of the fight was infinitely better than any 100 dollar ringside seat. By using several cameras the boxers were in focus continuously, so there was no danger of missing the knock-out punch when the crowd became excited. In fact, the telecast was such a huge success that it will probably be one of the last times a world title bout will be viewed in the home! There were only 2,000 sets in the New York area on this occasion, and the television rights were sold to Gillette for 125,000 dollars.

"I was amongst 30 people who viewed the fight on a television set in a New York apartment about two miles from the Empire State tower, from which the program was radiated. The image on the screen—13" x 10"—was highly satisfactory, and the cost of the set was 450 dollars. Dumont television receivers are being retailed at 800 to 2,400 dollars (£800). The latter has a screen 18" x 15." Television receivers are already being promised to sell as low as 100 dollars, but for a satisfactory model, it is expected the public will have to pay at least 300 dollars (£100).

Mr. Paddison said the biggest development in television was the advent of color. At C.B.S. studios on Madison Avenue, he witnessed a demonstration from the Chrysler Building half a mile away. Although only six months old, color already had solved most of its initial problems. Color film was used, and the results were far more satisfactory than early technicolor productions. Fashions, furniture, a football match, a horse race and a cartoon were featured—all from film. C.B.S. expects to have receivers on the market costing no

more than 10 per cent. above black and white early in 1947.

Black-and-White Out of Date
Black and white television is already out-moded he said, and to invest capital in it would be disastrous. Progress with color had been so rapid that most television interests were now waiting for color. They believed it would be wrong to ask the public to invest in a black and white receiver which would be obsolete in a year.

"Television is also being impeded by union trouble," Mr. Paddison added. "The musicians refuse to play for simultaneous broadcasting and television performances. The other problem is to secure sufficient program material. The major movie studios have not yet released their films to the telecasters. But the largest studios are planning to enter television with their own transmitters. They are now concentrating on finding an equivalent to the box-office.

"Australian films would be assured of an excellent reception by existing television stations. Several have already been used with most gratifying results—especially scenic shorts.

Broadcasting

"Australian broadcasting, with its dual system has many advantages over both the Canadian and United States systems. The latter have too much propaganda and too much talk. The Australian listener can be assured of an entertainment program at the twist of the dial.

"There is much criticism in Canada directed against the present system of operation. It lacks the vitality and flexibility of the Australian system. There is a definite move in the Canadian Parliament to give Canadian broadcasters more freedom from the Canadian Broadcasting Corporation. The present system drives listeners to stations across the border."

Mr. Paddison said that the American broadcasting folks could not have been kinder than they were to him and to George McCauley and that went also for the Canadians who had made them official delegates to the Canadian Association of Broadcasters annual convention.

Members of the U.S. National Association of Broadcasters had been most helpful and hospitable. They had asked him to address one of their Regional Meetings which he did as a result of which he was invited to a special luncheon arranged by NAB in Washington to deliver another address on Australian broadcasting and Australian-American broadcasting relations.

PADDISON AT BREIF LUNCHEON

Comments on Poor Response of Public to FM in USA

Guest speaker at the BREIF Club Luncheon on Monday last, Mr. Alf Paddison, president of the Australian Federation of Commercial Broadcasting Stations, gave a very frank review of his impressions of the FM and television position as he found it during his six months' study of the field in USA and Canada.

Mr. Paddison stressed the utter confusion which he found existing in all fields relating to the development of FM particularly while, to a lesser extent, confusion existed also in the projection of television plans for the future.

Production was in such a confused state that he hazarded the possibility of Australian set manufacturers exporting to the USA rather than Australia importing American equipment.

In America it was now thought by responsible people in the industry that it would take ten years for FM to replace existing AM service. FM's greatest set-back was the failure of manufacturers to tool up and produce the goods and that failure was attributed to the lack of public demand to encourage FM manufacture.

Projected manufacture for the next 12 months was 60 million receivers of which not more than 5% would incorporate FM. The big sales urge in USA to-day was in record changers. Five hundred and fifty million records were being manufactured in America this year, and from 6 to 8% of receivers being manufactured would incorporate record changers.

BREIF CLUB BALL

A broadcasting sub-committee of the BREIF Club Ball committee has been appointed to facilitate bookings and table arrangements for members of the broadcasting section of the Club. They are Messrs. J. E. Ridley (BW1428), F. E. Levy (M6686) and A. L. Finn (BW6251).

The BREIF Club Ball will be held at the Wentworth Hotel, Sydney, on Thursday, September 26. Issue of tickets to any one member is limited to six. Proceeds will be devoted to Sydney Legacy. It should be a grand night.

AAAA OF VICTORIA Officers Elected

Representatives of 19 Victorian advertising agencies attended the annual meeting on August 5 last in Melbourne of the Accredited Advertising Agents' Association of Victoria.

The election of officers resulted:

President: J. E. Vincent.

Vice-presidents: N. V. Nixon and Claude Mooney.

Secretary: W. R. McFerran.

Treasurer: R. D. Ansell.

General Committee: E. J. Webb and G. Hayes.

Auditors: L. B. Raphael and E. C. Wright.

Steps were taken at the meeting to properly link the AAAAV with the Victorian Division of the AAAA (Federal) to avoid overlapping and ensure continuity of policy but without losing the identity of the AAAAV.

FOUR A's TO AID AD. EDUCATION

The Federal Executive of the Australian Association of Advertising Agencies (Federal) met in Melbourne last week.

During the week, agencies admitted to membership were S. A. Maxwell and Staff of Sydney, and Noble-Bartlett, of Brisbane, at the same time members were shown a charter which is to be called the charter of membership.

Education in advertising was discussed, with a view to raising the standard of the advertising profession. An agreement has been signed with the Advertising Agents' Association of Australia, under which A.A.A.A. (Federal) will induce members of staffs in agencies to take some degrees in advertising.

It was suggested that juniors should be L.O.A., junior executives A.O.A., while the highest rank would be the degree of "Fellow" (F.O.A.).

Interstate members present were: The Federal President, Mr. Hugh Berry, of the Hugh Berry Co.; the member representing N.S.W., Mr. Claude Willmott, Willmott's Advertising Agency; the member representing Western Australia, Mr. G. H. Brown, Gordon and Gotch A/sia Ltd.; and the Federal Secretary, Mr. J. Humphrey.

Victorian members present were: The Deputy President, Mr. J. E. Vincent, George Patterson Pty. Ltd.; and the member representing Victoria, Mr. W. R. McFerran, McFerran Advertising Pty. Ltd.



*"Gear up" for Sales in Victoria
with 3SR-3YB-3UL*

In addition to economical coverage over the richest areas in Victoria, the Argus Network—3SR-YB-UL—offers you a chain discount of 10% for using three stations. 3SR—the 2,000 watt station—covers the Goulburn and Ovens Valleys, North Eastern District of Victoria and Southern Riverina; 3YB is the "home station" of the City of Warrnambool—the fourth largest city in Victoria; whilst 3UL covers Central Gippsland, which in itself is "protected" from outside radio interference by mountain ranges. Get into "gear" with Australian National Advertisers in using the Argus Victorian Country Network Stations.

THE ARGUS VICTORIAN COUNTRY NETWORK

HEAD OFFICE: 365 Elizabeth Street, Melbourne. Phone FO411.

SYDNEY REP.: V. M. DINNENY, Herald Buildings, 66 Pitt Street. Phone BW8493.

SYDNEY STATION'S PRODUCER LOOKS OVER AMERICAN BROADCASTING

Underneath the gilt and glitter of the astronomical fees paid to top-line radio artists and script writers, and the colossal profits of the large U.S. radio networks, Mr. Paul Jacklin 2UE's Producer-in-Chief, recently returned after four months in the U.S.) has gained the impression that all is not well with U.S. radio.

This he largely contributes to two factors: (a) shortage and well-nigh disappearance of their goods on the home market during the war years is inducing advertisers to use visual advertising to make their products familiar to the "sight" of their potential consumers, and (b) economic conditions in the U.S. are resulting in manufacturers not being able to make any definite production plans.

Mr. Jacklin said that anyone coming from the U.S. heaves a mighty sigh of thankfulness on arriving home, for the price controls introduced by the Government's economists.

He went on to say that one of the most interesting and significant developments in the U.S. was the possible disintegration of the vast network system. It had always been the policy of the four major networks in the U.S. to put on "live" shows, even using landlines for daytime serials. Because of the three-hour time difference between the East and the West Coast (i.e., a show put on at 5 p.m. in Los Angeles would be heard on the air at 8 p.m. in New York) it was necessary for the parent station to put the same show on twice; at 5 p.m. for listeners in New York at 8 p.m., and at 8 p.m. for Los Angeles listeners.

Before he left for Australia, Mr. Jacklin was reliably informed that Bing Crosby, sponsored by General Motors on the A.B.C. network, had announced his intention of recording his shows. Should this happen, and other top-line artists follow his example, it would mean that sponsors will not be obliged to use all network stations, many of which they had no desire to use, but will be able to select the stations on which they want their commodities advertised.

Another significant fact, indicating the trend towards individual selection

of recordings, was that of the 22 million radio sets which it is estimated will be manufactured for the forthcoming 12 months, between 15 and 16 million will be equipped with record changers.

Programs

"Give away" audience-participation shows are on the air in the U.S. morning, afternoon and night, with more and better prizes. As he said, "who minds an audience laughing at him for a few seconds if it means a week in London for himself and his wife, and all expenses paid." Mr. Jacklin particularly praised in these audience-participation shows, such as Ralph Edwards' "Truth or Consequences," the beautifully-executed psychological approach by interviewers to active participants—how in a few seconds Ralph Edwards had banished the fears and nervousness of the most timid entrant, and had him talking on the air without a trace of microphone consciousness.

As more and more of these shows go on the air (hour audience-participation shows with no actors and ac-

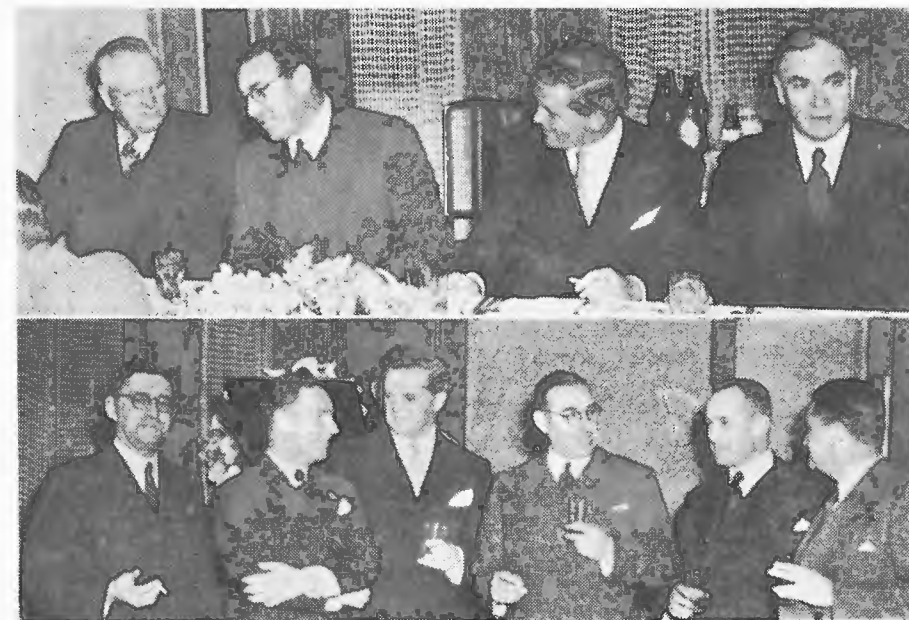
tresses required, where once four ¼ hour dramatic features had been scheduled) radio artists in the U.S. were becoming dissatisfied with the scarcity of work offering. Thinking radio people in the U.S. are wondering, too, what will be the ultimate in these "give away" audience-participation shows. Will their present elimination of radio artists mean the eventual elimination of radio's role of advertising a manufacturer's product?

Apart from audience-participation shows, U.S. listeners were getting daytime serials with plenty of mystery and crime themes. One aspect of the serial as produced in the U.S. was that the first 12 months was dedicated merely to establish it; after that, it went on for 5, 6 or 7 years, or for as long as it was "pulling." A 4% Hooper Rating was more than sufficient to keep a show on the air.

Microphone Technique

Mr. Jacklin said that Australia had a lot to learn from the U.S. radio on the use of the microphone. There, the microphone was the slave of the person using it, and not vice versa. Instead of any stipulated 1½ or 2 feet, U.S. radio artists practically breathed into it. Doing a "live" show with six artists, there would be three microphones in use, and rehearsals would cover anything up to 11 hours before

(Continued page 28)



To "welcome home" Paul Jacklin, Radio 2UE's producer-in-chief, from a four months' visit to the United States investigating broadcasting developments and production methods, the management of 2UE through Mr. A. Campbell-Jones, general manager, tendered him a dinner at the Carlton Hotel, Sydney.

Top picture shows Mr. R. A. King, M.L.C.; Mr. Campbell-Jones; Paul Jacklin; Sir John Butters, chairman of directors of 2UE, while enjoying a pre-dinner cocktail in the lower picture are Messrs. Stan Coleman, promotion-publicity manager 2UE; Ray Murphy, manager O'Brien Publicity; Paul Jacklin; "Paddy" Campbell-Jones; Les Hood, assistant manager 2UE and "Johnny" Mack, Commonwealth Controller of Advertising.

A 2UE ADVT.

Did this!

STOCKING SALE IS ALMOST A RIOT

A near riot took place in a city store today when several thousand pairs of high-grade stockings were released for sale.

Women started to queue up outside Ashley's in the Imperial Arcade at 8 am waiting for the store to open at nine.

When the doors were opened they surged madly up to the hosiery counter clamoring for stockings.

At nine, when sales started, the queue stretched from the store, which is in the centre of the Arcade, along both ends of the arcade and into Castlereagh and Pitt streets.

In their haste to reach their objective, women pushed the counter right back and salesgirls were unable to serve them.

A number of men joined in the rush. "Tobacco queues were never like this," panted one as he fought his way out clutching a pair of stockings.

Many elderly women were jammed against the counter and were unable to move out until assisted by salesgirls.

Harassed shop assistants rushed more supplies to the counter in an effort to cope with the rush.

"I dread to think what will happen when nylons are released here," gasped one overworked girl.

More Americans For Tokyo

BRISBANE

Conditions are favourable for American tourists to visit Australia through Mansfield.

Turn of mind is favourable for American tourists to visit Australia through Mansfield.

Turn of mind is favourable for American tourists to visit Australia through Mansfield.

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Thronging buyers in a retail store was the result of an announcement in a half-hour programme over 2UE. "Ashley's, the downstairs store in the Imperial Arcade," made the headlines in the "Sun," 22/8/46, following an announcement in their half-hour programme, "AUSTRALIA'S CHOICE," Wednesday, 8-8.30 p.m., and 7-7.30 a.m. Thursday. With such top-line announcers as Allan Toohey and Eric Wright, time on 2UE is soundly spent.

FOR "HEADLINE" RESULTS—TIE UP WITH 2UE

WHY RADIO SHOULD SEEK A CIRCULATION MEASUREMENT.

Greater Coverage Than Newspapers

Commenting on an article by Robert H. Leding (Research Associate of Sheldon Coon (N.Y.) reprinted in "C.B." July 25 from "Printers Ink", entitled "Why Should Radio Seek a Circulation Measurement?", Mr. George H. Anderson, of the Anderson Analysis of Broadcasting revealed that his organisation was at present engaged on a research of metropolitan radio audiences which might reveal that radio stations could not only claim far greater "circulation" than newspapers, but also they would be able to present advertisers with a complete break-down of types of audiences to various periods of the broadcasting day—comparable with the readers of various newspaper pages.

Mr. Anderson also revealed the probability that in the Sydney area alone there were up to 70,000 radio receivers in use within 25 miles of the G.P.O. unaccounted for in the P.M.G. official licence figures. That would represent more than a quarter of a million additional listeners.

New Manager for 5DN



Mr. J. S. Larkin who has been appointed manager of 5DN in succession to Mr. Randal White who recently accepted the appointment of manager at 3AW Melbourne to fill the vacancy created by Mr. John Taylor's resignation to fulfil his appointment to 2UW Sydney.

Mr. Larkin before the war was sales manager of 5DN but recently has been on the editorial staff of Truth and Sportsman in Melbourne. He had given up journalism in 1930 when he joined 3UZ and as advertising manager resigned in 1939 to join 5DN.

"It seems to me that even in America there is a good deal of confusion as to the use of the figures which have, in the past two years, been obtained in Canada and which in the U.S.A. are now in the course of preparation by the BMB," Mr. Anderson said.

"The measurement which is being obtained is a measurement of coverage. People are asked to name the stations to which they listen regularly at least once a week, and subject to certain adjustments, each station mentioned is credited with a unit of listening in the area concerned.

"Now this does not give circulations as we know circulations of newspapers, but it does give a very accurate picture of the areas in which stations are listened to, or in other words, the coverage of stations determined by actual listening.

"It must be emphasised that this measure of coverage has nothing to do with field strength measurements or relative signal strengths in any area. The figures which will be produced are therefore basic figures from which the sizes of station and program audiences can be computed with a very great degree of accuracy."

Mr. Anderson said that for a long time past, the A.A.B. had been giving thought to the possibility of preparing figures for stations which would be comparable to newspaper circulations and they had now completed the preparation and issuing of what was called "Station Circulations and Potential Audiences Reports" for the six cities in which the AAB operates, viz.: Sydney, Melbourne Brisbane, Adelaide, Perth and Newcastle.

"We have computed station audiences as being the number of homes which tuned in to a station for 15 minutes or longer on each day based on the information we have collected from our last three surveys in the first four cities and our last two surveys in Perth and Newcastle," he said. "These figures are projected into the official

If American methods of audience survey such as the BMB were applied to Sydney, metropolitan stations might conceivably be revealed as serving some 450,000 homes (or up to 1,500,000 people) says Mr. G. H. Anderson of the Anderson Analysis of Broadcasting — and that's a story to stack up against newspaper circulation!

P.M.G. licence figures and for a Monday, 6 a.m. to 12 noon, are shown as follows:—

Station	Upper Class	Middle Class	Indus. Etc.	Total
A	1,000	8,000	10,000	19,000
B	6,000	16,000	3,000	25,000
C	8,000	13,000	14,000	35,000
D	4,000	20,000	33,000	57,000
E	7,000	40,000	59,000	106,000
F	33,000	67,000	48,000	148,000
G	15,000	69,000	110,000	194,000
H	31,000	97,000	97,000	225,000

"It will be observed that these figures give a circulation basis somewhat comparable to a daily newspaper, but it goes a great deal further, for while newspapers do not regularly publish figures showing the types of people who read the papers, the A.A.B. circulations figures actually show the approximate audiences of the three main groups of the community which listened to the stations.

"This is a great advance on ordinary newspaper circulations and I know is being used effectively by stations subscribing to these Reports," Mr. Anderson declared, and added that at the specific request of a number of advertisers, it was decided to break down the circulations figures still further and to show the number of people who listened for 15 minutes or longer to each station concerned during the Breakfast Session, Morning Session, Mid-day Session, Afternoon Session, Early Evening Session, Evening Session and Late Evening Session, or, in other words, to show the potential audience for each station for each of these sessions or time periods.

Station Potential Audience—Sunday Afternoon—Sydney

Station	Upper Class	Middle Class	Indus. Etc.	Total
A	1,000	6,000	14,000	21,000
B	1,000	3,000	1,000	5,000
C	1,000	3,000	4,000	8,000
D	1,000	4,000	4,000	9,000
E	2,000	19,000	42,000	63,000
F	4,000	6,000	7,000	17,000
G	1,000	6,000	17,000	24,000
H	3,000	10,000	13,000	26,000

(Continued page 29)

Melbourne's Star Shows are from 3AW-CV every day.



Terry Dear, Melbourne's most popular extempore compere, heard in the "2 - Station Quiz" with 3UZ.



Jack Davey, Australia's foremost quizmaster, takes charge of the "Colgate Cavalcade" and other top-rated Macquarie features.



Denis Collinson conducts radio's most famous orchestra in many 8 o'clock shows from 3AW.



Jack Burgess brings brightness with every show. He compere "Calling the Stars."



Dick Bentley's sophisticated wit is a highlight of many 3AW shows.



Eric Colman, chief news reader and announcer at 3AW, is appreciated for his cultured compereing.



Des Telfer, AW voice, is compere of "Service for the Services," a n d evening announcer



Albert Fisher conducts Penfolds "Musical Comedy Theatre" every Wednesday night from 3AW and Macquarie stations



Neva Carr-Glynn, named "first lady of radio," is "Mrs. Parkington" in A W 's Tuesday night serial at 9.



"Mo" makes Australia laugh during his endless quest for the Barmaid and the Butcher.



Queenie Ashton, star of many 3AW musical comedies and Macquarie's Kool Mint plays, on Sunday night.



Fred Tupper, AW's all-round radio sportsman and bright breakfast personality, is of radio's favourite commentators.



Dick Bentley's sophisticated wit is a highlight of many 3AW shows.



Eric Colman, chief news reader and announcer at 3AW, is appreciated for his cultured compereing.



Judy Willing is AW's star women's announcer, and president of the active 3AW Women's Association.



Alan Coad, baritone, enhanced his reputation with his appearance at Melbourne's leading town halls.



John Dease leads the Quiz Kids and the Youth Speaks debating team, two popular programs from 3AW-CV.



John Fullard, featured tenor in many of AW's 8 o'clock shows, is another drawcard to the Macquarie Network.



Des Telfer, AW voice, is compere of "Service for the Services," a n d evening announcer



Albert Fisher conducts Penfolds "Musical Comedy Theatre" every Wednesday night from 3AW and Macquarie stations



John Masters, radio's music-master, is one of the best informed annotators on the subject.



George Randall, star of Mr. and Mrs. North one of 3AW's top Saturday night features at 9 p.m.



"Sally," of Junior 3AW, is the organiser of Australia's all - youth station, which is also the Scout official mouthpiece.



Will Fennell takes the honors for being Australia's favourite dead-pan comic.

Top Daytime Audience is with 3AW

The attraction of 3AW's mike-men during the day is another reason why this personality station climbs to the top of the listener ratings. Fred Tupper's brighter breakfasts puts Melbourne in a happy mood. Continuous music from John Masters and Judy Willing lures the busy housewife and factory worker.

Daytime is paytime when you are with "The Choice of the People."

The popularity of broadcasting programmes to-day has reached such proportions that it is doubtful if there is a home in Melbourne which is unacquainted with sponsored shows featuring these star personalities. More than in any other capital city, Melbourne is conscious of these personalities, a point which is fostered by the city's two flourishing fan papers—"Listener In" and "Radio Times" (combined circulation 130,000) and daily press reviews.

3AW-CV is proud of its relays of all the top Macquarie and Colgate shows.

If you had asked an advertising executive in 1930 what he thought was the main value of radio advertising, he would have replied that it was excellent as a goodwill medium, but that probably would not develop any direct sales effectiveness. This restricted idea of the role of radio as an advertising medium is a far cry from the present concept. Radio is a highly versatile medium, combining elements of the theatre, salesmanship, publicity and advertising. It has been put to many specific uses, many of which have been highly successful principally because they were based upon a sound appreciation of the distinctive characteristics of radio as an advertising medium, and because radio was intelligently co-ordinated with the rest of the advertising and sales program.

The fact that broadcast advertising properly conducted is *much more* than advertising—that is something to which people turn with pleasure, and for pleasure, that it creates in its audience an action which is primarily emotional — produces a deep responsibility to an amazing degree. That is why the planning of the program is so vitally important. Advertisers do not spend thousands of pounds merely for their own amusement. Commercial broadcasting is a solid, established industry—an undertaking which demands that, for every pound invested, both in station time and program production, adequate recompense be secured by the advertiser in the form of sales volume.

The following fundamental factors are all just as closely allied with the advertising unit of the broadcast presentation as they are with program planning:

1. The radio audience is a *voluntary* audience.
2. It listens *habitually* to the program it likes.
3. It listens normally in *groups*.

THE VALUE OF RADIO AS AN ADVERTISING MEDIUM

By Francis E. Levy



This article is condensed from a lecture prepared by Mr. Levy, who is sales manager of Station 2UW Sydney, and delivered by Mr. Fred Thompson in the series of lectures arranged by The 21 Club of Australia.

ceived most satisfactorily—and leaving that station tuned, hour after hour. In this stage, the value of radio as an advertising medium was beyond question, but centred chiefly around the size of the audience reached by the most popular stations.

Audience Self-Selected

The audience to-day listening to an advertiser's program is chiefly *self-selected*. To be sure, the advertiser influences the selection by planning his program to appeal to the special audience he wishes to reach. But, regardless of the angle from which we approach the facts, they remain the same; the audience has sought the program of its own free will, at the expense of its own effort. It hears that program because it *wants* to listen.

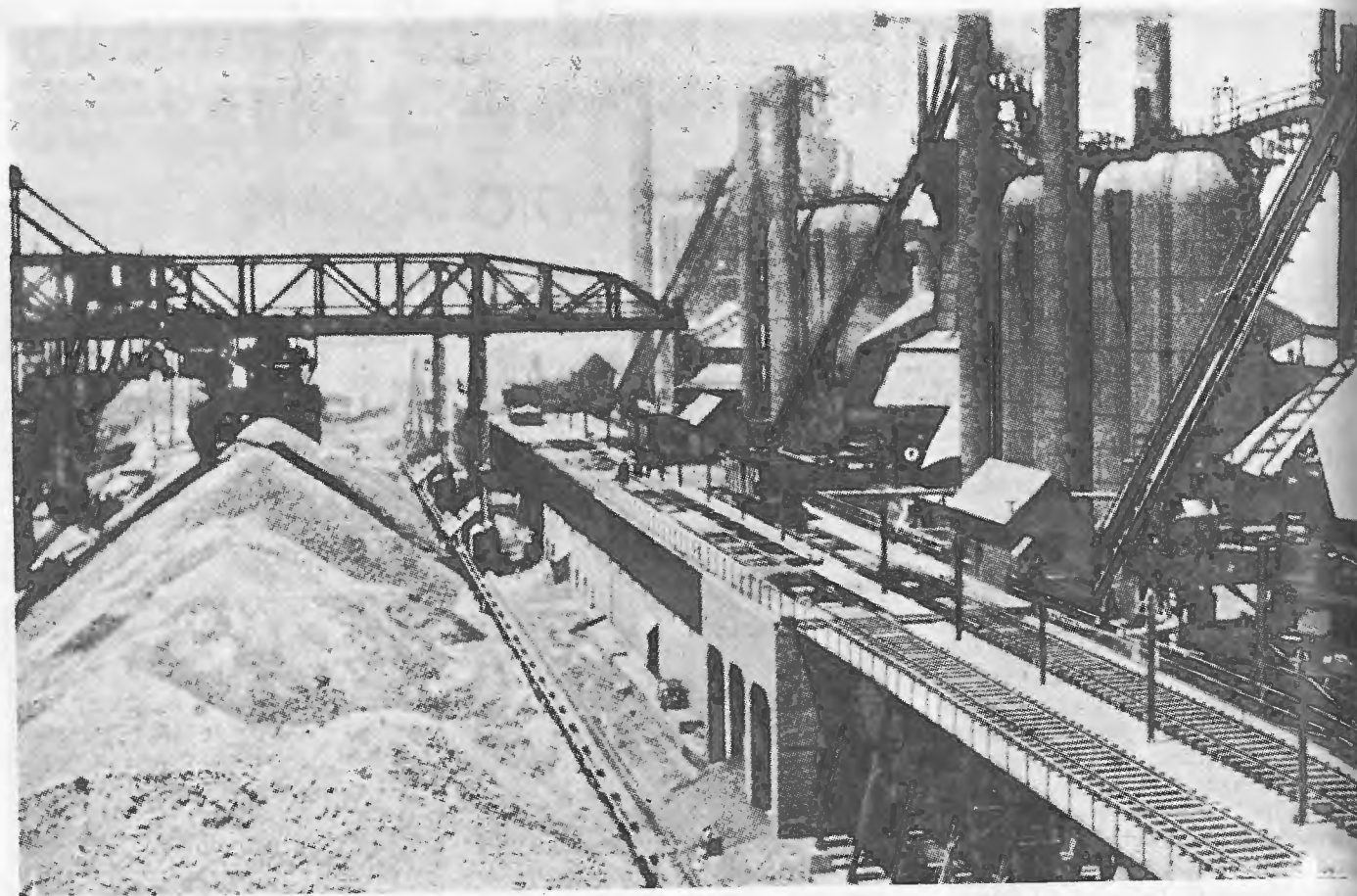
Consequently, the audience listening to a program is predisposed to listen favorably—a basic fact of huge significance to the advertiser and his agency. The listener knows what he will get from the program, and likes it. Still more important, he knows he is going to hear a commercial announcement. In other words, the very fact that he has voluntarily chosen the program means that he has let down the bars. He is receptive, not antagonistic. He *expects* to be pleased.

This simple fact—*voluntary listening*—goes a long way to explain the responsiveness of the radio audience; so far, indeed, that it lies at the heart of the value of radio as an advertising medium.

The Sponsor's Choice

Practically everyone who studies the use of radio as an advertising medium stresses the fact that the sponsor creates and controls both the entertainment he offers and the advertising message he transmits. This is obviously true. And its advantages must not be minimised for it's worth a lot

(Continued on page 15)



Newcastle Blast Furnaces

2KY AND 2HD

HAVE FIRST CONTACT WITH

INDUSTRIAL N.S.W.

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

2HD's Success Story puts this
NEWCASTLE STATION in the "MUST CLASS"
for All Advertising Allocations

SYDNEY
Station 2KY
Phone M 6291

NEWCASTLE
Station 2HD
Phone Waratah 487

MELBOURNE
Stanford Allan
Phone Cent. 4705

SPORTS BROADCASTS POPULAR IN THE COUNTRY

Sport broadcasting is gaining popularity in country areas, and one outstanding feature during the past month was 2GF Grafton's descriptions of the England v. Combined North Coast football match from the Grafton Showground. This broadcast was preceded by an interview of two players and newspaper correspondent Eddy Waring, of the London Pictorial. The description and commentary of the match was handled by local man, Ken Wilson, and visitor, Eddy Waring, the continuity and commercials being in the hands of Reg Hardy and George Redknap. 2GF's recording apparatus made its debut so that Manager Jock Lowe was able to give the evening listeners interesting highlights of the match which they may have missed during the day's broadcast.

The football descriptions were followed by recorded commentaries of the Grafton Carnival Victory Cup Week.

The Clarence River district has been "sport happy" lately, as following the football broadcasts, 2GF commenced the Macquarie Sporting Service. Local advertisers quickly hopped on the wagon and by the time the second broadcast hit the ether, 30 local sponsors for the program had been signed up. The Grafton station's sporting coverage is now as complete in all phases as that provided by most sport-interested city broadcasting stations.

RADIO AD. CAUSED STOCKING RIOT

In Ashley's "Australia's Choice" session from 2UE Sydney recently, Allan Toohey advertised a high-grade stocking that would be available at the store the following day. This radio advertising, which was not allied with any press advertising whatsoever, resulted in women starting to queue up at Ashley's at 8 a.m. waiting for the store to open at 9 a.m.

At 9 a.m. when the sales started, the queue stretched from the store, which is in the centre of the Arcade, along both ends of the Arcade and into Estlereagh and Pitt Streets.

Harassed shop assistants found it impossible to cope with the large crowd clamouring for the stockings, and it was found advisable by the management to call for the police to maintain order.

AAB'S LEADING PROGRAMS IN BRISBANE

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 99 broadcast during both survey weeks (April-July, 1946)

PROGRAM	WEEKLY FREQUENCY	April-July 1946	Previous Report	Year Ago
Australia's Amateur Hour	1 x 60 mins.	1	1	1
Leave Pass	1 x 30 "	2	3	12
Lasting Loveliness	1 x 15 "	3	4	14
Lux Radio Theatre	1 x 60 "	4	2	2
Calling the Stars	1 x 60 "	5	6	18
Martin's Corner	4 x 15 " Serial	6	5	3
Doctor Mac	3 x 15 "	7	7	27
A Case for Cleveland	4 x 15 " Serial	8	7	4
Cashmere Bouquet Show	1 x 45 "	8	10	69
When a Girl Marries (Bulldog Drummond)	4 x 15 " Serial	10	9	NR
Colgate-Cavalcade ("Can You Top This?")	1 x 30 "	11	12	X
The Life of Melba	1 x 30 "	11	11	X
Hit Tunes	4 x 15 "	13	21	73
Mrs. 'Obbs	4 x 15 " Serial	13	21	X
Music in the Tanner Manner	1 x 30 "	13	21	X
Nick Carter	4 x 15 " Serial	13	21	X

Note:—N.R. = Broadcast during one survey week only and therefore not ranked. X = Not broadcast. Programs in brackets broadcast during and prior to April, 1946.

Leading 10 of All Day Sponsored Programs 75 broadcast during both survey weeks (April-July, 1946)

PROGRAM	WEEKLY FREQUENCY	April-July 1946	Previous Report	Year Ago
Midday Musicale	1 x 60 mins.	1	2	14
Airwaves	1 x 60 "	2	1	9
Melody Hour	1 x 60 "	2	2	9
Rhythmic Radio Tests	1 x 30 "	4	4	5
Celebrity Cameos	1 x 15 "	5	5	11
Musical Dessert	1 x 15 "	5	5	11
Modes and Melodies	1 x 15 "	7	7	15
Melody and Music	1 x 30 "	8	9	16
Big Sister	5 x 15 " Serial	9	8	1
Hollywood Holiday	4 x 15 " Serial	9	9	X
Mary Livingstone, M.D.	4 x 15 " Serial	9	11	X
Melodies for the Home	2 x 15 "	9	NR	X

Note:—N.R. = Broadcast during one survey week only and therefore not ranked. 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 types stated.

The following figures are based on an estimate that there are 95,000 Radio Homes within 25 miles of the G.P.O., Brisbane.

Night.—All Programs	14,500	Radio Homes	approximately
30 minute Programs	16,000	"	"
15 minute Programs Serials	14,500	"	"
15 minute Programs Non-Serials	13,500	"	"
Day.—All Programs	5,700	"	"
60 minute Programs	21,000	"	"
30 minute Programs	5,000	"	"
15 minute Programs Serials	17,500	"	"
15 minute Programs Non-Serials	5,000	"	"

T I M E I S M O N E Y



BUT TIME ON
3 K Z
IS MONEY WELL
SPENT . . .

Sydney Representative: A. L. FINN, 65 YORK STREET, SYDNEY

to have full control of the type of audience that will listen to the selling story. Only in radio can the advertiser have this control.

The broadcast advertiser has the entire range of musical and dramatic literature at his disposal. He can present concert, symphonic, operatic or dance music; he can stage drama, comedy farce or tragedy; he can give news or information. In short, he can broadcast anything that can be conveyed by sound.

Thus his primary problem is to determine with reasonable accuracy what will attract, please, and hold the kind of audience he wants. By doing this, he himself pre-selects his audience, giving it a program that wins its appreciation, builds the background against which his commercial announcement will be made.

This means that he has determined, in advance, the reactions of his audience; and he has determined them in his own favor, by designing a program to appeal directly to that audience.

In the same way as doctors, architects and lawyers carefully study their various problems before they voice an opinion or are in a position to suggest a remedy, so must a radio campaign be planned. It is not sufficient merely to decide to use the air and hurriedly prepare some commercial copy for broadcasting at various periods. "Hit-or-miss" methods in radio do not pay. Radio is a medium that requires concentrated effort, plus the most careful planning. Its use in commercial advertising is barely twenty years old, and so there are few precedents that may be adopted as a guide to its proper use. Listening habits are constantly and rapidly changing, and entertainment that may have been suitable to attract listeners a year or two ago is perhaps to-day without appeal. Therefore, it is advisable, almost essential, to conduct a market survey (even if only of a limited nature, covering certain cross-sections of the community) in order to ascertain the public's reaction, first to certain stations; secondly, to particular types of programs; and thirdly, to certain listening hours.

In fact, a complete history must be prepared so that full consideration can be given to all pros and cons; particularly, for instance, the facts regarding the location and income class of the potential purchasers of

the particular product. Incidentally, the P.M.G.'s Department issues, every month, an analysis of the distribution of radio licences, population, and homes in Australia. Every six months these figures are further dissected to cover areas within radii of 25 and 50 miles of all broadcasting stations, and the information is very valuable in the planning of a campaign.

In the early days of radio, broadcasting campaigns were frequently decided upon after one man had considered all the aspects pertaining thereto. But in the march of progress, radio has become departmentalised, and to-day we find that when a campaign is being considered, the Advertising Agency Plan Board, which decides upon the type of presentation to be recommended, usually consists of the account executive contacting the advertiser, the media manager, the radio production director, and the copywriter handling the account, all of whom, it will be seen, are in a position to consider the client's problems—each from a different point of view.

Comparison With Press

If the advertiser's problem is one of building goodwill, there can be no doubt as to the value of radio. Listeners do appreciate the splendid features provided by the various advertisers, and they show their appreciation by supporting those advertisers. This is due, of course, to the more personal appeal which radio is able to provide. Newspaper advertisements, whilst effective, are not regarded by the readers in the same personal way as listeners do the oral medium. Pictorial advertising is designed to attract the attention of newspaper or magazine readers, whilst listeners voluntarily and deliberately tune to the commercial stations, knowing full well that their entertainment is provided by advertisers who are investing their advertising appropriation in such a campaign. Every campaign must be considered individually, and what may prove an effective combination for one product may possibly prove to be either false economy or wasteful expenditure for another. Some advertisers concentrate upon radio and use the newspapers to draw attention to their programs; others use the newspapers to convey details of their products, at the same utilising the radio for goodwill purposes and as a constant reminder to the public.

It is generally conceded, however, that when an advertiser employs both newspaper and radio, it is essential to have one tie-in with the other. For instance, all newspaper advertisements should carry a reference to the radio program, and commercial radio announcements should endeavour to link up with the newspaper advertising. This is particularly necessary in the case of a retail house.

The proportions in which the different media should be allocated is not a matter of established formulae, but rather for individual consideration and decision. It will be found, however, that to-day radio is sharing more extensively in the appropriations, and it can be accepted that this is due to its effectiveness and the general acceptance of it as a major medium.

Equally as important is, of course, whether to use either the day or evening sessions. Next comes the day of the week. One might be inclined to believe that, with the possible exception of Sunday evenings, all evenings are alike. Actually, it is found that the week nights rank highest, whilst Saturday evenings are more valuable than would appear at first glance. Even if every theatre in the city and suburban area of Sydney were booked out (and this is probably the case each Saturday evening) it would still only take care of barely 10% of the population, and the remaining 90% would, in nearly every case, be listeners to one or other of the radio stations, in which the selection would depend entirely upon each individual listener's tastes.

About Surveys

To-day there exists in Australia considerable controversy with regard to surveys. In other words, the value or otherwise of program ratings. I do not propose to enter into this discussion, except to say that the original idea behind these so-called surveys was to secure for the program builder and/or advertiser a *measurement* as to its popularity or otherwise. The rating was never intended to evaluate programs or become a criticism, but to-day both agency and station live under the curse of ratings and the advertiser's interpretation thereof. Nevertheless, the true test of a successful program is not its program rating, but the direct sales it influences.

(Continued on page 17)

Men that make YOUR Market



TECHNICAL, scientific skills, necessary in heavy industries in the Newcastle area, employ a large number of highly-paid industrial workers. Within the city limits alone, this number exceeds 17,300, all receiving well-filled weekly pay envelopes.

Also included in the population of 252,000 souls serviced in 2KO's primary coverage area, is the fertile Hunter Valley . . . assured of regular, rich revenue by the production of butter, wool, wheat, wines and market produce.

This vast, varied audience makes 2KO a vital link in YOUR national campaign . . . makes this district a responsive, thorough testing-ground for new products . . . and makes it impossible to call a radio advertising campaign "national" without 2KO coverage.

through
2KO
NEWCASTLE

The Importance of the Commercial

The commercial announcement, which constitutes the entire sales portion of the program, depends on the entertainment for its circulation and on the program personality or story for a proper setting. Consequently, to be most effective, the sales message must be in keeping with the emotional tone set by the entertainment. At the same time, it must follow out a formula which was conceived long before radio was ever thought of. Then it applied to newspaper and magazine copy, but to-day it is equally true with broadcast advertising.

I have always recalled this formula by the title of the well-known opera "Aida"—A-I-D-A. A is for Attention, without which an advertising message, be it printed or spoken, is useless; you must therefore first of all attract attention. I is for Interest; you create interest in your subject. D is for Desire, which must be stimulated in the mind of your listener or reader. The final A is for Action—the final admonition, such as "Do it now," "Buy now," "Go to Smith and Jones," etc. If this formula which is one of the most important principles in advertising—*Attention, Interest, Desire and Action*—is followed, then advertising copy, be it verbal or visual, must be successful.

In writing radio copy, however, it must be borne in mind that, in appealing through the ear rather than through the eye, the spoken words must be very carefully selected, and selected on their *sound* value, and sometimes it is necessary to go to considerable lengths to make certain that every word will be understood. For instance, one recent piece of copy stated that certain goods were in adequate supply; over the air, however, the words "in adequate" were slurred and the listener gained the impression that the goods were in short supply.

Short sentences are preferable, although frequently, for emphasis, normal written sentence structure is disregarded. Most of us tend to speak staccato, and frequently leave phrases suspended in mid-air, thus giving them meaning by our inflection, and it must be borne in mind that radio copy is most effective when it is written exactly as it normally would be spoken. The announcement should not

Radio as an Advertising Medium—Continued from page 15

be too long, nor too short; too many details may confuse a listener, whilst if an announcement is too short, the listener cannot grasp it.

Sincerity is an absolute essential, both in regard to what is said and how it is said. Speech is much more pliable than the written word, and emphasis and inflections can at times place an entirely different meaning on printed words, which are read as they are written. Copy must be alive, intimate and natural, as well as sincere. You must write as you speak. That is why the most successful copy is spoken or dictated rather than written. When you check over your copy, read it aloud and thus judge for yourself how it will sound to the listener. A friendly conversational tone is more pleasing and convincing than oratory. Excessive repetition should be avoided, as nothing kills the effectiveness of a sales talk so quickly. Finally, the announcement should finish as soon as everything of interest to the listener has been said, otherwise the announcer may be like a salesman who, not knowing when to close his sale, talks himself out of it.

The copy must at all times contain essential details of the service or product advertised i.e., its use, price (if possible) where obtainable, including phone number. In some cases it is desirable to include a sample offer in the commercial. This is particularly preferable when a new product is being introduced.

To facilitate and encourage enquiries, listeners should be asked to apply to the station to which they are listening rather than to the advertiser direct. The reason for this is obvious. Listeners are in the habit of tuning regularly to certain stations. Therefore, they are the more likely to apply for booklets, samples, etc., offered by that station, because it becomes easier for them to drop a line in to the station for the sample in question rather than for them to remember the address of the advertiser. Some, of course, insist upon their name being used, but this is more because of pride than anything else, although an advertiser might wish to save the stations the trouble of handling such enquiries. Nevertheless, within reason, every station prefers to have these enquiries sent to it, as it enables a check to be kept on the numbers received each week.

The true test of the value of radio as an advertising medium is the fact that, although it has just come of age and has been an effective force only in the last fifteen years, to-day advertisers in Australia are spending over two million pounds annually to advertise their products and services, and not a penny of this would be spent unless an adequate return were secured.

OVALTINE BACK TO RADIO IN NEW NETWORK SHOW

"The Ovaltine Show" which commenced its nation-wide broadcast through Major network stations 3DB-LK, 2UW, 7HT, 7EX, 5AD-5PI-5MU-5SE, 6IX-6WB-6MD, 4BK-4AK-4IP, and 2KO on Sept. 1, is produced and recorded for the Major Network at 3DB. Copies were released simultaneously on all stations on September 1 for the 5.30 p.m. time channel.

Compered by Jean Lawson, the show began on a bright note with a girls' choir of 12 voices, conducted by Dan Hardy. Other musical items were supplied by talented stars of 3DB's "Junior Amateur Time" such as the 12-year old saxophonist, Geoffrey Hales, and the popular vocal duo, the King Sisters. Derek Prentice was featured in "Derek Prentice's Scrap Book," in which he told interesting anecdotes of George Bernard Shaw, and the occasion when a flying bomb landed in Shaw's garden.

Derek Prentice also takes part in "The Fanciful Land of Fantasia," with Jean Lawson, Jock McLachan and Pat Swindells—cleverly dramatised stories of birds and animals, written by Irene Hall. "The Folks Next Door," a serial in weekly episodes written by Mavis Clark, is played by Bob Cornish and Erna Clifton and other well known young performers in the Children's Sessions. In later weeks several interesting competitions carrying valuable prizes will be included in "The Ovaltine Show" which is built to have a wide adult, as well as juvenile appeal.

The sponsor is A. Wander, Devonport, and the account is handled by Warwick Advertising.

Growth of Listeners' Licences in N.S.W., 1936-1939

Year	Licences in Force	% of Population	Rate of Increase
June, 1936	316,340	11.87	37,174
June, 1937	358,976	13.30	42,636
June, 1938	404,710	14.87	45,734
June, 1939	433,813	15.79	30,103
June, 1940	458,256	16.47	24,443
June, 1941	494,884	17.66	36,628
June, 1942	500,451	17.80	15,567
June, 1943	533,627	18.98	33,176
June, 1944	538,151	19.05	4,524
June, 1945	548,074	18.99	9,922
June, 1946	550,068	19.97	1,994

Total 10 years 233,728

It will be noted that in the past ten years the peak rate of increase occurred during the 1937-38 period. The first impact of the war seems to be reflected in a slight decline in the rate of increase as shown by the June, 1940, figure, then followed a big recovery, but a slide again in the dark days of '42. But again in 1943 the figures climbed steeply up again in spite of so many thousands of service-

men and servicewomen being abroad. That the new licence rate of increase for that year practically swept the market clean of available new receiving sets (which as a rule go hand in glove with new licences) is shown in the figures for the following three years—coupled with the fact, of course, that all production of receiving sets for civilian use was then at a standstill.

Now Steadily Gaining

Licence figures for New South Wales have been steadily gaining through the first six months of this year, and with the tally of 550,068 at the end of June last, shows a score nearly 2,000 above the previous peak total of 548,074 at June 30, 1945.

Now that civilian production of radio receivers is sufficient to meet immediate demands, the one outstanding barrier to pushing the saturation peg still higher is the deplorable shortage of homes. The backlog of tens of thousands of homes unbuilt directly means tens of thousands of radio sets unsold and licences not taken up. Although the official estimate of people per dwelling in Australia is averaged at four, under present abnormal conditions it is known that there are many thousands of people "doubling-up" in homes and flats, adding greatly to the usage of individual radio sets.

(Continued on page 22)

**IF YOU ADVERTISE IN N.S.W.
YOU CANNOT AFFORD TO OMIT
THESE THREE STATIONS
FROM YOUR SCHEDULE**

2AY ALBURY 2GN GOULBURN 2GF GRAFTON

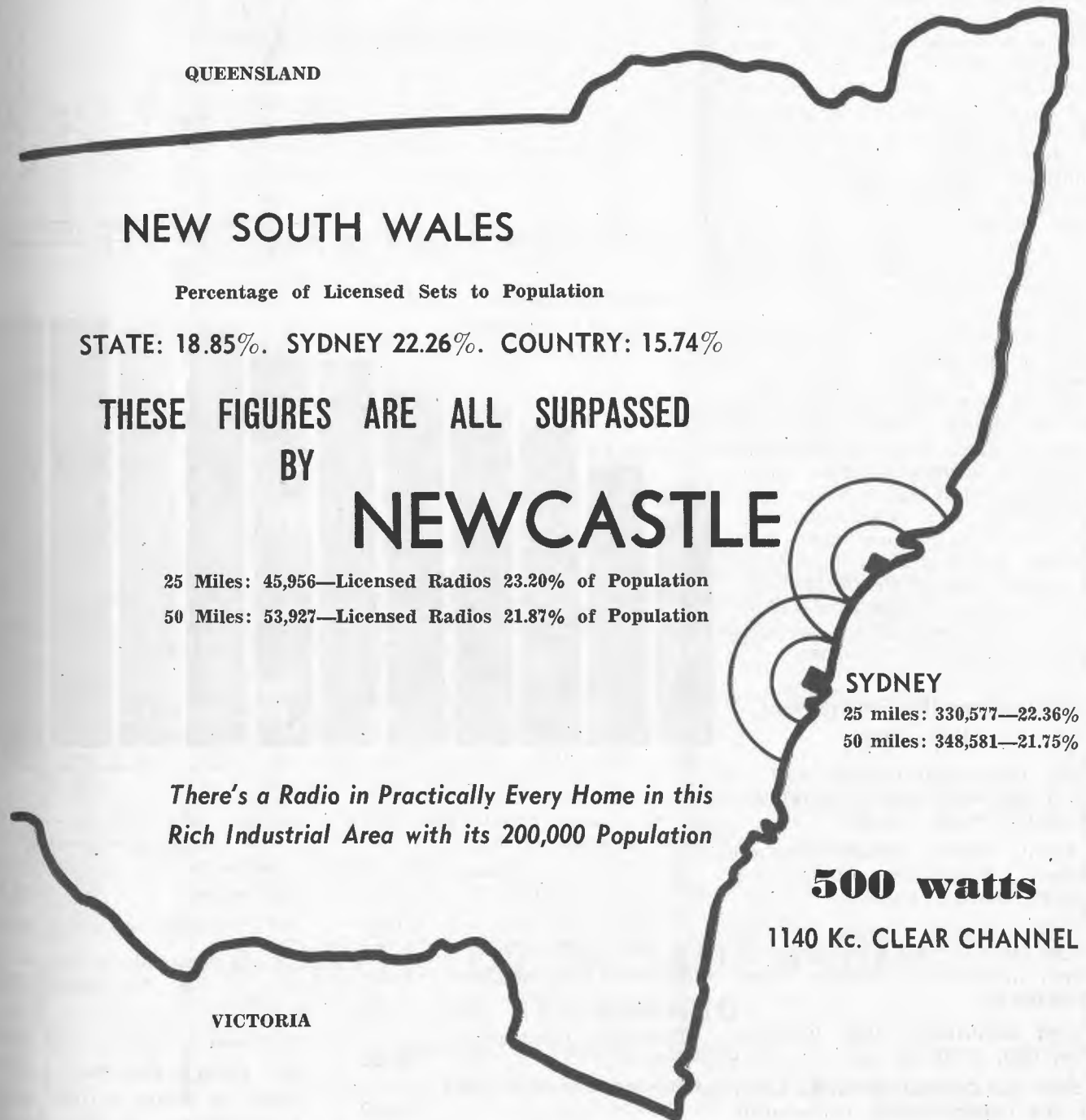
In their town and district, most of the listeners listen to their own station most of the time. These stations carry top line programmes to all listening homes in their service area. Your selling job is done quickly, effectively, and inexpensively when you use 2AY, 2GN, and 2GF.

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

**NEWCASTLE PEOPLE HAVE THE
RADIO RECEIVERS**

2HD—Supplies good reason to use them
17 hours every day

Personal, popular, people's programs



NEW SOUTH WALES

Percentage of Licensed Sets to Population

STATE: 18.85%. SYDNEY 22.26%. COUNTRY: 15.74%

**THESE FIGURES ARE ALL SURPASSED
BY
NEWCASTLE**

25 Miles: 45,956—Licensed Radios 23.20% of Population
50 Miles: 53,927—Licensed Radios 21.87% of Population

SYDNEY
25 miles: 330,577—22.36%
50 miles: 348,581—21.75%

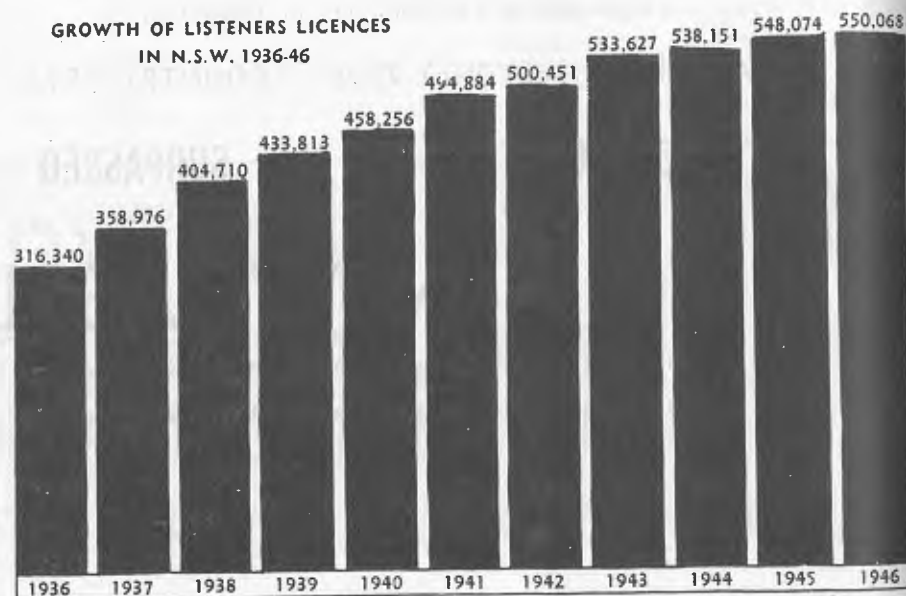
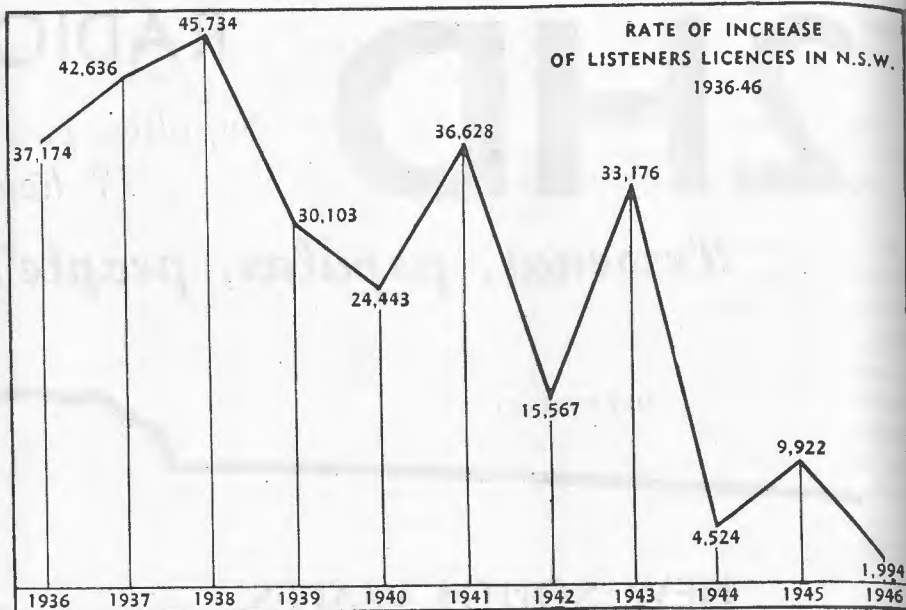
*There's a Radio in Practically Every Home in this
Rich Industrial Area with its 200,000 Population*

500 watts
1140 Kc. CLEAR CHANNEL

SYDNEY: LES DECENT, M 6291

MELBOURNE: STAN ALLAN, Cent. 4705

The map of N.S.W. published with this article shows the approximate position of the 36 commercial station transmitters. Circles, representing 25 miles and 50 miles radius of each transmitter are drawn in to indicate roughly the areas adopted by the P.M.G.'s Department for its half yearly record of listening licence figures distribution within the State. It cannot be deduced from this map that all the stations are either restricted in signal strength to these radii, nor that in all cases their service areas necessarily extend to 50 miles in all directions. The power of the station, the terrain within—and beyond—the 50 miles radius must be taken into consideration plus the quality of the individual station's technical facilities. (See Editor's note). There are many areas disclosed by this map which are not within 50 miles of any commercial station transmitter. Some of those are important areas of population and undoubtedly carry a lot of licenced homes. Taree, for example, between Newcastle and Kempsey, is credited by the P.M.G. figures published in "C.B." July 11, with 3,098 licences within 25 miles and 5,180 within 50 miles. That area is not deprived from commercial station entertainment, and at least in some signal strength stations surrounding the area must have listeners there. It is possible that field strength contours of several stations comfortably embrace Taree, particularly from stations without physical barriers such as mountain ranges to overcome.



Facts from the Statisticians (July, 1946)

The total production of wool in N.S.W. was 546,273,000 lbs. in 1939-40; 448,683,000 lbs. in 1944-45.

Wheat: Average 1934-44, 51,635,000 bushels. Preliminary estimate for 1945-46, 62,500,000 bushels.

Butter output: Average 1937-40, 113,930,000 lbs.; 1944-5 71,722,000 lbs, eleven months ended May, 1946, 71,508,000 lbs.

Coal production: 1942, 12,206,000 tons, 1945, 10,176,000 tons.

From the Occupation Survey taken by the Commonwealth Government on June 2, 1945, in conjunction with the issue of Ration Books, the follow-

ing "occupation" facts relating to N.S.W. emerge:

Distribution of civilian males aged 14 years and over:—

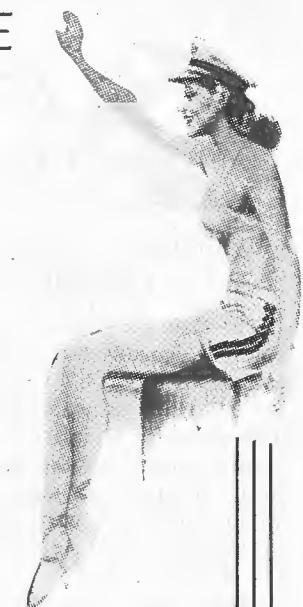
Primary Production	147,000
Mining and Quarrying	25,000
Building, Construction	53,000
Industrial	249,000
Transport, Communications	82,000
Finance, Property, Commerce	90,000
Public Administration, Professional	63,000

Personal, Domestic Service (including entertainments)	29,000
Not Stated	26,000
Not Gainfully Occupied	142,000

Broken down into grades of occupation we find the following figures for N.S.W.:

Employer	49,000
Own Farm or Business	104,000
Wage or Salary Earner	592,000
Unemployed	19,000
Not Gainfully Occupied	142,000

2CK CESSNOCK has the highest licence figures in N.S.W.



According to P.M.G. figures as at 31/12/1945:

Locality	Licences	Population	% of Pop'n
Cessnock, 25 miles:	47,853	216,905	22.06
50 miles:	54,985	259,535	21.57

THESE ARE FIGURES TO REMEMBER

There are more people and more licences within 25 miles of 2CK than any other station in N.S.W.

2CK only needs to serve 10% of them on its present Rate Card to beat the average advertising cost per licence of all stations.

2CK is the Official Organ of 20% of them. As the Official Broadcast Station (by appointment) of the Australian Coal & Shale Employees' Federation, Northern District, 2CK plays an intimate part in the daily lives of the 50,000 in, and living from, the Coal Industry.

2CK understands, and gets regular listener response from all sections of its community.

NO CAMPAIGN IS COMPLETE IN THE COALFIELDS WITHOUT 2CK.
ANY ADVERTISING CAMPAIGN OVER 2CK IS A GOOD INVESTMENT.

COALFIELDS BROADCASTING CO. PTY. LIMITED

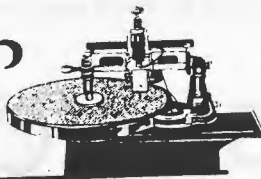
VINCENT STREET, CESSNOCK

Sydney Rep.: John Hamilton, 16 Young Street. Phone BW7551





Transcriptions and Recording



ANNUAL GENERAL MEETING OF RADIO RECORDING AND PRODUCTION ASSOCIATION OF AUSTRALIA

The Annual General Meeting of the Radio Recording and Production Association was held this month with Mr. George Edwards as Chairman. The Audited Balance Sheet and Accounts were adopted by the meeting and satisfaction was expressed by various members with the general progress and the financial standing of the Association.

Many matters of interest were discussed including proposals received concerning the payment of sound effects operators. Members criticised proposals as being impracticable, unsound and incomplete.

Mr. Doug. Michelmore (Secretary) stated that the issue on sound effects was prima facie unimportant as, so far as he knew, both employees and employers were quite contented with the present state of affairs. No member of R.R.P.A. employed persons for sound effects only and the casual rates proposed were excessive. However, at present actors frequently attended to the sound effects involved and the proposals made were a lever

to implement possible claims for extra remuneration from actors performing such duties. Arbitration matters in the industry were becoming unnecessarily complex.

Miss Morgan (Artransa) pointed out that claims by actors for excessive rates detrimentally affected the chances of inexperienced players including ex-servicemen and women.

A letter received from Actors Equity concerning a common close-down period at Christmas so that employees could take an annual holiday received general approval. It was pointed out that numerous practical difficulties arose but that R.R.P.A. would discuss these with other employer groups with the view of implementing the proposal if practicable.

Members elected to the Executive Committee for year ended June 30, 1947 comprised Mr. George Edwards, Mr. D. M. Fegan (Australian Record Co.), Mr. Geo. Matthews (B.A.P.), Miss Joy Morgan (Artransa), Miss G. Gibson (Grace Gibson Productions).

NEW MATERIAL FOR CRYSTAL PICK-UPS

Users of crystal electro-mechanic devices such as gramophone pick-ups, headphones and "tweeter" loudspeakers, may shortly be hearing of a new type of crystal element which appears to offer certain advantages over the Rochelle salt now widely used.

The new material is ammonium dihydrogen phosphate (abbreviated "ADP") and although its piezo-electric properties have been known for some time it required the impetus of the recent war to bring about its practical application.

Considerable work was carried out on this material by the Bell System Laboratories during the war years and according to a recent report from that source, "ADP" crystals have a larger electro-magnetic coupling efficiency than any other available non-ferro-electric crystal. Added to this, the new material contains no water of crystallization, and hence will not dehydrate. Furthermore, it is stable at temperatures as high as 100 deg. C., as compared with Rochelle salt, which disintegrates at 55 deg. C. While this particular property is not important under normal conditions of usage, it can make a considerable difference in some industrial applications and in equipment to meet service specifications.

New Recording Set in Melbourne

Harrington Productions Pty. Ltd. is the latest recording and transcription set-up to be established in Melbourne. It is under the managing directorship of Gordon Saville, ex-A.I.F. lieutenant, at Chapel Street, Prahran.

A WIRE RECORDER SERVICE

Mr. Alex Marshall, director of The Recording Centre, Sydney, announced last week the acquisition of one of the latest model G. E. Model 51 wire recorders. This has already been pressed into service in an unusual way which is proving very satisfactory, i.e. when a master disc is being cut with a transcription or other item a simultaneous wire record is made of the material so that it can be played back to the producer and thus save wear on the acetate cut before it goes out for processing. Another service is the provision of the recorder with operator for producers who may wish to get sound effects or other material not readily available in the studio but which may be required for a production made in the studio.

Stanford Allan, newspaper and radio representative of Melbourne, after a visit to the North of Australia, has now gone West—that is, to Perth and Kalgoorlie. He expects to be away about a fortnight. Stan has recently formed his firm into a Pty. Ltd. Co.

TRANSCRIPTIONS PLACED

in

South Africa
Mosambique
Rhodesia

- Forward Publicity Material by Air
- Audition Discs Needed

CORTEZ RADIO PROGRAMME

P.O. BOX 3080
JOHANNESBURG
SOUTH AFRICA

ARP

... What do those letters mean to you? If you are a buyer of radio time, they mean the cream of radio entertainment.

• If you are a station manager, they mean increased listener interest and appeal.

Obtain full details of all current productions from

AUSTRALASIAN
RADIO PRODUCTIONS
294 Smith Street,
COLLINGWOOD, VIC.
JA6255. Telegrams "Fanfare"
FREDERIC I. L. BARNES
42 Pitt Street, Sydney.
B6315—B6316

WANTED: PROBLEMS

Perhaps we had better explain, before you get the impression that we are just big-hearted benefactors looking for a chance to bring some sweetness and light into your life, that we are looking for particular kinds of problems, such as

Problems of finding radio programmes.

Problems of producing radio programmes.

Problems of recording radio programmes. . .

That kind of problem is right in the line of duty for us. It is our stock-in-trade, bread-and-butter, week in and week out, run-of-the-mill mission in life.

Naturally, we can bring to bear upon an assignment in this field a considerable amount of experience. To which we might add, modestly, that whether you want straight recording or recording "plus"—with script writers, producers, actors, panel operators, etcetera, etcetera, working like beavers—we're ready, able and willing. To which we might add, perhaps less modestly, that the lion's share of the biggest commercial radio programmes in Australia are recorded by A.R.C. You will find us very helpful people.

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

A.R.C

AUSTRALIAN RECORD COMPANY PTY. LTD.

Offices and Studio: 29 Bligh Street. Factory: 2-8 Harrington Street, Sydney. Phones, BW6953, B5139 and (Factory) B5213

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 ||| **M A I L**

The Recording Centre

Another Service! Latest G.E. Mod. 57 Wire Recorder now available to producers.

Direction: H. A. MARSHALL, M.I.R.E.
Film House, 251A Pitt Street, Sydney

40

Have Your Recordings Processed by

W&G RECORD PROCESSING CO. PTY. LTD.

W & G SERVICE AND AIR FREIGHT will overcome the distance between us.

185 a'Beckett Street, Melbourne
Victoria

HIGHEST QUALITY
Your Enquiries Will Be Appreciated

Broadcasting Prominent in Science Congress Discussions

Broadcasting—mainly from a social impact aspect—was the subject of several discussions and papers presented at the Science Congress at Adelaide.

Dr. T. P. Fry, lecturer in Law, University of Queensland, in a paper on Australian contributions to the evolution of parliamentary government, said that to some the broadcasting of

parliamentary proceedings might seem merely a minor innovation, but he believed it would have a profound effect upon the nature of parliamentary government in that it would result in a closer and different kind of orientation between Parliament and the people.

By arrangement with the PMG's Department and the Department of

Mr. Chief Engineer,

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

Whether it be spares or complete equipment contact

RADIONIC RPA 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.

the Army, recording and other apparatus was demonstrated through the Congress, members being able to hear recordings which were made of their speeches.

Although not dealing specifically with broadcasting or electronics, Mr. A. G. Warner, M.L.C. (Vic.) of Electronic Industries, Melbourne, included a brief reference to the incidence of FM and television in his paper on Recent Advances in Manufacturing Efficiency. After explaining the difference between AM and FM, Mr. Warner pointed out that FM transmission would be limited in range to under 50 miles, but had the advantage that man-made and natural static would be reduced. He also pointed out that another advantage of the FM system is that it "would open up a number of bands for more broadcasting stations and if this is politically desirable, it will no doubt be carried out." He then added: "To the average listener, however, the increased efficiency in result will be barely discernible, and not worth the additional cost per receiver."

Discussing television, Mr. Warner pointed out that it had been technically possible since 1928, and recent developments made color transmission readily attainable. After a brief discourse on transmission standards, Mr. Warner then said: "The real issue from a public viewpoint is—can Australia afford television? The transmitting stations are very expensive to erect, the programs will be very expensive to produce. . . . The reception of television equipment is also going to be very expensive . . . and it is unlikely that any television receivers will be sold in Australia under £75 each."

BROADCASTING STATE PARLIAMENT?

In the N.S.W. State Parliament last week, when newspaper reports of Parliament were under fire from members of the Government, the Premier, Mr. McKell, said he would give consideration to a suggestion made by one member that arrangements be made to broadcast the proceedings of State Parliament.

N.S.W. REGISTERED FIRMS

ASSOCIATED PRODUCERS, 18 Market Place, Sydney, producers of radio programs. Com. 8/7/46. Propr.: James Joyce.

ADVERTISING AGENCIES

The directors of The Paton Advertising Service Pty. Ltd., announce that they have appointed Edward Ross Webster as manager of the radio department of their Melbourne office. Mr. Ross Webster has resigned from the Colgate-Palmolive Radio Unit to accept this position, and will take up his new duties on September 9. Back in 1933, Mr. Webster parted from his legal



duties to join the announcing staff of the ABC in Sydney, later being transferred to WOC Brisbane. He then moved over to ABC, and later went on to 4BK-AK as audio and production manager.

In 1937, Mr. Webster returned to Sydney, where he joined J. Walter Thompson agency as radio manager, handling such accounts as Lever Bros., Kraft-Walker Cheese, Pond's, Taubman's, Kellogg's, Horlick's and Wrigley's. Enlisting in 1940, Mr. Webster was commissioned in 1941, and spent four years in Malaya and Thailand with the Eighth Division. Discharged this year, after five and a half years' service, he joined the George Patterson Colgate-Palmolive Radio Unit as a producer. His resignation, effective August 30, releases him to return to his old love, the service agency field.

Newcomers to the staff of Edmonds Advertising Service, Brisbane, are two South-ers who have found a place for themselves in the Queensland sun. They are John Gildart, from Melbourne, as Service Manager, and Keith Howland, from Sydney, in the Art Department.

Max Reddy is leaving John Clemenger Advertising at the conclusion of the football season for a spell on the vaudeville stage at the Tivoli, Perth. He anticipates being there about six months, but hopes to be back in Melbourne for the next football season.

It is good to see Jack Clemenger back on the job again at his advertising service. He was looking very fit after his operation and sojourn in hospital.

New member of the staff of O'Brien Publicity, Melbourne, copywriter Jean Frazer Stephenson, was previously with Geo. Patterson's Advertising Service. Prior to that she served for four years with the W.A.A.F., attaining the rank of F./O. before her demobilisation early in 1946.

Mrs. D. Tishler has joined the staff of Paton Advertising, Melbourne, as copywriter in the place of Judy Storm, who is now with Aztec Publications.

Congratulations to Mrs. Joseland, head secretary at O'Brien Publicity, Melbourne, on her recent promotion to the status of grandmother! Her colleagues all proud about it, too! Granddaughter Ann is a bonny lass who weighed 6 lbs. 13 ozs. when she made her debut into the world,

Claude Mooney Advertising Service are now installed in their long awaited quarters in Temple Court on the sixth floor. Although not fully sorted out, the offices promise to look very up-to-the-minute. Possibly by way of celebration, the Claude Mooney Advertising Service is holding a Social Club dance for the staff at 9 Darling Street on September 27. Miss B. Thompson is hon. sec. and Mr. A. Cheel hon. treas.

A buffet dinner and presentation to Mr. L. M. Novissimo, director of Lintas Pty. Ltd., will be given by the advertising fraternity in the Blue Room at Usher's Hotel on Wednesday, September 11, at 6.30 p.m. Mr. Novissimo leaves for London later in the month to take up a high executive position at the head office. Anyone desiring to be present should communicate with Mr. Claude Willmott, Chamber of Commerce Building, 36 Grosvenor Street, who is organising this function on behalf of all advertising interests.

Mr. W. T. McClelland, who arrived back in Sydney recently after three months in America, is full of praise and gratitude for the hospitality of the American people and even the trip home in the Marine Falcon could not lessen his admiration of the American people. "Mac" went to America to visit the Knox Company (Knox Drug in Australia) which account he handles out here. He says they have been responsible for entertaining many Australian business men visiting the U.S. "Was it a successful trip?" W.T. was asked on his return. "Successful? You just ask the golfing members of the Knox Co. (Mac won the Knox Cup at their annual outing) and my shipmates who played poker with me on the way out!" he responded. Incidentally, Mac was the butt of many a shipboard joke on the way home, especially after he had dropped two dollar bills overboard.

Our scribe of this column saw a hat streaking down Pitt Street the other day and of all the people in the world, who do you imagine was hiding underneath it? Right. Ray Walters in person. Willmotts agency must have added a sombrero manufacturer to their long list of clients!

Dick Roberts, who was associated with Vincent Freeth Advertising, has now taken up duties as assistant advertising manager of S.T.C.

Owen Sands has joined Vincent H. Freeth and is looking after the creative and art section.

Joe Malone, who conducts his own agency in Sydney, is elated at the success of Terry MacBride who is touring with the Rugby Union team, at present in New Zealand. Joe coached Terry when he first came to Sydney six years ago and it seems that the fruits of Joe's efforts are now coming to light.

John Storr returned to the announcing staff of 3XY at the end of August, after nearly five years in the Army. While in the Services, he was associated with Army Entertainment. He will be remembered in Victoria as Paul Barbour in "One Man's Family". He also wrote and presented a number of special features, and with Gath Neill handled the children's session at 3XY.

Bill Honeyfield, 2UE's authority on dogs, got a letter the other day addressed to him care the wag tallers' session!

APPLYING RADIO TO EDUCATION

Mr. J. A. Lauwerys, who has come to Australia representing the United Nations Educational, Scientific, and Cultural Organisation at the International Education Conference in Brisbane, believes that both radio and films must be turned to the purposes of education. While some useful new methods of film and radio education had been found there was still plenty of room for experiment in these spheres.

Politicians' Time Bookings are Heavy

Politicians and aspiring politicians will be making more use of broadcasting in this election campaign than ever before. One Sydney station reported last week time bookings on behalf of both the Liberal Party and the Australian Labor Party, Max Falstein, P. C. Spender, W. M. Hughes and E. Ward ranging from 50 word announcements up to one 60 minute booking.



BREIF CLUB BALL WENTWORTH HOTEL BALLROOM

THURSDAY, SEPTEMBER 26, 9 p.m. to 1 a.m. Subscription, £1/1/-. Dress opt.

In aid of Sydney Legacy

First post-war function of the Broadcasting, Radio and Electrical Industries Functions' Club of Sydney.

Further particulars from:

MAIN COMMITTEE:

E. Dare BX1889
J. R. Enemark BX2422
O. F. Mingay FA7054
A. R. Allen LM4455
W. J. O'Brien LA3688

RADIO SUB-COMMITTEE: G. K. Herring, MU1411; A. P. Hosking, B0522; A. E. Truebridge, LM4455; T. Matthews, BW7485.

ELECTRICAL SUB-COMMITTEE: J. Taylor, BW2261; E. Gray, BX2377; A. N. White, BX2377.

BROADCASTING SUB-COMMITTEE: J. Ridley, BW1428; F. Levy, M6686; A. L. Finn, BW6251.

Or the Hon. Secretary, Box 1193, G.P.O., Sydney, or phone B5407 or BX2422.

BE THERE

MUSIC FOR MILLIONS

With the idea of giving concert hall experience to their stars, the Colgate-Palmolive Radio Unit, in association with Euston M. Greene, entrepreneur, co-operated to present a series of six "Music for Millions" concerts from the Melbourne Town Hall while the Unit was in Melbourne. Half hour excerpts from these shows were included in two special Colgate Cavalcade half-hours on the Macquarie Network.

After the successful season of the first three concerts, "Echoes of the Ballet," the whole of the proceeds of the second series, "A Journey Through Europe," were devoted to the Melbourne Legacy Club.

The six concerts, under the direction of Ron Beck and Euston M. Greene, featured the Colgate-Palmolive Orchestra, which was augmented by Melbourne musicians. Paul Schramm was featured pianist.

MARDEN FAREWELLED BY CBC (QUEENSLAND)

The annual meeting of the Commonwealth Broadcasting Corporation (Q.) Ltd., on August 22 was followed by a dinner at Lennon's. Directors and staff executives and personnel who attended took the opportunity of farewelling retiring director, Mr. C. F. Marden. It was requested that no business should be discussed during the course of the evening, and anyone who "opened the hangar doors" was fined one shilling. Chief offenders were Alf Wynne (4MB) 6/-, Roly Graham 3/-, and Tom McGregor 2/-. Casket tickets were purchased with the spoils, and results are no doubt eagerly awaited by the culprits. Mr. Ted Gold (4GR) presented Mr. Marden with a sombrero for use after his retirement to his farm at Gundagai!

An Australian bush scene in water colors and a crystal whisky decanter

and tumblers were presented to Mr. C. F. Marden by executives of 4BC and country station managers of the C.B.C. at a recent gathering in the office of Mr. R. Graham, sales manager of 4BC. Speeches were made by the various members to express regret at Mr. Marden's retirement. Mr. Marden suitably responded, and pressed his appreciation of the delightful gifts presented to him.

Jacklin on U.S. Radio Development— (Continued from page 7)

the show went on the air. This great use of the microphone resulted in the establishment of a more intimate association between artists and audience.

Outstanding Artists

Asked for a list of those artists whom he considered outstanding in the various spheres of radio, Mr. Jacklin named:

Comedy: Jack Benny or Red Skelton.

Audience-participation: Ralph Edwards in "Truth or Consequences" or Art Linkletter in "People are Funny".
Commentary: Walter Winchell and Orson Welles.

One thing that rather amazed him, said Mr. Jacklin, was that the names that were popular 10 years ago, were still rating high Hooper Ratings, and there were no new names.

Independent Radio Stations

Away from the big centres such as New York, Los Angeles or Chicago, independent radio stations not attached to any of the major networks were obliged to adopt more the role of newspapers. To compete with the networks, they had to make themselves an integral part of the communal life, and play a more active role in the everyday happenings in their particular locality. As well as providing entertainment, they were the champions of causes. An instance of their activities was the recent co-ordination of all radio stations over a stricken police area; when Health Authorities ordered children to be confined within the home, each radio station put on an hour children's show. As one station finished its hour show, another came on the air with another children's hour.

Summing up, Mr. Jacklin said that while radio in Australia had a lot to learn from the U.S. in production presentation and mechanical methods there were many aspects that if applied here would be incongruous and undesirable.

How Surveys Show up Huge "Radio Circulation"

(Continued from page 9)

"It will be seen that the above figures, by and large, may be likened to the numbers and types of people who read the various pages or sections of a newspaper, and this, of course, is a great advance on any information which can be supplied by newspapers.

"The third step is the ordinary A. B. All Stations Report, which gives the size of the audience listening to stations at specific times and to programs. This is equivalent to figures of the actual number of people who read any individual advertisement in a newspaper—and this is something which is possibly beyond the scope of any newspaper at the present time," Mr. Anderson went on.

"The figures shown above relate only to the number of homes which have one or more licensed radio receiving sets within 25 miles of the G.P.O., Sydney, i.e. approximately 332,000 Radio Homes.

"We have just completed a special investigation and analysis of information we have obtained over the last 18 months, with the result that we estimate that within 25 miles of the G.P.O., Sydney, there are some 70,000 homes in which the radio receiving sets are not licensed. These investigations lead us to believe that there are some 400,000 homes with radio receiving sets within 25 miles of the G.P.O., Sydney.

OLDFIELD FOR MACQUARIE'S TEST CRICKET BROADCASTS

W. A. (Bert) Oldfield, ex-international cricketer, has signed with Macquarie Network for the forthcoming cricket tests with the visiting English eleven. Mr. Oldfield will handle ball-to-ball descriptions of all interstate matches, as well as the Tests.

This announcement was made last week by Mr. H. G. Horner, General Manager for Macquarie, who added that Bert Oldfield would head a team of competent commentators.

For the South Australian matches, Mr. Oldfield will be assisted by Tim Wall, the celebrated international, whilst in Sydney he will have the assistance of L. V. "Bob" Hynes, the N.S.W. and Gordon bowler, who last season made quite a reputation for himself as cricket and football commentator for 2GB. Negotiations are under way for the signing of prominent personalities for the Melbourne and Brisbane matches.

"We also have made an estimate of the number of Radio Homes outside the 25 mile area which listen regularly to Sydney Stations at least once a week, and we estimate that these homes represent approximately another 50,000 homes."

Mr. Anderson pointed out that the same projection shown in above figures based on BMB (American) method and disregarding P.M.G. listeners' licence figures would read like this compared with those on page 9:—

Sydney—MONDAY 6 a.m. to 12 noon.

Station	A '000	B '000	C '000	D '000	E '000	F '000	G '000	H '000
Upper Class	1	8	8	5	9	45	20	42
Middle Class	11	22	18	27	54	91	93	131
Industrial, etc.	14	4	19	45	80	65	149	131
TOTAL	26	34	45	77	143	201	262	304

Sydney—SUNDAY AFTERNOON

Upper Class	1	1	1	1	3	5	1	4
Middle Class	8	4	4	5	26	8	8	14
Industrial, etc.	19	1	5	5	57	9	23	18
TOTAL	28	6	10	11	86	22	32	36

"Thus," he claimed, "in respect of Commercial Broadcasting Stations in Sydney now selling on a coverage representing 332,000 radio homes, they would, by using the American methods, probably be able to determine with a very close degree of accuracy,

JUAN IN AFRICA

Juan Cortez, who was well known in broadcasting in Australia (he was chief of Macquarie script dept. up to about the time he left Australia some months ago) has settled down in Johannesburg, having started work for the SABC in May last, and now has four shows a week on that service.

Juan wrote one of his usual breezy letters to "C.B.'s" Editor dated August 18, in which he packed quite a lot of information of interest to Australian broadcasting. He says mystery plays of the "blood and thunder" type are what the public like; standard of broadcasting is hard to judge as it is all, so far, non-commercial, few time signals, it's an ABC technique without the commercial station opposition; symphony orchestras at the SABC are good; Edgar Cree, from London, has just joined up as a new conductor for the service, while three new announcers have just joined from the BBC; Marjorie Gordon is staying with her people in Jo. Instead of doing a 15 minute disc in 60 minutes as in Aus-

that the actual number of homes they serve reaches a total of some 450,000 homes.

"Now these are big figures," Mr. Anderson declared, "and would represent a selling story worth many times the cost of gathering the information, for, if it is found that the average city station does in fact reach some 450,000 radio homes, the circulations and potential audience figures referred to above would all be increased by over 30%, and would give a measure of coverage based on actual facts and not theoretical technical definitions." "I have used Sydney as an illustra-

tion, but it is quite possible that similar figures would be obtained from other cities and that some quite amazing figures would be obtained for many country stations in Australia."

tralia, you can call the cast for as many rehearsals as the producer thinks fit; few of the artists are professionals—work at their jobs in the day and do radio at night; commercial broadcasting by the SABC is to start next year—possibly about June; the Government meantime is to hold a commission of inquiry into the whole activities of the SABC.

SERVICE APPRECIATED

Station 2GN Goulburn has received an appreciative letter from the Goulburn branch of the Country Women's Association which has had the use of a weekly session for disseminating the ideals and principles of that organisation.

The letter from the secretary, Mrs. W. E. Llewellyn, stated that this service by 2GN was greatly appreciated by all members and by those of neighboring branches who look forward to the session week by week.

In "Women's Activities," a regular feature of 2GN's women's session, broadcast from 11.45 a.m. to 12 noon, daily similar facilities are extended to Red Cross, R.S.S. & A.I.L.A. Women's Auxiliary, Goulburn District Hospital Auxiliary, Legacy Club, Parents and Citizens' Association, Day Nursery for Boys, St. Saviours Children's Home, St. John of God Hospital Auxiliary, Church Aids and Girl Guides Movement.

CENTRAL QUEENSLAND

This rich rural market with a loyal audience of 30,000 listeners, gives sponsors their opportunity to use the radio station with the huge coverage.

4LG CENTRAL QUEENSLAND

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

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3XY

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Central 6612

Sydney Rep.: Mr. Rick Barnes
42 Pitt St. Phone: B6315

"AUSTRALIA'S AMATEUR HOUR'S" NEW BOOKING MANAGER

New booking manager for "Australia's Amateur Hour" is John Tuttle. Located in Sydney, he co-ordinates the work of the booking offices there and in Melbourne, Adelaide and Brisbane.

The value of professional engagements secured by "Australia's Amateur Hour" for artists who have appeared on the program already adds up to nearly £50,000. The Hour's booking agencies are in contact with every musical and theatrical enterprise, and through detailed files can supply any type of artist, from baritone to brass bands. The service is entirely free.



Mr. John Tuttle

Mr. Tuttle first became associated with broadcasting in 1924. He is particularly well-known in Brisbane, where he worked for many years.

COMMUNITY RECEIVES BIG AIM OF INDIAN GOVERNMENT

Mr. C. W. Goyder, chief engineer of All India Radio, the broadcasting organisation of British India, who has been visiting Australia for several weeks, left Sydney recently bound for London leisurely via America and Canada.

Mr. Goyder went to India in 1936 to develop the broadcasting system in British India which is run by the Government of India. The system now operates nine centres, Delhi, Bombay, Calcutta, Madras being the four main centres, with both medium wave and shortwave transmitters. The medium wave stations operate on 5 to 10 kw. The shortwave stations service areas up to 500 miles. The other medium wave stations are at Lahore, Lucknow, Trichinopoly, Dacca and Peshawar.

Highlights from an interview which Mr. Goyder gave "C.B." revealed that ALL India Radio had to provide programs in nine different languages, and also has to deal with four major types of Indian national music for the four main divisions of the country.

It is estimated there are 750,000 villages in India which the Government of India hopes eventually to provide with community listening sets. Already several thousand villages have been equipped by their respective provincial governments with

community receiving sets, all of which are, of course, battery operated. Maintenance of these sets in itself is a terrific problem.

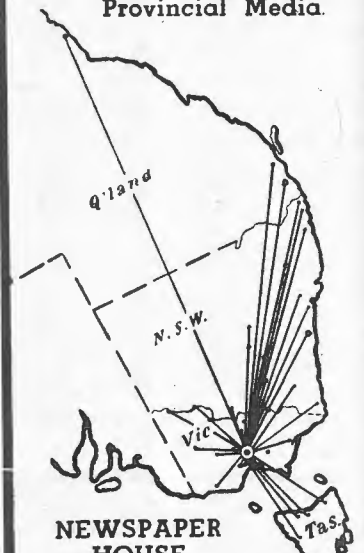
Network broadcasting as we know it in Australia is unknown in India mainly because of the language differences in various zones of India and also because of the sharp contrasts in the musical tastes — and even understandings — between the four main areas. News is one of the few items of programming which is relayed right through the station. This all originates in Delhi, and is relayed in the nine main languages of India.

"Buying Radio Time"

The sixth and final lecture in the present series arranged by the 21 Club of Australia, on the operations of commercial radio, will be given at 2GZ studios on September 16, at 8 p.m., by Mr. Tom Carruthers, director of J. Walter Thompson (Aust.) Pty. Ltd., his subject being "Buying Radio Time." This lecture should prove of outstanding interest and a record roll up of men and women in the advertising and broadcasting fields is anticipated.

STANFORD ALLAN

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



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

INTERSTATE ITEMS

Victoria

Max Bell, assistant to Stanford Allan, is looking very happy these days. The reason? Arrival of a son on August 15—named Peter Richard. Congratulations, Max, and all the best to Mrs. Bell and the new arrival.

"Fifty and Over," broadcast from 3UZ on Sunday nights at 7.38 p.m., is now being relayed to 3YB Warrnambool, effective from August 18. This is the first country relay of "Fifty and Over," sponsored by Maples, whose account is handled by John Clemens Advertising.

The popularity of Rosella's Scouts' Session from Junior 3AW was seen from the full house that the 3AW Radio Theatre had on Sept. 4, when Scouts from all the metropolitan troops were present for a campfire rally in the studio. Community singing, Scout and Cub calls, and individual items by Scouts went on the air at 5.30 p.m. The Deputy Commissioner of Scouts also gave an address in the session which has become the Scouts' mouthpiece for publishing numerous troop events each week.

Mr. Murray Clyne, popular manager of 3UL Central Gippsland, commenced his annual leave on August 19. A keen Rotarian, Murray spent his first week at a Rotary Convention at Lorne, Victoria.

Les Wilkinson, manager 3SR, resumed duty at the Argus Network station on August 5, after covering the best part of Victoria. He first put in a week at the old home town of Wentworth, N.S.W., just over the border, then across the other side of Victoria at Geelong for a week, topping off with a week in Melbourne.

One of 3DE-LK's most popular pre-war features, "The Pictorial of the Air," has been revived as a sustaining feature after an absence of five years on Monday, Tuesday, Wednesday and Fridays at 3 p.m., with Maurice Callard in his original role of "The Photographer." Originally heard from 1935 until Maurice Callard enlisted in the A.I.F. during the war years, "The Pictorial of the Air" projects word pictures for the imagination of listeners. A range of over 4,000 different items were covered in the previous series.

On August 17, one of the coldest, wettest Saturday mornings this winter, 3KZ had (no trouble at all to 3KZ) to fill to overflowing Melbourne's Assembly Hall. Occasion was the regular monthly 3KZ Peter's Pals Party. The kiddies, some accompanied by parents, enjoyed the rich feast of entertainment provided. Mr. Christensen, of Peter's, presented the "Healing" cycle of the month to the lucky prizewinner, and each child received a free Peter's ice cream.

South Australia

"Adelaide Speaks", based on America's Town Meeting of the Air, which has been broadcast in S.A. for more than two years by 5KA, had its initial airing, Monday August 26, when the topic chosen for discussion was "Should Rocket-Bomb Tests be held in South Australia?" Speakers for the affirmative were Mr. Ernest Anthony, M.L.C., and Mr. Donagh McDonagh, B.A. The negative case was presented by Dr. Charles Duguid, M.A., and Mr. L. M. Wright, LL.B. Moderator for this series of broadcasts is 5KA's Bill Davies. Other subjects for discussion in the near future

From our Staff Correspondents

are "The Referendum—Yes or No?", "Are we becoming more immoral?" and "Are the miners responsible for the coal shortage?" Sponsors of this program every Monday 8.30 to 9.30 p.m. are Saint's furnishers.

Clifford Arnold, talent scout for Australia's Amateur Hour, has begun auditions for the Adelaide broadcasts in October. This time he plans to go into the country in search of talent and one of the programs will be broadcast from Port Pirie, October 10. This is an innovation in this State.

Peoples Stores "Community Sing" proved so successful over many months that the Friday broadcasts, 12.30 to 2 p.m., from 5KA were extended to incorporate further broadcasts on Tuesdays, 8 to 8.30 and 9 to 9.30 p.m. These Tuesday evening broadcasts have now been re-arranged and Community Sing is heard as a complete hour, 7.30 to 8.30. Super-Elliott's popular "Voices at the Organ" session, featuring Mary Heppenstall and Ansbert Campbell with Rolland May at the organ, remains at the normal time, 8.30 to 9.

Third series of "Bright Horizons" is being broadcast from 5KA Wednesdays 7.30 to 8 p.m. on behalf of Premier Paint and Varnish Co.

Adelaide Milk Supply Co-operative Co. Ltd. is now broadcasting from 5KA the A.W.A. production "Post Property."

All daytime programs have had to be scrapped because of power restrictions and "Crossroads of Life," sponsored by Persil, is now heard from 5AD Wednesdays, Thursdays and Fridays, 6 to 6.15 p.m. and Saturdays 7.30 to 8 p.m.

A new program to be added to the ever-increasing number of live-artist shows from 5KA is "Camp-Fire Concert" which will be presented, as soon as the coal position permits, Fridays at 9.30 p.m. The session will feature 5KA's Arthur Major (string bass), Dick Piper (Spanish guitar), Samuel Aquilina (piano accordion). Sponsorship has been taken by Home Service Stores.

Queensland

Pre-war sponsors of Dr. Goddard's "Daily Barometer" on 4BC-SB, The OK Rubber Co., Barry Parade, Brisbane, have now purchased "The Book of Time," in addition to their six weekly sessionettes in the 4BC-SB breakfast club program. A forthright discussion on current international affairs, "The Book of Time" is presented by Dr. W. G. Goddard every Sunday night at 6 p.m. for half an hour. The account is handled by National Advertising.

Contracts for the joint Liberal Country Party on all metropolitan and country stations are being placed by Edmonds Advertising Service. One minute announcements and five minute sessions are being used for this campaign.

Olive Behan Millinery College, Hibernian Building, Adelaide Street, Brisbane, have made their first venture into radio with 50 word spot announcements in the women's sessions on 4TO Townsville Monday to Friday. If successful, this will be extended to other country stations. The arrangements are being handled by Campbell Advertising.

"Band of the Week" is the title of the S.T.C. program on 4BK/AK Sundays at 10 a.m., featuring world famous popular dance bands. Contract was placed by J. W. Johnson Advertising for twelve months.

MAL VERCO AND GINGER



Mal Verco and Ginger, who achieved their initial success in South Australia in the time of Gordon Marsh's managership of 5DN in a five-nights-a-week broadcast on behalf of "Suprem," have returned to S.A. under exclusive contract to 5KA and will be heard in broadcasts from that station at an early date.

Big Brisbane department store, Allan and Starks, are reported to be on the verge of launching one of the biggest daytime radio buys ever contracted in Brisbane on a one station channel, with 4BC the medium.

One of the most successful functions ever conducted in Brisbane was the Fifth Federal Convention of the Master Hairdressers' Association, which lasted a week, covering functions on every day and which was attended by leading hairdressers from all over the Commonwealth. Broadcasting played a big part in putting this show over, as it was backed by many of the leading hairdressers with radio advertising and given very adequate support by station 4BH. Portion of the big show in the City Hall on the Wednesday afternoon was broadcast by that station, compered by Dulcie Scott and including well-known radio artists Russell Callow and Norma Knight. Hairdressers whose special advertising helped to boost the show included Emile Salon, Pavita Salon, G. & I. Gleeson Salon, Rosalmond Salon, Howard Le Roy Salon, Perc Miller Salon, Joe Hewitt and Ruffin Salon, Melbourne. The whole publicity program, including interstate write-ups, program production and special radio, was prepared and handled by Littleton Harvey-Simmins Agency.

Simpson Bros. Pty. Ltd., flour manufacturers, are using 25 word scatter announcements on 4BU Bundaberg for the next three months advise R. S. Maynard Advertising.

The Ajax Publishing Co., Creek Street, Brisbane, who have hitherto used preferred positions in the press only, have contracted through Campbell Advertising for a quarter hour weekly on 4BK/AK for the next 12 months. The new feature "Into the Unknown" deals with exploration and adventure, Friday nights at 6.30. The Ajax Publishing Co. are responsible for such publications as Webster's Twentieth Century Dictionary, Automobile Engineering, Building Estimating & Contracting Libraries, New Standard of Cyclopaedia, etc., and the radio is being used mainly to augment their extensive press advertising.

Mr. H. Sampford, manager of Chandlers Broadcasting Services in Sydney, has been on an extensive tour embracing 4BH Brisbane, 4GY Gympie and 2MW Murwillumbah. At each of the stations he has conferred with the management, delved into "back-stage" procedure and met the various radio personalities, with the wise man's idea of becoming conversant with that little extra knowledge that enables 100% efficiency.

★ CONTINUOUS PROGRAMMES
★ EFFECTIVE COVERAGE
★ LISTENER RESPONSE
★ AUDIENCE APPEAL

are strong reasons why sponsors select

4BU BUNDABERG

as their sales medium to Central Coastal Queensland

A UNIT OF THE MACQUARIE NETWORK

BROADCASTING BUSINESS

3DB-LK MELBOURNE

Paterson's (Paton), 13 x 15 minutes 7.15 p.m. Sundays, "20th Century Hits in Chorus."
Motorite Equipments (Paton), 52 x 5 minutes 12.25 p.m. Wednesdays.
Ke-Peg (J.W.T.), 39 x 1 mins., breakfast. 9.30 a.m. Fridays and 208 x 100 words daytime.
D. Camm & Co. (Paton), 312 x 100 words, breakfast.
Robur Tea (Richardson Cox), 208 x 15 minutes, 10.45 a.m. daytime Monday through to Thursday.
Rockman's (Goldberg), renewal, 52 x 15 minute dramas, "A Story to Remember," 6.45 p.m. Thursdays.
Spencer-Jackson (J. Clemenger), 52 x 15 minutes, 9.30 p.m. Fridays, "World of Song."

2UE SYDNEY

Australian Cosmetics Co., "Corinne," 13 x 30 mins. (renewal), "Sentimental Interlude."
Australian Labor Party, 30 x 1 mins. (main evening), 20 x 100 words (day), 20 x 50 words (day), 4 x 3 mins. (main evening). Through Hansen-Rubensohn.
Auto Auctions, 364 x 50 words, 52 x 15 mins. (renewal), "Melody Mood."
Forster Tourist Service, 52 x 25 words, ASB 4 a.m. each Saturday.
Max Falstein (Labor), 7 x 50 words (main evening).
Inglis Pty. Ltd., 156 x 100 words, women's. Advertising "Granuma Meal."
Lusteroid Pty. Ltd., 44 x 50 words, Tues. and Fri. breakfast. Also 66 x 25 words in ASB—three per Saturday (Advertising "Shumilk").
Liberal Party (through Vincent Freeth & Co.), 48 x 1 mins. (day), 20 x 1 mins. (main evening), 4 x 1 mins. (early evening).

New Bing Session

"Harbig Presents Bing Crosby" will be broadcast every Saturday night from 3DB at 6.15-6.30 p.m. This session, which is sponsored by P. and M. Harbig, Artificial Flower Manufacturers, of New Street, Hawthorn, has been arranged through the Claude Mooney Advertising Service, and commenced on Saturday, August 24. P. and M. Harbig are calling for staff applications, as well as advertising their goods.

Estate Agent Extends

Spencer Jackson, Estate Agent, in addition to his well known "World of Song" programs, broadcast from all Melbourne commercial stations, has taken time on country stations for one quarter hour session per week in the evenings. These will all commence the first week in September from 3TR Sale, 3HA Hamilton, 3SH Swan Hill, 3GL Geelong, 3CS Colac, 3SR Shepparton, 3YB Warrnambool, 3UL Warragul, 3BO Bendigo and 3BA Ballarat.

Spencer Jackson's account is handled by John Clemenger Advertising.

4 x 5 mins. (main evening).
Ronald Lane, 104 x 10 mins., "Lovely to Look At."
Murray's Health Food Store, 78 x 50 words daytime and early evening.
James Potter, tailor, 13 x 30 mins., Sundays, "Sunday Symphony."
"Pink Pages" (Edward H. O'Brien), 433 x 50 words. Through O'Brien Publicity.
Rola Co., 52 x 30 mins., "Rola Rad.o Newsreel," relay from 3XY Melbourne.
Mr. Percy Spender, 1 x 60 mins., broadcast of political speech from King's Cross Newsreel Theatre.
Lyall Scott (for W. M. Hughes' campaign), Liberal, 2 x 5 mins.
"Treasure Island," 52 x 15 mins., 3 times weekly to 4GY Queensland.
Thermo Ray Institute, 156 x 25 words, 3 x 25 words, ASB Saturday.
Waddington's Pty. Ltd., 12 x 50 words.
Mr. E. Ward (Labor), 1 x 15 mins.

3UZ MELBOURNE

M. F. Ahearne & Co., 50 words breakfast, 3 months. (Gordon and Gotch Ltd.)
Johnstones Pty. Ltd., 100 words, Penelope's session, 52 weeks. (United Service Publicity.)
Hartleys Ltd., 100 words, breakfast, 52 weeks. (Mooney-Webb Ltd.) New Business.
Vander-Velde Opticians, 100 words, Pen's session, 52 weeks. (Paton Advertising Service.)

6KY PERTH

Commencing Sept. 2 "Michael Strogoff", 52 weeks 1/2 hour once weekly for the Shaftesbury Hotel.
The Palace Hotel, 26 episodes. "Voices of Yesterday", commencing Sept. 3.
Foy & Gibson (W.A.) Ltd. "Above Suspicion", 52 episodes 1/2 hour twice weekly.

Newsreel Sponsorship

Increasing interest in news reporting on the air is evidenced in McDowell's new sponsorship of a special Friday night edition of the Macquarie Newsreel from 2GB. This popular news session is now broadcast every day at 12 noon and 10 p.m., with a special spot in the regular 7 p.m. Macquarie News Service. On Friday nights, however, the Newsreel will be broadcast at 6.30 p.m., due to the fact that the 10 p.m. time channel is occupied by Cyril Angles' sport preview.

Steady Sponsors

"The Beloved Rogue," Columbia-George Edwards serial from an original script by Warren Barry, will start September 25, following the conclusion of "The Three Musketeers" in the 7.45 p.m. Monday through Wednesday channel on 2UW Sydney. E. C. de Witt and Co. (Aust.) Pty. Ltd., are again the sponsors.

The years-old association of S. R. Buttle Pty. Ltd., with G. E. shows in the 9.30 a.m. week-day channel also carries on with the decision of those sponsors to use "Man in the Dark", following the conclusion of "Girl of the Ballet."

Western Australia

"Spotlight of Music," musical show with Hector Crawford's Symphony Orchestra, leading Australian soloists, is being relayed for the first time in W.A. over 6IX-WB-MD. The local sponsor is a newcomer to radio and represents one of the post-war secondary industries of Western Australia. "Preston Valley Canned Foods." The channel is 9 to 9.30 p.m. Sundays.

"Drama of Medicine," the Nyal's program, already well known in the Eastern States, has been extended to 6IX-WB-MD Fridays 6.30 p.m., starting October.

Messrs. E. de la Henty and J. Hall have joined the staff of 6KY as salesmen.

Phyll Payne, copy and script writer, 6KY, is in the throes of packing for departure to America. Fellow staff members and friends join in wishing all the best in her new life.

Bill Fuhrman, for some time sales manager at 6KY, has relinquished his position with that firm.

Mr. Frank Whitford and Mrs. Whitford were visitors to Kalgoorlie for the radio carnival.

Bram Saunders, Program Director, 6IX-WB-MD, has returned from a business trip to the Eastern States.

Queensland

For the first time in its history, the "Q Kids" session, Johnson & Johnson top-vehicle, has moved from Sydney, to 4BH Brisbane got on to the job smart and got together a team of Brisbane Q Kids just to show that Queensland children are also on their toes. Quiz Master Joe Dease flew to Brisbane and conducted shows in the 4BH auditorium, records of which will be presented over the national hook-up very shortly.

As part of the development of the wireless industry in Australia, the Australian Wireless Board conducts showings of educational and instructional films in various country centres and is using radio to draw the attention of graziers to the various showings. Campaign on a number of Queensland country stations for this purpose was worked out and placed by Littleton - Harvey - Simms Agency in conjunction with the Board.

J. M. Hamilton, tent, tarpaulin and canvas goods manufacturers, with branches throughout Queensland, is returning to radio advertising with the slight easing in the material position. It is planned to place several country outlets, and the first campaign covering 2MW Murwillumbah will be direct announcements has been put in hand by Littleton-Harvey-Simms Agency.

"Star of the Night"

"Star of the Night", a new feature broadcast from 3UZ, which commenced on Friday, August 30, from 7.30 to 7.50 p.m. is sponsored by Williams and Co. Estate Agents. Each week one particular star will be featured, the first of whom was John Charles Thomas. Advertising is direct.

SOPRANO WINS WALLACE BISHOP £50 TALENT QUEST

Miss Margaret Scott, 19 years old soprano, won the Grand Final of the Wallace Bishop Talent Quest, conducted on the stage of the Cremorne Theatre, Brisbane, on Friday night, August 16th.

The quest has been conducted over the past six months from 4BK-AK and 4IP at 6.30 every Sunday night. Presented as a special unit during the performance at the Cremorne, the Grand Final was on land-line to 4BK Studios, where it was recorded and re-broadcast on the following Sunday night. At the conclusion of the broadcast, Mr. Carl Bishop, of Wallace Bishop & Son, Queensland's manufacturing jewellers, presented Miss Scott with a cheque for £50. Miss Scott also received a contract for one month's engagement at the Cremorne Theatre.

The talent quest, which was devised by Noble-Bartlett Advertising, has proved a very successful medium for Wallace Bishop & Son. In six months, over 800 applications for auditions were received, and of the 132 contestants to face the microphone, 22 received professional engagements at the Cremorne Theatre.



Mr. Carl Bishop of Wallace Bishop & Son (Brisbane) presenting a cheque for £50 to Miss Margaret Scott, winner of the Wallace Bishop Talent Quest. Others in the picture are, from left to right, Mr. Alf Bartlett, Noble-Bartlett Advertising; Mr. Nelson Burns, adjudicator; Mr. Reg Goss, compere; Mr. Alec Robertson, manager of 4BK; and Mr. Reg Tucker, runner-up to Miss Scott.

Noble-Bartlett Advertising now announce that a second series will follow immediately, carrying another £50 cash prize presented by Wallace Bishop & Son. In addition, every contestant to appear in the heats will be paid a broadcasting fee. There will be 22 heats, from which two competitors will be drawn each night to appear in the semi-finals. The six semi-finalists to gain the greatest number of

points awarded by the adjudicators will compete for the cash prize. The three adjudicators are Mr. Alec Robertson, manager of 4BK; Mr. Bob Geraghty, of Mahoney & Geraghty's Cremorne Theatre; and Mr. Nelson Burns, film and stage critic of the Courier-Mail. Mr. Reg Tucker, runner-up in the first quest, was also awarded a month's engagement at the Cremorne Theatre.

Overseas

London, Aug. 20.—There is still no indication that the British Government is relenting in its attitude towards sponsored radio from home sources, while pressure is believed to have been applied to prevent any British finance or support going to stations located in foreign countries. The 21 Italian stations which do operate sponsored radio are now canvassing in Britain for business. The export of cash to meet the cost of such operation might be difficult but not impossible, although at an earlier stage the British Government has advised British advertisers to avoid investing money in foreign radio stations. The hoped-for broadcasts from Radio Luxembourg have not matured, due to "difficulties."

London—Aug. 20.—A danger that a conflict might develop between television and cinema industries in Britain is shown in indications that the Government - supported television monopoly may develop, in due course, into a very formidable rival of the present cinema industry. The B.B.C.

have in view the production or hiring of films for telecasting, this method having been demonstrated as preferable to live programs. The cinema industry is now taking active steps to clarify the power and scope of the B.B.C. in this matter, and has arranged that representatives of the industry meet the Television Advisory Committee next month. Pending the meeting, negotiations by the B.B.C. with the cinema industry have been suspended.

Television will be carried into the classroom as part of the New York public school curriculum next year, according to a report of the education authorities. New buildings provided for under 1946 budget will be wired for television.

The authorities consider the innovation can serve education in three ways: (1) by bringing reality into the classroom through a coverage of important news events; (2) by providing demonstration material, for instance in science and vocational classes; (3)

by providing dramatisations useful in teaching history and literature.

Speaking to the Second Annual Radio and Business conference of the City College School of Business of New York, Samuel H. Cuff, general manager Dumont television station WABD, stated that more and more department stores were coming into the field "realising television is the most potent advertising force for retain selling." A recent survey, said Mr. Cuff, showed that the best listening hours for television are between 8 and 10 p.m. However, Reynold R. Kraft, television sales manager N.B.C. disagreed and asserted that a recent survey conducted by a television magazine showed that on some nights, especially Fridays, when NBC's WNBT aired boxing bouts, the listening rating went up at 10 p.m. when the main bout came on.

A point brought out by the panel session of the conference was that radio, especially with FM, television and facsimile on the way, has plenty of room for new people although the labour market in such centres as New York, Chicago and Los Angeles is overcrowded.

Purely Personal

Mr. "Tony" Ekblade, manager of Wrigley's (Aust.) Pty. Ltd., with Mr. T. R. Carruthers and Mr. D. Duns of J. Walter Thompson (Aust.) Pty. Ltd. agency, which handles the Wrigley account, will be guests of The 21 Club of Australia at luncheon at Ushers Hotel, Sydney, on September 10.

Mr. Horace Mansell's wide circle of friends in advertising and broadcasting throughout Australia will regret to learn of his recent bereavement in the death of his wife at Royal Prince Alfred Hospital on August 29. Mrs. Mansell leaves also a daughter, Dr. Hazel Mansell. In his capacity of N.S.W. Deputy Director, Department of Information, Mr. Mansell has been closely associated with broadcasting for several years.

Several well-known broadcasting sponsors were guests of various members of the BREIF Club at the luncheon at Hotel Wentworth on Monday this week to hear Mr. Alf Paddison, AFCBS president, talk about F.M. and television as he observed it on his recent six months visit to America and Canada. Mr. Albert Russell, of Russell Morris Advertising, brought along Mr. Rogers, managing director of British Medical Laboratories; Mr. Bert Button, station manager 2GB, brought along Mr. Alf Mallaue, general manager of Murdochs Ltd.; while Mr. Bert Button's guest was Mick Simmons Ltd.'s manager, Mr. Miller.

Mr. Eric Dare, president of the BREIF Club, was responsible for the day's best wisecrack at the BREIF Club luncheon last Monday when he introduced the guest speaker, Mr. Alf Paddison just back from the U.S.A. "Mr. Paddison will no doubt talk to us about F.M. and television," said Mr. Dare and added, "it's a subject about which I, like Senator Amour, am very confused about." Another bright spot at the luncheon was when vice president A. R. "Barney" Allen, after fiddling around with the microphone on the official table, appealed to Mr. Frank Marden to "come and fix it." To everyone's surprise and delight Frank Marden walked across the dining room and properly adjusted the mike. "That's the first time I ever learned that Frank Marden knew anything about microphones!" declared Barney amidst uproar.

Interesting newcomer to Australia whose presence will be felt in advertising and broadcasting circles a little later on is Mr. Ray Miller, formerly news editor of the Houston, Texas (U.S.A.) station KPRC. Mr. Miller came out on the famed Marine Falcon a few weeks ago and this week in Brisbane will wed a Queensland lass whom he met while stationed with the U.S. Army there during the war. Ray will settle in Australia and has his eyes turned towards the advertising agency business.

Mr. A. ("Huck") Finlay, N.S. Wales manager of the ABC, has been appointed Assistant General Manager, it was announced last week.

Mr. T. S. Woodbridge, manager of A.P.R.A., has been on an extended visit to Brisbane from Sydney, accompanied by his wife and daughter.

Mr. C. N. Galer is returning to England after having established Rootes Ltd. (Australia) at Fishermen's Bend, Victoria. Mr. Galer is a director and export manager of Rootes Ltd. Mr. Richard Watney, a director of Rootes Ltd. (London) will be general manager of the company's operations here.

Mr. Ashley Buckingham, Managing Director, Buckingham's is at present in New York where he is studying modern methods of merchandising in the U.S.A.

Congratulations to Mr. Frank Bradley at present Queensland Deputy Director General of Post and Telegraphs, on his new appointment to be Deputy Director of Post and Telegraphs of N.S.W. in succession to Mr. J. J. Malone who has been appointed

Chairman of the Telecommunications Commission. Mr. Frank Bradley is one of the technical men of the Post Office who has made good in administrative positions. He followed Mr. Malone to Brisbane when the latter was appointed to the higher position in Sydney and now Mr. Bradley follows Mr. Malone back again to the Harbor city.

Mr. Basil Orr, president of the Australian Association of National Advertisers, is on his way to Canada to represent Australian employers at the International Labor Conference to be held at Montreal this month. Mr. Orr will visit America also to make contact with affiliated bodies there and to complete a study of advertising conditions in both Canada and U.S.A. as they affect national advertisers. He will be away about three months.

To celebrate the 13th anniversary of Greig's Silk Store, directors Jack Greig and "Mac" McGowan put on a nice little function in their spacious showroom this week. Eric Hawkins and Noel Adams of the Hawkins agency, which handles the account, tell us they've enough funny stories now to last till Jack Greig's next anniversary.

Within the next few weeks Cliff Cary's complete history of test cricket between England and Australia will be on the bookshelves. This valuable record will include a full scoreboard of every test played since 1877, complete averages, milestones on cricket, and short stories of every tour in both countries. A recognised authority on cricket, Cliff Cary, who is 2UE's sporting editor, will be one of the commentators on the forthcoming tests between England and Australia. He has also been asked to cover the tour for the London Sunday Express.

Mr. A. E. Church, merchandising manager, Buckingham's Pty. Ltd., left last Saturday by flying boat for England where he is to study merchandising and if possible do some buying. He expects to be away for two or three months. Mr. Mason, who acted during the war years for Mr. Church, is looking after things during his absence.

Joan Read of 2UE has published a short anthology of poetry, titled "The Harvest of the Years" and they're being sold in aid of her candidature in the Anti-T.B. Campaign.

Mr. Rupert Fitts, V.B.N. general manager, left last week on a tour of his country stations of the network, 3HA, 3SH and 3TR.



John T. Taylor, retiring general manager of 3AW, was guest of honor at a dinner given by the executives of 3AW at the Hotel Francis, Melbourne, on Wednesday, August 30. Pictured here are some of the guests. Foreground, left to right: John Masters, Ivor McPherson, and George Sutherland. At back, left to right: Terry Dear, Eric Erickson, John T. Taylor, George Sutherland, Ray Dooley and Hec. Harris.

CLASSIFIED ADVERTISING

Advertising in the Classified section of these columns is at the rate of 3d. per word per line. In bold type 6d. per word. Minimum 2/- in bold type. Should enquiries be addressed to this office at Box 3765, G.P.O., Sydney, the charge of incorporation of this is at the rate of 10/- words. Cash with order, no charge account.

POSITIONS VACANT

Experienced Manager required for a city commercial broadcasting station. Applicant to state previous experience in organisation and association with advertising agencies, etc., also salary required. Appointment to be made. Apply "Station Manager," c/- Box 3765, G.P.O., Sydney.

POSITIONS WANTED

—By Ex-Servicemen—

This section in "C.B." will be conducted solely for discharged men of the fighting services who have not been able to return to a position in civil life and want a job. No charge is made to ex-serviceman; he is limited to six lines describing his requirements and he must have a reply sent to him direct to the office of this publication, Box 3765, G.P.O., Sydney, N.S.W.

Discharged member R.A.A.F., with experience production and announcement entertainment unit acting, seeks position with country station preferably Gippsland. Replies to "Scripter," c/- "Commercial Broadcasting," Box 782, G.P.O., Brisbane.

Mr. W. (Reg) Gray, studio and sales manager 3GL, has been on a business trip to Sydney. During Reg's visit, with the assistance of 3GL's Sydney representative, George Hill, he was looking up new features for the station's local sponsors who are taking advantage of the station's new arrangements of continuous transmission Monday to Sunday.

Chris Jenkinson, one of 2UE's most popular newsreaders, is on the sick list after a tonsil operation at St. Luke's Hospital. He is convalescing satisfactorily. During his absence John Elliott has taken over his newsreading.

Melbourne Farewell to New G.-M. of 2UW



THE BEST Country Links IN VICTORIA

The Right Approach to Post-War Markets

NOW is the time to make your drive on new markets . . . and Victoria's prosperous country areas are the logical choice!

Distance is no handicap, for the well-placed V.B.N. stations give maximum coverage in Gippsland, Northern and Western Victoria. Contact your nearest V.B.N. office for details of several new propositions "tee'd up" for early release . . .

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



Getting Your Advertising Read, and read by the right people, is the first requirement for a successful advertising campaign.

The definite aim of any advertising campaign is to reach the people who are the potential buyers of the products advertised. Advertising must not be wasted. The proper and quick selection of media is essential to all advertising men who plan their advertising campaigns on an efficient basis. The AARDS service is designed to aid that efficiency.

The NEWSPAPER EDITION of the Australian Advertising Rate and Data Service sets out in alphabetical listing the complete and comprehensive rates and data of 662 Newspapers throughout Australia, providing users of this publication with a quick, reliable and informative method of reference. This valuable acquisition is now available.

The Broadcasting Edition of AARDS is now in the process of publication and subscriptions are invited for this edition which will effectively cover the rates and data of all the commercial broadcasting stations in Australia and New Zealand. This edition is a MUST for all who are interested in the "buying of time." This edition will be available in October.

NOTE: AARDS provides Subscribers with a monthly amendment notice which will give any changes in the rates or data concerned in any of the three editions and which should be pasted over the obsolete details.

Subscriptions: Australia £2-2-0; British Empire £2-10-0; America \$10; Foreign £3-3-0 for each edition, post free.

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AND AT

MELBOURNE — ADELAIDE — PERTH — BRISBANE

COMMERCIAL BROADCASTING

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

Vol. XV, No. 5 (434th issue), Thursday, September 19, 1946

Hi Fellers — ON GUARD!

Did you hear about the very raw recruit on guard duty for the first time?

He was on an ammo. dump inside the camp when the Colonel came walking by.

"Alt!" he said. The colonel appeared not to hear him.

"Alt!" he called again, lifting his rifle to his shoulder. The colonel stopped and explained to him that he should have saluted and not challenged.

"All right," our hero said, "but all I know is that the sergeant says a sentry calls 'Alt' three times, and then shoots . . . and you're on your second 'Alt!'"

I like that . . . "You're on your second 'Alt!'" Wonder what happened to the Colonel? . . .

And talking of guards . . . one of the things I like best about the boys at 2UW is the way they watch their programmes. They reckon that their part only STARTS when the contract is signed, and that their main job is to see that the sponsor gets results.

If they think the programme is tailing off, they say so, and nine times out of ten they prescribe the remedy.

They reckon, after all, that the only client worth having is the chap that's satisfied; and they put audience first, last and always.

It's just another 2UW "know how" . . . it's just another MAJOR reason why

N. S. W. PARLIAMENTARY LIBRARY

most people listen to **2UW**

P.S.—This was the same sentry who heard a noise at night, fired at it, and then yelled, "Who went there!"

