



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.

**MINGAY PUBLISHING COMPANY**

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

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!'"

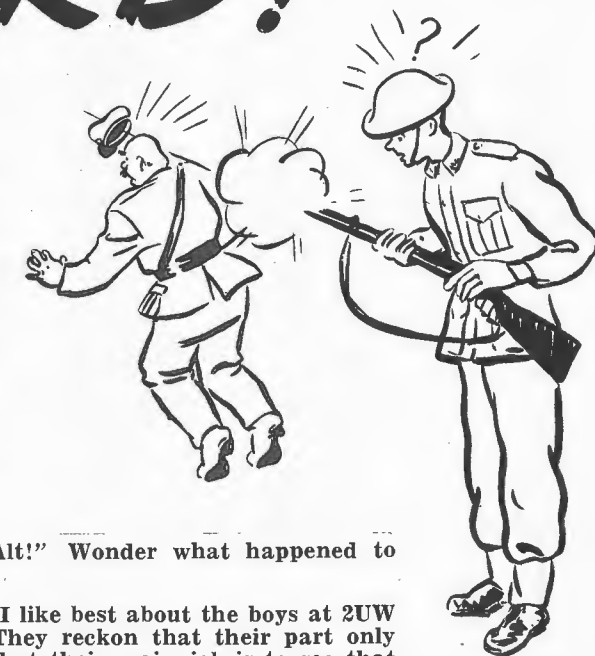
I like that . . . "You're on your second 'Alt!'" Wonder what happened to the Colonel? . . .

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



R. 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!"

# YOU'RE MISSING A BIG SEGMENT

OF AUSTRALIA'S BUYING POWER IF YOU'RE NOT USING THESE 8 STATIONS COVERING 8 MAJOR MARKETS:

- |                          |                        |                       |                       |
|--------------------------|------------------------|-----------------------|-----------------------|
| <b>2AY</b><br>ALBURY     | <b>2GN</b><br>GOULBURN | <b>2GF</b><br>GRAFTON | <b>3BO</b><br>BENDIGO |
| <b>4TO</b><br>TOWNSVILLE | <b>4CA</b><br>CAIRNS   | <b>4MK</b><br>MACKAY  | <b>4WK</b><br>WARWICK |

Eight stations--each with a concentrated audience in Eight Major Markets, each having Dominance in its market.  
Just give these eight stations the opportunity and the results will prove how profitably you have purchased time.

All particulars from  
**AMALGAMATED WIRELESS (A'SIA) LTD.**  
SYDNEY BRISBANE MELBOURNE

## COMMERCIAL BROADCASTING

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

THURSDAY, SEPTEMBER 19, 1946  
Vol. XV, No. 5 (434th issue)

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## EDITORIAL

### Yes, We Have No Co-Ordination

The frank statement on the confused position of FM in America made by Mr. A. C. Paddison, president of the Australian Federation of Commercial Broadcasting Stations, when he returned recently from a six-month's study of American and Canadian broadcasting, cannot be treated lightly, if Australia is to proceed in the future along a plan of orderly introduction of this and other new developments in broadcasting.

The BREIF Club gathering which Mr. Paddison addressed included high executives of every phase of broadcasting, and radio manufacturing. His revelations that FM was being "soft-pedalled" compared with the enthusiasm in America of a year or two ago; that it was even now difficult to get an FM demonstration in any of the retail stores selling receivers; that experiments with listener reaction to FM had proved most disappointing to proponents of FM broadcasting; and that complete confusion over the whole set-up of FM prevailed amongst the authorities, the manufacturers, the broadcasters and the public, created quite an impression in the Australian industry.

The important lesson to be learned from Mr. Paddison's observations, however, is that every step must be taken to avoid such a fiasco in Australian broadcasting; and NOT that FM is in any sense a failure. Nobody can deny the plain fact that FM broadcasting is an improved method of broadcasting and that therefore the public is entitled to enjoy its benefits as soon as it can be practicably introduced.

It is that problem of practicability, Australian broadcasting interests must face up to. Its solution is definitely in their hands. There appears to have been in Australia too much awe and too much inertia in regard to FM. At least ere this the foundations of an FM system should have been laid. Full and frank discussions should long since have taken place between the P.M.G.'s Department, the Federation of Commercial Broadcasting Stations and every branch of the receiver and transmitter manufacturing industry. True, the Federation and the P.M.G.'s Department have reached an understanding that there will be consultations between them on FM, but apparently only at such times and upon such phases as the P.M.G. Department officers think fit.

The receiver manufacturing interests have a responsible body which could quite well complete the tripartite which could ensure orderly progress on FM rather than misunderstanding and confusion. That body is the Federal Council of the Electrical, Radio and Telephone Manufacturers of Australia, which was formed in April 1945.

The proper planning for the advent of FM in this country, involves the guidance of public opinion against expecting miracles, emphasis upon FM's "static-freedom" rather than emphasis upon its little-appreciated fidelity; the organisation jointly by Government, the P.M.G.'s Department, the broadcasting stations and receiver manufacturers of the selection of frequencies to be used; and the choice of the most suitable time for its introduction. Some urgent activity in this regard together with frank statements of fact to the public at appropriate times could go a long way towards the orderly and profitable "modernising" of our broadcasting system.

# COUNTRY PREFERENCE VICTORIA

① **3SR**  
THE HEART OF VICTORIA

② **3YB**  
THE CITY OF WARRNAMBOOL

③ **3UL**  
CENTRAL GIPPSLAND



## Here's the ticket for Victorian Sales

If you're "standing" for sales in Victoria then support the Argus Ticket — 3SR Shepparton — the 2,000 watt station — gives you active representation over north east Victoria, through the Goulburn and Ovens Valleys and deep into the rich Southern Riverina — 3YB Warrnambool — the fourth largest city in Victoria — gives you a potential listening audience of fifty odd thousand — 3UL Warragul — gets far into Central Gippsland and covers the large portion that is protected from weak and fading distant pirate signals by a range of mountains, making reception in Central Gippsland a 3UL MUST job. In addition to this excellent representation the Argus Network offers users of "all three" a 10% chain discount.

## THE ARGUS VICTORIAN COUNTRY NETWORK

Head Office: 365 Elizabeth Street, Melbourne. Phone FO 411.  
Sydney Rep.: V. M. Dinnery, Herald Buildings, 66 Pitt Street, Sydney. Phone BW 8493.

## Farewell Luncheon to Frank Marden on September 30

The BREIF Club of Sydney will tender a special luncheon to Mr. Frank Marden, the retiring general manager of 2UW Broadcasting station, on Monday September 30, 12.45 p.m. at the Wentworth Hotel ballroom.

The opportunity will also be taken to welcome back to Sydney, Mr. John Taylor who is succeeding Mr. Marden at 2UW.

Mr. Marden has been actively associated with broadcasting since its early days. He was general manager of the Australian Broadcasting Company before the A.B.C. was appointed by the Federal Government, and then his associates acquired 2UW to which Mr. Marden transferred.

His untiring efforts in the cause of broadcasting and his willingness to co-operate with all sections of industry and business for the good of the cause, has earned for him a tremendous respect and regard by all who have had the opportunity of coming in contact with him.

Those who would like to attend the luncheon, but may not be members of the BREIF Club are invited to ring the Hon. Secretary, Roger Enemark, BX 2422 or Vice-president, Oswald Mingay FA 7054 to arrange for seating. To assist catering, BREIF Club members who intend to be there or bring friends, are also asked to telephone the above numbers.

Mr. Marden is retiring to "the land" and this will be the only opportunity that the entire business fraternity will have to wish him "good crops" and "no droughts".

The opportunity will also be taken at that luncheon to congratulate Mr. Jim Malone on his recent appointment to the Chairmanship of the Telecommunications Commission, and to Mr. Frank Bradley the newly appointed deputy director of Post and Telegraphs for N.S.W.

This promises to be a very popular luncheon and all are requested to attend, so please advise if you are coming and if you are bringing anybody. All are welcome. Subscription 5/- per head, at the Wentworth on Monday September 30, 12.45 sharp.

## WORSENING SUPPLY POSITION BELIEVED CAUSE OF CUT IN COLGATE-PALMOLIVE PROGRAMS

Rumors buzzed furiously in Sydney last week over big cuts in the broadcasting activities of Colgate-Palmolive. Most of them were unfounded, or on the wrong track.

True, important moves were afoot. That was obvious when so many interstate and country station managers were summoned urgently to conferences at Macquarie Network headquarters.

As we go to press, conferences between the client, the agency (George Patterson Pty. Ltd.) and Macquarie executives are still in progress with every indication of satisfactory rearrangement of Colgate broadcasts issuing.

The plain fact is, as disclosed by an executive of the agency, that due to materials and manpower shortages the big soap and cosmetic company has reluctantly decided that its huge advertising expenditure must be trimmed. Beyond that he would not comment.

This is a decided revolution in Colgate plans as up to a little time ago, indications pointed to extension rather than contraction of advertising activities, as it was then thought, naturally, that the supply position would improve rather than deteriorate, as it has.

It is reasonable to assume that the post-war advent of new manufacturers using some of the same raw materials as the big soap company has caused a tightening of the distribution of those materials. This position is also aggravated, from their point of view, by the resumption of manufacture by some concerns which were practically dormant during the war years.

When the trim was first mooted, seventeen country stations in N.S.W., Victoria, Queensland and Tasmania, were slated for the axe in regard to all the Colgate Shows produced by the Colgate-Palmolive Radio Productions Unit. There is no doubt that such a cut would leave a big hiatus in country programs. As we go to press, efforts are being made to find another formula which would avoid the absolute cut-out of the country stations. One proposition, it is known, is a gradual scaling down in the budget which could be brought about by reducing the time of some of the programs to shorter sessions, and thereby

avoiding loss of the country coverage.

The Colgate-Palmolive Company with its big radio productions unit has made a magnificent contribution to programming during the past few years and in co-operation with the Macquarie Network has added greatly to the prestige of commercial broadcasting. Any new moves on their part therefore are of great general interest to the industry and to the public. It must be borne in mind, however, that the extent of their budget is a matter purely for their own wisdom, governed by domestic economics and definitely influenced by the supply position.

## "THE OVERLANDERS" TAKE TO THE AIR FOR AUSTRALASIAN PREMIERE

Further sign of increasing use of radio broadcasting to support film publicity is seen in the launching of a campaign over Sydney stations for "The Overlanders".

Interviewed recently by "C.B.", Mr. Noel Adams, Radio Chief of Hawkins Advertising, who are handling the account on behalf of Ealing Studios, London, told "C.B." that in recorded commercials for this campaign primary aim was to capture the element of great distances and rolling plains which stretched before Harry Watt's camera when this Australian epic was filmed.

Collaboration with the recording department of 2UE resulted in a most unusual echo effect being evolved. The effect took several days to perfect but resulted in a very lifelike echo of the film title as if through vast distances.

John Nugent Hayward who features very largely in the film, lent his services to a short message in the announcements, and thus a further link between the medium—radio—and the product—the film—was achieved.

Actual sound track of the film has been dubbed on to disc to give Australian audiences a sample of the high standard of acting which has been directed into this film.

These discs will be used in each capital city throughout Australia, and in New Zealand. Campaign started 9/9/46 in Sydney.



With H. L. Bussell & Co. Pty. Ltd., Clifford Love & Co. Ltd., King Gee Clothing Co. Pty. Ltd., and Peters American Delicacy Co. Ltd., Radio 2UE is prominent in the advertising schedules of Arthur Smyth & Sons.

CONFIDENCE AND WARM FRIENDSHIP OF LISTENERS IS ONE OF THE SECRETS OF 2UE'S PULLING POWER FOR ADVERTISERS

### Advertising Notables —

**R. M. F. SMYTH,**  
Principal,  
Arthur Smyth & Sons,  
Sydney and Melbourne.

Mr. Romney Smyth is a son of Mr. Arthur Smyth, one of the earliest of Australia's Advertising pioneers.

Mr. R. Smyth was educated at Sydney Grammar School and on leaving was apprenticed to the White Simmons Printing Company, later joining the Randle Photo Engraving Company. From there he joined an advertising agency operated by Mr. Harry J. Weston and Mr. Wilson.

After twelve months with this Agency, Romney joined his father's agency.

In 1915 he was appointed Manager of his Company's newly-opened branch at Brisbane, and in December, 1914, enlisted in the A.I.F. On returning from active service, Mr. Smyth spent three years on the land, and then returned to Sydney to assume control of Arthur Smyth & Sons on the retirement of his father, and has been Principal ever since of that organisation.

### A Reminiscence.

"I was just about to go out for luncheon one day when the girl on the switchboard rang through, 'There's a Mr. Thompson to see you, from the Eagle Pen and Pencil Company of America.' I replied that I would see him in just a moment, and, with visions of landing another national account, I straightened up my desk, and rang through to show Mr. Thompson in. A few moments' suspense, and then Mr. Thompson put his head inside my office door. He had a sports shirt on with no tie, hadn't shaved for a few days, a couple of his front teeth were missing, and he wore sandals!!! 'Good day, Dig,' he said in a husky voice, holding up a fountain pen, 'she's yours for a couple of bob, and it's worth a quid.'"

## New 2UW Manager Reaches Sydney After Strenuous Round of Melbourne Farewells

On his arrival in Sydney last week, Mr. John T. Taylor, who succeeds Mr. Frank Marden as general manager of 2UW at the end of this month, was glad to settle down and relax after a strenuous round of farewells from his many Melbourne friends and business associates.

On behalf of the latter there was a friendly informal function at the Hotel Australia on Wednesday afternoon, September 4, when a representative gathering from broadcasting and advertising circles assembled to say farewell and good luck to Mr. Taylor and to welcome Mr. Randal M. White, his successor at 3AW. Mr. George Sutherland, on behalf of the 3AW directors, made the toast to the two guests of honor. He spoke in the very highest terms of John Taylor's ability and personality, "and the most outstanding quality he has," said Mr. Sutherland, "is that he is a straight shooter, and I feel sure that when he goes to Sydney he will take with him the friendliness of radio here, and do much to cement the friendship between radio stations in Sydney."

On behalf of the Board of Directors and the management of the Macquarie Network, Mr. Fred Daniell conveyed to John Taylor best wishes for success in his new sphere and said that radio generally would benefit from the healthy competition which his presence in Sydney would create. Mr. Daniell referred to John Taylor's long period of hard work with 3AW and his fighting spirit. John Taylor could be justly proud of his war service. He carried with the goodwill of all his old associates of the Macquarie Network of 3AW and all his friends in advertising and broadcasting circles in Melbourne.

### Among those present were:—

Messrs. O. Snellgrove and B. Martin (Gordon & Gotch); Mr. Griffin (Griffin Advertising); G. Hayes (Hayes Publicity); J. Haysom and Priest (W. John Haysom); E. Best (Leyshon Publicity); C. Mooney, H. Orr (Claude Mooney Ltd.); E. Webb (Mooney Webb); W. McFerran (McFerran Advertising); N. V. Nixon and C. Lucas (N. V. Nixon Advertising); N. D. Ansell, N. Strack, L. Bishop (O'Brien Publicity); I. Paton, J. O'Hagon, K. Doe, J. Paton (Paton Advertising); J. Vincent, R. Walker, G. Wylie, H. Hart (George Patterson); Mr.

Raphael (Raphael Advertising); M. Norris (Richardson-Cox); Mr. Simmons (J. Rist Advertising); H. Greenfield (Arthur Smyth & Sons); Mr. Jones, Mr. Francis, C. Somers, Mrs. Somers, Mr. Hart (Kay-Somers Advertising); Mr. Read (Successful Advertising); A. Kemsley, J. Barnes, W. Hayler (United Service Publicity); J. Walker (The Warwick Advertising Service); K. Campbell and Mr. Stewart (Keith M. Campbell); W. Chapman, J. Hendrie (Chapman-Hendrie); G. Bride, P. Griffin (Goldberg Advertising), F. Cave, Bruce Leahy (Shell Co.); B. Bellamy (Vacuum Oil Co.); Jack Williams (Alba Petroleum Co.); G. M. Joshua (Bryant & May Pty. Ltd.); A. G. Whitiam (Cadbury-Fry Pascall Pty. Ltd.); T. O'Brien, W. A. Bartlett (Dunlop Rubber Aust. Ltd.); N. Rockman, Miss Joan Hardy (Rockmans); W. Vickers (Cassells Tailors Pty. Ltd.); Roy Park (Murfett Productions); Mr. Read (Tas. Pickett Pty. Ltd.); W. Paddock (Gippsland & Northern Co-op. Ltd.); H. C. Hucks (Gilbeys); G. Griffiths (Hoyts); E. Erickson (Junior Style Baby Wear); J. Liston (Liquor Trades Defence Union); Kevin Corridon (Licensed Victuallers Association); Mr. Talbot (Aust. Legion of Ex-Servicemen); A. Chadwick (Metro Gas Co.); M. Shaylor (Pura Tea Co.); Mr. Cambell (Trading & Agency Co.); L. Molloy (Glaciarium); Mr. Stevens (Hartley Sports Store); W. Mackley (W. Mackley); G. Brewer (MacRobertsons); I. Hunter (Wright Stephenson & Co. (Aust.)); D. K. Laidlaw (D. K. Laidlaw & Sons); Miss B. Touzeau ("Commercial Broadcasting"); Peter Andrews, Mr. Simpson (Paul Duval); I. Sabej (Trans. Aust. Airlines); L. Bromilow (Victorian Railways); L. G. Money (Listener In); Leigh Stitt (Felton Grimwade); Roy Russell, Dave Worrall (3DB); Joe Larkin (Truth office—new manager 5DN).



John T. Taylor chatting to Randal White at Melbourne cocktail party in their honour.

As a token of esteem after his 11 years of 3AW management, the staff of that station also combined to wish Mr. Taylor farewell. A function for this purpose was held in one of 3AW's large studios on Friday, September 6, and a staff presentation was made, together with many sincere expressions of goodwill and regret.

## Old Hardware Firm Staunch on Radio Advertising

Long years of hardware trading have brought a wealth of merchandising experience to the Victorian firm of D. and W. Chandler Ltd., of Brunswick Street, Fitzroy. Their successful use of broadcast advertising is therefore the more impressive.

Mr. H. G. Cannon, managing director of the firm told "C.B." last week that with so many of their normal lines still in short supply, radio advertising with them was now almost purely a goodwill policy to keep their name before the public. Nevertheless he was satisfied that when special wanted lines were advertised over the air the results were "magnificent". The medium could not be bettered when a firm wanted to reach quickly a particular section of the community.

D. and W. Chandler Ltd., have been established since 1876. Since then many country branches have been established. They also operate the store of W. Hart and Son, Charles Street, Launceston, which was established over 100 years ago.

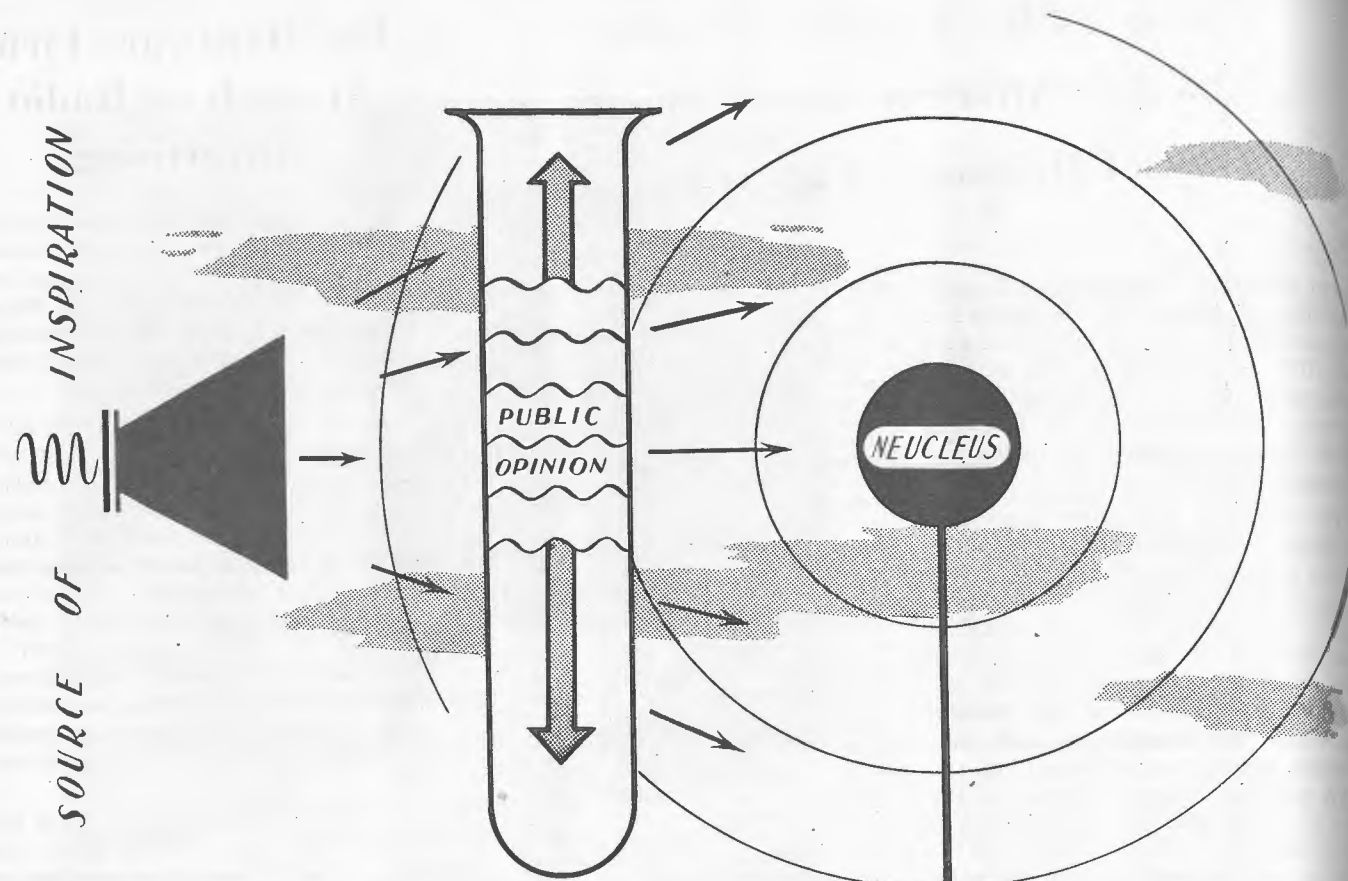
D. and W. Chandler Ltd. have been one of Radio's most consistent advertisers, and commenced with 3KZ at its inception, approximately sixteen years ago. Now the firm is sponsoring the Central Gippsland Sporting Review on Friday nights from 6.30 - 6.45 p.m. through 3UL, with Sporting Results on Saturday nights from 7.15-7.30 p.m. and 7.45 - 8 p.m.

They are also part sponsors for the Traralgon Variety Session, which is an amateur program, heard from 3TR on Sundays from 10 - 11 a.m.

Their radio advertising extends also to 3AW, 3KZ, 3UZ and the Argus Network. Scatters, incorporating the name and product, with such slogans as "Chandler's,—the name synonymous with Quality Hardware" are heard at selected times.

### BAARDS?

It's the Broadcasting Edition of the Australian Advertising Rate & Data Service—transcending all other "Rate Books". Available soon. Orders now being accepted. Have you ordered your copy yet?—from Mingay Publishing Co., Box 3765 G.P.O., Sydney or interstate branches, £2/2/- Australian.



## PUTTING OVER YOUR IDEAS

According to an overseas University's Social Research Bureau, the community's ideas and influences

- don't percolate from the town's leading dignitaries and big shots as much as is commonly believed.
- Most economic and occupational groups are influenced by their own opinion leaders, housewife's tete-a-tetes, etc.
- Advertisers can reach these people, the opinion spreaders, the middle strata composing at least 80% of our populace through the Macquarie Programmes, aimed at this audience, through the Macquarie stations, notably 3AW-3CV in Victoria—



INFLUENCING  
THE MAJORITY OF  
MELBOURNE AND  
CENTRAL VICTORIA

## AFCBS Welcomes Back President

### "Australia Can Count Her Blessings"

The New South Wales section of the Australian Federation of Commercial Broadcasting Stations, welcomed back the Federation President, Mr. Alf Paddison at an informal luncheon at Usher's Hotel, Sydney, on Sept. 4., and also Mr. George McCauley, director of 2KA-KM, who accompanied Mr. Paddison on his visit to USA and Canada.

Mr. J. E. Ridley, who was in the chair, commented that he particularly was glad to see Alf Paddison back to occupy the chairmanship of the NSW Section.

Apologies were received from Messrs. Horner, Brooker and King, while those present included Messrs. Marden, Dunne, Lane, Heath, Fairhall, Stapleton, Hood, Campbell-Jones, Yeldon, Button, Beaver, Storey, Challoner, Brotchie, Grant, Williams, Dooley and Jones.

In the course of his response to the welcome Mr. Paddison dealt with the functional side of the American broadcasting in comparison with the situation in Australia, and while expressing his deep appreciation of the many courtesies he had received from time to time from the National Association of Broadcasters in America and the kindred organisations in Canada he could not help but to arrive at the conclusion that the Australian federation had performed equally well, and in some instances with more advanced thinking, in matters relating to the self-regulation of broadcasting in the public interest. He did not wish to detract from what our cousins across the Pacific had done nor to suggest that their difficulties may not have been greater even than our own.

Mr. Paddison said that American broadcasting was subject to much more external pressure such as from governmental agencies than was our own. This no doubt was due to the aggressive policy of the AFCBS in matters relating to self-regulation. NAB membership was 750 out of 1100 stations and they were surprised at

our 100 per cent representation.

Dealing with the program survey and rating situation in USA Mr. Paddison said that there was much objection to the survey system which appeared to be in a heck of a mess.

After referring to the restrictive activities of Petrillo, the musicians'

**Suggestion for an international conference of commercial broadcasters and a plea for a more rigid stand within the Federation against substandard commercials and programs were points made by speakers at the AFCBS welcome home to president Alf Paddison in Sydney this month.**

union boss, Mr. Paddison said that a big development in US broadcasting was in the direction of transcriptions. He gathered that broadcasters in USA had not realised the extent to which Australia used transcriptions. Already Bing Crosby had agreed to transcribe a program which will be sold internationally and the American Broadcasting Company was paying all charges. But the fact was that comparatively there was no backlog of programs available in America and Australia may be able to find a ready and useful market for her shows. If that could be achieved it would have an important bearing on relations between the two countries.

Speaking of Canada, Mr. Paddison described the CBC as an "octopus" which issued licences to private stations, determined their wavelengths, held a monopoly over all network time and finally operated in competition with the private stations. Consequently there was a general spirit of subservience to the CBC. And still the CBC operated at a loss!

Mr. Paddison said that he was surprised to find in both America and Canada there was no mechanical copyright claimed on the playing of records. "That," he added, "seems to be something exclusive to Australia." He said that American and Canadian broadcasters were surprised to learn that the AFCBS "vetted" all commercial announcement discs. He thought

that they would adopt the idea.

Finally Mr. Paddison suggested that thought should be given to a free exchange of ideas between all groups of commercial broadcasters in their respective countries. Perhaps there could be an international conference of commercial broadcasting interests.

Mr. George McCauley, also responding to the welcome home, told a few amusing anecdotes of the trip, and made a very strong point when he observed that his travels had taught him there was a world wide tendency of government to devolve down to rule by one or two bureaucrats speaking on behalf of the people. If that was the way it was to be, an organisation

such as the AFCBS had an equal right to speak in the name of the people.

#### CALL FOR FIRM STAND

Moving a vote of thanks to both speakers Mr. Marden, who was in America last year, paid a tribute to the work obviously done by Messrs. Paddison and McCauley in bringing Australian radio before the US broadcasting industry.

"Unless we grow up and get strong enough to wipe out any unsavoury advertisements which come on to the air we will find ourselves in the same position as the American broadcasters", Mr. Marden declared. "I suggest that at the next Convention in November, time be set aside specifically for the purpose of hearing Mr. Paddison talk on these matters in America."

Mr. Ray Dooley, secretary of the AFCBS, said that he felt it a great thing for the Federation that so many of its executives were visiting overseas countries. He was pleased that Mr. Paddison had confirmed that our system had merits which no other countries could use as an example. He agreed with Mr. Marden that most of our troubles in Australian broadcasting were our own solving. While there were many good programs being broadcast in Australia there were also some which were not up to the standard the industry was striving for. Federation's plan for accrediting producers of programs should go a long way towards solving that difficulty.

# REDUCING THE THORNS

## In the Time-Buyer's Bed of Roses

When you view these miscellaneous items about 2SM collectively, you'll appreciate the meaning behind this caption.

- ★ **COVERAGE** . . . Smart time buyers know the extent of 2SM's wide coverage and its excellent advertising value. In addition, 2SM's signal penetrates deeply into distant parts of N.S.W.
- ★ **RESULTS** . . . If your sales curve is dipping, better add 2SM to your schedule. Case histories have shown that we can sell anything from a needle to an anchor.
- ★ **PARTICIPATING SHOWS** . . . A specialty with 2SM's Production Department. Outstanding artists such as John Dunne, Tommy Jay and John Sherwood are doing a great job for advertisers. Ask for details about other participating programmes.
- ★ **CHILDREN'S SESSION** . . . The popularity of "Uncle Tom's Gang" as a children's programme has never yet been equalled since its inception in 1932. Advertisers buying time in this session can tell you how good it is.
- ★ **SPOTS** . . . There's a long queue waiting on the hot times, but 2SM's schedule offers many attractive spot buys. Sound programming is delivering many prospects for spot advertisers night and day.

- ★ **NEWS COVERAGE** . . . Our Independent News Service has scored scoop after scoop, and brought reliable up-to-the-minute news to listeners. The recent appointment of brilliant Sydney journalist, T. Jacobs, as full-time News Editor adds to the already-wide scope of 2SM's News Service.
- ★ **PUBLIC SERVICE** . . . Listener loyalty is in direct ratio to a station's public service programming. At 2SM we consider public service an obligation, a privilege, and an opportunity.
- ★ **COUNTRY SERVICE** . . . The top-ranking daily country presentation "The Man on The Land," conducted by J. A. Crawcour, has earned well-merited praise from country listeners for many years now.
- ★ **RECORDING SERVICE** . . . We maintain a first-class recording service which is available to advertisers and agencies. Service includes scripting and production facilities as well as true recording.
- ★ **YOUNG ARTISTS** . . . 2SM has been responsible for numerous radio stars of today taking their first steps up the ladder of fame. And it's still happening.



TO SELL MORE

Melbourne Representatives:

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

Mr. Ray Walters, a director of Willmott's Advertising Agency Pty. Ltd., prepared the fifth lecture in the series on the operations of commercial broadcasting, arranged by The 21 Club of Australia and given at 2GZ studios in Sydney. His paper very interestingly told of the—

## Functions of the Advertising Agency in Broadcast Advertising

As Mr. Walters was unavoidably absent on an interstate business trip, the paper was ably delivered by Mr. John Jackson, of Jackson, Wain Advertising Agency.

Mr. Jackson introduced the subject with a brief review of the development of the advertising agency to its present status and then proceeded to trace the advent of broadcasting as an advertising medium. He then detailed some of the steps taken by the advertising agencies to investigate the new medium and then went on:—

"The final outcome was that radio advertising was accepted as a new and forceful advertising medium, meriting as much consideration as press advertising.

"This general acceptance and the relative importance of radio advertising in Australia to-day may be judged from the fact that the majority of advertising agencies—and certainly all of the largest—have radio advertising departments, equipped to handle every phase of radio advertising, even to the extent of controlling feature program productions.

"It may be said at this juncture that radio advertising in Australia received a further and unexpected promotion during the World War. As everyone knows the exigencies of war resulted in all manner of restrictions, not the least of which was a shortage of newsprint, with a resultant restriction of advertising space.

"However, there was no restriction on the number of hours in the day and thus, while the press found its basic commodity—space—restricted, radio suffered no such restriction of its basic commodity—time. The result was that many erstwhile 'press only' advertising campaigns were 'sold over,' in part at least, to radio in an effort to maintain continuity of their advertising message.

"It is already being realised that many such advertisers who used radio at first, either because they were unable to get press space as desired, or alternatively, because they felt that radio was a better medium for a 'wartime shortage of supplies' story, found that this comparatively new medium brought results and will probably continue to use it in the future.

"It is not suggested that such advertisers will use radio to the exclusion of press, but rather that more and more advertisers are coming to recognise radio as an advertising medium demanding equal consideration to that given to the older medium.

"As indicated originally, there can be no set rules to govern the decision as to whether press or radio will be more effective in a given instance. It is impossible to reach a decision based on the nature of the product. There are exceptions—for instance, a product that is sold on illustra-

tion rather than description is certainly more adapted to press than radio, while a product that may be sold on dramatic description rather than illustration, may be said to be adapted to radio—but generally speaking, the nature of the product or the service advertised is no real indication of the medium that is best suited to its promotion.

"One cannot reach a decision by examining the territory to be covered. Radio advertising to-day may be so planned that it will cover every small township, every outlying farm, just as readily as will press advertising. Again, by careful selection of stations, radio advertising may be concentrated in a given area, just as readily as can press advertising.

"Costs of advertising coverage might be a guide, if costs were comparable, but unfortunately they do not seem to be so. We can determine the specific circulation of a newspaper or magazine, but we do not know what proportion of that circulation actually sees our advertisement.

"On the other hand, we can determine the number of licensed radio listeners there are within the effective range of a radio station, but we cannot determine how many of these people are tuned to our radio program or radio announcement.

"To assist us in this regard, a comparatively new and independent radio survey organisation actually sets out now to tell us how many sets are 'tuned in' to specific radio programs, but even this does not give us any indication as to the proportion of people listening to our program that actually hear the vital advertising message.

"No, it seems that there can be no direct basis of comparison as between the respective merits of radio and press.

"The only point that can be impressed is that the relationship between press advertising and radio advertising is a very close one, in that both media have been proved effective time and again. Radio advertising cannot be discarded because it is the newer medium. Press cannot be abandoned in favor of radio simply because it is the oldest form of advertising next to the Town Crier.

"In every instance, both radio and press must be considered on their merits, with a careful analysis of all factors, and very frequently it will be found that a properly balanced campaign demands the use of both, one being complementary to the other."

Following on this general review, the lecturer then turned to a consideration of specific planning for a broadcast advertising campaign, and pointed out that the essential steps very closely followed those used in planning a press campaign. His analysis of the various steps is of interest:—

"First, the area to be covered must be determined. Several factors enter into this

decision. Does the product enjoy national distribution? . . . Is the product applicable to metropolitan areas only? (as, would we say, a new type of women's shopping bag) . . . Or is it suitable for provincial areas promotion only? (as would be, for instance, a special appliances for milking machines) . . . Or, again, has it universal appeal to people living in either the country or the city areas (such as a new food product)?

"We shall assume for the purpose of this paper that our product on this occasion is a cough and cold remedy, and that it is well distributed through all areas. Naturally, because of the application, it would also enjoy universal appeal.

"Having determined that our advertising is to be on a national basis, the next step is to determine whether the advertising weight should be emphasised in some quarters and lessened in others, or whether the weight of the campaign should be evenly spread.

"Factors that concern us in this regard are:

- "1. Population of various areas;
- "2. Ratio of present sales to populations in these same areas;
- "3. Effect of climatic conditions on the market potential of the particular product.

"We shall assume that the past history of the product discloses that Queensland sales have always been low in proportion to other States, partly because of climatic conditions, partly because of competition from other brands that are already well entrenched in that market. Further, that Victorian sales have always been good.

"As a result, it is decided that, while the coverage should be fairly even, fairly strong emphasis will be given to Queensland to combat the competition, and lesser emphasis to Victorian cover in order to make the most of the existent advantage in that State.

"The next point to be determined is whether the campaign should be spread evenly over a twelve month period or whether it should have emphasis in certain seasons. Because of the nature of the product, it would probably be decided to concentrate the bulk of the campaign over the winter months, but to continue a lighter schedule through the summer to retain goodwill built up by the weight of the campaign and to seek a share of the 'summer cold' remedy market.

"The next step is to decide whether the campaign should consist of direct announcements only, or a sponsored feature only, or whether it should be combination of both.

"The major factor influencing decision on this point is the extent of the appropriation. If the appropriation is very limited, it would probably be necessary to use direct announcements only, as a direct announcement campaign would be more flexible and would allow the desired variation of weight in areas and in seasons. If the appropriation is neither large nor small,

(continued page 15)

# 3 PERSONALITIES WITH PULLING POWER

# U



PENELOPE

45 Bourke Street  
MELBOURNE  
CENTRAL 1925

# Z

## 3 FAVOURITES

## RECEIVED 2,500 LETTERS

## LAST WEEK



GIL CHARLESWORTH

SYDNEY REPRESENTATIVE: E. A. Wood  
47 York Street, Sydney. BX 2098



JACK GURRY



# AAB RATINGS OF SYDNEY PROGRAMS

## AGENCY DIRECTOR DISCUSSES PUBLIC RELATIONS

The importance of the public relations officer in modern business was emphasised by Mr. Douglas Taylor, a director of the J. Walter Thompson Agency, in a talk delivered before the Food Technology Association at Sydney University last week. The address, which was entitled "Public Relations and the Food Industry, formed part of a series which is being presented in the interests of better food products and merchandising.

"It is only when manufacturers and traders forget that the public likes to deal in a direct and straightforward way with the goods they sell, or when they have an intangible commodity or service with which the public does not make contact, it is then that trouble is apt to start," said Mr. Taylor. "With the growth of large-scale industry," he went on, "an ever-widening wedge is being driven between master and man. While we who meet them know that most business men are idealists and are striving to carry on their businesses in a human, reasonable way, they often strive to hide this idealism, lest it be regarded as a weakness. Your public relations man will have mixed with employees. He will understand this ever-widening gap between the spheres of management and men, and appreciate the importance of the role that he plays in bridging it. . . . Public relations work should be ready to extend to employees' communities in which the factory is situated: to leaders in various fields, labor, education, religion, agriculture and business . . . all these people come within the scope of control of the public relations man. But it is the general public with whom he is mainly concerned."

Mr. Taylor's talk continued in this strain, covering, briefly, the fields of advertising as well as public relations and giving many interesting instances of actual campaigns and their operation.

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 151 Broadcast during both survey weeks (June-August 1946)

PROGRAM	WEEKLY FREQUENCY	June-August 1946	Previous Report	Year Ago
Australia's Amateur Hour	1 x 60 mins.	1	1	1
Leave Pass	1 x 30 "	2	2	3
Lasting Loveliness	1 x 15 "	3	N.R.	4
Calling the Stars	1 x 60 "	4	4	2
Cashmere Bouquet Show	1 x 45 "	5	4	11
Doctor Mac	3 x 15 "	6	6	14
The Singing Cowboy	1 x 15 "	7	3	14
Vagabonds of Song	1 x 15 "	8	7	X
Macquarie Radio Theatre	1 x 60 "	9	10	16
Mrs. 'Obbs	4 x 15 " Serial	9	8	5
Hit Tunes	4 x 15 "	11	10	8
Nick Carter	4 x 15 " Serial	12	13	X
Serenade	1 x 30 "	13	34	48
Sports Parade (Telegraph Sports Parade)	1 x 60 "	13	8	X
Colgate Cavalcade (Can You Top This?)	1 x 45 "	15	16	X
Lux Radio Theatre	1 x 60 "	15	13	12
The Maxam Library—"Mrs. Parkington" ("The Constant Nymph")	1 x 30 "	15	24	21

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

### Leading 10 of All Day Sponsored Programs 143 Broadcast during both survey weeks (June-August 1946)

PROGRAM	WEEKLY FREQUENCY	June-August 1946	Previous Report	Year Ago
Big Sister	5 x 15 mins. Serial	1	1	2
Do You Remember?	4 x 15 "	2	3	5
Girl of the Ballet (Witch's Moon)	4 x 15 " Serial	2	3	X
Hollywood Holiday	4 x 15 " Serial	2	3	X
Kitchen Kapers	5 x 15 "	2	3	N.R.
My Husband's Love	4 x 15 " Serial	2	3	2
Radio Rhythm	1 x 15 "	2	2	1
Music for Mothers	2 x 15 "	8	9	9
Comedy Time	2 x 15 "	9	8	X
Musical Travelogue	1 x 30 "	10	9	X
Terry and Sue	3 x 15 " Serial	10	9	9
The Harmony Makers	1 x 15 "	10	9	X

NOTE: N.R. = Broadcast during one survey week only and therefore not ranked.  
X = Not broadcast. Programme in brackets broadcast during and prior to June, 1946.

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 332,000 Radio Homes within 25 miles of the G.P.O. Sydney.

Night.—All Programs	30,000	Radio Homes	approximately
60 minute Programs	30,000	"	"
30 minute Programs	30,000	"	"
15 minute Programs Serials	71,500	"	"
15 minute Programs Non Serials	30,000	"	"
Day.—All Programs	16,500	"	"
60 minute Programs	13,500	"	"
30 minute Programs	13,500	"	"
15 minute Programs Serials	50,000	"	"
15 minute Programs Non Serials	16,500	"	"



## AUSTRALIA'S GREATEST RADIO PROGRAMMES

are Recorded by

**Columbia**

THE FINEST NAME ON RECORD

*Because* Columbia possesses unrivalled facilities for recording and processing any type of programme.

*Because* Columbia has the largest studios in Australia built and equipped solely for recording.

*Because* Columbia benefits from the technical research continuously carried out by English and American associates, in addition to its own local developments.

*Because* there is no worthwhile advance in recording or processing technique that is not practised by Columbia.

*Why not make your own radio programmes really worth while by using*

**Columbia**  
THE FINEST NAME ON RECORD

YOU ARE CORDIALLY INVITED TO TELEPHONE OUR RECORDING MANAGER AND ARRANGE FOR A PERSONAL INSPECTION OF THE COLUMBIA RECORDING AND PROCESSING PLANT.

COLUMBIA GRAPHOPHONE (AUST.) PTY. LTD., HOMEBUSH, N.S.W. (TEL. UM 6671)  
CI.FP

## Walters on Agency Functioning

(continued from page 11)

...ation on spot or direct announce-  
probably would still be decided upon,  
for the sake of flexibility. If the  
appropriation was at all extensive, decision  
might be made to use a sponsored session  
supported by an extensive schedule of direct  
placements.

It may readily be seen that the required  
flexibility could be arranged by either (a)  
carrying the sponsored feature right through  
the year and concentrating the direct an-  
nouncements over the winter months only,  
or (b) by contracting for a six months  
winter broadcast of the sponsored session,  
carrying the supporting spot announce-  
ments right through the year."

After summarising this section of  
his discussion, the lecturer then pro-  
ceeded to deal with the preparation  
of an appropriation to cover the cam-  
paign that had been determined as  
suitable:—

The preparation of a radio appropriation  
involves several factors. First the amount  
available for the campaign; secondly, the  
coverage that is desired; thirdly, the period  
involved. This is perhaps the most tedious,  
but is undoubtedly one of the most im-  
portant aspects of agency service.

"The advertising agency's media depart-  
ment must have a complete knowledge of  
radio station time costs;—a sound know-  
ledge of the relative importance of the  
various metropolitan stations; the effective-  
ness of country stations; and have an idea  
of their relative importance one to another.

"With this knowledge as a basis, the  
media department selects radio stations that  
will give maximum coverage with a mini-  
mum of overlapping. It selects time chan-  
nels or sessions that are likely to carry the  
biggest audience of the type required, and  
schedules specific numbers of sessions  
or announcements in proportions designed  
to take utmost advantage of station rate  
sales."

With the type of program decided  
and station allocations made, the  
lecturer then went on to discuss the  
matter of production and pointed out  
that radio production may be divided  
into three categories, which he dealt  
with as follows:—

"First, there is the production of recorded  
one-minute announcements. These one-  
minute announcements are, no doubt,  
familiar to all, and are really an elabor-  
ated form of the 100-word 'live' announce-  
ments that normally would be broadcast  
by the station announcer. An advertiser  
may decide to use recorded announcements  
in preference to 'live' announcements for  
any of a number of reasons. He may simply  
wish that his announcements should be  
made in a specific manner over all stations  
in the schedule. Again, he may be using  
sound effects that necessitate recording (the  
whistling wind of the Buckley's Canadiol  
announcements are familiar to many). Yet  
again he may wish to use special musical  
effects (certain Johnson's Baby Powder  
advertising commercials are an example). In  
any case, any variation from straight studio  
announcements necessitates recording.

"The second aspect of radio production  
involves the 'hiring' of radio feature pro-  
grams, generally of one-quarter hour or  
half-hour duration, made in series form by  
radio production units, either attached to or  
completely dissociated from radio stations.

Such radio production units produce radio  
programs covering all phases of radio enter-  
tainment. The programs cover serials,  
musical shows, dramatic shows, historical  
programs, quiz programs and even talks on  
various subjects. They are not made to  
the order or, or for, any particular adver-  
tiser but are produced as vehicles to carry  
advertising messages of any nature.

"The third aspect of radio production  
covers the production of custom-built radio  
programs—the program that is specially  
planned, specially written, with music newly  
orchestrated, specially produced and re-  
maining the sole property of the advertiser  
concerned.

"Obviously the advertising agency must  
have the knowledge and the experience of  
all such forms of radio production if it is  
to serve its clients in a completely efficient  
manner.

"This does not mean that every adver-  
tising agency must maintain a complete  
radio production unit with the facilities and  
staff essential to the production of custom-  
built radio programs, but agency executives  
must know how and where such programs  
may be produced. In other words, the agency  
must have the staff for writing and planning  
direct announcements and must know where  
these can be recorded satisfactorily. The  
agency should have a record of standard  
radio productions in existence, and available  
for 'hire'—or should know where to seek  
such programs."

Having completed this review of  
the preliminary steps in planning a  
radio campaign, the lecturer then  
went on to detail the functions of the  
agency personnel required to imple-  
ment such a campaign:—

"First, the account executive discusses a  
forthcoming campaign with the client.  
Secondly, the account executive, armed with  
all the information he can get from the  
client, 'sits in' on a general meeting of all  
agency executives concerned with radio.  
During this meeting preliminary plans are  
formed.

"Thirdly, a general meeting with the  
client takes the rough edges off this pre-  
liminary plan, and a final plan covering  
expenditure, type of broadcast, coverage,  
etc., is formed. Fourthly, the media man-  
ager prepares the appropriation.

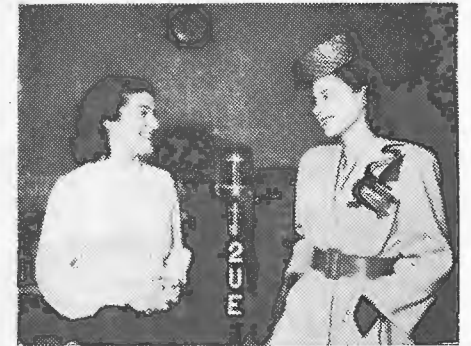
"Fifthly, copywriters, under the direction  
of the accounts executive, prepare the pre-  
liminary copy, or the radio production  
executives plan the type of programs re-  
quired. Sixthly, the program of recorded  
announcements is produced.

"Finally, the campaign is launched. Sub-  
sequently, of course, there must be regular  
copy meetings, production meetings, and  
auditions with the client, and the trained  
personnel responsible for the original plans  
are all involved continuously in the conduct  
of the campaign.

"In short, it may be said that, in addition  
to managerial executives, the agency must  
maintain the following trained personnel:  
account executives, media manager and  
staff, copywriters, radio production execu-  
tives, plus the usual checking and accounts  
staff, though it is probable that in many  
instances trained individuals may cope with  
two or more of these requirements.

"Summing up the foregoing information,  
it may be said that the object of the  
advertising agent is to direct the expendi-  
ture of an advertiser's money through such  
channels, and in such manner, as will bring  
the advertiser the greatest return for money

## Cosmetic Executive from America



Mrs. Patricia Roberts (right), personal representative of American cosmetic manufacturer Helena Rubenstein, now in Australia on a business visit, photographed recently with Margaret Kirby of 2UE. Helena Rubenstein are consistent advertisers with 2UE.

## GOOD LUCK TO LUX

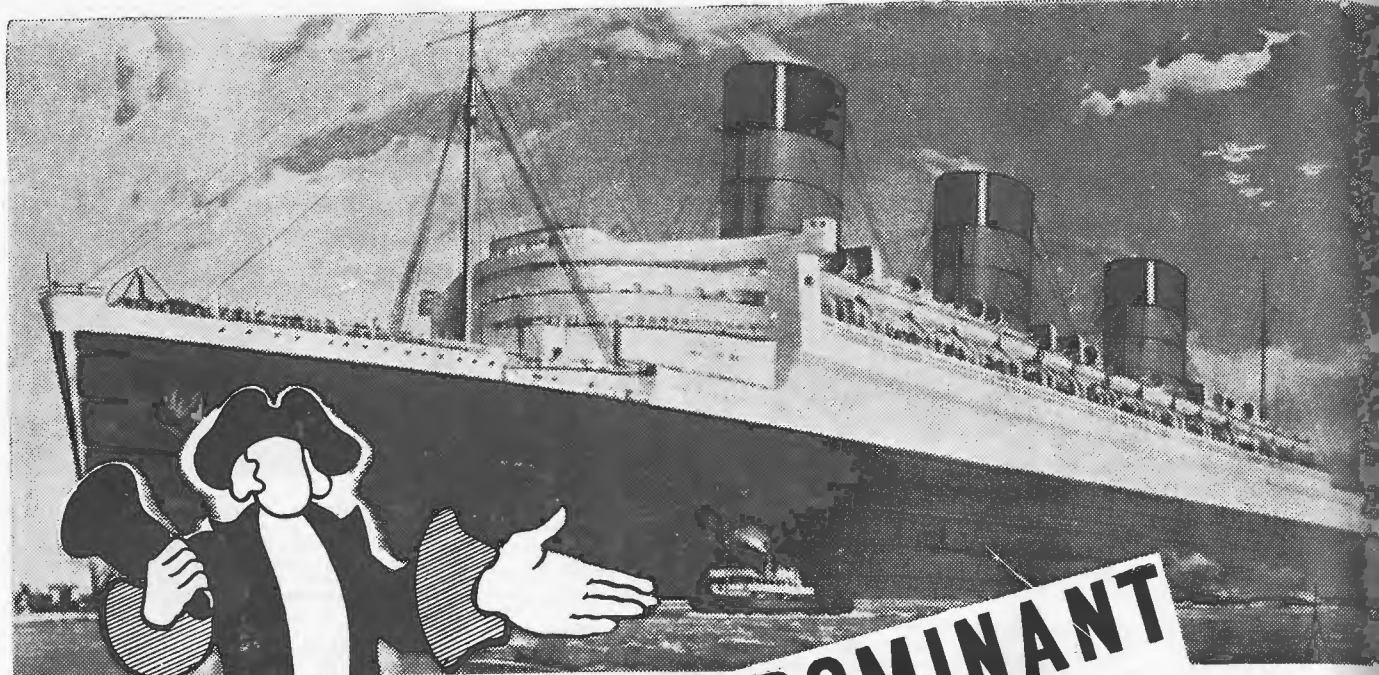
Lever Bros. have received a letter from the "Authors and Artists" section of the Australian Journalists' Association congratulating them on the recent Australian play competition conducted through the Lux Radio Theatre and broadcast over 2UW. Writers of Australian plays have been stimulated and encouraged in a worthwhile way to turn their talents to radio writing. Harry Dearth reports that since the competition many further original plays have been submitted to him and he has chosen a number of them for production on the Lux Radio Theatre.

## Vic. Rennet on Daytime

Four additional quarter-hours for 2UW's afternoon schedule have been taken by Victorian Rennet Manufacturing Co. for the presentation of the "Merry Widow Junket" program of recorded music. Time channel is 3.15 p.m. daily, Monday through Thursday.

spent. In other words, once the client indicates the expenditure available for a certain campaign, the advertising agency must accept full responsibility for seeing that the expenditure is spent to the best possible effect. The agency must determine what media are to be used—whether it be radio, press, posters, or other medium, or a combination of two or more. The agency has to determine which individual units of this general medium will be necessary for the coverage desired; to what extent one medium must be used in relation to another; the form that the advertising will take; the period it should cover; and many other factors that come into general planning. "In actual fact, the advertising agency is virtually the advertising department of each of its clients."





## EACH DOMINANT IN ITS SPHERE

It's full steam ahead for the advertiser who relies on 2TM to bring him sales from an area teeming with purchasing power . . . dominated by 2TM power. Ring up more sales through the town crier of the State's rich north—Station 2TM.



Sydney Office: Lisgar House, 30 Carrington St. . . . BW 7375  
Melbourne Office: HUGH ANDERSON, 130 Exhibition St. Cent. 4366



### WOMEN'S RADIO CLUB 3000 ACTIVE MEMBERS

In a concerted effort to raise funds for Child Welfare Centres, a total of £100 has been allotted in prize money for Amateur Hours to be staged in each district where a branch of the Club functions, viz:— Barraba, Gunnedah, Manilla, Quirindi, Tamworth, Uralla, Walcha, and Werris Creek, with a Final in Tamworth.

## PROGRAM PROMOTION AND "FIGHT BACK AT ADVERTISING SLAPPERS", ADVOCATED BY AGENCY DIRECTOR.

A suggestion that more program promotional help be given by broadcasting stations to their good programs and that something be done to counteract ignorant criticism of features which have a real and lasting social influence for good, highlighted the remarks of Mr. Ted Maloney, director of J. Walter Thompson advertising agency, who was one of the guests of The 21 Club of Australia at Ushers Hotel on September 10.

The 21 Club entertained Mr. "Tony" Ekblade, managing director of Wrigley's and Messrs. Maloney and Roy Duns of J. W. T. the agency which handles the Wrigley account. Mr. A. D. Towner, manager of the Tasmanian Coastal Network, who was a visitor to Sydney, was also a guest of the Club.

Club president, Mr. Leo Finn, in the chair, welcomed Mr. Ekblade and his advertising counsellors and pointed out that when The 21 Club entertained a sponsor it endeavoured always to also have the company of that sponsor's advertising counsellors. Mr. Ekblade, said Mr. Finn, was a man who had done much for radio—he was also the man who had cut down the frequency of Dad and Dave, but in spite of that the fine old program still was one of the high ranking ones; which went to demonstrate Mr. Ekblade's sagacity!

Mr. Fred Barnes, proposing the toast to the guest of honor, told how the fighting forces had benefited from Wrigley's as a morale builder, and related in humorous vein some of the many and varied uses for gum—chewing variety. More seriously he told of the Salvation Army unit which used to push its way right up behind the front line on the Kokoda Trail distributing three things—a hot cup of tea, a packet of cigarettes and a packet of chewing gum. It may not have always been Wrigley's, but the wizened old chap in charge was known as "Dad" and his driver they called "Dave."

Thanking the Club and speakers for their tributes, Mr. Ekblade remarked

that lots of our time in life was spent in listening, "particularly those who want to sell me advertising!" he added mischievously, and went on to tell of an advertising man who had called on him the previous week trying to impress him with an advertising stunt which would impact a quarter of a million people. "He finished up listening to me tell him something about RADIO advertising!"

Mr. Ekblade claimed that Wrigley's had written up a few firsts in broadcast advertising such as the first nationwide hook-up of commercial stations on December 31, 1932, from Townsville to Perth, through 42 stations, and another in 1941-2 when Wrigley's were sponsoring for one product only eight quarter hour programs. Dad and Dave was in its tenth year and he hoped it would see a 21st birthday.

Mr. Maloney, who was recently in America, referred to the "tremendous publicity set-up" which the J.W.T. organisation had over there.

"We, as an advertising agency in Australia, will have to get more program promotional help from the stations," he declared. "You all know how ratings are becoming more competitive and to get the top ratings you have to promote the programs on your stations. We can't just sit back and expect the listeners to find us. We have to go out and find them," he added.

"The success in radio advertising is

### Marshall Field on Advertising

Reported in Tide news magazine of July 12, noted US publisher Marshall Field, speaking before the Milwaukee Advertising Club, said that advertising cannot be effective unless the public believes in it; and advertising men cannot expect the public to believe in it unless they, themselves, not only believe but express their beliefs.

Field pointed to the paradox of advertising selling anything and everything but itself, and he went on to

pretty obvious, but few people will recognise it," Mr. Maloney went on. "You must have human interest qualities in your program. Dad and Dave has been a long time on the air and the program owes its success to the sponsor every bit as much as to the agency. A Melbourne critic last week took a slap at it. Most of its critics are those who really don't listen to it. The worthwhile qualities in the program do a good social job. There's just that little point about Dave having been in the Air Force a few years and consequently we find him speaking much better.

"Any worthwhile program will give a code of living", Mr. Maloney continued. Everyone with a good character comes out tops in the end and the bad men are overthrown and shown up for what they are. In spite of the critics Dad and Dave is still on the air and it unquestionably has done a good job in giving people a philosophy of life.

"Good daytime features also do a worthwhile social job, giving the women a code for living and something to live up to and we know from our surveys that they like them and that they benefit from them."

Mr. Maloney pointed out that advertising these days was the subject of much criticism — and particularly radio advertising. We know how well justified is advertising in the scheme of things and we must take every opportunity of cracking back at those who would crack at radio advertising. Particularly had he noticed the legal profession and the medical profession leading the onslaught on advertising but he had nobody challenge the right of those professions to practice.

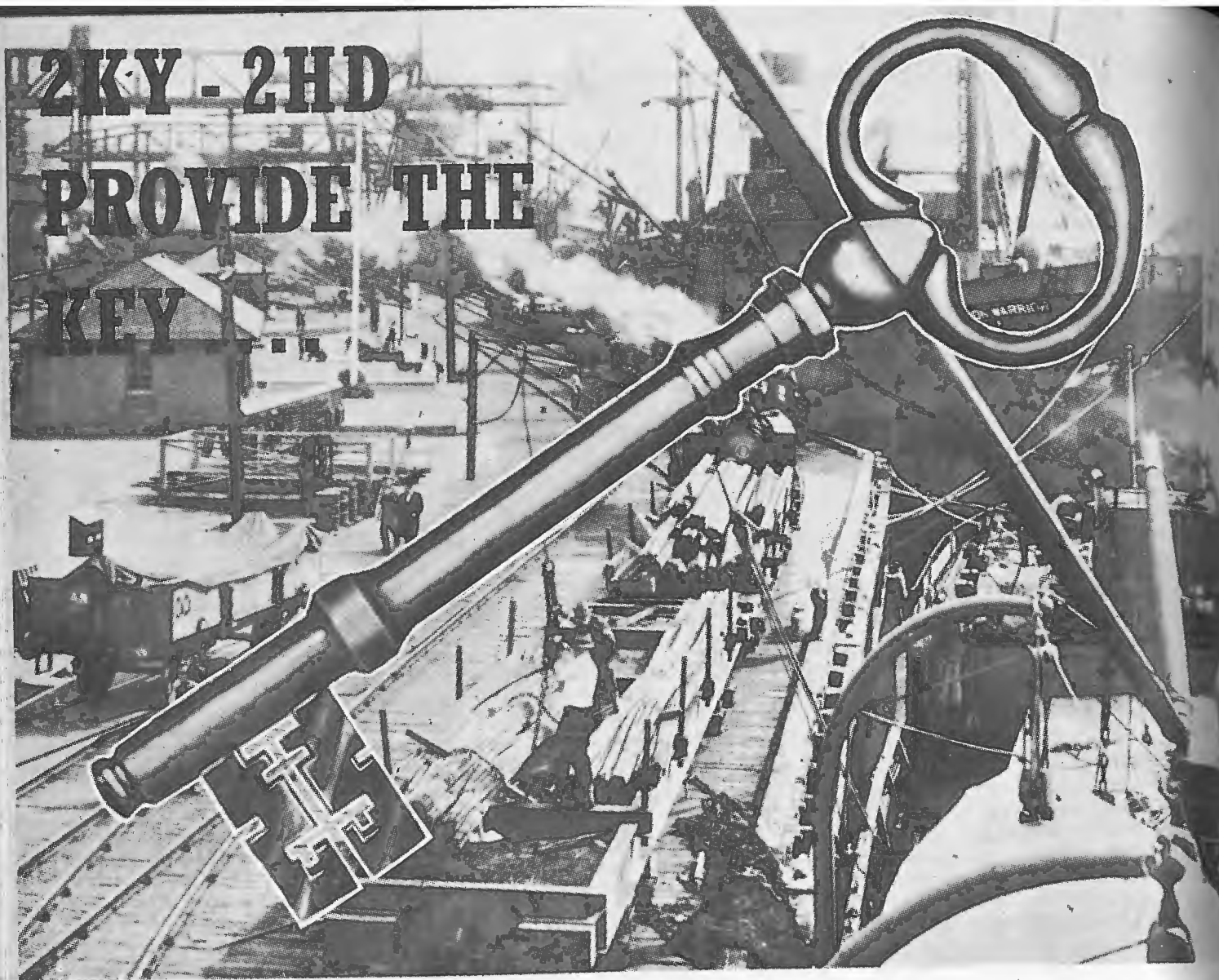
Mr. Maloney went on to quote some thoughtful suggestions recently enunciated by U.S. publisher, Marshall Field, for improving the public relations of advertising.

outline a public relations problem program for the advertising business.

Said Tide: "He thinks that advertising proved it could go 'beyond the primary selling task to render a social service' during the war when its work dealt so largely with concepts of social service. And now in peace time he argued it is time for advertising men to interpret advertising usefulness in the field of inter-

(Continued on page 24)

**2KY - 2HD**  
**PROVIDE THE**  
**KEY**

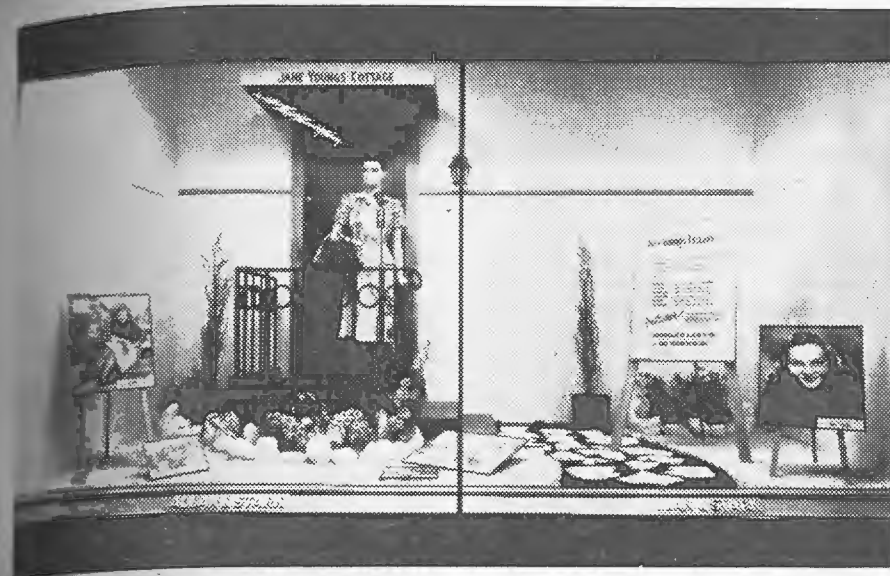


**2KY & 2HD OPEN THE DOOR TO THE INDUSTRIAL RADIO BUYING AUDIENCE OF SYDNEY and NEWCASTLE**

**LISTENABLE PROGRAMMES REACH THE PEOPLE WHO SPEND**

SYDNEY:  
M 6291

MELBOURNE:  
STAN. ALLAN, CENTRAL 4705



**Planned Retail Store Merchandising in Record Brisbane Buy for Daytime Feature**

Writing up what is claimed to be a record time buy for Brisbane daytime radio on one station, big Brisbane Department Store, Allan and Stark Ltd., have contracted sponsorship of a half hour feature "Jane Young's Cottage" daily 11.30-12 noon Monday through Saturday on 4BC-SB.

The feature, produced in the radio department of Johnston Jones Advertising specially for this client, has considerable educational as well as entertainment value, and a definite objective.

Describing the program the agency says that there's nothing really intricate about the format. It's simple enough to be successful and smooth enough to be genuine. The regular principals conducting the session are Jane Young and Gerry Connolly. Each day these two take a different room in the cottage and talk on subjects closely allied to that room. With a six day week schedule every important room is covered and therefore every worthwhile household subject from beauty to baby care, from cooking to care of the teeth, sewing to "safety first", comes up for discussion. Literature and art are discussed in the laywoman's language, films and books are reviewed, and every subject is introduced on its appropriate day. The list of topics covered in one week is therefore impressive.

No one could expect any one or two people to be experienced in, so many subjects, so behind Jane Young, Johnston Jones Advertising have lined up

the most reliable team of professional and technical specialists to provide material. The State Health Education Council of Qld., Qld. Creche & Kindergarten, Qld. Maternal & Child Welfare Assoc., and similar bodies are co-operating by supplying authoritative information on "Child and Mother" subjects. Overseas contacts will provide the latest in fashion and baby care from America and England.

Jane Young is an actual identity, an actual housewife, an actual mother, and she has radio talent. She herself has many household ideas to include in the scripts. To gain extra radio experience, Jane Young worked with 4BC for some weeks prior to the session opening, while station, agency and client were pulling the final strings together. Jane handles the informative talks smoothly and lightly, adding interest and eliminating any pedantic dryness. Gerry Connolly, bright and lively early morning mike man assists, blunders, quips and jests, keeping up the tempo of the session, providing a good-humoured foil and lead for Jane Young's solidly backed household suggestions.

To provide a vehicle for Connolly's talents, to add smooth presentation for relieving music and to give listening audience participation, daily musical quizzes are run in conjunction with carefully chosen musical numbers. Gerry also presents daily prizes for listener's hints. A Kitchen Quiz is a feature of Kitchen Day broadcasts. Prizes take the form of open orders on Allan & Stark. Further brand new quiz ideas will be included when Store merchandise is more plentiful and

Allan & Stark's window display, highlight of Store tie-up to launch "Jane Young's Cottage."

varied. From time to time prominent personalities will be guests at Jane Young's Cottage talking on subjects relevant to the household.

Commercial copy fits in perfectly. By splitting up the week into different rooms in the cottage, a correct spot is provided for advertising any piece of merchandise from the many departments in the retail store. Copy can be woven into the script intelligently and with subtlety, for any commercial selling, no matter what the product, from hardware to handkerchiefs, has its day tied into a legitimate spot in the framework, "clean and strong as a bosun's splice".

In the store also, Allen & Stark have backed up on "Jane Young's Cottage" in every possible way. Queen Street window displays have featured "Jane Young's Cottage" with huge blow-up pictures of Jane and Gerry. Counters carry showcards—"A Jane Young suggestion". Book Dept. cards read—"Jane Young reviewed this book. She said . . ." Pictures of Jane Young and Gerry Connolly are featured throughout the Store . . . price tickets carry inscriptions "Special Jane Young Price".

There is a Jane Young Mail Box on the Enquiry Counter and all correspondence must be addressed to "Jane Young's Cottage," c/- Allan & Stark. Jane Young is not just a radio personality exclusive to Allan & Stark, she is part and parcel of the Store.

Mr. T. J. Weedman, General Manager of Allan & Stark Ltd., had this to say . . . "Jane Young's Cottage was auditioned at a conference of our buyers some weeks before we proposed to launch the program. Each departmental manager and buyer understood the session thoroughly—everyone showed great enthusiasm. Each department has its advertising day, and each head knows in advance when his line will be broadcast. He can be fully prepared . . ." Asked what he thought of the session personally, Mr. Weedman said . . . "We wouldn't have taken it if we didn't think it was good. In my opinion, it's the first intelligent attempt at planned retail store merchandising through radio that I've heard or read of".

**Broadcasting Edition of AARDS Available Soon. Order Now!**

# Transcriptions and Recording

## HITS WHILE THEY'RE HOT!

A.W.A. recordings of Wally Norman's Roosevelt Restaurant Orchestra featured in the very latest American hit numbers have recently been creating quite an impression in music circles, especially among swing fan listeners.

The platters are exclusive to 2CH in Sydney, but are on circuit to a number of other stations including A.W.A. country stations and 2KO, 2AD, 3DB, 5AD and 7EX.

Norman, like Bob Gibson in Melbourne and perhaps some other leading Australian band leaders, has proved that Australian musicians have a flair for musical arranging and the ability to get from their bands a wallop of rhythm that compares very favorably with some of the world's best. It would appear so from the numbers now being turned out in this series.

## BROADCASTING AARDS

(Australian Rate & Data Service)  
Is in course of printing and will be issued October-November  
ORDER YOUR COPY NOW  
Australian Price £2/2/-

## For Radio Programmes OSWALD P. SELLERS

Australian Agent for  
**GEORGE EDWARDS—COLUMBIA**  
RADIO PRODUCTIONS

## XMAS SHUT-DOWN ON RECORDINGS

Recording will come to a standstill over the Christmas period this year as the result of agreement between the interests concerned such as the AFCBS, the AAAA (Federal) the Radio Recording Association and Actors Equity. The period will cover December 20 to January 6.

It is not expected that the total holiday will cause any inconvenience, as all concerned will have had sufficient notice to make the necessary arrangements to get all recorded matter required banked up to cover the sixteen days.

## Pre-testing the Youngsters

Macquarie Production Department tried an interesting experiment last week when a special preview of the new serial "Buck Rogers" was staged during the school holidays. Several hundred kids with their parents accepted the invitation to hear the first four episodes and after the show the audience completed a questionnaire for an analysis to indicate listener reaction.

Michael Pate plays the title role with John Nugent Hayward, Moray Powell and Kevin Brennan prominently cast. Production is by Lawrence H. Cecil with script by Joan Appleton.

**SYDNEY:**  
74 Pitt St.  
B 6011-2-3  
Telegrams: "Selos" Sydney  
**MELBOURNE:**  
370 Little Collins St.  
MU 3115  
Telegrams: "Selos" Melbourne

**R C P** The Best Results are Assured by  
**The Recording Centre**  
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

**M A I L I 4 0**

# W & G RECORD PROCESSING

HIGHER FIDELITY · FASTER SERVICE

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

## NEW DE FOREST TELEVISION TUBE

A new development in television image tubes, that might well prove the solution to the problem of obtaining large, bright receiver pictures at reasonable cost, has been announced in the United States by veteran electronic scientist, Dr. Lee de Forest.

Dr. de Forest's new invention breaks new ground in that, instead of relying on the fluorescent material of a cathode-ray tube screen to provide the image illumination, it uses the screen merely as a light valve or "gate"—the actual illumination coming from a separate source such as an incandescent projection lamp.

In this system, a CR tube with a special type of opaque screen is interposed between the light source and the actual viewing screen, in such a manner that no light can reach the viewing screen until the CR tube is energised by a video signal. When this occurs, the CR tube screen becomes more or less transparent in accordance with the signal modulation, and allows the projected light to reach the viewing screen, thus forming a picture which is dependent on the light source and optical characteristics of the system for its brilliance and size.

The system is still in the developmental stage, but it is claimed that in its completed form it will enable pictures of any desired size and brilliance to be obtained with CR tubes operating at only about 2,000 volts, instead of the 30 or 40 KV. required for present types of television projection tubes. Both tube and associated power supply costs will thus be materially reduced.

## Tommy Trinder in Broadcast

John Clemenger agency has made arrangements for Tommy Trinder, famous English comedian, to appear on a special program of "50 and Over" sponsored by Maples over 3UZ on October 20. He will appear with Mr. Sol Green in a Food For Britain appeal which the "50 and Over" sponsors have undertaken.

## STUDIO ROUNDUP

Frederick Stearns (Nyall), although not continuing their sponsorship of the 1-hour Grace Gibson production Radio Playhouse after the first week in October, have arranged to extend their Grace Gibson production Drama of Medicine (1-hrs.) to 46 stations and in addition have purchased from the same production house The Australian Story for broadcast on 2UW, 3DB-LK and 4BK. Radio Playhouse is also currently being sponsored in New Zealand by Horlicks.

Jim Joyce, Sydney rep., of Donovan Joyce Productions, is "down south" visiting Melbourne, Adelaide and Tasmania on business. He should be back in Sydney next week.

Grace Gibson Radio Productions claim to have a show out of the box with Pretty Kitty Kelly, the story of a golden haired Irish girl, which ran on the CBS in America for 3½ years, five early evenings weekly. From the American scripts John Cabazon has done the production while special musical arrangements add a lot of charm to the series.

**TASMANIAN COASTAL NETWORK**  
**7BU 7AD**  
**BURNIE DEVONPORT**  
**7QT 7DY**  
**QUEENSTOWN DERB**

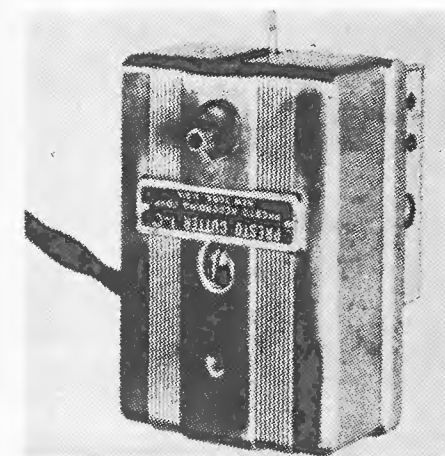


ASK STANFORD ALLAN or A. L. FINN MELBOURNE SYDNEY  
WHY EVERY NATIONAL CAMPAIGN MUST INCLUDE THE TASMANIAN COASTAL NETWORK

# PRESTO Type 1-C Cutting Head

IN 1937 PRESTO offered the recording industry the first cutting head designed specifically for recording on cellulose coated discs. This head, designated as the Presto type 1-B, made it possible for the first time to produce instantaneous recordings that conformed with current standards for high fidelity broadcast transmission. All of the improvements made during three years of research and practical experience with the 1-B head are now combined in the new 1-C cutting head. The sensitivity has been increased so that the head operates at maximum efficiency at an input level of plus 20 db. The sound level recorded by the 1-C head has been increased to the theoretical limit, making an improvement of 6 to 9 db in playback level and dynamic range. This gives from 4 to 8 times the power output previously obtained from the records. The normal response range has been extended from 6,500 cycles to 8,000 cycles and with simple equalizer circuits, it can be extended beyond 10,000 cycles. The harmonic distortion generated in the 1-C head is so low that it forms a negligible percentage of the total distortion generated by the best reproducing pickups and needles. The flexibility of the response curve of the 1-C head makes it particularly well adapted for re-recording sound from discs to film and other applications where an unusual recorded frequency characteristic is required.

The 1-C cutting head is constructed of the most suitable materials throughout and the moving parts are machined with watch-



makers' precision. Each head is adjusted by hand and individually calibrated. The frequency response, distortion and power sensitivity are determined by actually cutting a test record. With occasional remagnetizing and cleaning, for which there is no charge, the cutter may be expected to give years of satisfactory service. A nominal charge is made for converting existing 1-B heads to include the improvements in the 1-C.

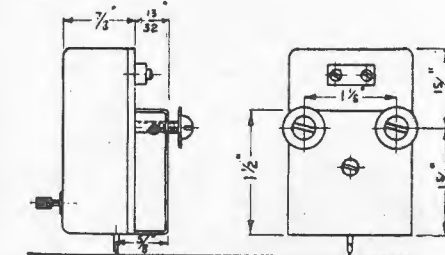
## SPECIFICATIONS

**CONSTRUCTION:** The armature moves against a knife edge bearing and is damped and centred between the pole pieces by calibrated steel springs which are locked in adjustment at the factory. The magnet is made of a special alloy selected for high permeability and long life. The field coil which energizes the armature is wound on a machined spool and impregnated to protect it from dust or moisture. A rubber sheath around the needle hole retards the accumulation of magnetic dust. Two mounting screws are provided at the rear of the case.

**FREQUENCY RESPONSE:** The response compensates accurately for the characteristics of Presto cellulose coated discs when cut at 78 RPM giving a uniform response from 50 to 8,000 cycles.

**DISTORTION:** Less than 4% at 100 cycles, 1.5% above 1,000 cycles. Measurements taken from a fully modulated groove cut at a pitch of 96 lines an inch.

**FINISH:** Cover, die cast.  
**POWER REQUIREMENTS:** Completely



modulates the groove at an input level of plus 20 db when cutting 112 lines an inch, plus 22 db when cutting 96 lines an inch. (Ref. .006 W.)  
**IMPEDANCES:** Available for 8, 15 or 500 ohms.  
**MOUNTING DIMENSIONS:** Shown in fig. 2.  
**SHIPPING WEIGHT:** 1 lb.

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B3908

Distributors:

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

# a thought for the harassed executive

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

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

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

## What A.R.C. Offers:

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

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

# A.R.C

AUSTRALIAN RECORD COMPANY PTY. LTD.

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

SYDNEY

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

## LOCAL PRIDE PLAYS ITS PART

The setting aside of a special daytime channel on 3DB's permanent country relay unit 3LK for country advertisers was the result of representations made to 3DB manager Mr. David Worrall by Horsham business men when Mr. Worrall was recently in Horsham.

Mr. Worrall was asked why no Wimmera advertising was broadcast on 3LK although it was such a highly popular station throughout the countryside. They thought that local sponsors could easily finance some local sessions. Their view was that "we would sooner listen to advertising from local firms than from retail stores in Melbourne. It would add to the station's local goodwill if you could sell us some space."

Management of The Herald Station decided to set aside a channel 12.45-2 p.m. week days for country advertising on 3LK and forthwith sent a salesman to the area. In two days at the available time was sold in Horsham alone, the local sponsors plumping for serials and local stock reports. Total business signed up was £2,000 the management claimed.

## AANA SEEKS CLOSER CO-OPERATION WITH AGENCIES

A sub-committee of the Australian Association of National Advertisers has been set up to operate in close co-operation with the AAAA (Federal) on matters of common interest. AANA has invited the agencies to set up similarly-designed sub-committees. It is presumed that such matters as agency accreditation, the fight for 15% and, perhaps even more importantly, the problems of repeated attacks which are made against advertising, will come within the scope of the plan.

AANA's sub-committee comprises Messrs. W. McPherson (Lever's), H. Morris (Sydney County Council), Jenkyns (Lewis Berger), B. Bell (Vacuum) and T. O'Brien (Dunlop).

The question arises whether further moves in this general direction of co-operation could not develop, especially in regard to the need for a protective front for advertising generally, that would involve also the Federal Association of Commercial Stations and ANPA.

## FUTURE OF F.M.

A report from America states that Leonard L. Asch, President of the F.M. Station WBCA, Schenectady, New York, predicts that in two years F.M. will completely replace A.M., except for rural areas which will be served by low-powered standard transmitters. He added that within six months, 25% of the people of America outside the New York area will use F.M.; in a year it will be 50-50 and in a year and a half 75% will have F.M.

Frank W. Mansfield, Director of Sales Research of Sylvania Electric Products Inc., agreed in principle with the contention that the majority of the public will have F.M. in two or three years, but said that set production had been held up by the necessity of moving to a higher frequency as required by F.C.C.

He said that 36% of the users of F.M. complain of static, but they also admitted that interference is "much less" than on standard broadcasting. However, he went on, F.M. sets do not stay in tune as well as regular receivers unless an automatic frequency control attachment is added, which adds to the cost.

## RADIO SETS IN PRIZES FROM TEA COMPANY



Mr. Edwards, manager of Oriental Tea Co., Brisbane, Mr. McMillan of Maynard Advertising Service, and Mr. T. McGregor at the recent presentation of a prize won in the Oriental Tea Co.'s "Goofy Golf" program (1/2 hour) on 4BC/SB Saturday nights. In 12 months the program produced 40,000 competition entries for prizes amounting to £520. Entries came from 94 suburbs within the Greater Brisbane area and from 84 country centres.

## 300,000,000 RECORDS

Manufacturers of gramophone records in the United States expect to sell 300,000,000 recordings during the current year, 1946. There are more than 100 manufacturers of records in

the U.S. and their production will be 80 per cent. popular and the balance classical and children's records. It is said that sales would rise to nearly 500,000,000 if production facilities were available.

# There's Only One Way to Do It!

## Covering Queensland, we mean.

If you try to cover the Queensland market without using the five stations of the Queensland Network, you'll only have a job half-done; because in some of the most important consumer areas in Queensland the local Q.N. station is the ONLY commercial voice which can be heard.

If you use the five stations of the Queensland Network, then you can reach immediately four-fifths of the total population of the State — and that's coverage!

*2 Million Listeners  
in one "Buy"*

## THE Queensland Network



MELBOURNE: P. G. Sullivan, Alkira House, 18 Queen Street.  
SYDNEY: F. Thompson, Asbestos House, 65 York Street.  
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

## MARSHALL FIELD ON ADVERTISING

(Continued from page 17)

national and human relations. After all, if the public doesn't know what advertising really is 'what basis will it have for believing or supporting programs which might be entrusted to advertising?'

"He sees two main obstructions: few people outside the advertising business know enough about it to speak up for it, or are willing to speak up for

it; and the public judges the business, in spite of all the 'creative and practical genius that comprises (it) . . . in terms of its worst fractional elements.'

"To emphasise the first problem, Field pointed out that all other businesses and professions have their champions and their critics, but only advertising has 'the type of critic who would literally like to criticize you out of business.'"

## Showmanship . . . PLUS Salesmanship . . .

With all 3XY programmes, the combination of these two factors adds up to the cheerful ringing of the sponsor's cash register. If it's results you want . . . try sending your sales message through . . .

# 3XY

163 Spring Street, Melbourne.  
Central 6612

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

### PROOF of



## SELLING POWER

is shown by the assurance with which Sponsors renew on this Central Coastal Queensland Station.

They are satisfied with 4BU's efficient and effective coverage of this great Rural Market.

4BU will give you that satisfaction too.

# 4BU BUNDABERG

A UNIT OF THE MACQUARIE NETWORK

"Public impressions of advertising which Field thinks do the business good:

"That it increases product cost to the extent that it hurts the consumer and socially.

"That it is predominantly vulgar and in bad taste, corrupting our culture or misrepresenting it."

"That it is too flamboyant . . . occasionally misleading."

"Says he: 'If (these impressions) are based on facts, we must eliminate the unjustifiable causes and interests those that ARE justifiable so that they make sense. Good public relations for a business can't be built by ignoring the factors that created the need for a public relations program in the first place."

"The public does not understand some things about advertising which are maintained. Examples: how natural and deep-rooted it is; what a complicated business it is and how much technical competence it requires; how it operates as a selling aid.

"Who's to do the PR job? 'Every one who has the slightest interest in and concern for, the future of the business. How?' . . . By acquiring the friendship and support of . . . people who are critical of advertising or apathetic to it because they do not understand how it works; . . . by the enlightened application of sound advertising principles; by the two most pressing social problems of the day—expanding the economics through intensive merchandising and keeping the peace by channeling the social service contributions of wartime advertising into new areas."

"For one thing, Field would like to see the young people of the U.S. given a chance to understand how advertising works. Misinformation and lack of information, he thinks, are the cause of the so-called 'consumer problems.' But he had a constructive word there, too: 'the most effective answer to co-operatives lies not in damning them but in examining and adjusting the conditions which create the apparent need for co-operatives."

"He cautioned, too, that it should be made clear that advertising is not the exclusive property of 'big business' . . . Emphasis on the development of an increasing number of well-received SMALL advertising programs can, I am convinced, open up an entirely new area in which friends and supporters of advertising can be found."

## BRIEFLY This . . .

• Two Macquarie executives, Mr. F. J. Coombes and Miss Joy Morgan, aboard the "Marine Falcon" en route for the USA, made good use of their presence on this most publicised of ships in the Pacific service when they teed-up a special broadcast of interviews with passengers aboard ship describing the conditions aboard. The broadcast over 2GB last week was an interesting news break.

• The Nestle's feature "Nick Carter" which has long been a feature of the Macquarie Network and co-operating stations has been extended to embrace the Central Western Network Stations 2LF, 2PK, 2MG and 2LT.

• Willumbah station 2MW has been sleeked up to Bernborough efficiency with a new "facial" on the building inside and out and a lot of new studio equipment installed.

• Starnight, sparkling Melbourne variety with Bob Gibson and his Music for Moderns has staged a comeback after being off the air for a few months. Schedule in four States is as follows:—

2UW Sydney 8 p.m. Tuesdays, 3DB-LK, Vic. 9.15 p.m. Mondays, 4BC-SB, Qland 8 p.m. Fridays, and 5DN-RM 7.30 p.m. Sundays. Comper is Douglas Elliott.

• Election results are always a good bet for broadcast sponsorship. In Sydney 2UE have announced that H. Jones & Co. (Sydney) Pty. Ltd., who sponsored that stations Referendum results, broadcast in 1944, have purchased exclusive sponsorship of this year's Federal Election results broadcast by 2UE, and on relay to 2GZ, 2KA, 2NZ and 2LM. The 2UE result service will also be relayed under different sponsorship to 2KO, 2KM, 2WG, and 4BK. Hallstroms Ltd., (Silent Knight Refrigerators) will sponsor the entire results session from 2GB and a network of country stations taking the key Macquarie station service. Session will occupy 3½ hours and will be relayed to Central Western Network, and 2CA, 2HR and 2WL.

• Rural Bank Public Relations Officer Mr. Noel Griffith, whose activities on the Bush Fires Advisory Committee are well known, advises that 2MO Gunnedah has purchased two "109" wireless sets and two "108" sets to assist in the work of the Liverpool Plains Shire for bush fire control. The BFAC and a sub-committee of the Wireless Institute of Australia is arranging demonstrations at Mudgee, Wagga, Orange and Grenfell, with a view to instituting two-way wireless fire fighting communication linked

at each main centre with the local commercial broadcasting station.

• World famous American radio-dramatist, Norman Corwin has arrived in Australia in the course of world tour in promotion of Wendall Wilkie's concept of "One World". The ABC has charge of his Australian visit.

• Vacuum Oil have bought "Opera for the People", expensive Hector Crawford production with high ranking cultural values.

• Knox Drug (Cystex) will not be renewing contracts for Mr. and Mrs. North, the Grace Gibson Radio Production, after this month. Present policy of the company is for a campaign of spots.

### Big Fight Broadcast To-day

The Major Network secured the exclusive re-broadcast rights in Australia of the ringside description of the Joe Louis-Mauriello fight in New York on September 18.

It will be heard in Australia today, September 19—12 noon on the East coast.

The service comes under exactly the same circumstances as the Louis-Conn fight for which the Major Network also secured exclusive re-broadcast rights—it will be relayed on landline from New York to San Francisco, via Trans-Pacific telephone circuit to 2UW Sydney, for relay to interstate stations of the Major Network.

### Major Net. Tennis Cover

Arrangements have been made to broadcast descriptions by Eric Welch through the Major Network of the three days' play in the finals of the Davis Cup at Kooyong, commencing December 26. Welch will be aided by a former Australian Davis Cup player. Prominent tennis stars will also be featured in commentaries on the play.

These broadcasts will be sponsored in their entirety by A. G. Spalding and Bros., who sponsored Eric Welch's descriptions of the Australian Tennis Championships in Adelaide last January. (Agency: J. Walter Thompson.)

Mr. Eric Wood, manager of 3UZ Sydney office, is now installed on the ninth floor of AWA Building in York Street, having completed the office shift from 49 Market Street.



Radio News—U.S.A.

## BROADCASTING BUSINESS

### 4BH BRISBANE

Perc Miller's Beauty Salon, 52 weeks, Sunday morning half hour, renewal, "Invitation to Beauty." Edmonds Advertising. Bentley's Hairdressers, 52 weeks, 15-min. women's session, "Hair Style Harmonies," Monday, Wednesday, Friday. Littleton-Harvey-Simmins.

### 3KZ MELBOURNE

Antoine Kershaw, photographer, 52 x 15 mins., selected recordings, "Antoine Kershaw Presents." Sunday evenings, commencing October 13.

A further twelve months campaign for Rhu Pills was arranged early in September through Paton's Advertising and will be broadcast on 2BH, 2GZ-KA, 2UW, 4BC-SB, 4MB, 4RO, 4GR, 5AD-PI-MU-SE, 5DN-RN, 4AY. Programs are "Waltz Memories" and "Music in the Air."

### 3DB-LK MELBOURNE

Stephanie Deste Beauty Salon, 36 x 10 minutes, 3 p.m. Thursdays.

O-So-Lite Flour (Claude Mooney), 52 x 1/2 hours, renewal, dramatic feature, "For Richer, For Poorer," Saturday nights, 6.30.

Wrightcel, cellophane manufacturer (Goldbergs), renewal, 52 x 1 hour classical musical feature, "The Hour of Charm," Sundays 9.30 p.m.

### 3AW MELBOURNE

Turnley's Hairdressing and Toilet Supplies, Fred Tupper's Saturday Night Sports Resume from 6 to 6.30 p.m.

Tandaco Packing Pty. Ltd. (Tandaco Desserts), 5 half hours weekly, John Masters' "Choice of the People" Monday through Friday, 4.30 to 5 p.m.

## 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.

## MINISTER QUESTIONS RESTRICTIONS ON BROADCASTING

The need for restrictions on broadcasting in South Australia was questioned recently by the Minister for Supply and Shipping, Senator Ashley. "As far as can be judged," he said, "no coal saving of any significance can be achieved because of these restrictions and I wonder whether there is any actual necessity for them or benefit from their imposition."

### F.M. RECEIVER FOR £10!

A paragraph which appeared in a recent issue of an English trade paper goes a long way towards explaining current ideas that production cost on F.M. receivers must be necessarily high. It is reported that Frank Murphy Ltd., of London, are now showing a prototype of a table model F.M. receiver to be sold between £10 and £12 retail, including tax. This receiver will allow a 25 per cent. discount to retailers and carries a 12 month guarantee. Production of this Murphy F.M. table set is scheduled for September, and console and radiogram models are planned for later production.

### ARMY RADIO IN JAPAN

The Australian Army Amenity Radio Station WVTV located at Kure, Japan, was opened by the Commander-in-Chief of the British Commonwealth Occupation Force, Lieutenant-General H. C. H. Robertson, on Friday, August 30.

WVTV uses a 200-watt transmitter which has been loaned by the Commonwealth Government and the troops located in Japan have been provided with 1,600 battery and electric receivers by the Amenities Service.

### S.A. FAREWELL to 5DN G.M.

Friday, September 13, Station 5DN gave a cocktail party to farewell Mr. Randolph White who leaves shortly to take up his position as manager of 3AW Melbourne and the Victorian section of the Macquarie Network, and to welcome Mr. J. S. Larkins, incoming general manager of 5DN-RM S.A. The party was held at 4.30 at the Richmond Hotel and the guests included in addition to Mr. White and Mr. Larkins, Messrs. Wm. Queale, chairman of directors, H. R. Pinkerton and A. L. Slade, directors, C. C. Wicks, manager 5AN-CL-CK, K. McDonald, manager 5AD-PI-MU-SE, R. Batten, manager of 5KA-AU; F. W. Armstrong, Deputy Director Posts & Telegraphs, De Cure, Chief Radio Inspector; R. W. Paton, editor Radio Call; advertising agency managers Maurice McClelland, Alan A. Martin, Clem Taylor, Lloyd Wilson, Austin Brown and George Dicker, and executives of Station 5DN.

## A. G. Warner Reviews Manufacturing Advances Before Science Congress

A warning against over-estimation of the immediate benefits to be gained from recent advances in manufacturing practice was sounded by the Hon. A. G. Warner, M.L.C., managing director of Electronic Industries, Melbourne, in an address delivered on August 26 before the Economics Section of the Adelaide Science Congress. A brief summary of Mr. Warner's remarks on FM and television was given in "C.B." 5/9/46 on page 26.

The address was entitled "Recent Advances in Manufacturing Efficiency" and commenced with an interesting cross-section of present-day engineering trends. With this as a basis Mr. Warner proceeded to an economic analysis of the effects of recent improvements upon industry and the general price structure, and strongly emphasised the inhibiting effects of high taxation. His remarks included some interesting observations with respect to F.M. and television although his address did not deal primarily with radio or electronic activities.

Mr. Warner said, "I believe that the increases in efficiency in manufacturing plants are being over-emphasised and are causing a political and personal hope of much better living standards plus a considerable reduction in working hours, which combination can, I believe, only be achieved over a long period."

He then went on to review a number of advances made in the metal-working and other aspects of engineering and referred to work which had been carried out with respect to tool-making, oxy-acetylene cutting, centrifugal casting, die-forging, arc-welding, glass-making, the manufacture of agricultural machinery and tin-ware, wood-working, dry-battery and electric lamp fabrication and the clothing industry. Plastics then came under consideration, and Mr. Warner's remarks are of considerable interest:

"The moulding of ordinary phenol powder which is usually referred to as 'Bakelite' (although bakelite is a trade name) is a comparatively old industry—about twenty years—and before the war had found a place in industry for the manufacture of radio cabinets, handles for electrical equipment, as an insulating material, and so forth.

"The technique of the die-making in relation to it has not shown much improvement, although there is talk—and mostly talk—of making dies of softer metals and hardening the surface by various means such as chrome plating.

The speaker then proceeded to analyse the economic and industrial implications of the advances which had been effected:—

"It has to be borne in mind in dealing with the previous industries that increased rates of production brought about by automatic machinery do reduce the process worker's time and therefore reduce the number of lower paid process and semi-process workers but at the same time automatic machinery requires a much greater expenditure on capital goods. For example, automatic lathes as against turrets—£2,000 as against £250—electronic heating equipment for moulding processes, £2,000 each, and so on. This capital expenditure finds its way into the pockets of design engineers, tool makers and other highly technically skilled people because all costs except rent, interest and profits are always wages. The cost reduction, therefore, is usually very small, but fortunately it removes from industry the necessity for a number of process workers and makes available a nearly equal number of jobs for more highly-paid and more-skilled employees.

"This factor in industry is, as yet, little appreciated. There is a feeling that mechanisation causes unemployment, whereas it really diverts employment to the more highly skilled people and makes available more goods within the same pay envelope.

"I believe that the introduction of standard costing by industry will, over a short period, achieve almost as many benefits, if not more, than the technical advances which have been made. In the past, job costing has merely told management the total results—sometimes many months after the job has been under way. Under the new methods of standard costing, it is possible for management to know to-morrow the efficiency in production of articles in each department to-day."

In the concluding phase of his address, Mr. Warner gave a detailed analysis of the costs which go to make up the selling price of a radio set, and showed that, for an equipment made

to sell at a hire-purchase price of £110, only about £20 represented prime labour costs which would be affected by improvements in manufacturing technique, and of this, the nett effect probably represented only a very small percentage of the whole.

He then drew attention to the fact that the greater proportion of a given selling price was made up of distribution and selling costs, which were not affected by technological advances such as those dealt with and, consequently, no great improvement in the standard of living could be anticipated "merely by a few technical advances in a few isolated processes which, in the main, are only applicable to prime production costs." He concluded his address by saying:—

"My contention is, I feel, borne out by an examination of our total Australian productivity and our total Australian tax position. The total Australian productivity—when adjusted to a price index—that is to say, not measured by the shrinking measuring rod of the Australian Pound—shows an increase in total productivity per annum measured in decimal points per cent.

"The taxation burden—about £350 million and a productivity of about £1,200 million indicates that the public buying of the products of industry is reduced by approximately 25% either by the method of taking the buying power out of the pay envelope (income tax) or, alternatively, by increasing the cost of sales by direct levies upon industry, i.e. land tax, payroll tax, company tax.

"I believe that the above two arguments offer proof that the majority of processes and functions which go to make up our standard of living are still performed in the old way and still take the same toll of our time and that we cannot hope that our total overall efficiency will increase by much more than the present average of about 2½% per annum which is the figure which has been calculated by many statisticians and economists to be the increased efficiency per man hour per annum over the last fifty years."

### SLIGHT IMPROVEMENT FOR S.A.

With the reimposition last week of restrictions of power, after a brief respite, broadcasting times were made a little more generous. Radio receivers can be used between 7.30 and 8.30 a.m., 10 a.m. and 1 p.m., and 6 p.m. and 9.30 p.m. on weekdays. Saturdays the times are 7 to 8.30 a.m. and 3.30 to 9.30 p.m. and Sundays from 10.30 a.m. to 1 p.m. and 6 to 9.30 p.m.

## NEW IDEAS ON BROADCASTING TECHNIQUE

Some interesting new thoughts on broadcasting systems and techniques were reported recently in "Broadcasting" (USA) when reviewing a publication "Tailor-Made Broadcasting", prepared for distribution to the FCC and broadcast industry leaders by Wilfred Porter, US radio consultant.

According to Mr. Porter, wartime technical developments in multiplexing make it feasible to broadcast from 20 to 40 programs simultaneously from a single transmitter, or to relay them across the country on a single carrier wave, and may form the basis for a new system of broadcasting.

Mr. Porter's major thesis is that the adoption of such a system, which he points out can be technically achieved by airborne FM stations or several other methods as well as by multiplexing, would provide an effective panacea for many of the ills of present-day broadcasting. For the listener, it would mean a chance to hear the kind of program he wants when he wants it; the broadcaster would have more channels and hence more time at his disposal, both for commercial and for public service use; advertisers would be enabled to buy special selective audiences as well as the mass audi-

ence now offered by the networks; minority groups would have greater opportunity to broadcast their special pleas.

Among the new services Mr. Porter suggests are: "Classified networks" which would broadcast news or classical music or dance music or other programs of a fixed type throughout the complete broadcasting day, so the listener desiring that type of radio fare could always get it by tuning in a particular wavelength; "Repeat networks" to provide each commercial network with a second channel for rebroadcasting the previous day's programs, enabling listeners to pick up programs missed the day before.

A third new service is "Selected networks" which would carry programs having a strong appeal to a limited audience. At present given little time because of their limited appeal, such programs on extra channels would not only find audience but would be readily salable to sponsors at appropriately lower rates than for the major commercial networks, Mr. Porter believes.

Educational and public service programs might be broadcast on "Government networks." On the local level in addition to channels for local stations there would be newspaper facsimile channels and possibly local channels to be available for community matters.

To operate his system, Mr. Porter proposes that a management corporation be established jointly by networks and stations, with control held equally by network and local station operators, and a third voting interest given to the FCC on a non-ownership basis. "This management corporation," he says, "would obtain licenses from the FCC for the Classified Selective and Government networks for the Repeat networks and clear channels of the commercial chain. It would handle time charges for these channels and render payment to the operators of the multiplex transmitters and relay systems. It would allocate time on these channels equitably among existing network operators and would arrange for sustaining programs on the Classified channels."

Mr. Porter suggests that time programs be allocated on the basis of a continuous listener survey, with the most popular programs being given the choicest times.

## ADVERTISING AGENCIES

The Four A's (Federal) will present "the case for 15%" to the newspaper proprietors at the forthcoming half-yearly conference of the ANPA.

Two agencies were admitted to membership of the AAAA (Federal) at the Federal Executive meeting in Melbourne recently. They are S. A. Maxwell and Staff of Sydney and Noble Bartlett of Brisbane.

The Federal Executive of the Australian Association of Advertising Agencies (Federal), which had its initial meeting in Melbourne recently, will in future meet every two months alternately in Melbourne and Sydney.

"Session for Sophisticates," a 1/2 hour on 2GB HR every Sunday night at 6.30—presented by Cornelius Pty. Ltd. (furriers) features, as the title suggests, recordings in the manner of Noel Coward, Ronald Frankau, Gershwin, Debussy, Andre Koscianetz and so on. Goldbergs script-writer Judith Webster was duly elated when the completion of the session brought her a token of appreciation (des fleurs) from 2GB management.

Mr. Ted Moloney headed the large J. Walter Thompson party which attended the Jantzen Diving Girl Ball at the Grace Auditorium on September 6.

Miss Thea White, of J. Walter Thompson's Melbourne office, has been on a week's visit to Sydney. She returned to Melbourne by plane on Wednesday, September 11.

In pre-war days, press, radio and business circles were accustomed to regard the annual Goldberg Ball one of the season's social highlights. It was not surprising therefore to find the floor crowded with happy dancers at the first Goldberg Ball since peace on September 5, at the Wentworth Hotel, Sydney. The ball was attended by more than 400 merry-makers, including clients, the Goldberg staff and friends and radio and press associates. At the official table (flowers bedecked in the best style) were Messrs. M. P. Aronson, W. A. Donner, Sidney Factor, Glen Weibel, A. C. Shaw, Frank Taylor, Lionel Dare, Senator Foll, L. Goldstein, A. G. Chambers—and Frank Goldberg himself.

Mr. Maurice P. McClelland, managing director of Webb-Roberts, McClelland Pty. Ltd., Adelaide, was over in Sydney for a brief business trip last week.

Guests of honor at the monthly luncheon of the Victorian Institute of Advertising, held in Melbourne on Thursday, September 12, were Cyril Richards and Madge Elliott. Mr. Richards briefly spoke on "The Future of the Theatre in Australia" and made a strong appeal for the establishment of municipal theatres in Australia.

### Queensland

Campbell Advertising advise that their clients Aircrafts Pty. Ltd., Archerfield, are publishing the new air services Brisbane-Casino-Grafton with 25 word announcements on 2GF. Also that Independent Oil Industries have extended their advertising campaign to 4BU for twelve months.

Howards Ltd., Adelaide Street, Brisbane, have commenced an extensive advertising campaign of their products, including the Chas. Hope Cold-flame refrigerators, with 100 word announcements in early morning sessions on stations 4CA, 4TO, 4MK, 4BU, 2LM, 2MW and C.B.C. stations. Contract is for 12 months and is handled by Le Grand Advertising.

New Era Products, George Street, Brisbane, through Cossey Advertising, have commenced radio advertising on 4BK/AK for their radio, electrical and furniture lines with a weekly half-hour of popular music 10.30 a.m. Sundays.

Robert Harper & Co. Ltd., flour manufacturers, Albert Street, Brisbane, who have only recently bought into radio advertising, have found this so successful on 4CA that the campaign has been extended to 4TO with eight scatter announcements daily for six days weekly.

The Queensland Central Executive of the Aust. Labor Party have once again placed their Federal election campaign with National Advertising who have been handling this work for a great number of years.

Mr. Norman Rockman, a director of Rockman's Ltd., Melbourne, paid a hurried business trip to Brisbane early in the month.

Bill Diamond, manager 2MW, spent several days in Brisbane last week polishing up his old technique and cultivating a new line in order to cope with Sydney wolves and "Twentieth Century Foxes" when he visits the harbor city this week.

Eleventh birthday of 4IP was celebrated on September 2 with a specially presented radio play "Through My Window" by the Ipswich Little Theatre Society. Many well-known local artists assisted with the birthday program. A letter of congratulation was received from the Hon. Jos. Francis, M.P., and speeches were broadcast by Attorney General (Q.) Mr. D. A. Gledson, Mr. J. Donald, M.L.A., and the Mayor, Ald. J. C. Minnis, paid tribute to manager Mr. W. Johnson and his staff upon the efficiency and happy associations at 4IP. The evening was concluded with supper at the Capitol restaurant in Ipswich.

Edwards & Lamb, department store, will sponsor "Star Night" on 4BC. This half-hour variety show will be broadcast at 8 p.m. every Friday. The account is handled by Noble-Bartlett Advertising.

Lowes Home Furnishers, of The Valley, Brisbane, who have for several years sponsored the "Melody Hour" at 1 p.m. every Sunday on 4BC, 4SB and 4GR, have renewed their contracts on all three stations for a further 12 months through Noble-Bartlett.

Peters Arctic Delicacy Co. Ltd. have signed for 208 x 1/2 hours on 4BC through Noble-Bartlett Advertising. The time channel is 8.15 p.m. Monday to Thursdays inclusive. The serial "The Three Musketeers" will be featured from Monday to Wednesday and on Thursday nights, "Popular Fallacies" will be used.

Commercial Broadcasting, September 19, 1946 29

## CENTRAL QUEENSLAND

Offers a rich market for all products, and the best way for advertisers to tell of their wares is by using the radio station with the huge coverage.

## 4LG CENTRAL QUEENSLAND

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

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



# service

★ **Feature:** "20th CENTURY HITS IN CHORUS"  
Featuring the Dan Hardy Serenaders

★ **Sponsor:** KINGS MUSIC HOUSE  
77-81 Queen St., Brisbane

★ **Station:** 4BK-4AK  
Quarter-hour 7.45—8.00 p.m. Fridays

If the product is marketed in Queensland, our thirty years' experience of Qld. territory and media could be invaluable to Southern advertisers and their agents.

ACCREDITED AGENTS FOR PRESS, RADIO, THEATRE SCREENS, OUTDOOR PRODUCTION.  
**JOHNSTON JONES ADVERTISING**  
EXTON HOUSE, QUEEN ST., BRISBANE

### INTERSTATE ITEMS

#### Victoria

The Advertising Arts Ball "The Ball of the Year," will be held on Thursday, October 3, at the St. Kilda Town Hall in aid of the Legacy Club. Booking priority is offered to the advertising fraternity and reservations may be made before the plan is open to the public. Joint secretaries are Shelagh Doyle of Vacuum Oil and Marion Goodwin of Claude Mooney.

Paul Jacklin, Radio 2UE producer, on his first trip to Melbourne after his visit to the United States, was given a warm welcome by his many Melbourne friends last week. To enable Paul to meet as many as possible of his business friends during his brief stay, a buffet dinner at the Hotel Australia was arranged by Hugh Anderson of 2UE's Melbourne office. More than fifty of Melbourne's radio and advertising men attended and heard first hand of the latest trends in overseas production.

A modern mannequin parade, held at the Palais Theatre, Sale, on September 13 was described by Doreen Riley for the benefit of listeners to 3TR. This is the first parade held in the district since the outbreak of war and aroused much interest.

Jean Cleary of 3HA is organising toy-making among her listeners for the hospital. She hopes to have about 1,000 toys to distribute eventually and her room is becoming crowded with dolls, dogs, cats, mice, and even elephants—all of the toy variety, fortunately!

We hear that "Tiny" Snell, of 3UZ, received some VERY practical presents for "Fathers Day"—a broom from his wife and a tin of floor polish from his daughter! The broom was discreetly softened by a parcel attached to each containing a pair of sox with the broom, and a tie with the floor polish!

3AW is preparing for the Melbourne Show at the end of this month—September 19 to 23—when a 30 ft. display unit will publicise

the station. Pictures of 3AW personalities will decorate the walls and there will be demonstrations of the latest broadcasting techniques and equipment.

At the Royal Empire Society's monthly luncheon held in Melbourne on September 12 the guest speaker was Dr. J. Newman Morris, chairman of the Victorian Division of the Red Cross Society. His address was broadcast from 3KZ, and Norman Banks compered the presentation.

Rola Radio News Reel has been renewed on 3XY for a further 12 months, and will be relayed to 2UE and 5AD. Paton's Advertising handle the account.

Vander Velde Optical Services, Elsternwick, have taken 100 word announcements in Penelope's session on 3UZ and 50 word announcements in 3XY's women's sessions. The account is serviced by Paton's Advertising.

"Radio Revels," broadcast by 3XY from the Cathedral Hall, Melbourne, Saturdays at 8.15 p.m. is sponsored by Beville's China and Crystal Store, of Bourke Street, effective August 31. Paton's Advertising service the account.

Kiernan and Co., furniture warehouse, have taken four quarter-hour sessions weekly in the women's session from 3TR Sale at 2 p.m. "Moments of Melody" will be broadcast on Tuesdays, Wednesdays and Fridays, and "Musical Memory Test" on Fridays. W. John Haysom handles this account.

After lengthy negotiations which concluded only three days prior to the first broadcast, 3KZ's managing director, Mr. Syd Morgan, finalised arrangements on behalf of his station for the broadcasting of descriptions of the Victorian League semi-finals, final and grand final from the Melbourne Cricket Ground on September 7, 14, 21 and 28. Wardrop "My Tailor," who for some years has sponsored descriptions each Saturday of Victorian League football matches, is presenting these special broadcasts handled by 3KZ's regular football commentators, Norman Bank and Jack Green.

## Purely Personal

Four A's secretary John Humphrey flew across from Melbourne to Adelaide after the Federal Executive meeting and after five days in S.A. flew direct back to Sydney. Coincident of the trip, he thought, was his "near-missing" of Randal White, whom he saw boarding a plane at Archerfield both on his (Humphrey's) arrival and his departure from Adelaide.

Alan Nichols of O'Brien Advertising, Melbourne, is now installed in his new office. When "C.B." called, the curtaining had not yet been draped over the walls—sound-proofed with some grassy substance which is deadly to hay fever sufferers, we understand! As Len Bishop is a victim to this complaint, he is seldom seen in these offices, which are along the passage from the main set-up. Fortunately Alan himself is impervious to the wog of sneeze and snuffle!

Ken Stanway, ex R.A.A.F., is now with Geo. Patterson's, Melbourne, as copy writer.

Good luck to Lillian Sydney Stevenson, daughter of G. Stevenson, director of the Stevenson Advertising Service, Melbourne. Lillian has recently become engaged, and is to be married very shortly.

Harper Wilson, in charge of radio at United Service Publicity, Melbourne, has returned after a fortnight's illness.

Edward Ross Webster, recently appointed radio manager at Paton Advertising, Melbourne, is settling in to his new quarters. He is already feeling quite at home and it won't be long before he learns that Melbourne radio is a very happy and hospitable family.

Cr. O. J. Nilsen, managing director of 3UZ, and Mrs. Nilsen plan setting out from Melbourne on September 22 for a month's holiday trip to Brisbane to visit their daughter, and they will stop off at Sydney for a few days on the return journey.

Ray Glasson, of Goldberg Advertising, Melbourne, was very successful in the P. and A. Parade recently when he sang in such a way that he is attracting all the Bobby-Soxers, and has a terrific fan mail. We understand that it is quite unsafe to say "Hubba-Hubba" anywhere in the vicinity.

Ted Parker, secretary to Goldberg Advertising, recently visited Sydney on a short business trip.

Syd Morgan, managing director of 3KZ, has recently returned from a few days' trip to Mildura.

Mr. Maurice Chapman, manager of 2CH, and Mr. Humphrey Bishop, producer for A.W.A., recently visited Melbourne on a business trip.

Mr. Shelley Garner owing to indifferent health has resigned his position as general manager of the Perth branch of F. H. Faulding & Co. Mr. F. A. Yeates has arrived from South Australia with his appointment of acting general manager for Perth. Mr. Garner will remain on the directorate.

His many friends in the radio and broadcasting industry will be interested to learn that Roy Edwards has rejoined the editorial staff of Mingay Publishing Co. During his absence of nearly five years, Roy saw service in Australia and New Guinea as an Army Signals equipment liaison officer.

## Commercial News

### REGISTERED COMPANIES

**Biber's Radio Productions Pty. Limited.**—Reg. 12/8/46. Cap.: £10,000 in £1 shares. Objects: To carry on the business of producers of radio plays and entertainments, etc. Subscribers: Samuel Biber, Dorothy Biber and John E. C. Appleton (1 share each). Reg. office: 388 George Street, Sydney.

**Stanford Allan Ltd.**, newspaper, radio and television broadcasters' representatives, etc. Reg. August 26. Objects: To acquire the assets and goodwill of business of newspaper and radio representative carried on by S. M. Allan and the goodwill of the business of E. B. Bell. Capital: £5,000 in £1 shares. Subscribers: for 1 share each—Stanford Malcolm Allan, Melbourne, newspaper rep.; Edwin Bexley Bell, Melbourne, asst. newspaper rep.; Eliza Doris Wilma Allan, Ascot Vale; Thos. Everett Lumb, Melbourne, solicitor; Millicent Adelaide Cochrane, Melbourne, law clerk.

### REGISTERED FIRMS

**Buckley Institute**, The, 120 Prince Street, Grafton, music salon and radio productions. Com. 1/6/46. Proprs.: George J. Redknap and Leonard H. Buckley.

**Bob Dyer Radio Advertising Service**, 29 Bligh Street, and 26 The Grove, Balmoral, radio advertising. Com. 15/7/46. Proprs.: Robert N. and Dorothy Dyer.

**Key Features**: 29 Woodcourt Street, Marriickville, production and syndication of press and radio features. Com. 19/7/46. Proprs.: Henry F. and Marea C. Cayley.

**BARNES FREDERIC I. L. REPRESENTATIONS (AUST.)**, 42 Pitt Street, Sydney, commercial and manufacturers' representatives. Com. 2/4/46. Propr.: Frederick I. L. Barnes.

**RADIO SCRIPTERS**, 18 Martin Place, Sydney, suppliers of radio scripts. Com. 8/7/46. Propr.: James Joyce.

## RADIO MINDED BANK PRESIDENT TAKES PART IN B.B.C BROADCAST

Left to right: Mr. Walter Hood, Department of Information; Mr. John Green, Agricultural Liaison Officer, B.B.C.; and Mr. C. R. McKerihan, president of the Rural Bank, featured in recorded discussion "Possibilities in Australia" for the B.B.C., London. Disc has been flown to London.



## CLASSIFIED ADVERTISING

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

### POSITIONS VACANT

Experienced Radio Copywriter wanted Sydney metropolitan station. Reply lettered, stating experience, age, salary expected, to "Experienced," c/- "Commercial Broadcasting," Box 3765 G.P.O., Sydney.

### POSITION WANTED

Qualified technician, young, widow, Broadcast Operators Ticket, 18 months P.M.C. 12 months control operating A.B.C., 6 months transmitter operating "Radio Australia" then replaced for ex-serviceman. Will go anywhere. Gloria Ling, 11 Alfred Street Leichhardt, N.S.W.

## JULY LICENCE FIGURES

This tabulation of Australian listening licence figures as at July 31, 1946, gives the totals for each State, and for the Commonwealth, and includes free licences to pensioners, the blind, and schools. Additional licences, i.e., the number of homes with more than one radio, are shown in brackets. The total monthly issues can be obtained by adding the new issues and renewals.

NEW SOUTH WALES.		
New Issues	5,359	(798)
Renewals	62,326	(2,672)
Cancellations	1,274	(—)
In force at 31/7/46	554,153	(26,594)
Increase	+4,085	(+798)
Licence % to pop'n.	19.02	

VICTORIA.		
New Issues	3,596	(31)
Renewals	42,095	(2,221)
Cancellations	385	(—)
In force at 31/7/46	399,911	(19,116)
Increase	+3,211	(+31)
Licence % to pop'n.	19.78	

QUEENSLAND.		
New Issues	2,160	(109)
Renewals	19,125	(438)
Cancellations	706	(81)
In force at 31/7/46	187,850	(4,816)
Increase	+1,454	(28)
Licence % to pop'n.	17.3	

SOUTH AUSTRALIA.		
New Issues	1,271	(237)
Renewals	15,344	(1,296)
Cancellations	923	(—)
In force at 31/7/46	153,634	(12,486)
Increase	+1,168	(+237)
Licence % to pop'n.	24.32	

WESTERN AUSTRALIA.		
New Issues	1,271	(145)
Renewals	10,726	(481)
Cancellations	252	(5)
In force at 31/7/46	102,983	(4,700)
Increase	+1,019	(+145)
Licence % to pop'n.	20.94	

TASMANIA.		
New Issues	611	(98)
Renewals	5,312	(266)
Cancellations	139	(28)
In force at 31/7/46	49,672	(2,800)
Increase	+472	(+98)
Licence % to pop'n.	19.91	

COMMONWEALTH.		
New Issues	15,088	(1,416)
Renewals	154,928	(7,340)
Cancellations	3,679	(11)
In force at 31/7/46	1,448,203	(70,500)
Increase	+11,409	(+1,416)
Licence % to pop'n.	19.53	



**B**USINESS magnates all over Australia are attracted by the "Pulling Power" of the well-placed V.B.N. stations! Thus the cream of National shows enhances the popularity of these units with maximum audiences the length and breadth of Victoria. Secure wide-spread sales and goodwill for your products throughout Western Victoria, Gippsland and Northern Victoria . . . via the V.B.N.



## The VICTORIAN BROADCASTING NETWORK

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



SUBSCRIBE NOW —

to **BROADCASTING AARDS**

which is being printed and will be available in a few weeks.

The "Buying of Time" is playing an important part in the rehabilitation of Australia in the Post War era. Radio is established as part of the home—latest Official Listener Licences issued by the P.M.G. for the Commonwealth total 1,436,894. When Sponsors select Radio as their advertising medium they obtain a SERVICE that will impart their sales message simultaneously to a vast listening audience.

And talking of SERVICE—

The Broadcasting Edition of the Australian Advertising Rate and Data Service (AARDS) provides all business men concerned in "Buying of Time" with a SERVICE unequalled in Australia. After publication, monthly amendments are posted to each subscriber so as to keep his copy up to date.

Setting out in numerical order in their respective states the 106 commercial broadcasting stations of Australia and New Zealand, Broadcasting AARDS presents in detail the rates and essential data of these commercial stations, providing subscribers with an accurate and easy means of reference for the information required. Broadcasting AARDS provides still further important information with up-to-date alphabetical listing of transcriptions and their producers, details of Recording Studios, Advertising Agencies, Licence figures and distribution, Station Locations and Frequencies, the Broadcasting Act and a host of other general details, all of which assist in the planning of an advertising campaign for Radio.

Yes—with such a collation of material Broadcasting AARDS is indeed a MUST for all those whose business involves the "Buying of Time."

Subscription to each edition of AARDS including the monthly amendments is

Australia, £2/2/0; British Empire, £2/10/0; America, \$10; Foreign, £3/3/0

PUBLISHED BY  
**MINGAY PUBLISHING COMPANY**

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

AND AT

MELBOURNE (Central 2642) — BRISBANE (B 5320) — ADELAIDE (Central 7944) — PERTH (B 5320)

# COMMERCIAL BROADCASTING

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

Vol. XV, No. 6 (435th issue), Thursday, October 3, 1946

*Hi Fellers*  
**The Lady was Driving!**



I'd better duck after this one . . . but

A man I know (he's married) defines a lady driver as a woman who can rush through a 12" aisle in the tinware section of a chain store without knocking anything off the counter . . . and then go home and knock a door off a 12 ft. garage.

I wouldn't know, because I don't drive a car . . . but women's interests in radio—well, that's right in my line.

Remember when the women at home had nothing to listen to except records and chatter? Remember how the daytime serials gradually changed all that, and gave them just what they were looking for? . . .

To-day, it's "My Husband's Love," "Hollywood Holiday," "Man In The Dark," "Crossroads of Life," "Aunt Jenny's Real Life Stories," "Mary Livingstone, M.D.," "The Story of Napoleon," and "Victoria Queen of England" . . . what a great line-up of daytime features!

And that's only half the story. The point that matters is that Every One of Those Shows is on 2UW.

That's another MAJOR reason why, in daytime, as well as at night,



*most people listen to*

**2UW**