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BROADCASTING BUSINESS

VOL XV, No 15

444th Issue

Thursday,
February 6, 1947

Incorporating "Commercial Broadcasting"

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

*Hi Fellers—
Miracles Can Happen!*



SOME fellers always seem to find the bright side in everything . . . Like the chap who was falling from the top of a seventy-two floor building. As he flashed past the 14th floor, he said: "Well, so far, so good."

Then there's the type that's always seeing rainbows . . . Like the feller who was dreaming of the day when wives would be valued like banknotes — You know, a man could change a fifty for two twenty-fives.

In radio, too, you meet fellers like that — boys who always hope for miracles, when a bad "buy" runs into the red.

Miracles CAN happen, but I reckon it's a better bet to play safe right from the start, and to place your business where experience guarantees you a fair run for your money . . . on 2UW, for instance.

2UW won't turn on a miracle, but they WILL give audience, service, and "know how".

That's why

most people listen to



2UW

EIGHT WIDE AWAKE STATIONS

WITH SELLING POWER IN
EIGHT BUYING MARKETS

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

These stations serve permanent markets and dominate their respective areas with a consistent, clear signal.

No single station—regardless of power—has a signal strong enough to deliver primary coverage to the eight markets individually served by these stations.

You get complete coverage of the rich responsive markets you're after, with these stations for they offer you a good buy and will give you a profitable return.

These are the only stations located in their respective centres, and they are the most listened-to locally. No schedule is complete if the local station is omitted.

All particulars from:

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.
SYDNEY — BRISBANE — MELBOURNE

BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

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EDITORIAL

Watch Those Eye-Catchers

It is well for people in broadcasting, especially those engaged in the selling of broadcast time, to keep their eyes on the daily press, these days, even if only to watch those eye-catchers in the printed advertisements. There's a lesson to be learned from them—advertisers are starting to plump for "eye appeal."

Just about 12 months ago this column warned of the up-and-coming onslaught by the newspaper advertising brains-trusters on the advertising pound available in Australia. Their big plans are already showing ripening fruits. Broadcast advertising volume is being slightly pegged back with increasing advertising appropriations for press at radio's expense.

All this is not because radio advertising has fallen down on its job. Far from it. Nobody will deny that the press took it in the neck during the war years so far as advertising appropriations were concerned. Broadcasting flourished. And now if broadcasting has slipped at all, it is in the direction of lack of enough new and stimulating programming ideas to whet the personal interest of sponsors and compete with the glowing sales attack being put up by the press, rather than that it has failed to sell advertised goods.

On a seller's market, who can gainsay a sponsor any kind of whimsical paperchase after a new or fresh field of advertising expenditure? There is little fear of him losing HIS market—and, perhaps, something still to be gained. You will find few sponsors who will complain that radio advertising HASN'T done a wonderful selling job for them—even amongst those who are now turning to really extensive press advertising.

With more newsprint available, the newspapers are already recouping much of their lost ground. They are recouping faster than radio is losing some of the ground it gained during the war years, reflecting the very much increased industrial and commercial activity in Australia with its consequently vastly increased advertising potentiality.

That, briefly, is the background against which those engaged in broadcasting to-day can reasonably view the newspaper advertisements referred to in our opening gambit. For years the public has had an ear-bashing of advertising. They can take it and still will take it. But it is a natural reaction for advertisers to take the first opportunity they can get to swing to another appeal—eye appeal—perhaps not necessarily expectant of better results, but merely because it is a change, something different.

The new advertising appearing in the newspapers is different too, having stepped years ahead of the point at which it virtually died shortly after the war began. Note the accent on illustration (eye-appeal) and the subjugation of letterpress; note too the lighter vein of so much of the national advertising—an obvious influence from radio's ability to sell products and services in association with all types of entertainment. Undoubtedly competition between the two media this year will develop into a fierce (however friendly) battle.

One phase of press advertising which could cause a serious upset in the swelling newspaper appropriations, is a tendency toward disregard of advertising ethics which already is rearing its ugly head in the form of blatant "knocking" ads. Radio advertising in that regard is happily clean, and that is a fact keenly appreciated by most sponsors. There seems, however, no limit to the extent that one manufacturer or distributor may "knock" competing manufacturers' lines in newspaper and other press advertising. This type of advertising can rapidly degenerate into a welter of typographic slogging that tends to create a distrust of all forms of press advertising.

Rival "Raters" in Verbal War on Research

(From our Washington Correspondent)

The year 1946 goes down in American broadcasting history as one in which the biggest sparkle in the industry surrounded the "battle of the ratings." CAB folded up. It was the co-operative show in which the broadcasters, the national advertisers and the agencies all had a finger, born originally out of the Crossley Inc. rating set-up. Hooper (C.E. Inc.) battled on plugging its coincidental method of listener measurement). BMB was born. That's the Broadcast Measurement Bureau, sponsored by the National Association of Broadcasters themselves, and which bids fair to doing a very good job of primary measurement of radio audiences, but at best probably won't do much more than reveal the actual number of receiving sets in each area (such as is revealed in Australia by the PMG's listeners' licence figures).

Then into full bloom came A. C. Nielsen with the Nielsen Radio Index. This show has been "budding" for a number of years with the real answer to the program ratings problem. It's almost foolproof. An audimeter gadget is attached to listeners' sets and automatically records all listening and dial shifts without depending upon human frailties of falseness and frivolity in answering questionnaires or telephone quizzes. It admits the principle of "sampling." Nielsen took a long time to build up his stock of audimeters—the war years added delays.

ACIAA EXHIBITION

The annual exhibition of the Australian Commercial and Industrial Artists' Association is being held in Melbourne at the Athenaeum Galleries, Collins Street, from February 3 to 15.

This year the AAAA (Federal) was invited to be represented on the board of judges, and general secretary Mr. J. Humphrey went to Melbourne to take part in the judging on February 1. Other judges were Messrs. R. Haughton James, Ralph Warner, Ray Wenban and James Riddle.

But at the close of the year Nielsen came out punching. He's set to go with full scale operation in strong competition with C. E. Hooper. He recently blitzed Hooper in a booklet entitled "Nielsen Analyzes Diary Radio Research." In it he strongly resents Hooper's attempt to place the audimeter in the same category as the diary method. Hooper had claimed that both diary and audimeter when attached to a set "cannot help prompting people to listen more than homes not being sampled." Nielsen says that statement is misleading and in fact has no relation to the truth. Nielsen then says:

"We feel that the time has come for this frank analysis of the faults and limitations inherent in a technique which Mr. Hooper is apparently trying to revive in a desperate effort to create the nationally projectable network ratings which the industry is now demanding. But the coincidental telephone technique and the diary are inherently incapable of ever providing such ratings.

"No conceivable combination of the two techniques can remove the serious errors inherent in both, and any combination method introduces some very serious, unsolvable problems too complex for discussion here. The Nielsen Radio Index is the only known method which can produce nationally projectable network ratings on a reliable basis. We are very close to it right now, and our next area expansion step will take us the rest of the way."

AGREEMENT ON AUSTRALIAN FILM PLAYERS' RATES OF PAY

Agreement was reached last month between Australian film producers and Actors' Equity for a log of wages and conditions which provides that actors and actresses will receive a minimum of £13/10/- for a 48-hour week. The agreement is to be submitted to the Arbitration Court for approval. Actors' Equity had originally sought £18 a week minimum for actors and actresses, with varying rates for other players.

STOP PRESS

SPECIAL VICTORIAN ISSUE

A special feature of next issue of "Broadcasting Business" will be a comprehensive article dealing with the listeners' licences distributed through Victoria in relation to rural and city markets and productivity. Watch for it in the issue of March 6. Intending advertisers please note that "copy" closes February 25 for that special issue.

INDUSTRY CO-OPERATION COMMITTEE

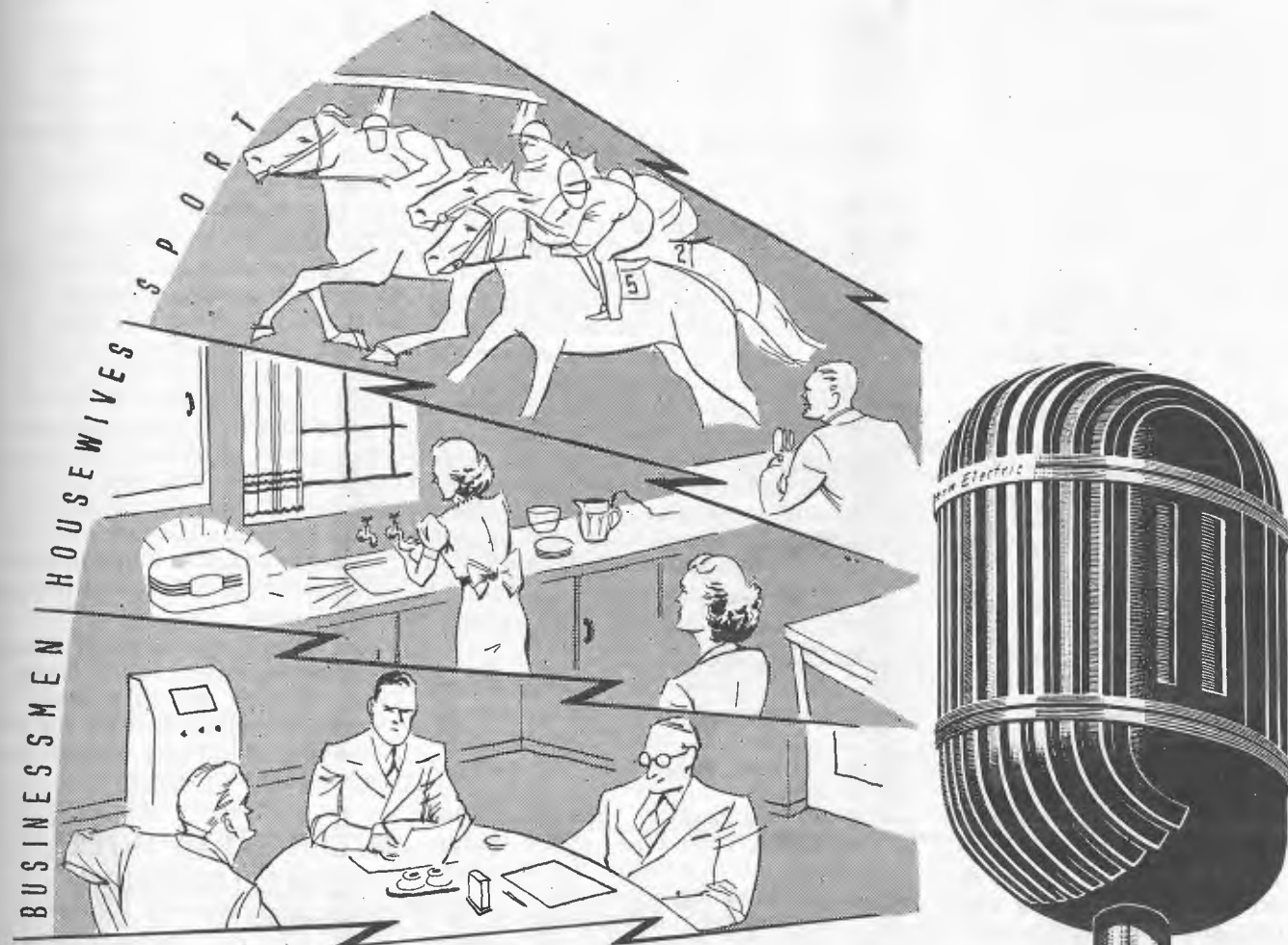
Broadcasting Industry Co-operation Committee, proposed by AFCBS and to which the Federation has already appointed members ("BB" Jan. 9), moving towards fruition with likelihood Fed. Ccl. of Electrical, Radio and Telephone Manfrs. Assn. which is meeting this week, discussing the proposal. Also considering representation on Committee is ERDA. It will be interesting to see whether the forthcoming Federal body of radio retailers will also be invited to participate.

OVERSEAS NEWS SERVICE

Effective from beginning of 1947, Australian Associated Press has secured broadcasting rights for Australia of news supplied by the two leading U.S. news agencies, United Press and Associated Press, as distinct from the Press rights which AAP also holds. It is understood that AAP is seeking an arrangement with the commercial broadcasting stations, whereby it can recoup the £16,000 annually which it claims the broadcasting rights will cost, and will offer commercial stations complete service on that basis. Current arrangements between AAP and AFCBS are for payment on basis of £3,000 a year for local news with an additional £1,500 for right of stations to use any published cable news, if all commercial stations avail themselves of service. The position involves eventual review of entire news broadcasting set-up by Australian broadcasting stations.

DEATH OF MELBOURNE "HERALD" REP.

Mr. Harry Hill, Sydney manager for the "Herald & Weekly Times," Melbourne, died suddenly at his home on Wednesday morning, February 5.



YOUR MARKET
IS COVERED *right and day!*

Thousands of listeners have got this habit!

They tune in first to 2UE — and stay there.

Many in fact keep the pointer permanently set on 2UE.

They know they can't go wrong for vital news, sport, or Australia's greatest radio entertainment

Naturally they absorb your sales message too.

For better market coverage

Tie up with

New "Shell Show"

to be Launched March 26

The "Shell Show" returns to the air on March 26 next. The deal was negotiated by Macquarie Broadcasting Services for all Network stations together with a number of co-operating stations. The 45-minute show will occupy the Wednesday 8 p.m. time channel.

The return of this pioneer show after an absence of eight years will be a welcome addition to the commercial listening fare.

The original "Shell Show" was the first worthwhile attempt by a radio advertiser to present a live-artist variety program. It will long be remembered and when the history of commercial radio in this country is written, the "Shell Show" will undoubtedly figure prominently. Competed by Frank Cave with music by Bert Howell and his band, the old shows introduced many outstanding performers. Dorothy Foster as "Dilly" got her first break in radio in the program and became an overnight sensation.

The "Shell Show of 1947" will be produced for the Shell Company by Mr. Harper Wilson of United Services Publicity, agency handling the Shell account, and will originate from 3AW. "Many thousands of listeners throughout Australia will have fond memories of the 'Shell Show,'" said Mr. Harper Wilson, "and we will strive to bring back that friendly atmosphere that the Show had in the past. From our present plans we can promise listeners a bigger and better 'Shell Show of 1947.'"

AAAA AND AANA

For general matters of common interest, liaison committees of the Australian Association of National Advertisers and the Australian Association of Advertising Agencies have been set up.

Members of the 4A's appointed to the committee are Messrs. Bartlett and Humphrey (secretary) in Sydney and Mooney, Vincent and McFerran in Melbourne. AANA appointees to the committee are Messrs. B. Bellamy (Vacuum Oil) and T. O'Brien (Dunlop Rubber) in Melbourne, and W. McPherson (Levers), H. J. Morris (Sydney County Council) and R. Jenkins (Lewis Bergers), from Sydney.

PSCB HAS BITTEN INTO A STIFF PROBLEM

The Parliamentary Standing Committee on Broadcasting will have plenty to think about during the next week or so, after wading through the voluminous sheaves of comment from the public on the suggestion of the ABC broadcasting sponsored programs.

It is understood that not only "interested persons and organisations," but almost every crackpot around the place has submitted his or her ideas upon the subject. There is, however, quite an abundance of well considered opinion amongst the mass of material submitted to the Committee. When (and if?) the Committee's full deliberations on the subject are made public a surprising note will be the amount of opinion against broadcast advertising of any kind, either on the national or commercial stations!

MOTOR REGISTRATION RECORD IN N.S.W.

Motor vehicles registered in N.S.W. at December 1, 1946, reached the all time record of 340,197, which is an increase of 33,620 over the past 12 months.

The registrations included 193,808 cars, 103,777 lorries, 22,944 motor cycles, 6,311 pleasure trailers, and 5,847 commercial trailers.

Drivers and riders licensed at December 1, totalled 537,748, an increase of 69,930 in the past 12 months. Seventy per cent of a total of 10,769 new motor cars registered in Australia in 1946 were of British make.

CONTROLS OFF U.K. IMPORTS

On Thursday, January 23, the Prime Minister, Mr. Chifley, announced that it had been decided to exempt a further wide range of goods of United Kingdom origin from the operation of the Customs (Import Licensing) Regulations. The only British goods which are now subject to import control are a relatively small selected list of items, mainly of less essential type, which do not include anything within the scope of the electrical-radio industries. This means that all radio-electrical items from Britain may now be imported without control by the Import Licensing Regulations.

SMALL'S SHARE ISSUE

Allied Bruce Small Ltd. is to issue 35,000 £1 ordinary shares at par, to ordinary shareholders in the proportion of 7 for every 23 shares held.

FAMOUS U.S. RADIO COMMENTATOR IN AUSTRALIA FOR LOCAL COLOR

William Winter, who visited Australia several years ago as a war correspondent, and whose news commentaries were frequently relayed for rebroadcast in Australia during the war, is here again.

This time Mr. Winter is making on-the-spot recordings of the Australian daily scene covering street and even hotel bar interviews to collect public opinion about various matters. His platters are being flown back to America for broadcast there. It appears that he is covering much the same ground as that which Norman Corwin recently exploited during his "One World" tour. Corwin is attached to the Columbia Network. Winter is reported to be acting independently or on behalf of some American non-network stations.

Just what is the extent of Winter's recording equipment is not known as we go to press, but in Brisbane last week it was noticed that he was using a portable lateral disc recorder. Corwin used a wire recorder.

BRITISH RADAR EXPERT BECOMES TELEVISION CONSULTANT

Sir Robert Watson-Watt, scientific adviser on telecommunications to the Air Ministry and distinguished radar scientist, is leaving the British Government service to form a private company—Sir Robert Watson-Watt and Partners Incorporated.

The company will give technical advice in the television and allied electronics fields to an international group of companies, including Sylvania Electric Products Inc. in U.S.A., the J. Arthur Rank cinema group, Ferranti Ltd. and A. C. Cossor Ltd., in Britain.

RECORDEX STUDIO BURNT OUT

The proprietors of the Recorex Studios, John Ffrench and Jim Skehan, ex-members of the A.I.F., suffered heavy loss when their studio was gutted by fire recently. The studio, situated at Pitt and Park Streets, Sydney, had only been in operation for three weeks and a considerable amount of equipment was lost. The cause of the fire is not known.

1659 LETTERS . . .

FROM ONE PROGRAMME, POINTS THE WAY TO SUCCESSFUL SPONSORSHIP . . .!



THE "MOVIE ROUNDSMAN" SCORES

A list of questions relating to the film industry was broadcast in the "Movie Roundsman" programme one Sunday at 9.15 p.m. The result was a tremendous flood of 1,659 letters—still further proof of 3XY's huge Sunday night audience. This is but one of many large 3XY mail responses—our secret being the ability to design 'merchandised entertainment'.

3XY

163 Spring Street, Melbourne
Central 6612

Sydney Rep., Mr. Rick Barnes
42 Pitt Street, Phone BU 5995

More Features Mean..

NEW SPONSORED PROGRAMMES FOR 2GB

THROUGHOUT its 21 years of leadership in the commercial broadcasting field, 2GB has consistently offered its listeners well-balanced radio entertainment . . . Not just for an odd spot here and there . . . but a continuity of first-class fare right throughout its transmission hours . . . With the sale of five local programmes on 2GB, PLUS three more shows for the Macquarie Network, 2GB further strengthens its listener appeal. As we advertise, listeners can confidently "Tune to 2GB . . . and Leave it at That."

- "HISTORY'S UNSOLVED MYSTERIES"

Thirty minute dramatic presentations of some of the most baffling mysteries in history's pages. Every Wednesday at 9 p.m. Sponsored by the Sydney Morning Herald.

- "YOU BE THE JUDGE"

An added feature for early evening listening. Fifteen-minute self-contained dramas with a quiz. Every Monday and Wednesday at 6.45 p.m. Sponsored by A.M.P.O.L.

- "BRAINS, BEAUTY OR WHAT HAVE YOU?"

Every Tuesday at 9 p.m. Thirty minutes of talent and quiz for the girls. Sponsored by the Liquor Trades Council of N.S.W.

- "RENDEZVOUS WITH GENIUS"

Further variety is added by this fine thirty minute programme of the best in music. Every Monday at 9.30 p.m. Sponsored by B. Seppelt & Sons Ltd.

- "MARRIAGE REGISTER"

An added attraction to the 2GB Sunday bill. Fifteen minute true stories taken from a clergyman's personal records. At 6.45 p.m. Sponsored by Mark Mayne Ltd.

In Tune With The Nation.

... More Listeners!

Plus 3 NEW SPONSORED PROGRAMMES for the MACQUARIE NETWORK!

Here's another two hours weekly of sparkling new entertainment to be added to the Macquarie Network evening time channels. Three new top-line shows for the nation's listeners.



R. M. HARDY'S

"Ballad Time"



NESTLE'S

"Return of FIRST LIGHT FRASER"

An old favourite goes "flesh and blood." It's now a Macquarie production featuring John Dease, Iris Mason and Australia's singing stars. Now every Friday at 7.45 p.m.

It was the best programme bet in war years and the return of radio's greatest personality will create a sensation with the listening public. Every Monday to Thursday at 7.15 p.m.

... AND, OF COURSE ...

The SHELL SHOW of 1947

Coming back with all its pre-war magnitude. . . Bigger and better than ever . . . to add further pages to the history of Australian radio entertainment. Every Wednesday at 8 p.m. Commencing March 26!

Macquarie Network

FREQUENCY MODULATION

Washington, January 13: The Federal Communications Commission disclosed that at December 31, 1946, there were 136 FM stations on the air; constructional permits issued since October 8, 1945, totalled 426; 211 conditional grants were outstanding; 174 applications were pending, 81 others had been heard and were awaiting decision, while 31 others were awaiting hearing.

The FCC figures show that 74% of FM authorisations went to AM interests, and 36.3% to newspaper interests (including an overlap of 23.7% to AM licensees also affiliated with newspapers).

Of 157 grants to non-AM interests, most (76) went to newspaper groups. Other business interests most often represented and the number of grants to each were: diverse interests (no one stockholder owning control), 35; professional men, 10; dealers and distributors, 7; labor unions, 6; manufacturers, 5; real estate, 4; educational and religious institutions, and banking-finance-insurance, 3 each; non-commercial (co-operatives, foundations) and veterans, 2 each.

Report on pending FM applications said 54 appear complete and are being processed; 35 need statement of program plans, 6 involve pending transfer or assignment applications; 15 need additional information other than program plans; 1 awaits outcome of litigation; 23 being held up by hearings in related cases; 27 under study regarding overlap of service areas; 13 just received and processing has not started.

Of conditionals outstanding, 107 need additional engineering data; 9 await program plans; 6 have been referred to Canada for co-ordination with FM assignments there; 81 await engineering study; 8 await legal study.

FM ASSN. ON THE BALL

Washington, Jan. 14: First get-together of the new FM Association got off to a rousing start on Friday, January 10, with 300 FM enthusiasts in attendance and FM inventor, Edwin Armstrong and FCC chairman Charles R. Denny Jr., acting as godfathers at the christening. Over 100 new members paid out their \$100 yearly dues.

The FM boosters elected Roy Hofheinz (Houston KTHT) as president. The keynote of this FMA meeting was "Promotion from within the industry is all that is needed to put FM out in front in 1947." All six FCC commissioners attended this meeting and the chairman, Mr. Denny, delivered the keynote address.

Mr. Denny reaffirmed FCC's support of FM as the finest aural broadcast service, predicted 700 stations on the air by Christmas 1947, and told FM broadcasters that their toughest and most important job at the moment is selling radio dealers on the advantages of FM. He also acted on a manufacturer's suggestion that the FCC would distribute monthly lists of FM station grants to set makers to aid them in sending their FM receivers into FM-rich markets.

"Don't turn FM over to the advertisers," said Mr. Denny, "let's not lose FM's high fidelity just to sell soap." He also confirmed that FCC stood pat on its allocation of the 88-108 Mc/s. band to FM.

Major Edwin Armstrong declared that FM is a potential \$100,000,000 a year business, but warned against production of inferior receivers which would rob FM of its high fidelity and harm it with the public.

ENGINEERING BRAINS TRUST

It's not very often that an engineering establishment advertises with a radio station, but there's always an exception to the rule, it being in this instance U.E. Industries of Newcastle and Sydney. U.E. Industries have taken out a contract for two 10-minute sessions at 9.30 every Monday and Thursday evening with 2HD. The program is entitled the "The Engineering Brains Trust" in which factory managers and general engineers are asked to submit any engineering problems that they may have. To check up on the popularity of the session, U.E. Industries Ltd. contacted 379 men in the engineering industry and 377 of them listened to the program. This startling result is due to the fact that all phases of the industry are covered by a group of engineering experts, each specialising in his own particular sphere.

RADAR DISTANCE INDICATOR FOR TAA AIRCRAFT

The first step in the introduction of permanent radar aids to Australian civil aviation was taken recently when Trans-Australian Airlines installed a "DRB" (distance by radar beacon) in their Skymaster "McDougal Stuart."

Developed in the Radio-Physics Laboratory of C.S.I.R., this device was one of the advanced radar aids dealt with in RETAILER of September 26, 1946, and submitted to the Provisional International Civil Aviation Organisation Conference in Montreal last year.

COAL AFFECTS EMI

Coal shortage in U.K. was so serious on January 1 last, that it seemed likely that 10,000 employees of E.M.I. Hayes, of which Sir Ernest Fisk is managing director, would be out of work unless the shortage of coal was relieved.

BIGGER OLYMPIC DIVIDEND

The Olympic Tyre & Rubber Company Ltd. of Melbourne, has declared an interim dividend of 6½% for the six months to December 31, compared with an interim of 5½% last year. This represents a return of 4.8% on shareholder's funds.

ARUNDEL NIXON "CARPETED" BY P.M.G. DEPT.

Arundel Nixon, well-known stage and radio actor, who calls himself "The King of the Cads" on the air and is currently conducting a session through 6PR Perth, was recently warned by the P.M.G.'s Department that his daily session was under official surveillance and that the view was taken that his session was too "blue." He says the Dept. has told him to create a "cleaner" atmosphere in his session.

MACKAY SEEKS NATIONAL STATION

Mackay Chamber of Commerce is urging the Postmaster General to speed up the establishment of a National station in the Mackay area. The project has long been promised the secretary, Mr. S. H. Tait, stated last week, who added that listeners in the area were virtually excluded from National programs because of poor reception from the nearest National transmitters, while shortwave reception was also inadequate. The local commercial station is 4MK.

SPEED YOUR PRODUCTS



The sales passage of many products is speedy enough for anyone, now . . . but, when supply catches up with demand and consumers are offered a wider choice of brands, it will take more than being placed on display to move any one brand quickly. It will take a demand created and maintained by consistent advertising. Radio is being called on more and more to sell an ever-

widening range of products and services. Advertisers who watch selling costs closely, have found radio as efficient and economical a medium as there is. Because a vast potential consumer market really takes notice of what it hears from 3KZ, this is a Station you should definitely use in Melbourne—that is, if you wish to speed your products into the consumers' hands.

3KZ

WILL HELP YOU MEET & BEAT COMPETITION

Sydney Representative: A. L. FINN, 65 York Street
Telephones: BW 6251, BX 1047

W. V. ("Bill") Kelton—White Manufacturing Co.



Comparatively few people know the White Manufacturing Co.—unless you are in the "rag" trade you'd never hear about it—but millions know about Adelyn—Adelyn Frocks that are manufactured in two States by White Manufacturing Co. That's advertising!

By the same token you don't have to be in the frock business to know "Bill" Kelton, Adelyn's manager for N.S.W. and Queensland. He's one of those quiet good fellows whose circle of friends widens with the passing of every day.

Bill saw the development of broadcasting as an admirable advertising medium, helped his company to a slice of choice time and stuck to it through the years—currently has a very costly but very effective spot following the 7 p.m. news through the Macquarie network.

A thumbsketch of Bill Kelton's career shows him all sewn up in the trade he knows so well, but, believe it or not, he started life with an ambition to be a public servant; was in fact a public servant for just one day!

At 15 he got a job with the Government Printer in Victoria. His job was supposed to be in the linotype department, but when he reported to the boss for duty on that first day and only day the boss handed him a heap of Comic Cuts, told him to sit in the corner and read them and left him there all day. Next morning Bill didn't go back, but told his mother he would like a job with some work to do.

The young Kelton then started work in Flinders Lane, Melbourne, with McNaughton, Love & Co. as an office boy. The little office boy had a flair for fashions, born in the blood, apparently because his father was in the tailoring business. He never looked back. He went right through the ropes in the warehouse and eventually left to join Robert Reid and Co. Later he went to the mantle department of Richard Allen and Sons, but after

12 months returned to Robert Reid and Co. It was a happy coincidence for Bill Kelton that shortly after this Robert Reid bought out McNaughton, Love & Co., and it was his assignment to value the whole of the stock of the firm in which he had put his foot on the first rung of the "rag" trade ladder.

At the end of 1925 Mr. Kelton left Robert Reid & Co. and, still in the fashion business, started up his own agency, but after 12 months joined the White Manufacturing Co., first as city representative in Melbourne and later becoming interstate representative. After some years he was appointed sale manager of the company with control of advertising. It was about this time that broadcast advertising was making its presence felt and after a few "sample dips" the Company decided to sponsor the feature "Are You an Artist?" on 3UZ. Eventually that show was extended to 2UW Sydney and 4BC Brisbane under Adelyn sponsorship. It was dropped only last year after over five years continuous sponsorship.

In 1945 Bill Kelton was given his present appointment with headquarters in Sydney.

Decentralisation has always been a paramount objective in White Manufacturing Co.'s policy. The original factory was in Flinders Lane, but in 1938 a modern new factory was opened at Warragul. The success of this venture was immediately reflected, and three years later another factory was opened at Wonthaggi. In 1942 the Company's Sydney factory was opened at Punchbowl and six months ago another N.S.W. factory was opened at Albury.

Before leaving Melbourne Bill Kelton was a keen golfer and member of Riversdale Golf Club, but a severe illness a few years ago has put him out of the golfing business, so that now his hobby is—yes, you've guessed it, fishing!

WESTERN AUSTRALIAN STATIONS SECEDE FROM MACQUARIE

Two Western Australian stations, 6PR, Perth, and 6TZ, Dardanup, have seceded from the Macquarie network.

This announcement was made last week by Mr. Graham Dowland, manager of those two stations, during a visit to Sydney.

It will be recalled that at the time the Colgate-Palmolive shows were withdrawn from the Macquarie network and co-operating stations, to be replaced on another line-up of stations, 6TZ retained the Colgate business, while Western Australian metropolitan outlet was secured through 6PM. It was hinted at that time that

a break with the Western Australian Macquarie outlets was pending.

It was not, however, until last month's meeting of Macquarie network station owners in Melbourne that the breach was actually accomplished.

Mr. Stanley O. Clarke, Sydney representative of the VBN (3HA-3TR-3SH), the three Victorian stations which withdrew from Macquarie towards the end of last year, has been appointed 6PR-TZ representative in Sydney, while in Melbourne the VBN will represent the two Western Australian stations for sales in Victoria.

NEW BRISBANE STATION MAP OPEN IN MARCH

It is anticipated that the new Brisbane commercial station 4KQ, which will be operated by the Australian Labor Party in Queensland, will be "on the air" by the end of March.

The secretary of the Queensland Central Executive of the A.L.P., Mr. S. J. Bryan, said last week that hopes had been entertained of opening the new station by the end of February, but delays in the supply of some materials might cause a later opening.

The transmitting station will be established at Tingalpa, a few miles out of Brisbane, connected by landline with the main studios in the city.

NILSEN'S

3UZ

BROADCASTING

45 BOURKE STREET, MELBOURNE

SERVICE

EACH MONDAY at 9.30 p.m.

DIRECTLY FOLLOWING "2 STATION QUIZ"



ROLY BARLEE

PRESENTS

"MUSICAL MONEY BOX"

Each Monday night "Musical Money Box" offers *LISTENERS* a chance to cash in on their musical knowledge. Prizes are in cash and double theatre tickets.

A popular feature with a ready made audience.

SYDNEY REPRESENTATIVE

E. A. WOOD
47 YORK ST.
BX 2098



When the chairman and directors of Macquarie Broadcasting Services Pty. Ltd., and Broadcasting Station 2GB Pty. Ltd., made up the list of guests to be invited to an informal cocktail party in honor of retiring general manager, Mr. H. G. Horner, they found the list so large that there was no accommodation available in Sydney large enough to cater for the party. Consequently the party was split into two sections, one being held on January 23 and the other on January 30 in the Hotel Australia Ballroom. The pictures above and below will provide many readers with the interesting pastime of picking out "faces they know."

The gatherings were representative of practically every phase of commercial enterprise in Australia, as well as of the State and Federal Governments and the P.M.G.'s Department. In addition to local broadcasting station managements, there were station managers from country and interstate stations also in the gatherings. Speakers paid tribute to the organising ability of "Jack" Horner and for his leading part in the formation and development of the Macquarie Broadcasting Network, while there were many expressions of regret that he

was retiring from a field in which he had been a leading figure for so many years.

Guests were welcomed by the chairman and managing director, Mr. R. E. Denison, and a happy idea was the courteous action of Mrs. Denison, on January 30, of entertaining Mrs. Horner and the wives of other Macquarie and 2GB executives simultaneously in another room at the Hotel Australia. The "ladies' party" was connected by P.A. system to the Australia Ballroom, where Mr. Horner was being farewelled, which enabled them to "listen-in" on the proceedings.

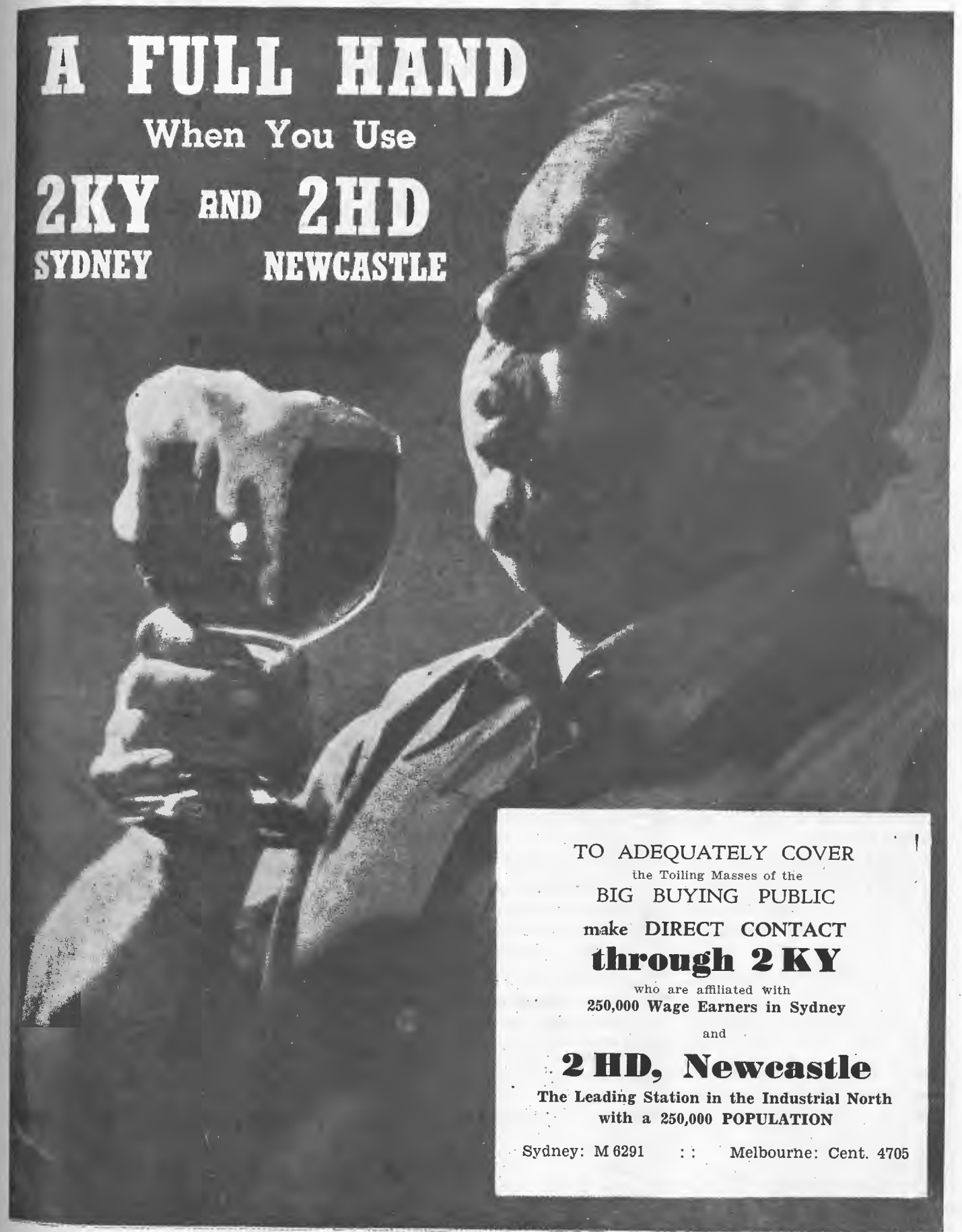
Opportunity for the 2GB and Macquarie staffs to farewell Mr. Horner, and for the Board chairman, Mr. Reg Denison, to introduce Mr. R. E. Lane in his official capacity as new general manager, was taken by the staff on Saturday evening last, when they organised a cocktail party and "barn dance" on the ground floor of the premises the organisation recently acquired adjoining Macquarie Building. On behalf of the staff, Mr. Lane presented Mr. Horner with a travelling watch-clock and Mrs. Horner with a wristlet watch. In addition they both received field glasses "to see the English Derby" when they go to England this year."



A FULL HAND

When You Use

2KY AND **2HD**
SYDNEY **NEWCASTLE**



TO ADEQUATELY COVER

the Toiling Masses of the

BIG BUYING PUBLIC

make **DIRECT CONTACT**

through 2 KY

who are affiliated with

250,000 Wage Earners in Sydney

and

2 HD, Newcastle

The Leading Station in the Industrial North
 with a **250,000 POPULATION**

Sydney: M 6291 :: Melbourne: Cent. 4705

MANAGEMENT AND MARKET RESEARCH

Readers who studied the comments of Mr. A. B. Blankenship, of National Analysts Inc., in "Broadcasting Business" of Jan. 9, 1947, on the subject of making proper use of research, will read with equal interest this condensation of an address by Mr. Elder, the well-known hard-punching Lever Bros. executive in America, which he gave before the National Conference of the American Marketing Association at Boston, U.S.

By Robert F. Elder, Assistant to the president, Lever Brothers Company

Back in the '20s, when it became difficult to move the volume necessary to keep plants busy, management pretty generally turned to the use of brute force, slugging the market with aggressive salesmanship and extravagant advertising outlays. Even in those days this worked only moderately well, and a clamor arose over excessive costs of distribution. Too often products, packages and price lines were not geared to the needs, desires and mental processes of consumers, and advertising was not adapted to their psychological reactions. The resulting friction dissipated a large part of the power applied to the job.

During the '30s management began to learn that better results could be secured by using market research as a guide to eliminating friction in distribution, just as a piece of machinery delivers in useful work far more of the power applied to it when equipped with ball bearings.

To-day, realising that it has a bigger distribution job ahead than it has ever faced before, management is rapidly coming to realise the need for further reducing the friction in distribution and for finding the paths of least resistance in serving its customers. That explains the growing interest in market research. That is why I believe market research is on the threshold of an era in which it will be a major management function.

There are many practical problems to be solved before management can expect to get the maximum results out of market research. The basic problem of finding someone with technical competence is to-day the easiest part of the problem. The meat of the problem is how to make the function contribute in maximum degree to

Market Studies should be Tempered with Experience

profits. That depends on management's ability to visualise in proper perspective the relation of market research to the rest of the organization; and on the ability of the research man to visualise himself as a key factor in top management, and to realise that his interests must transcend questionnaires and statistics and actually compass the whole question of profitable operation.

We still see some situations where an executive denies the validity of evidence that runs counter to his own opinions or the opinions of those with whom he comes in daily contact. There is still a big job of education to be done in getting general acceptance on more than a lip-service basis to the thesis; it is what the public wants that must govern many major decisions; it is usually possible to gauge accurately what the public wants.

This means not that market research can be a substitute for executive judgment but that it should be a valuable supplement, reducing the area in which judgment has to operate—and reducing also the chance of error. When an executive operates with an adequate supply of sound market data, he is able, I think, to exercise a higher and more valuable type of judgment than when he has to make his decisions on the basis only of his past experience and his

instincts.

Sometimes, strangely enough, the exactly opposite difficulty arises. For executives may come so much under the spell of the market research idea that they are reluctant to make any decision unless they have some sort of survey in hand. *This seems to me a rather craven abdication of responsibility. We shall never see the day when all we have to do is drop a problem in the market research hopper, turn a crank and take out a card with the correct answer printed on it.*

Many executives have trouble discriminating between good research and poor research. Often the executive acts like a debater gathering material to support one side of an argument, adopting the material that supports his point, regardless of its authenticity, and rejecting everything else. Sometimes the approach is rather naive: "I want a survey to prove. . . ." That seldom is as bad as it sounds, for usually the man is so sure he knows the answer that he is confident that no honest and competent survey can find anything else.

So modern management must increase the precision of its decisions. It must come to rely more and more on judgments made in the light of adequate facts, or it will find itself outmanoeuvred by competition. This process requires a highly objective attitude. Vigor and decisiveness alone are still vital, of course, but to meet to-day's condition they must be supplemented by an eagerness to get the facts and a willingness to use them objectively. Unless and until that state of mind exists there is little reason for management to spend money on market research.

An objective attitude may, and in

fact should, be critical and skeptical. Uncritical acceptance of any set of statistics is not objective. How is management to distinguish between competent and dependable research and those statistics which "tread a path of mathematical logic between an unwarranted assumption and a preconceived conclusion?" As in any other professional activity, the soundness of the work depends on the man who does it. His competence can perhaps best be gauged by the extent to which his findings make sense when cross-checked against known facts, or by the way in which they stand the test of time. A good market research man ought to be able to explain in simple terms why he used the questionnaire, the sample, the tabulating method he did. If you find one who can't or won't, beware! But don't fall into the tempting and all too common executive failing of trying to decide how a questionnaire should be written and how big a sample should be. These are professional matters, and it is well to remember the old adage about the man who acts as his own lawyer. I've seen numerous cases where executives have insisted upon ridiculously large samples, which not only greatly increased the cost of the jobs involved, but slowed up the work (and delay often causes wastage of profits)—and resulted in inferior execution in the field.

STATISTICAL MUMBO-JUMBO

Perhaps it's a sort of unconscious defence reaction against this sort of interference that causes so many market research people to surround their work with a lot of statistical mumbo-jumbo and to make some of their reports so awe-inspiringly bulky and complicated. I recall a case some ten or twelve years ago where the directors of a large corporation had employed a well-known market research consultant to study a rather vital problem. He did a good honest job. But he rendered a fifteen-pound report bound in leather covers, with gold lettering, crammed with beautiful charts and tables. Each of the directors in turn took it home and pored over it for two or three evenings. Finally they held a meeting. They were all proud of the beautiful and impressive report, but when they got down to brass tacks, it came out that nobody had been able to figure out from it what to do about their problem. They had pretty much decided that market research was a pretty

Let There Be No Confusion

but useless toy. I was called in and asked how to find the answers they needed. Buried in that voluminous report were all the necessary answers. It was not too much of a job to dig them out, relate the various pertinent figures to each other, and turn out a two-page summary showing the relation of the data to the problem. The directors then were able to act, and a report that was worth over half a million dollars in annual profits to the company was saved from smothering itself in its own complexity.

So one reason why most companies, though they may get their money's worth, fail to get all they could out of market research is the lack of effective contact between the man responsible for market research and the top management circle. Usually the market research man receives a series of disconnected assignments on specific topics, as management realises the existence of problems. It is only seldom, in my observation, that the man responsible for market research knows the full background of the problem he is asked to deal with. Lacking full knowledge of top management thinking and strategy, he is not in a position to contribute his professional ideas on the directions a sound and comprehensive investigation ought to take; nor to recognise the importance of the by-product information that is sometimes the most valuable fruit of a survey; nor to interpret his findings and present them in the way that is most understandable and most useful to management.

If a company is to get the maximum value out of market research, the function must not be limited to the making of specific surveys at the request of company executives. It should be made responsible for periodic checking of consumer reactions to products, packages, prices, advertising and sales methods, in order to be able to anticipate problems before they get to the stage where they seriously affect sales volume and profits. To wait until a problem becomes obvious before starting to find out what to do about it means a considerable period of profit shrinkage and possibly serious loss of position

to a competitor. When such a situation arises, too, there is always pressure to take immediate remedial action without waiting for adequate study. Hasty remedies sometimes cause further problems of their own. Market research should not be considered a defensive weapon only. Some of its most valuable contributions can come from the discovery of ways to make products or packages more acceptable or to make advertising more productive. Such discoveries come only from comprehensively exploring the whole range of consumer relations.

So there should be some provision in the organisation setup for giving full scope to initiative in market research. The function must be close to top management, so that it can be directed along productive lines, with due recognition of the policies and problems of top management and the operating departments. It would be folly to give carte blanche to market research without tying it in with management aims.

The nature of the relationship between top management and market research and the type of co-ordination between market research and technical research, production, sales and advertising is obviously a matter that every company must figure out for itself. The important thing is to put it where it can contribute most effectively to lessening the points of friction in the company's relationships with its customers.

This concept presents a tremendous challenge to the market research profession. If it is to grow from a relatively minor to a major factor in management, the men handling the job must grow from mere technicians into capable all-around administrators. They must learn the essentials of the technical background of the company's products. They must know the major manufacturing processes employed. They must know how the goods are sold, and the factors which underlie the company's distribution policies. They must know advertising. Only then can they effectively interpret their findings to management. And, perhaps above all the other factors, they must learn to think, as top management always has to think, in terms of costs and profits.

For Bush Kiddies

Mr. Arthur Kears, manager of Hillman's Radio Service, handing cheque for \$100 to Mr. Ken Matheson, president Townsville Rotary Club, in connection with Townsville Bush Children's Health Scheme. At table (L. to R.): J. Finch, J. Banney and M. Hulett.



Overseas News

Television Front (from our Washington Correspondent): Jan. 14—Televising of the opening of America's 80th Congress last week was a memorable event. On top of it David Sarnoff, RCA president, announced that the 1948 presidential election campaign will be televised—how, he did not say. There are nine television stations now in operation providing services in New York, Philadelphia, Washington, Schenectady, Los Angeles and Chicago, but only 12,000 sets in US homes (incidentally this compares with some 25 to 26 thousand in and around London).

In America there is a tendency for station managements to go out among the listeners and really endeavour to find out what the public wants by way of broadcast fare. Latest example comes from Peoria where a new station (WWXL) was scheduled to start operations this month and in December last arrangements were made for Bradley University to carry out a survey on what the public wanted. A total of 1693 men, women and students were quizzed by questionnaires.

Possible vacation of the commercial broadcasting field by the Canadian Broadcasting Corporation (counterpart of the Australian ABC) is hinted by well-informed American newspaper "Variety," which indicates that the entire Canadian radio picture may even revert to complete commercialisation under private enterprise. "The prospective denationalisation of Canadian radio is linked to the whole pattern of Canadian economy and political trend, and public thinking in many quarters of the Dominion is: 'Don't be surprised if in the event of continued infiltration of Conserva-

tives into the Government at the next elections, if the CBC unloads the 12 stations it now operates commercially, and merely sets itself up as a regulating body similar to the FCC in America,'" says "Variety."

The Board of Directors of the Canadian Association of Broadcasters has announced the appointment of Colonel Keith S. Rogers, managing director of station CFCY, Charlottetown, as honorary president of the Association. Harry Dawson, CAB consulting engineer, will be manager of the CAB office in Toronto, as well as carrying on his duties of consulting engineer. Arthur Evans, now in his twelfth year as secretary-treasurer, continues in that capacity.

Because South African broadcasting will incorporate sponsored programs commencing some time this year (remember Major Rene Caprare's visit to Australia last year—and he's the director-general of the SABC), the Corporation late last year sent Hermien Domisse on an extensive visit to USA to study American broadcasting methods and techniques. She is a well-known South African actress and executive of the SABC. She's back in South Africa now and says that while American broadcasting is outstanding in number of transmissions and variety of programs, it is not so good that it could not be improved by the introduction of some techniques used in other countries. For instance, South African practice of bridging dramatic episodes with a musical and sound effect montage that tells its story she considered is years ahead of American (and incidentally Australian) practice of using a simple musical bridge for the transition. She admits that American labor conditions, such as the stringent wages and hours control by the Amer-

BUSHELL'S TO SPONSOR "COURTSHIP & MARRIAGE"

With preliminary newspaper promotion in the metropolitan and country press and commencing on Monday, February 24, 1947, Bushells Pty. Ltd. will sponsor "Courtship and Marriage," a Columbia-George Edwards production, using a four night a week channel on the Major Network. Stations involved in this new program are 2UW, 2KO, 3DB-LK, 4BK-AK, 5 AD-PI-SE-MU, 6IX-WB-MD, 7EX and 7HT. The time channel generally is Monday to Thursday from 7.30 p.m. to 7.45 p.m.

"Courtship and Marriage" has been produced by George Edwards specially for Bushells. The author, Eric Scott, is well-known for his work on previous George Edwards presentations, notably "Martin's Corner."

This feature is the story of a family of six daughters and their various experiences, which give the title to the feature.

Commercially the program has been designed with a specific appeal to suit sales promotion policy for Bushell's tea and coffee. As the story develops, the commercial copy will take on a form which is expected to strike a new note in the presentation of national radio serials. Handling for this program and supporting publicity is by Traders Advertising Service.

Although only the stations scheduled above have been signed at time of writing, it is anticipated that by the time this appears in print arrangements will be finalised to include 2GZ-KA, 2NZ, 2TM, 2LM and 2WL in the broadcasts.

For many years Bushells have relied on spots in preferred positions to carry their radio allocation. Of recent years this has been extended to include 5-minute and 15-minute daytime sponsorships, usually in the breakfast session.

Bushell's first radio serial was "The Amazing Simon Crawley," released during February, 1946, on 2UW from 7.5 p.m. to 7.30 p.m., Sunday nights. This was followed by "They Live in Fear," in the same time channel. The new move into national network sponsorship is a convincing demonstration of Bushell's faith in the effectiveness of the radio medium for merchandising of their products.

ican Federation of Radio Artists, contributes to American radio's lack of experimentation in such artistic improvements.

A

Radio Station

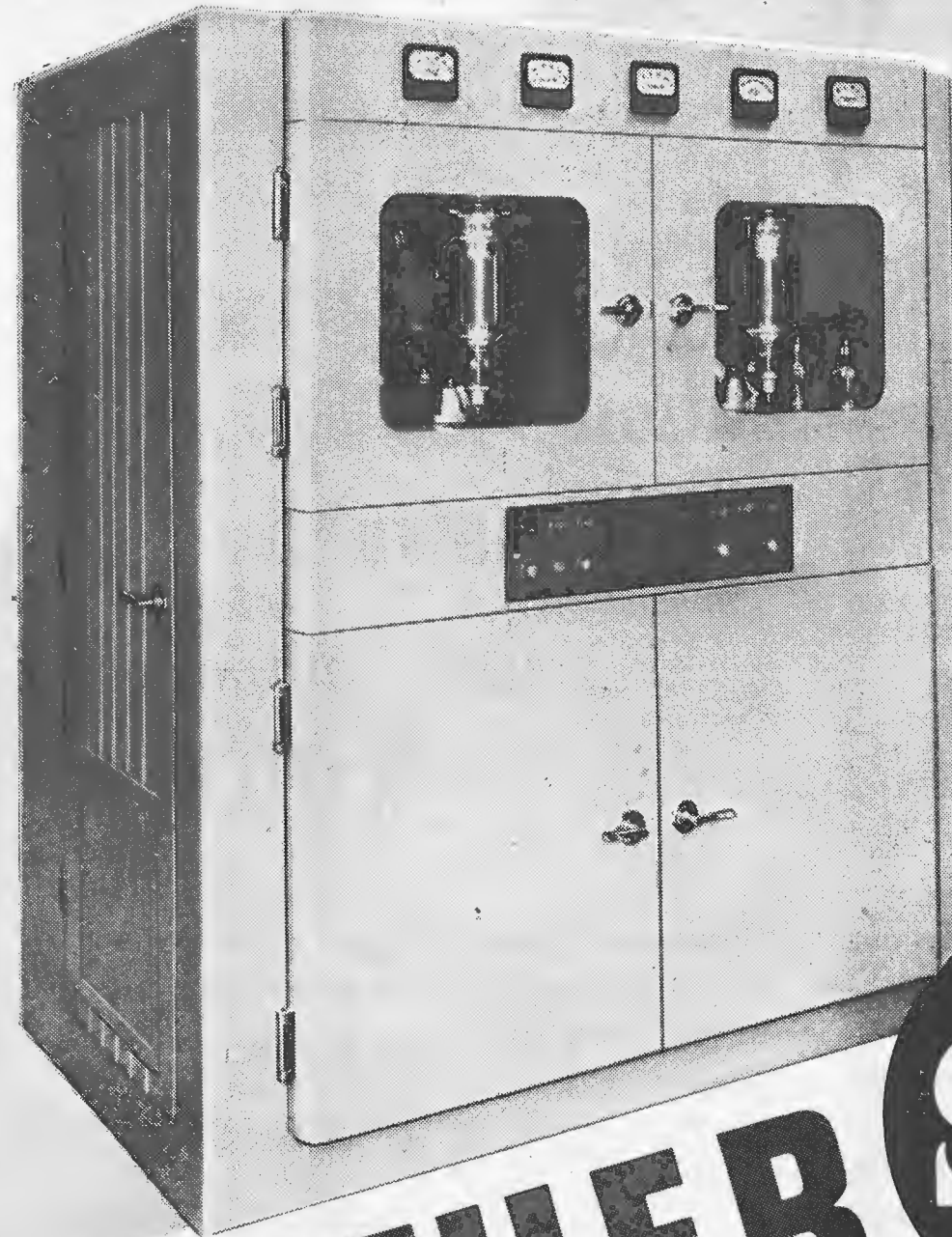
is known by
the Companies
it **KEEPS!**

Yes. And 2SM is proud to have carefully looked after the interests of numerous outstanding companies headed by shrewd business men. Year after year we have been rewarded with one renewal after another . . . convincing proof of our power to attract an audience which not only listens, but BUYS.



TO SELL MORE

Melbourne Representative:
OATEN-WARD (Ernest J. Oaten—Dudley H. Ward), 379 Collins St., Melbourne, C.1. Phone MU 4725



Courier-Mail Station 4AK

installs latest S.T.C. 2 Kilowatt Transmitter

Behind S.T.C.'s worldwide reputation lies a wealth of experience unsurpassed in the design, manufacture and installation of radio transmission projects of international importance. In France, S.T.C. built the world's largest television station: for Britain, many of the B.B.C.'s most powerful transmitters; for Australia, the greater majority of transmitters for the National Broadcasting Service and also the 200 Kilowatt Naval Transmitter at Canberra. And now, for Commercial Radio Broadcasting S.T.C. introduces masterpieces of radio transmission engineering incorporating the very latest developments in broadcasting technique.

ANOTHER



ACHIEVEMENT

S.T.C.'s RANGE OF RADIO BROADCASTING EQUIPMENT COVERS EVERY NEED FROM MICROPHONE TO AERIAL

Among the many attractive features offered in the S.T.C. range of radio broadcast transmitters are such items as Hyploate Radio and Audio Frequency Exciter Units, and Power Control Unit to minimise loss of programme time, and clean layout to simplify routine maintenance, which are important features for the Commercial Broadcaster. All equipments are housed in sturdy steel cabinets of modern and pleasing appearance. These are sealed against the ingress of dust and insects, clean air being circulated by an inbuilt blower of large capacity to ensure adequate cooling. The exceptional performance of these transmitters is worthy of note, being

superior to that required by the rigid specifications in existence to-day. Some features of their performance are set out below.

POWER OUTPUT. Rated for full unmodulated carrier power into artificial aerial provided in the equipment.

MODULATION SYSTEM. Pushpull audio frequency amplifiers driving high efficiency Class B modulator.

FREQUENCY RESPONSE. Within ± 1 db. from 30 to 10,000 c.p.s., 30 db. down at 15,000 c.p.s.

DISTORTION. Better than 1% at 80% modulation; and better than 3% at 96% modulation.

NOISE LEVEL. Better than -60 db. below 250 c.p.s., better than -70 db. above 250 c.p.s.

TUBE LIFE. Minimum number of tube types of proven design, conservatively rated to ensure long life and low operating costs.

Identical tube types used in Modulator and Power Amplifier stages.

S.T.C. manufactures a complete range of radio broadcast transmitters varying in power from 250 watts upwards and in addition, studio equipment of all types. Should you be contemplating new equipment, the resources of this vast organisation are at your service.

75% OF THE POWER RADIATED BY RADIO STATIONS
IN AUSTRALIA IS TRANSMITTED BY S.T.C. EQUIPMENT

Standard Telephones and Cables Pty. Ltd.

SYDNEY, MELBOURNE AND LISMORE

INTERSTATE DISTRIBUTORS: Edgar V. Hudson Pty. Ltd., 316 Adelaide Street, Brisbane; Unbehaun and Johnstone Ltd., 58 Gawler Place, Adelaide; M. J. Bateman Ltd., 12 Milligan Street, Perth; W. & G. Genders Pty. Ltd., Hobart, Launceston, Burnie and Devonport; Standard Telephones and Cables Pty. Ltd., 588 Bourke Street, Melbourne, and 71 Magellan Street, Lismore.

ANOTHER SYDNEY STATION WILL MOVE ON TO THE MUDFLATS

At least four Sydney commercial transmitting stations will operate from the Homebush mudflat and mangrove marsh area on the Parramatta River, before the end of this year.

Mr. John Taylor, 2UW manager, said this week that a lease of a suitable property in that area had been secured and the order placed for the building of a transmitting mast. A new STC transmitter had been ordered and delivered ready to go into operation as soon as the mast and other equipment was completed. He expected the new transmitting station to be in operation about the middle of the year. The present transmitter housed at the studios at 49 Market Street and the aerial mast next door would be retained for the midnight to dawn service and for emergency transmissions.

The management of 2KY, who have also secured one of the new STC 2,000-watt transmitters announced in December last that they too were moving their transmitting station to a salt swamp location at Homebush.

Station 2GB was the first of the Sydney stations to place their transmitter in the Homebush area, and this

Just Not Quite Enough

Although the thoughts expressed below were written for American readers by Norman Le Valley in "Advertising & Selling" (U.S.A.), they are equally applicable to Australia and Australians and are well worthy of consideration.

From the time the average American gets up in the morning until sleep overcomes him at night he is constantly battling against both direct and indirect distractions.

The effort of advertisers constitutes a large part of our daily dose of distractions.

Radio commercials, car cards, billboards, newspaper ads., magazine ads., direct mail, trade-paper ads., some screaming for attention, some whispering, some pounding, some tapping gently, some bizarre, some dignified, but all trying to pry into our consciousness and make themselves heard.

If it wasn't for the developed capacity of an American to shut the door on mental intrusion—to keep thoughts, products, pictures, ideas and words out of his mind while he

was followed by 2UE's move to Concord West, close by.

pursued his somewhat predetermined course during his waking hours — he would be a jittering idiot by night.

It would be humanly impossible actually to take aboard mentally all that is tossed at us in an average day.

Ads. by the hundreds, pictures by the thousands, words by the millions, grabbing, clutching for our time, our attention, our consideration.

In order to penetrate the pillbox of the human mind to-day, it takes a well-planned and, above all, a vigorous assault with the best use of the best weapons. Still it is rather sad to contemplate the fact that many advertisers think that they can affect this mental pillbox with a bean shooter of an advertising campaign used a couple of times a year.

If it can ever be said that there is a great waste in advertising it will not be said of advertising per se, but the inadequate use of advertising.

Not quite enough advertising is the most costly advertising.

How much is enough advertising is a specific problem that should and can be determined by each advertiser.

The usual approach is to determine who is to be reached, find out what they know now, decide what management wants them to know and then create and direct some advertising to the market along the predetermined lines.

The one element, however, that is rarely examined is the sum total of all advertising beamed to the market, and as a consequence many campaigns fail through inadequacy of impact.

They simply don't break through and make themselves heard.

I believe that the advertiser who determines the size of his advertising budget only in relation to some fixed percentage he thinks he should spend, or in relation to what other advertisers in his own classification of business spend, instead of in relation to what it will take to anchor his story with the public, may be doing a great job of wasting the stockholders' money.

"PLATFORM" or "CREDO"

In the current Annual Report to shareholders of a large American corporation there appears a statement of the company's advertising policy which is worthy of wider circulation than it would normally get. It reads, in part, as follows:

"We plan to use advertising vigorously and in increasing volume, consistent with sales progress, with three fundamental purposes in mind:

"1. To aid in the sale of present products and services, and to expedite complete and effective distribution of forthcoming new products.

"2. To explain to the consuming public, in controlled space and time, matters relating to the company and the industry which touch the public interest.

"3. To aid suitable organizations in mass information programs concerned with the public welfare.

"We consider that the function of advertising is to promote our goods and services but believe that in so doing we may also, upon occasion, lend aid to suitable projects and causes, and thus express our sense of good citizenship."

Queensland News

Campaign to push per capita consumption of milk has commenced in radio and press for Brisbane Milk Board. Radio, which uses all three commercial stations in the city, covers 50-word direct plugs and one minute dramas-ettes, all recorded. Campaign was designed and executed by Littleton-Harvey-Simmins.

Brisbane tailoring firm Roubins Superior Suits, heavy radio advertiser in pre-war days, is back on the air with a campaign announcing the opening of their fourth city shop. 25 and 50 words are being used on 4BH, 4BC and 4BK, placed by Littleton-Harvey-Simmins.

A series of "Interviews" with Hollywood film stars is being presented over 4BH each Friday evening at 7.15, sponsored by suburban draper, G. H. Stewart & Co. Feature is entitled "Hollywood Interviews," and is designed and serviced by Littleton-Harvey-Simmins.

Paul's Ice Cream and Milk Ltd. has a daily tie-up with the local commercial radio news over 4BK/AK in the midday period, designed to foster increased consumption of milk and to push the importance of modern processing and pasteurisation. Account is serviced by Littleton-Harvey-Simmins.

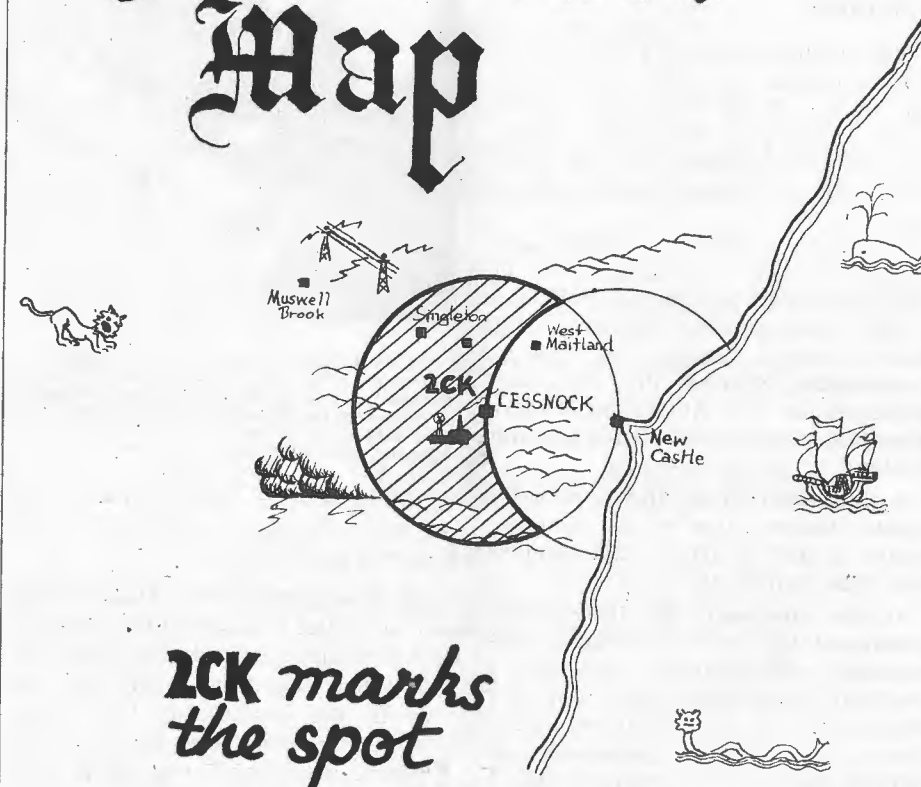
Thiel Photographic Studio has taken a daily scatter campaign in 4BH's breakfast session to push increased capacity for commercial, wedding and portrait photography. Littleton-Harvey-Simmins handle the account.

Recording New "Documentary" Feature



Cast and producer shown at the initial recording of "The Story of Canada" recorded at the studios of A.W.A. and produced by Biber's Radio Productions. "The Story of Canada" will follow "The Story of the East India Company" on 2CH ("E.B." Jan. 23). Standing are John Cazabon, Bob Dyer, Jim Pendleton, John Burchelle, Max Osbiston and sitting, John Appleton, Sam Biber, Eve Lander and Ward Leopold.

ye Treasure Map



2CK marks the spot

30,000 People Are Over 25 Miles from Newcastle and within 25 Miles of

2CK CESSNOCK

To Cover the Coalfields and the Hunter Valley You Must Include 2CK in Your Appropriation

THE MARKET IS WORTH IT

Sydney Rep.: JOHN HAMILTON
24 Clarence St.

Box 599, G.P.O.
Phone BX 1051

JUNIOR FARMER RADIO SPEAKING CONTEST

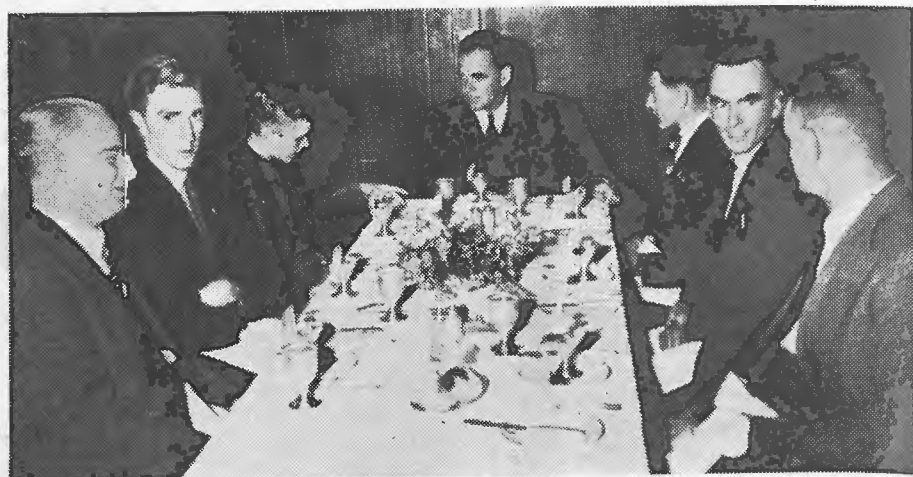
Rural Bank's Contribution to Education

The commissioners of the Rural Bank recently awarded a conducted tour of the North Coast and Tablelands as first prize in a radio speaking contest organised by the State Council of the Junior Farmer Movement.

On their return from a highly successful tour, the winning team of three lads was entertained at luncheon at the Carlton Hotel by Mr. J. E. Ridley, general manager of Country Broadcasting Services Pty. Ltd., and president of the Australian Federation of Commercial Broadcasting Stations.

During their tour, the boys were capably looked after by the managements of 2GF Grafton, 2LM Lismore and 2TM Tamworth.

At the luncheon, Mr. Ridley congratulated the boys and said it was pleasing to be identified with such a practical competition which not only encouraged the art of self-expression among the growing generation of farmers but gave the winners such a splendid opportunity to learn by travel. He said the commissioners of the



Left to right: Mr. George Blacklock, State Organiser, Junior Farmer Clubs; Pierce Campbell, who won the trophy for the best speaker in the team; Eric Parker, the youngest member; Mr. J. E. Ridley, general manager 2GZ, and president of the Australian Federation of Commercial Broadcasting Stations; Geoff Leary, who turned 20 the day the photo was taken; Mr. Noel Griffiths, Public Relations Officer of the Rural Bank; and Mr. Keith Spencer, general manager of 2LM.

Rural Bank were to be complimented on their foresight in providing such a useful prize.

Mr. George Blacklock, State Organiser of Junior Farmer Clubs, supported Mr. Ridley's remarks and said that the team acquitted itself well not only in the competition but during the tour and was very worthy of the generous prize the Rural Bank gave. He added that the Junior Farmer movement was very much indebted

to the country broadcasting stations for their great help in all parts of the State.

Pierce Campbell, 19-year-old leader of the team, said he and his companions thoroughly enjoyed the tour and had learned a good deal. They had benefited from the assistance given them by country stations which they visited en route and felt sure that what they learned on the tour would be helpful to them in their later life.

V.I.A. PRESENTS LEGACY CLUB WITH CHEQUE FOR £975/11/-

A cheque for £975/11/- was presented by Mr. Bruce Bellamy, president of the Victorian Institute of Advertising, to Mr. C. R. Carleton, president of the Melbourne Legacy Club, at the V.I.A. luncheon at the Victoria Palace on January 16. This represented the proceeds of the first post-war Advertising Arts Ball on October 3, 1946. Altogether total amounts donated by the V.I.A. to the Legacy Club now approximate £3,000.

Mr. Bellamy spoke of the excellent work done by Legacy Club, represented at the luncheon by Sir Thomas Blamey, Chief Patron of Legacy, and Messrs. C. Carleton, president, D. Craig (past president) and G. Lake.

Mr. Carleton thanked the V.I.A. for their continuous support of Legacy and called upon Sir Thomas Blamey to supplement his remarks.

General Sir Thomas Blamey said, in these days of turmoil, it was heartening to see the amount of really worthwhile work which was being done by Legacy Club. Mr. D. N. Craig, past president of Legacy, who was in office when the amount for the cheque was

raised last year, also thanked the V.I.A. for their generous support of Legacy, and spoke of the unique aim of the Legacy Club, which demands personal service by the individual, to achieve the responsibility of being a "father" to the fatherless. He told of the founding of the Club in Melbourne in September, 1923, a result of the inspiration and vision of the late Sir John Gellibrand, who believed that out of war there came to those who faced death together a brotherhood, a spirit of true comradeship, and that, in the interests of the community, this should be kept alive. The basis of Legacy was true comradeship, he added—the spirit of Legacy was service. The maintenance of that comradeship, and rendering of service to the dependents of departed comrades, were the two main objects of the movement. There could be no more valuable Legacy bequeathed to a nation than the sons and daughters of those who fought and died in its service—hence the name Legacy.

Mr. Craig pointed out that the greatest care was exercised in the

selection of those who were elected members. The first qualification required was honourable overseas service in the armed forces of the British Empire; the second, character and a record of good citizenship; the third, capacity and willingness to render personal service.

Mr. Craig gave a brief summary of the work of the specialist committee which advises and assists juniors on educational and vocational guidance, and stressed in particular the home environment, in the residences provided by Legacy for those youngsters doubly orphaned, or who find it necessary to live away from home.

Although considerable sums of money were expended on the work—the financial aspect was merely incidental to the main object, said Mr. Craig. Administration costs were defrayed by members' subscriptions and funds donated to Legacy used exclusively for the children.

Mr. Bruce Bellamy thanked Mr. Craig for his interesting and illuminating speech, and expressed the hope that at some future time the V.I.A. might hear more of the work of Legacy.

PICKED FOR PERFORMANCE

Latest Grace Gibson Radio Productions on Nation-wide Hook-up

CALTEX STAR ★ THEATRE — topflight 30-minute American plays over network of 34 stations. This outstanding series commenced on February 4. Agency: George Patterson.

PEPSODENT'S ★ "OUT OF THE NIGHT"

—vivid, dramatic, true quarter-hour plays—is heard over 29 stations in six States. Agency: Lintas Pty. Ltd.

THESE, TOO, ARE GRACE GIBSON SHOWS

Each a long-run success

"HOLLYWOOD HOLIDAY," sponsored by Kolyos over 30 stations on both sides of the Tasman. Still going strong after more than 300 episodes. . . . "DRAMA OF MEDICINE," now in its third year, is presented by Frederick Stearns & Co. (Nyal) over 35 Australian stations, and in New Zealand, too. . . . "THE SHADOW," sponsored by the Vacuum Oil Coy. in N.S.W. and Victoria. . . .

"STORY OF FLIGHT," Qantas-B.O.A.C. Airways' saga of aviation, is broadcast over continent-wide network. . . . "THE AUSTRALIAN STORY," pageant of history presented by Frederick Stearns & Co. (Nyal) in two States, and by Westralian Soaps Ltd. in the West. . . . "THE ROMANCE OF FAMOUS JEWELS," glittering quarter-hour facets sponsored by Orchards, of Sydney. Available elsewhere.

SPONSORS! FOUR NEW SHOWS FOR IMMEDIATE AUDITION

"PRETTY KITTY KELLY": This entrancing story of a golden-haired Irish colleen ran for three and a half years in the U.S.A. Exclusive Grace Gibson discs feature Lesley Pope, John O'Malley and talented cast. 900 quarter-hour scripts ready, designed for three to four episodes per week. A daytime or evening serial with plenty of action.

"THE ANDERSON FAMILY": Complete half-hour family show, now playing over America's A.B.C. Network at 7.30 p.m. Com-

bines best features of "One Man's Family" with dash of "Henry Aldrich." A winner all the way.

"THE FALCON": Self-contained 30-minute thriller along "Thin Man" lines with "Mr. and Mrs. North" touch. Running for nine years in the States—and still a hot favourite.

"MANHUNT": Starring John Bushelle, these quarter-hour, complete episodes rate high in thrills. Sponsored in America by the Tide-Water Oil Company.

GRACE GIBSON

Radio Productions

Exclusive Agents in Australia for Standard Library of Music and Sound Effects.

Savoy House, 29 Bligh Street, Sydney. Telephones: BW 4681, BW 4656.

Melbourne Representative—Oaten-Ward, A.P.A. Building, 379 Collins Street, Melbourne.

American Representative—Markham Bldg., Hollywood Blvd., at Cosmo Street, Hollywood 28, Calif.

CLIF CARY—

All Sports Interest Him



He had not seen a race in two years, so had to learn the colours all over again in the few minutes left for study in between each race. He carried on until Angles' return.

Early in 1940 the late Arthur Anderson, sports editor of 2UW, left to take a similar position with 2UE. Cary went with him and on Anderson's death was appointed Sports Editor of both 2UE and the A.S.B., a position he still occupies to-day.

As Sports Editor of 2UE, Clif planned many innovations that have proved tremendously popular with listeners, and the success of his editorship is due to the fact that his one and only thought while on the air is service to the listener. He sums up: "Those who work at the mike should have three thoughts—the program, the listener and the advertiser. If you build

One trait in particular which endears Clif Cary of 2UE to his many sporting listeners is his forthrightness; seeking no praise for success, making no excuse for failure.

He says: "As a sports commentator I feel it is my duty to serve the public. It is easy to speak in flattering terms of everyone and to gloss over the many happenings in sport that call for criticism. Doing it the easy way, you make many friends, but you definitely let down the public, radio and yourself. It is better to make a few enemies and speak the truth, because only then are you true to the public and yourself. Radio, for its influence alone, must to-day be considered at least on a par with the press. Emphatically, then, it must also be the voice of the people."

After studying accountancy, Clif Cary became a pressman in 1926 and during the following 12 years he carried out the various duties of police roundsman, parliamentary reporter, general reporter, sub-editor, sports writer and turf editor.

In 1938 the Australian XI were in England, and 2UW were looking for a ball-to-ball commentator to describe the Tests with ex-international Jack Gregory. As Clif had helped out in 1935, when the Australians toured South Africa, and he felt that he would like a change from newspaper

work, he accepted 2UW's offer to cover the Tests and also to become a member of their sporting staff.

During the running of the 1939 Metropolitan, won by Feminist, Cyril Angles collapsed. Clif, who was working in the studio, was bundled into a taxi and sent to the course to cover the remaining races on the program.

A New Development for Every Sound Engineer and Studio

Audio Scribe HIGH-FIDELITY PICK-UPS

Now for the first time in Australia you can have a really high fidelity record pick-up and get high-quality reproduction even under adverse conditions.

This unprecedented versatility solves many problems in broadcast station, recording and sound amplifying work. The AUDIO SCRIBE is also the first practical pick-up produced by local enterprise and designed by men who have grown up with the radio industry in Australia. They have now been adopted by 3AW studios.

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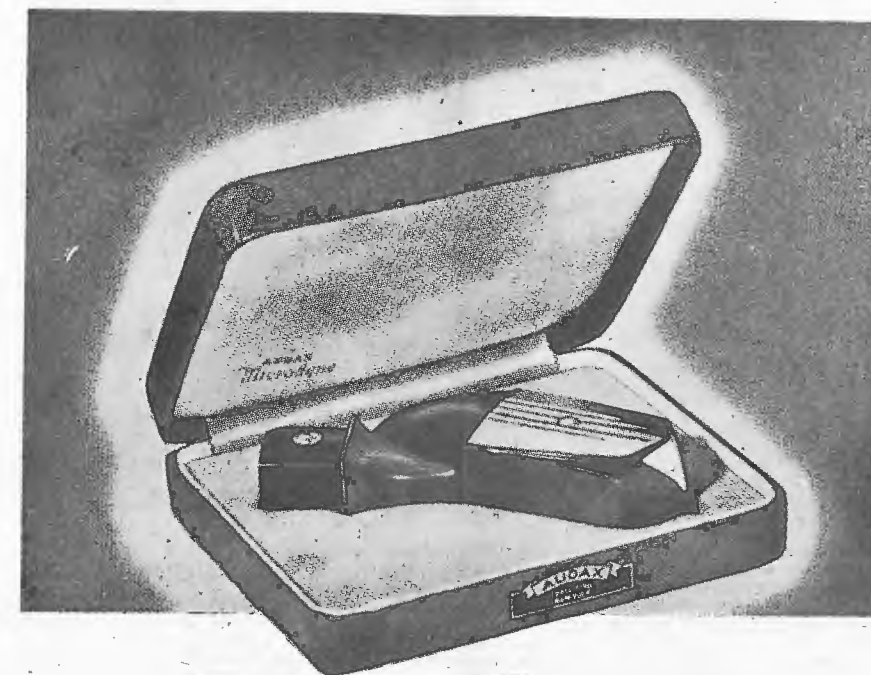
FILM HOUSE, 251a PITT STREET
SYDNEY

your program to please the listener, you must in turn satisfy the sponsor or advertiser. If you build the program to please your own desires, you will find yourself with few listeners and many disgruntled advertisers."

During the war Clif, after failing to pass the R.A.A.F. medical test, was called upon to carry out many duties on a staff that had been depleted through enlistments. At the one time he occupied the positions of sports editor, publicity manager, chief of the copy department, and in addition helped with announcing, sales promotion, continuity writing and also did some general announcing. During the war he also conducted a one-man news service covering the Japanese advance through Malaya and the launching of the second front. He worked from the "Sun" office and provided 2UE with rapid fire news flashes and bulletins from early morning until late at night, giving a full and colorful story of two of the world's most momentous happenings.

Another important job carried out during those years was his frequent appeals for charities and the services. On Saturday afternoons he made these appeals and raised thousands of pounds in cash for both peace and war time charities, as well as thousands of amenities for the services, including wirelesses, pianos, sports equipment, books and medical equipment.

Clif also did a special job for the services and radio generally, especially 2UE, when he carried out his now famous phantom broadcast of the Vic Strick-Tommy Burns fight. When Stadiums Ltd. refused radio the right to cover this fight, in which there was wide national interest, Clif made plans for a phantom description. This was done from a cottage close to the stadium. The broadcast commenced a round and a half after the fight started, and was kept going by Cary, who was dramatising reports rushed to him from skilled watchers at the ringside. It was a punch by punch broadcast highlighted by marvellous crowd noises brought in by Neville Merchant from the studio. It was not until after the fight had finished that Cary told listeners how the "stunt" was worked. Until this announcement practically everyone believed they had been listening to an actual ringside description. In the next few days 2UE received tens of thousands of congratulatory phone calls and letters from delighted listeners in military camps and hospitals, as well as a cable from a troopship bringing a contingent of soldiers from the Islands.



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Driving, patient years of intensive specialization have enabled AUDAX to master wide range thoroughly. Today even the lowest priced MICRODYNE has a range to 7,000 cycles — other models to 10,000 cycles.

Yes, wide range makes for naturalness, but is highly objectionable if without quality. Thus, of two singers capable of reaching high C, one may have a pleasing voice — the other, not at all. It is so with pickups, too.

To achieve ear-acceptability, all other factors must be satisfied. Of these, vibratory-momentum is most important. The only way to test ear-acceptability of a pick-up is to put it to the EAR TEST.

MICRODYNE'S sharp, clean-cut facsimile performance — regardless of climatic conditions — is a marvel to all who know that ear-acceptability is the real criterion.

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THE
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BY WHICH
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AND
VALUED

Breakfast Session for Dry Cleaners at Newcastle



Following the establishment of an ultra modern dry cleaning plant, Messrs. Elliotts Pty. Ltd., Newcastle's leading men's wear organisation, chose 2KO's breakfast session as their major publicity medium, using six 1-hour weekly at 7.30.

After a most successful seven months' initial period, Mr. Stewart Lamb, Elliott's general manager, signs for an extension of their campaign to include complete sponsorship of 2KO's "Community Revels," now presented each Friday, 12 noon to 2 p.m.

Looking on is Allen Fairhall, 2KO's managing director, and Clem Derwin, enterprising young O.C. advertising sales and service.

DEFENCE OF BLUE BOOK

Radio So Powerful It Must Have Regulator Says Siepman

(From Our Own Correspondent)

Washington, January 4: It was because radio is so powerful that governmental regulation is so highly necessary, Mr. Charles A. Siepman, former BBC program director and now consultant to the OWI and FCC in America (where he reportedly wrote a large part of the FCC Blue Book in addition to his own "Radio's Second Chance"), stated at a forum discussion at Yale Law School in New Haven.

Siepman was replying to R. K. Richards, editorial director of "Broadcasting" magazine, who, citing the FCC's belief that advertising on the radio had reached an excessive stage and was sometimes in bad taste, asked "is this sufficient reason to bring program traffic of the world's most forceful medium of public opinion under the surveillance, let alone the influence, of the United States Government?"

The fact that the average person listens to his radio 3½ hours a day, Mr. Siepman said, gives radio an influence that dwarfs the power of school, pulpit or press.

"Radio is too powerful to be entrusted to any single group without an overriding control," he said. Radio

would not be safe in single hands, either of government or of private business, he added, expressing the belief that "reserve power must be vested in the government to preserve radio from the abuses which are inevitable in any field operated by individuals with profit motives."

Defending the Blue Book as an FCC attempt to secure a more balanced program fare, Mr. Siepman declared that the Commission "should hold the licensees responsible for programming and not let them turn programs over to the advertisers."

VIC. TEACHERS SEEK CHILDREN'S NETWORK

The Victorian Teachers' Union at its Annual Conference in Melbourne last week resolved to ask the Federal Government to establish in each State a network of broadcasting stations devoted solely to the broadcasting of programs of educational and cultural value to children.

Speakers at the conference criticised the effect of some broadcast pro-

£55,000 Kindergarten is Melbourne Station's Charity Mission

Commercial stations can beat all-comers when it comes to co-operating on charity appeals, and each station pulls its weight in community service.

Mr. Randal M. White, general manager of 3AW, has announced that the station has decided to adopt the new £55,000 appeal for building Victoria's first kindergarten for deaf and dumb kiddies.

The Victoria Deaf and Dumb Institution has never appealed publicly for funds before, but so pressing is the number of applications below admission age to the Institution that a £55,000 building fund is urgently needed. Radio appears the quickest means of assisting to attain this objective.

Big 3AW Effort

This brings about the birth of a new 3AW charity drive. Evidently impressed by 3KZ's £20,873, raised on Christmas Day, 3AW will now set aside Mothers' Day (May 11) as the crux of the appeal, all contributions sent in beforehand being acknowledged in the station's new Mothers' Day Appeal Fund.

First effort will be an impressive Sunday afternoon open-air concert in the Como Bowl, Alexandra Avenue, on February 16. It will make the first public performance of the Junior 3AW Light Symphony Orchestra, and many radio and stage stars will be appearing.

Terry Dear and "Sally" are both assisting in the organisation of the concert, but the Deaf and Dumb Institution is hoping all social clubs and listeners will organise their own functions and devote the proceeds to 3AW's Fund, which will be officially opened on February 16.

One worth-while aspect of 3AW's new Kindergarten Appeal is that individual listeners, clubs, etc., who organise any event in aid of the station's appeal will get broadcast plugs for their events.

grams on Australian children, declaring that something should be done to prevent our children from being swamped with ideas of other nations.

DECEMBER LICENCE FIGURES

This tabulation of Australian listeners' licence figures as at December 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	6,936	(770)
Renewals	32,422	(1,602)
Cancellations	64	(—)
In force at 31/12/46	569,882	(28,761)
Increase	+6,872	(+770)
Licence % to population	19.30	
VICTORIA		
New issues	3,500	(284)
Renewals	24,035	(1,246)
Cancellations	13	(—)
In force at 31/12/46	405,758	(19,476)
Increase	+3,487	(+284)
Licence % to population	19.97	
QUEENSLAND		
New issues	2,098	(126)
Renewals	10,412	(221)
Cancellations	619	(32)
In force at 31/12/46	195,909	(5,389)
Increase	+1,479	(+94)
Licence % to population	18.02	
SOUTH AUSTRALIA		
New issues	1,408	(304)
Renewals	9,210	(734)
Cancellations	257	(—)
In force at 31/12/46	157,388	(13,394)
Increase	+1,151	(+304)
Licence % to population	24.72	
WESTERN AUSTRALIA		
New issues	1,205	(127)
Renewals	5,586	(261)
Cancellations	—	(—)
In force at 31/12/46	106,263	(5,129)
Increase	+1,205	(+127)
Licence % to population	21.50	
TASMANIA		
New issues	733	(94)
Renewals	2,575	(179)
Cancellations	9	(—)
In force at 31/12/46	51,900	(3,244)
Increase	+724	(+94)
Licence % to population	20.67	
COMMONWEALTH		
New issues	15,880	(1,705)
Renewals	84,240	(4,243)
Cancellations	962	(32)
In force at 31/12/46	1,487,100	(75,393)
Increase	+14,918	(+1,673)
Licence % to population	19.96	

C-P. UNIT PIANIST

Dot Mendoza has been appointed official pianist/accompanist for the Colgate-Palmolive Radio Unit. Dot's had an interesting musical career—after securing her Bach. of Music degree (under Edward Goll at the Melbourne Con.) she trained as a concert pianist, and gave recitals with Leo Cherniavsky (a member of the famous trio—shortly, it's rumored, to return to this country). Later, she worked with J. C. Williamson's and while she was pianist for the ballet seasons, 1936 to 1939, Pavlova was very anxious to sign her up as official pianist for her famous ballet company.

NOW AVAILABLE FOR AUDITION —

Harriet Beecher Stowe's immortal story . . .

UNCLE TOM'S CABIN

in 52 quarter hour episodes, featuring these stars of radio:— Sid Wheeler, Margaret Christensen, Marshall Crosby, John Tate, Neva Carr-Glynn Enid Lorimer, John Cazabon, Nigel Lovell, Lloyd Berrell, Max Osbiston, Lloyd Lamble, Beulah Mayhew, Alfred Bristowe, Kevin Brennan, Etc.

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(British Australian Programmes Pty. Ltd.)

60 HUNTER ST., SYDNEY. Phone BW 4111

BBC TELEVISION RECEIVED AT 200 MILES

A television receiver located in Britain's Channel Islands, off the coast of France, has consistently received the television transmissions from Alexandra Palace, London, 200 miles away.

This television receiver is operated by Mr. F. T. Bennett, of St. Peter Port, in the Channel Islands.

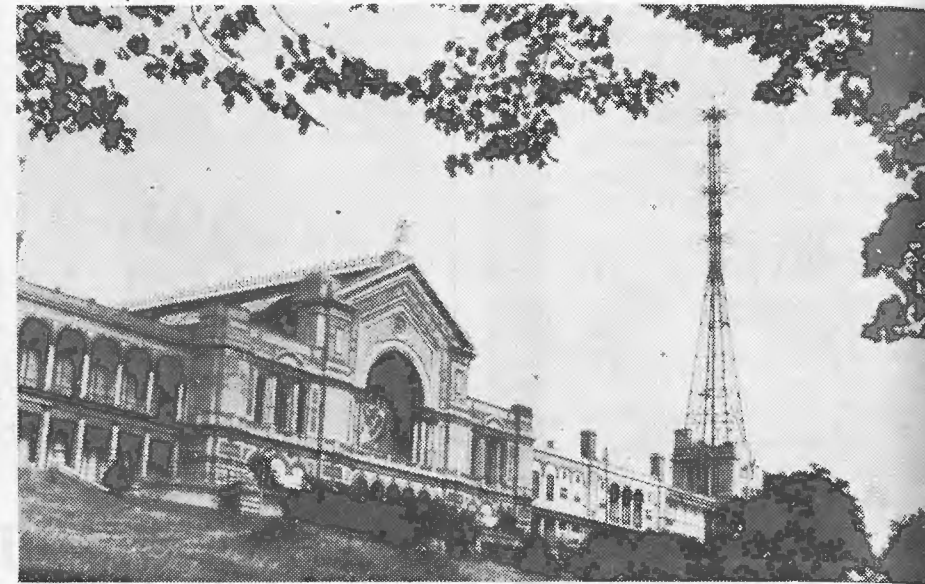
When any special event is televised, Mr. Bennett telegraphs the B.B.C. reporting on the quality of reception. He has occupied the position of the most distant viewer ever since 1922 and still is news. He is a startling exception to the rule that now and probably for a considerable time to come television must be restricted for technical reasons to a very small group of viewers living within a 50-mile radius of London.

According to John Allan May, staff correspondent of the *Christian Science Monitor*, reporting from London, British television is existing "in the land where it is always 1939."

Television, he says, is a BBC monopoly, as there is only one transmitting station which has a normal all-round range of 45 miles. There are no link stations, no relay stations. For owners of a total of 25,000 sets in and around London the program pioneers at Alexandra Palace operate a daily 2½ hours entertainment service, using two studios and one mobile van.

Technical standards certainly are above pre-war levels, says May, although BBC is retaining for the present a standard of definition of 405 lines adopted in 1937. Plans for future development, however, would seem almost at a standstill. Radio manufacturers are making sets under difficult supply conditions, but are not encouraged to go all out because they do not know for certain the Government's intentions about relay stations. So far, these intentions have not progressed beyond a somewhat vague general statement which suggests establishment of six regional centres linked to London by coaxial cable. Birmingham is to be the first of these relay stations, but the G.P.O., which has to build and lay the cable, has no idea when its part of the work will be finished.

Meanwhile G.P.O. experts have returned from the United States excited over prospects of providing radio links instead of cables. They were shown 84 miles of link chain by the N.B.C. and now are carrying on research on similar lines in Britain.



A view of Alexandra Palace, the British Broadcasting Corporation Television Station in North London, showing the television mast.

The contrast between the outside and inside of the building is striking. A vast yellow-brick Victorian building standing on a hill high above North London, Alexandra Palace and its grounds have been a famous London pleasure ground since its opening in 1875. The outside of the building has an outmoded and rather neglected magnificence, though at holiday times its green swards, lake, racecourse, tennis and putting lawns are still thronged with happy family parties. Inside the part which is used by the B.B.C. one seems to step into Wells' new world, into a weird and modernistic interior of brilliant lights and queer complicated machines.

Very big developments in the use of television on movie screens are in the wind. But they seem likely to blow around for quite a bit before coming down to earth, largely because the copyright position has yet to be clarified by the Government.

Back of cinema television in Great Britain is J. Arthur Rank, Britain's movie mogul. Mr. Rank's organisation is undertaking an intensive television research on a large scale. Before the war cinema television attained 40 per cent. efficiency. Now a large screen gives 90 per cent., but Mr. Rank recently told his experts they must attain 100 per cent. efficiency before he will take television to his movie audiences.

B.B.C. Television Proposals

The following notes on the B.B.C. television service are from a B.B.C. press release and provide an official summary of the present status of television in England:—

The BBC resumed its television service at Alexandra Palace (or Ally Pally, as it is usually called affectionately) on June 7th, 1946, after a lapse of nearly seven years, due to its suspension on the outbreak of war, when British television programs were more advanced than those of any other country. The development of

the service is guided by a permanent Television Advisory Committee, which is independent of the BBC, but has BBC representatives on it. The Committee advises the BBC on the planning of future services, and this includes the standards to be adopted, as well as the co-ordination and initiation of research.

Meanwhile television in Britain is expected to develop along the lines laid down by the Hankey Committee—that the service should be resumed on the original standards of four hundred and five line definition; that television should be extended to, say, the six most populous provincial centres; and that an improved new service should be aimed at, with higher definition, and the possible incorporation of color and stereoscopic effects. Domestic viewers are to obtain a special television licence at an additional fee of £1 a year.

Programs are constantly developing in technique, one of the greatest improvements on 1939 being that technicians can cut cleanly from one camera to another, whereas before the war they could only mix one camera slowly into another. An interesting point is that the service restarted last

(Continued foot of next col.)

AGENCIES

When Arthur Kemsley, one of the directors of United Services Publicity, was in Sydney last week he was carrying one arm in plaster, result of a recent "argument" with a motor lorry which somewhat marred the holiday week Kem spent on the South Coast.

Mr. Frank Goldberg has been appointed by the 4A's as organiser of another drive by Australian advertising agencies for funds to send food parcels to English advertising agencies. Last year many food parcels were despatched to England, and sheaves of letters from recipients have been received expressing their gratitude.

W. W. Norwood, advertising agency of Perth, has been admitted to membership of the AAAA (Federal).

Mr. Ray Walters, of Willmott's Advertising Agency Pty. Ltd., will be going to America very shortly on his first overseas business trip. He plans to leave Sydney by air about the end of March and will be away three to four months.

All good wishes to A. Klempke, of O'Brien Publicity, Melbourne, and his bride, Miss Met Wilkinson, who were married at St. Peter's College Chapel, Wednesday, Jan. 22. The best man was Ron Walker, also of O'Brien's, who was also married recently to Miss June Nesbit, free-lance artist, and on the occasion of their wedding, A. Klempke acted as best man. This time, the position was reversed.

Congratulations to E. W. Best, managing director of Leyshon Publicity Services, Melbourne, on the arrival of a baby daughter on Monday, Jan. 20—the second girl in the Best family, and she weighed 7½ lbs.

Alan Nicholls, radio manager of O'Brien Publicity, back from holidays, is very enthusiastic about the size of the pumpkins he is growing in his garden. Seein's believin', Alan!

"Tex" Rickard, director of Rickards Advertising Service Pty. Ltd., Melbourne, is spending his holidays in Adelaide.

Welcome back to Harold Bennett of the writing staff at Goldbergs. After several weeks in hospital, following a major operation, Harold is looking more like his old self.

We hear lots about entertaining angels, and such people, unawares. But Goldbergs have recently been surprised by the appearance in their midst of a promising juvenile author—James Cavanagh, whose latest contribution to literature is a school novel.

Congratulations to John Dolby of Goldbergs, who has been promoted to production chief, and has taken his first steps with the current "3, 2, 1" campaign radio jackpot shows.

(Continued from opposite page)

June with the same Mickie Mouse cartoon that ended television viewing when war came. A present development in O.B.'s (outside broadcasts) is that gradually they are being done further away from the station. The previous longest was the televising of the Derby horse-race twenty-three miles from A.P., but the recent King George Sixth Stakes were televised from Ascot, which is 30 miles away.

BOOKS and PUBLICATIONS

from the MINGAY PUBLISHING CO.



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The fortnightly national business paper of the radio and electrical trade. Established 1930. Subscription: 26 issues, 10/- (52 issues, £1) Aust.; 13/6 other British countries; 17/6 Foreign.
- **Radio Service Job Sheets**
100 pages in duplicate book form — acts as a receipt and record of service work done. 6/- per single book; with your name and address printed on the customer's sheet, 10/- per book (minimum order 10 books). Thousands used by radiomen.
- **Radio Diagram & I.F. Index, 1947 Edition**
Lists over 2,600 brand line receivers since 1936, giving description, Intermediate Frequency and reference to where detailed circuit diagram is published. Price 5/- each.
- **Official Radio Trade-in Handbook, 1947 Edition**
Contains present-day trade-in valuation of brand line sets released since 1936. Approved by all Trade Associations. 5/- each.
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- **Philips Manual of Radio Practice for Servicemen**
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BOX 3765 G.P.O., SYDNEY

MELBOURNE

BRISBANE

ADELAIDE

PERTH



Another Series of 21 Club Lectures This Year

Vincent Chemical Chief Entertained at Luncheon

The 21 Club of Australia has appointed a special committee to organise a further series of lectures during 1947, covering various aspects of commercial broadcasting.

This was announced by the president, Mr. Leo Finn, at the Club's monthly luncheon on January 21 at Usher's Hotel, Sydney. The initial series of 21 Club lectures during 1946 were extremely popular and were well attended by members of the advertising fraternity.

Guest of honor at the January luncheon was Mr. K. C. Probert, managing director of Vincent Chemical Company Pty. Ltd., with his advertising manager, Mr. P. Stephenson. Mr. Frank Goldberg and Mr. David Manuel, newly appointed manager of the Goldberg Radio Division, representing Vincent's advertising consultants, were also guests of the Club.

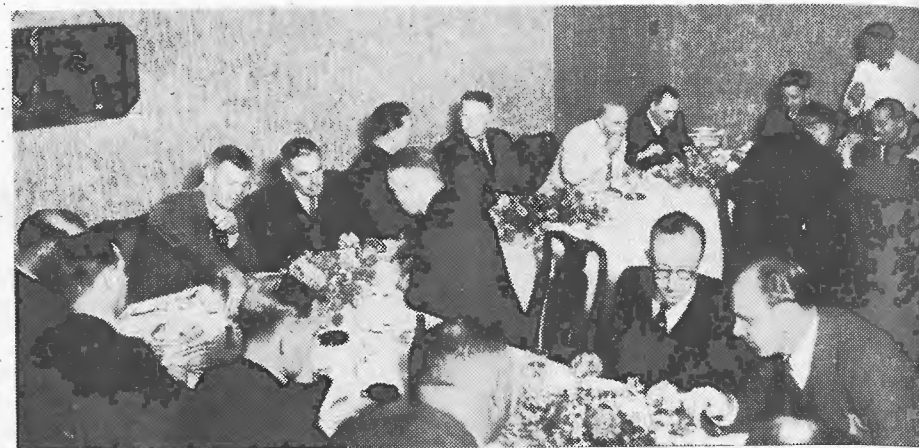
Guests of members included Mr. Graham Dowland, manager of 6PR, Perth, and Mr. Keith Spencer, manager 2LM, Lismore.

Mr. I. W. Phillips, proposing a toast to the Club's guests, said that Mr. Keith Probert was one of the young captains of Australian industry. He was a man, too, with young and vigorous ideas, and had surrounded himself with young and capable lieutenants such as Peter Stephenson. As advertising counsellor, in Mr. Frank Goldberg the Vincent Co. had selected one of the most colorful personalities in advertising, while in the appointment of David Manuel to the Goldberg Radio Division there was further evidence of the opportunity in advertising for the younger men.

Mr. Probert expressed his appreciation of the 21 Club's hospitality and said that he personally was interested in all forms of advertising, but acted largely always on the advice on his executives, whose job it was to be experts in their field.

"The judicious use of radio advertising cannot fail to pay dividends," Mr. Probert added. "It is a very valuable medium for selling your story to all sections of the community."

Mr. Frank Goldberg also thanked the Club for its invitation to be present and said that he had seen over the years the astounding development of commercial broadcasting "in



At 21 Club luncheon: Along the top table can be seen Messrs. Keith Spencer (2LM) talking to John Ridley (2GZ), then the guest of honor Keith Probert talking to Leo Finn (chairman), Frank Goldberg and I. W. Phillips (Major Net).

spite of its difficulties and of its drawbacks." There was, he thought, room for still further expansion. He commended the 21 Club, saying that it expressed the virile nature of the medium of broadcasting, and in its efforts could not fail to add to the prestige of radio and help lead towards the betterment of programs and thus to better results for moneys expended.

The committee appointed to arrange the 1947 series of lectures comprise Messrs. Rick Barnes, Eric Wood, Maurice Chapman (convenor) and Bob Highfield.

SUCCESSFUL DOCUMENTARY

"The Australian Story," a quarter-hour documentary program covering the story of Australia from the first discoveries of the continent to to-day are being sponsored on 2UW by J. R. Love Pty. Ltd., at 9 p.m. Thursdays.

Produced by Grace Gibson Productions, "The Australian Story" is presented as a dramatisation of the great events which transformed an unknown continent into a nation.

It opens in the 14th century, when "Terra Australis Incognita" was a shadowy myth, through the days of the early Spanish and Portuguese navigators right up to the Australia of the 20th century.

The program is shaped in the same form as the other successful Grace Gibson documentary features, "Drama of Medicine" and "The Story of Flight" (also broadcast from 2UW).

STATION AND SPONSOR IN QUEST FOR YOUTHFUL SINGERS

Still another commercial station program devoted to cultivating talent and giving young Australians an opportunity of stepping to success will shortly go on the air in Melbourne—more evidence of the absurdity of statements by those "critics" who claim that the commercials or their sponsors do little or nothing for the development of Australian talent.

In this instance it will be the new £100 "Quest for the Voice of Youth" under Peters Ice Cream sponsorship through 3UZ. The quest will be broadcast Mondays and Thursdays at 5 p.m. for a quarter hour, commencing in March in the Peters Pals hour.

There will be two age groups in the competition. Seniors, from the age of 13 years to (and including) 16 year olds, and juniors, 12 years and under.

Auditions for both sections will be held at 3UZ every Thursday afternoon from 4 to 5 p.m., commencing on Thursday, February 6. When the quest starts on the air, competitors in the senior section will be heard on Mondays, while juniors will be heard on Thursdays.

The grand final prize money—£100—will be divided as follows:—

Seniors—1st £50, 2nd £10, 3rd £5.
Juniors—1st £20, 2nd £10, 3rd £5.

In addition to the grand prize, there will be a prize of 10/6 for the winner in both sections each week.

As in those two programs, "The Australian Story" is presented by a narrator (Walter Pym), supported by a strong cast, which includes Sydney Wheeler, Lou Vernon, John Cazabon, Thelma Scott, Lyndall Barbour, Max Osbiston, Nigel Lovell and others.

"The Good Old Days"

Mr. Jim Malone (Chairman, Telecommunications Commission), proposing a toast to retiring Macquarie general manager "Jack" Horner, last week said: "We owe a debt of gratitude to the pioneers of 20 years ago. To-day it's easy money in radio compared with then."

"Jack" Horner (in the course of his response to the toast) recalled those good old days with a delightful account of an amusing incident. In those days it was difficult to get artists for broadcast appearances and after auditions it was the practice to send out a form stating the time and day of the artist's scheduled appearance and also carrying the legend "Fee one guinea," which was the payment agreed to be paid to the artist. He recalled one now well-known artist who, not understanding that she was to be paid, enclosed a guinea with her letter confirming the arrangement!

ESTATE AGENT'S ADVERTISING

Well-known Melbourne real estate agent, Spencer Jackson, is so sold on radio advertising that he has bought another half-hour on 3KZ. He has previously sponsored two "World of Song" half-hour programs — one at 7.15 p.m. on Fridays and the other at 8.45 p.m. He has taken another similar half-hour program which commenced on December 31, Tuesdays 9.30 p.m. Recently the firm extended radio advertising to 2UW Sydney with a weekly session. Account is handled through John Clemenger Advertising.

INDIAN RADIO LICENCES

The number of broadcast receiver licences in force in British India at November 30, 1946, was 229,322 compared to 203,231 at November 30, 1945. Altogether 21,400 licences were issued during the month of November 1946, of which 7,630 were new licences.

LOTUSLAND MATTRESSES BUY "BYE BYE, BABY"

The manufacturers of Lotusland Inner-Spring Mattresses have contracted with 2UE for the sponsorship of Allan Toohey's popular sweet and swing session on Mondays at 9.30 p.m. for half hour.

M.G.M. DRAWS BIG MAIL AT NEWCASTLE



Through the co-operation of Metro-Goldwyn-Mayor and the Victoria Theatre, Newcastle, 2HD presents an interesting session Sundays 2.45 p.m., entitled "Music from the Silver Screen," using the actual soundtracks of M.G.M. films locally showing. Recently a competition was held in conjunction with this session for the film "The Harvy Girls," and picture shows Victoria Theatre manager Bill Myers (seated) and Bob Baek, comper of "Music from the Silver Screen," wading through the large pile of entries for the competition.

MUSIC IN INDUSTRY

APRA has licensed factories from 1st January, 1947

- ★ To-day, the need for MUSIC in factories, both as an amenity and a stimulant, is ever increasing. It is the responsibility of individual factory owners to obtain a licence from the Association if they continue to have music performed on their premises.
- ★ This is a simple matter, involving no more than the completion of a brief application form which is obtainable from the Association.

FOR FURTHER PARTICULARS PLEASE ADDRESS YOUR ENQUIRIES TO

AUSTRALASIAN PERFORMING RIGHT ASSOCIATION

LIMITED

66 PITT STREET, SYDNEY, N.S.W. Telephone: BW 8493

PROGRAM BUSINESS

An unusually large mail was received at 3XY in answer to a series of questions dealing with films and the film industry. Denbeigh Salter as the "Movie Roundman," sponsored by J. H. Whelan Pty. Ltd., asked the questions during his Sunday night program and received the response of 1659 letters. The only prize offered was a 40 x 30 framed coloured photograph of the M.G.M. film star Gregory Peck. Also of interest in connection with this program was the recent promotional idea used by 3XY in conjunction with the initial screening in Melbourne of the new M.G.M. film "The Yearling." A preview was arranged in a Melbourne theatre to which many personalities in public life were invited. They represented art, literature, music and children's welfare organisations. After the preview, these people were interviewed by Denbeigh Salter and a recording of the interviews was played a week later in the "Movie Roundman" program.

A new program, which commenced from 3XY on Monday, January 27, was "Musical Mail Bag," a half-hour presenting the newest releases from overseas during the preceding week. The program covers a variety of music from "Pops" to semi-classics, and is being scripted and presented at 9.30 p.m., Mondays, by John Storr.

Arrangements have been completed for a renewal for a further 12 months of the General Motors sponsorship of "Information Please," which is relayed from 3DB Melbourne to 2UW Sydney each Saturday at 7.30 p.m. The original "Information Please" program in Australia, this half-hour originally was relayed from 3DB to 2CH. It was transferred to 2UW when that station became the Sydney unit of the Major network, and renewal for the whole of 1947 has now been completed.

The Newcastle Milk and Delicacy Coy. Ltd., manufacturers of Victor ice cream, again have taken the sponsorship of the Victor Ice Cream Eisteddfod, which proved so popular last year. The Eisteddfod will commence on Friday, February 7, and will be broadcast for one hour duration, taking the complete five to six channel on 2HD.

It's money for a song in "Musiquiz"—one in the series of features being aired weekly in the 3, 2, 1 Liquor Trades campaign on the N.S.W. liquor hours referendum. "Musiquiz" is heard on 2KY from 9 to 9.30 p.m. Fridays. Hard cash also flows freely in "Brains, Beauty or What Have You?" which is scheduled for 9 p.m. Tuesdays on 2GB and some other stations in the Macquarie hook-up. This also runs away with 30 minutes of air time. On top of these comes "3, 2, 1, Quiz"—a 2UW show, which provides yet another opportunity for cashing in on laughs and lucre, 9.15—9.45 Mondays. Scripts and all handling is carried out by the Goldberg Agency.

In the "3, 2, 1 Quiz" broadcast by 2UW, nine competitors on stage in the 2UW Theatre are each handed six 10/- notes. If they answer the first question, they retain three notes—if they fail to answer it, they surrender three notes. Similar conditions apply to the second and third questions, with two notes and one pound note as prizes respectively. At the end of the first round the leading competitors compete in a knockout round and the ultimate winner—the competition is continued until only one competitor remains—collects the whole of the money not won by the others.

The basis of the session is that the nine competitors must divide the £27. The compere is John Barnes.

"There Ain't No Fairies" is the intriguing title of a new Donovan Joyce program taken by Grace Bros., well-known Sydney retail store, for broadcast from 2UW at 9.15 p.m. Tuesdays and 9 p.m. Thursdays. The program centres on a hard-boiled actor who is engaged to read fairy stories over the air. As he says, "There ain't no fairies," and, as there is nothing in the contract to say otherwise, he adapts the narration of the stories in his own way. Little Red Riding Hood, for instance, becomes "Red" Hood, a snappy little stenographer working in the office of a solicitor named Mr. Wolfe. Similarly Ali Baba and Morgiana become Mr. Albert Barber and his secretary, Annie Morgan. Grace Bros. also have taken the quarter-hour channel at 6.30 p.m., Saturdays, on 2UW, for details of the general sport-

ing results, which are presented under the title of "Sports News of the Day." This quarter-hour, which follows immediately on 2UW's racing result service, covers all general sports of the day, including golf, tennis, athletics, bowls, women's sports, swimming, etc.

To supplant their "Morning Teasers" session on 2UE (which finished when Colina Lynman retired from radio), the makers of Uncle Toby's Custard Powder are sponsoring a new half-hour session on 2UE every Wednesday at 10.30 titled "The Answer Man." There are all sorts of queer expressions and habits, the origin of which have been a puzzle to many people for years; for instance, why should it be correct for men to wear a crease down the centre of their trousers, or why should the seats in the gallery of a theatre be known as "the gods"? Howard Craven, in his role of Answer Man, will answer these and similar queries sent in by listeners. A cash award is made for each question used in this session.

Account is handled by Arthur Smyth & Sons.

Magnetic Motors, Townsville, distributors for Ford Motors, are using the 10 p.m. to 10.30 p.m. channel from Monday to Saturday inclusive on 4TO for their feature, "Music from the Four Corners."

"Music from the Four Corners" utilizes recordings from the 4TO library, featuring music of the light classical type, interspersed with special narration. The session is compered by Murray Hulett with commercials reduced to a minimum.

FOUR A'S STILL AFTER 15%

The Australian Association of Advertising Agencies (Federal) will continue to fight for 15% agency commission from media, despite the recent refusal of the ANPA to agree to the Association's proposal and of the Federation of Commercial Stations' postponement of consideration of the plan when it was put before it at the Hobart Convention.

The 4A's committee previously handling the "case" have been re-appointed to continue their efforts. They are Messrs. Farnsworth (Geo. Patterson Pty. Ltd.) and Jackson (Jackson, Wain) in the press field and Walters (Willmotts) and Noel Nixon (N. V. Nixon) for radio.

NEWCASTLE HIT PARADE

To increase their retail trade, Oldham Bros., smallgoods manufacturers of Stockton, Newcastle, have started "The Newcastle Hit Parade" on the 9 to 9.30 channel through 2HD every Monday evening. Although the session started during the meat strike, it sailed away to a bright start with a cash prize of £10, to the person selecting in correct order the eight most popular hit tunes of the week. The cash award jackpots by £5 each week until won.

PRACTICAL APPRECIATION


In appreciation of the excellent work in broadcasting church services from 2HD Newcastle, the Baptist Tabernacle Church of Newcastle is now sponsoring a 15-minute program Wednesdays at 10 a.m., entitled "Morning Meditation." The session is completely undenominational in character and is scripted and presented by the Rev. E. F. Heather.

The Krips-Czenassy concert at the Sydney Town Hall on February 19 will be broadcast by 2UE.

TASMANIAN COASTAL NETWORK

7BU 7AD
BURNIE DEVONPORT

7QT 7DY
QUEENSTOWN DERBY



ASK STANFORD ALLAN or A. L. FINN
MELBOURNE SYDNEY

WHY EVERY NATIONAL CAMPAIGN MUST INCLUDE THE
TASMANIAN COASTAL NETWORK

RADIO ARTISTS ASSIST HOSPITAL APPEAL

Leading radio artists appeared in a concert held in the Melbourne Town Hall on Monday evening, January 27, in aid of the Queen Victoria Memorial Hospital Rebuilding Fund. These included Joyce Macartney, winner of the 1946 P. and A. Parade, Kelvin Plant, Frank Lassiet and the "Sun" Aria winner, Ailsa McKenzie.

RADIO LICENCES IN INDIA

The number of broadcast receiver licences in force in British India at October 30, 1946 was 225,584 as against 202,834 at October 30, 1945. Altogether 20,749 licences were issued during October 1946, of which 8,036 were new licences. November figures appear elsewhere in this issue.

In CENTRAL QUEENSLAND

Sponsors get maximum listener response to their sales message from 4LG. In this rich market 4LG with its huge coverage creates programmes of local interest making every minute of broadcasting popular with a tuned-in audience, willing to listen, eager and able to buy.

4LG CENTRAL QUEENSLAND

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

Representatives: Sydney: FRED THOMPSON, B 2085
Melbourne: STANFORD ALLAN, Central 4706
Brisbane: S. Edmonds, B 5871

RADIONIC EQUIPMENT

Is the choice of Station Engineers when they require New Equipment or Spares for their Studio or Control Room.



RADIONIC PRODUCTS

MEADOWBANK (SYDNEY) N.S.W. 'PHONE RYDE 243

YOU REACH THE SALES-RICH THROUGH

4BU BUNDABERG

where locally sponsored programs are always on a big scale. 4BU maintains a loyal listening audience in Central Coastal Queensland because of its effective coverage of a rich market and established programs of popular appeal.

Sales results are certain when sponsors select 4BU as their salesman to Bundaberg and its rich rural surround.

4BU BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network
Rep. Sydney: Macquarie. Melb. Rep.: Macquarie.

South Australia

South Australian John Campbell's comprehensive course of instruction in "Writing for Radio," which was intended originally for service personnel only, is now available to civilians, at a nominal fee, through the Technical Correspondence School of the S.A. Education Dept. The course covers the entire field of radio writing, from advertising continuity to full-length drama and novelty programs, and contains sample scripts of actual radio productions in almost every field.

£200 in prize money and gold and silver medals are being offered in quiz program "Yes, Teacher" from 5DN-RM Saturdays 6.45 — 7.15 p.m. Sponsored by Purina Grain Foods (Paton Advertising Service), the sessions will be run in conjunction with the "Can I Help You?" programs Monday to Friday, 5—5.30 p.m., featuring Willie Weetle and Kay. Preliminary contests will be between teams of four boys and four girls under the age of 15 years from each suburb and will occupy sixteen Saturday nights. Leading boy and girl will be eligible as a pair to represent their suburb in the inter-suburban contest. The boy and girl representing the champion suburb in the grand final will receive £25 each and a gold medal.

"Adelaide Speaks" returned to the air over 5KA, February 3, with a subject of topical interest "Is the standard of test cricket improving?" debated by Bill (W. E.) Bowes, English fast bowler now representing the "Yorkshire Evening News;" George Duckworth, famous English wicket-keeper, now writing for "Manchester Evening Chronicle" and Australia's Tim Wall and Alan Kippax. This program is sponsored by Saints Furnishing House.

The first episode of "The Private Life of Lady Hamilton," one of a series of "Romances of the World," was broadcast from 5AD under the sponsorship of G. Wood, Son & Co. Ltd., proprietors of Anchor brand food products, on January 19. To be featured over a period of 26 weeks in half-hour episodes, "The Private Life of Lady Hamilton" tells the story of a servant girl, Emma Hart, who became Lady Hamilton, and her romantic association with Lord Horatio Nelson. Leading roles are played by Lyndall Barbour, Edward Howell and Rupert Chance. Prior to the broadcast of this new feature, G. Wood, Son & Co. Ltd. had sponsored "The Air Adventures of Biggles," a South Australian presentation adapted from the books by Captain W. E. Johns and it was only after much consideration that "Biggles" was allowed to terminate. G. Wood, Son & Co. Ltd.'s account is handled by Alan A. Martin Advertising Service.

A recording of South Australia's first Mardi Gras wedding was broadcast by station 5AD, Jan. 29, half an hour after the ceremony took place. Announcers Ron Sullivan and Alec Macaskill handled the broadcast expertly, giving listeners an excellent picture of the colorful pageantry and impressive dignity of the scene. Broadcast was sponsored by Sheppard & Sons, who, by the way, were the first Adelaide jewellers to use radio as an advertising medium. Lloyd Wilson agency handles the account.

Tintex Dyes Pty. Ltd. sponsor a series of 5-minute spots "Color in Music" through 5KA each morning Monday to Saturday, 7.50 a.m. Music in each spot features a different color. Account is through A. T. M. Whyte.

"Limelight and Shadow," a Hepworth production, commences over 5AD Feb. 18. Session will be heard Tuesdays and Thursdays 9.15-9.30 a.m. Sponsored by Jenyn's Corsets, through Johnston Jones, Brisbane, this

session is a successor to "Victoria, Queen of England." The story is of Mary Darby, known as the "Exquisite Perdita," an actress enamored of the Prince of Wales in the latter half of the 18th century.

Station 5KA featured a special Grace Moore In Memoriam session Wednesday, Jan. 29. It consisted of a half-hour of Grace Moore's best-loved songs.

Vic Jacques, 5AD's popular advertising manager, has left for three weeks' holiday in the hills where he will be "surrounded by trees and silence and there are no radios and no newspapers!" In fact, no annoyances except, maybe, bushfires!

Announcer Dick Moore, of 5AD, is having a glorious month's holiday in Brisbane. When he called on station 4BK he met Ernie Long, recording engineer, who came out from England with Vic Jacques in 1935. An old acquaintanceship was renewed — by proxy.

Advertising manager of 5KA, Howard Parker, spent his holidays caravanning around Lakes Entrance, and announcer Frank Bevan whiled away the time on a houseboat at Goolwa.

Queensland

"The Young Companions' Club," broadcast Saturday mornings from McWhirters' Emporium, The Valley, Brisbane, over 4BK, had the pleasure of meeting "Miss Australia" (Rhondda Kelly) in person recently when she attended one of their Saturday morning parties—much to the delight and interest of the "Young Companion" members, who made her a Life Member of the Club with much gusto. Campbell Advertising Agency handles the McWhirter account.

J. Jackson & Son, furriers, have renewed their contract for 52 x ½ hours on 4GR Toowoomba, 7.30 p.m., Thursdays. A half-hour dramatic production "The Passing Parade," will be utilised in this channel. The account is handled by Noble-Bartlett Advertising.

Noble-Bartlett Advertising advise that E. Sachs & Co. have renewed their scatter announcements on 4GR Toowoomba. To publicise British Brand D.D.T., 50-word announcements in the breakfast, women's and night sessions are used five days a week.

Station 4BH is providing a comprehensive and complete coverage of the Fourth Test to be played in Adelaide, which commenced on Friday, January 31. Arrangements were also made to relay from the Milton Courts a description of the tennis exhibitions to be given by leading Australian players.

The weekly Wednesday community concerts which are being presented from the Regent Theatre are entertaining many thousands of radio listeners as well as providing those present with a grand opportunity for merry-making. The smooth running of the show is due to the capable handling by the compere George Hardman, of 4BH, and the musical direction by organist Les Richmond.

A popular show which has been heard from 4BH for a number of years has now changed to a new time. The program by "The Brisbane Hawaiian Club" is now heard at 11 a.m.

A. W. Pryor motor cycle services, Woolongabba, are sponsoring a "Road Safety" Campaign over 4BH, commencing Friday, Jan. 31, at 6.28 p.m. with a week-end safety message to listeners. They are also sponsoring three 50-word announcements during the speedway session Saturday nights between 9.15 and 10.20. S. W. Johnson Advertising take care of this contract.

United Milk Vendors are sponsoring over 4BH—100-word announcements before and/or after the news session four times a week, boosting pasteurised milk. This contract is for 52 weeks and is handled by J. W. Johnson Advertising Agency.

The second Wallace Bishop's (Queensland manufacturing jewellers) Talent Quest broadcast every Sunday evening over 4BK is nearing its close with half a dozen semi-finalists leading up to the grand-final—the contest continues to produce outstanding talent. The sponsor has renewed station time for a further 12 months' period. Noble-Bartlett Advertising contract.

The Queensland Temperance League is sponsoring a new program entitled "Something Old and Something New"—half-hour session 7.30 to 8 over 4BH every Saturday night for 12 months. This is in the form of a competition, the audience submit a program of four old and four new numbers; cash prizes will be given to those six nearest the popular choice. The advertising is handled by Gordon & Gotch.

Station 4BK broadcast the "Australia Day" dinner. The Premier, Mr. Hanlon, proposed the main toast of the evening and Chief Justice Macrossan paid a high tribute to the Australian pioneers. Miss Rhondda Kelly ("Miss Australia"), now a member of 4BK's announcing staff, lead the "Australia Day" procession together with the president of the "Australia Day" committee, Mr. L. D. Edwards, M.A., Director of Education. Miss Kelly also made a special personal appearance at the "Australia Day" concert, held that night at the Brisbane City Hall.

Tom McGregor, 4BC's chief announcer, is enjoying three weeks' vacation at Caloundra and whilst away from the mike Terry Lambert will hold the fort at 4BC.

A new 4BC announcer is Brian Fergus, previously with 4MB Maryborough.

4BC breakfast session musician David Frecknell is at present holidaying at his parents' residence at Pomona.

Western Australia

"Music on the Air" is the title of the new show which goes on the air from Radio 6KY every Wednesday evening. Compered by Syd Brown, the show features Gloria Mann, Nancy Loney and Des Branwell.

From the same station comes the late afternoon show "Movie Round Up." In this program, Ron Gledhill, well-known and very popular radio personality, presents a novel quiz in association with Syd Brown.

After several requests, 6PM-6AM have acceded to putting a microphone daily into Plaza Arcade to broadcast "Public Opinions."

Whitford Network sales manager Jack Tozer has returned from annual leave spent in assisting with the control of 300 Legacy boys and girls at their first camp of 12 days at Rottnest Island. Jack did a pretty fair job with the exception of his cricket umpiring efforts. Jack says he is back to business for a rest.

Caltex, through Pattersons, Sydney, commenced "Star Theatre" on 6PM-6AM-6K at 6GE on Tuesday, February 4, at 9 p.m.

Jenyns Patent Corsets commence on February 11 their new "Hepworth production" "Limelight and Shadow" twice weekly in the women's session on station 6PM arranged by Johnston Jones, Brisbane.

"The Australian Story," the Grace Gibson feature, is being presented by Westral Soap Ltd. on 6PM-AM-KG-GE at 7.30 p.m. Agents are A. J. Williams Advertising.

AUSTRALIANS SHOULD SCRAP THEIR INFERIORITY COMPLEX

ARC Chief Compares Manufacturing Methods and Conditions

Australian manufacturing techniques and methods were not so far behind the rest of the world as we may be led to believe, and there was no reason or excuse for Australians to have an inferiority complex.

That observation was made by Mr. D. M. Fegan, managing director of Australian Record Company, in a lunch-hour address to members of the BREIF Club at the Wentworth Hotel Ballroom on Monday, February 3, during which he recounted some of the highlight impressions of his recent visit to America, Canada and England.

Mr. Fegan said that in sound recording there was an amazing amount of technical development in America, but the average quality of sound that came out of the average receiver in America was substantially the same as we had on the average in Australia.

He found that in some instances Australians were able to make better use of certain materials. There was one item in short supply of which American manufacturers were using just double the quantity as was used by Australian makers of the same and equally good product.

Mr. Fegan considered that Americans sacrificed a lot of quality in their workmanship at the altar of King Time. Time seemed to be the most pressing factor everywhere and in everything. Making records was one project in which certain chemical processes could not be hurried along without loss of quality, but the Americans insisted on cutting down time in their processing. In England he found it very different. In spite of great difficulties imposed by the war and its aftermath, such manufacturers as Decca were doing a very fine job and maintaining the accent on quality. When he revisited America after being in England, American recording technicians agreed with this observation.

Mr. Fegan is not hopeful for any early introduction of television to Australia. He said he studied the situation there and now, viewing this medium from a hard commercialised outlook, he could not visualise it being introduced in Australia as a commer-

cially payable proposition in his own lifetime. He knew that this view would conflict with the ideas of such eminent electronic engineers as Mr. Ray Allsop and many others present, but that was the way he saw it.

Mr. Leo Beston, who proposed a vote of thanks to the speaker and who himself very recently returned from a trip to America, expressed the opinion that from what he saw of television it was "a pretty poor show with a long way to go." He agreed with Mr. Fegan that Australia had a lot up her sleeve that the rest of the world didn't know about. It was up to Australians to throw their shoulders back a bit more and tell the world what we have to offer.

Members introduced at the luncheon a number of guests, who included Miss Eva Godfrey (Mingay Publishing Co., Melbourne office); Cr. Cramer, deputy chairman of the Sydney County Council electricity undertaking, who will be guest speaker at the March luncheon; Mr. L. Denning, of J. Walter Thompson Pty. Ltd. agency; Mr. Ken Fowles, of Lintas agency; Mr. Brian McDowell, of McDowells Ltd., long-term radio sponsors; and Mr. Lynch, of Warwick Advertising. Another visitor was Mr. J. Engels, Philips Valves' executive from Eindhoven, Holland.

At the commencement of the function, the chairman, Mr. Eric Dare, announced the death of fellow BREIF Club member Mr. C. W. Vaughan, manager of Tecnico, who died suddenly on Thursday, January 30, and called for one minute's silence as a tribute to his memory. Mr. Dare then formally extended sympathies of all Club members to the late "Jack" Vaughan's widow and two young children.

STUDIO ROUNDUP

Grace Gibson (Grace Gibson Radio Productions) was all confused last week trying to figure out how to listen to two shows on the air at the same time. Two of her features—"Caltex Star Theatre" (2UE) and "The Australian Story" (2UW) for J. R. Love, were both launched this week (Feb. 4) and both were scheduled at 9 p.m.

"RE" MACQUARIE!



Two Reg's. and both E's! At right: Mr. R. E. Denison, chairman of the board and managing director of 2GB and Macquarie Network, and at left, Mr. R. E. Lane who last week took over the reins as general manager of 2GB and Macquarie.

ON RECRUITING JOB

Captain Alec. Clubb, managing director of A. M. Clubb & Co., is at present engaged on recruiting for the Army. He is O/C of three mobile cinema units which are touring and showing specially selected films as an inducement for young men to join the Army. The technical cinema equipment and film were supplied by A. M. Clubb & Co.

BROADCASTING BUSINESS

Goldbergs have taken out a 12 months' contract with 2UE and A.S.B. stations on behalf of Vincent Chemical Co. Announcements are to comprise 50 words for broadcast during racing sessions and holidays.

Goodlands have renewed their feature "Kitchen Kapers" for another 12 months on 2UW. Goldbergs have the handling.

Australian Cosmetics (Corinne products) have arranged, through Goldbergs, for 2UW to broadcast 52 weeks of 25-word announcements.

Clinton Williams have taken time on 2UE and associated A.S.B. stations in a 26 week's campaign for Buckley's Canadian Mixture. The announcements are of 50 words. Handling is by Goldbergs.

Agencies

The advertising account of Buckingham's Pty. Ltd., Sydney departmental store, previously serviced by Goldbergs' advertising agency, is now handled by John C. Duval advertising. John Duval also services the advertising account of Curzons, an associate company of Buckingham's.

Claude Mooney Advertising Pty. Ltd., Melbourne, have formulated a plan to overcome difficulties for clients or business associates when wishing to contact an executive of the firm. A brochure giving photos of the six executives and their respective positions has been designed by the company and distributed for the convenience of people contacting the agency.

Purely Personal

Mr. Eric Cottrell, secretary of the O. J. Nilsen enterprises including 3UZ, was over in Sydney last week accompanied by 3UZ manager, Mr. Arthur Prince. Mr. Cottrell reports having at long last launched the little cruiser he built at week-ends, but near-disaster marred some of the pleasure of the good ship's initial fishing trip when Eric took with him Messrs. O. J. and Vic. Nilsen out into "the bay." The engine broke down when a spark plug gave out and for some time it looked as if the party was in for a long tow or a long swim.

Mr. S. M. Burnside, New Zealand director, and Miss E. Aitchison, Sydney manageress of Paul Duval (Aust.) Pty. Ltd., were recently in Melbourne for the company's annual interstate managers' conference.

Mr. L. J. Hartnett, managing director of General Motors Holdens Ltd., left by air for a short visit to the United States on January 20.

The death was announced of Mr. Augustus Ley, a senior executive officer of the Vacuum Oil Company, on January 20. Mr. Ley joined the company in 1901 and had travelled extensively throughout Australia and the Pacific Islands. He is survived by a widow and two daughters.

Mr. Prouse Knox, manager of 4BC, and Mr. Ted Gold, managing director of 4GR Toowoomba, have recently returned from a business trip to Rockhampton and Maryborough and were forced to return to Brisbane by road due to bad flying weather.

Two leading executives of Unilever, London (Lever Bros.), are visiting Australia in the course of an extensive tour of Australia, New Zealand and India. They are Dr. C. H. Clarke, world technical director, and Mr. R. Tester, of the audit section.

Mr. L. J. Brain, general manager of Trans-Australia Airlines, left California by Skymaster for Australia on January 24. Mr. A. W. Coles, chairman of Australian National Airlines Commission—who was accompanied by Mr. Brain to the U.S.A.—will go on to Britain, where he will inspect aeroplane factories there.

Mr. M. T. Lloyd, managing director of Commonwealth Oil Refineries Ltd., recently returned to Melbourne after a business trip abroad. On his homeward journey, Mr. Lloyd visited Persia, where he spent some time at Abadan, site of the Anglo-Iranian Oil Co.'s refinery, and also in the various oil field areas.

Sad task for Tal Ordell on February 27—he goes to Government House to receive the D.F.C. awarded his son, the late Fl./Lieut. Robin Ordell.

Mr. Joe Reed, chief of the transmitter designing section of A.W.A., arrived back in Sydney by flying boat on January 28 after being abroad for about nine months. He visited Canada, U.S.A. and Marconi of Chelmsford, England.

Mr. F. J. Coombes, formerly in charge of program sales for the Macquarie Network, who recently returned after nearly five months in U.S.A. and Canada, has been appointed Macquarie Network program manager. This new position will also include program sales management. In the latter sphere he will be assisted by Mr. H. P. Clarke, who will also take charge of Network service. Mr. R. S. Lord, who formerly handled Network service, will act as personal assistant to general manager, R. E. Lane.

Asked to recall his most exciting broadcasting experience over the past 25 years, Mr. H. G. Horner, retiring general manager of Macquarie and 2GB, at the cocktail party in his honor in Sydney last week, went back many years. He nominated the broadcast

of the "Southern Cross" Pacific crossing as the most dramatic in his memory. Mr. Hörner recalled the tense night-long vigil at the home of Mr. Ray Allsop with a short-wave receiver specially keyed to the Southern Cross transmitter. Messages were received from Kingsford Smith all through the night and rebroadcast here, while between messages a continuous buzzing told the anxious circle in the Allsop home that all was well with the Pacific flyers. Nevertheless, fear gripped every heart lest at any moment the buzzing should cease, which would indicate trouble of some kind.

While Phil Furlley is taking it easy in Tasmania on his annual holiday, 2HD manager, Jim Story, has assumed crutches and bath chair to take over the compering of the Old Timers' session, Sundays at 8.15 p.m. Jim and Phil worked together at 2WG Wagga many years ago.

Mr. Alec Robertson, manager of 4BK-AK, is wreathed in smiles over the announcement that his son Alec Robertson jnr., employed on the Brisbane "Courier-Mail," is the first Australian journalist to win the Kemsley Memorial Scholarship in Journalism which entitles him to a paid post on one of the Kemsley group newspapers in Great Britain with first-class return passage. Alec, snr., was a capable journalist before entering the broadcasting field.

Station Staff

John Storr, 3XY feature announcer, has been holidaying in Sydney, while Stan Thomas, sales manager of 3XY, has recently returned from his holiday at Mornington, looking sun-tanned and very fit.

Olaf Abramowski, 3UZ salesman, has been on annual holidays at Queenscliff.

Tiny Snell, breakfast announcer at 3UZ, recently returned from a three weeks' car tour of Tasmania. Whilst there, he was wonderfully entertained by many of his early morning listeners. Tasmania must be calling most of 3UZ personalities, as announcer Clem Brown will shortly be visiting the Apple Isle.

A holiday race meeting means the loss of four meals to Ken Howard, 2UE's racing commentator. Even though Ken has been calling races on the air for the last ten years, he still experiences tense nerves before a meeting; consequently, he eats neither breakfast nor luncheon until the last race is over. Then he says he makes up with a dinner that two men could well do justice to.

Unmarried male announcers, especially tall dark ones, are a rara avis in Sydney. Eric Parrant, 2UE's new evening announcer, besides being single and tall and dark, has a very pleasant voice and comes from West Australia. His last job in the Army, for which he's just secured his discharge, was in charge of Station 9AJ, Wewak.

John McMahon, program director of 3UZ, is spending three weeks' holiday with wife and family at Sorrento.

New addition to the 2GB and Macquarie sales staff is Mr. John Darnnton. Mr. Darnnton had considerable sales experience prior to the war. He served as a pilot in the R.A.A.F., rising to the rank of Wing Commander, and was awarded the O.B.E. for service against the Japanese.

Mrs. Ida Coffey, well known as "Penelope" in the Women's Session at 3UZ, has returned after being away ill for a month. Mrs. Coffey has been a personality at 3UZ for many years and was welcomed back by hundreds of phone calls from listeners.

Classified Advertisements

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.

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ANNOUNCER: Leading Sydney Commercial Station requires an outstanding experienced microphone personality with ability to maintain the prestige of the Station's presentation. Second-class men will not be considered. Apply by letter, giving details of experience, and, if possible, an audition cut; with salary required, to 212 "Broadcasting Business", Box 3765, G.P.O., Sydney.

POSITION WANTED

Chief Engineer, large country station, ex RAAF Officer, experienced all phases broadcasting, seeks position as Manager or Manager-Technician, country station, N.S.W. or Qld. Replies to L.S., Box 3765, G.P.O., Sydney.

POSITIONS WANTED —By Ex-Servicemen—

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

POSITION WANTED

Copywriter-announcer, ex R.A.A.F., sound knowledge all phases of broadcasting, recently B.B.C. London. Desires position first class references. Replies "PAA," c/o Box 3765, G.P.O., Sydney.

WANTED

Senior Announcer

With sound experience in Commercial Broadcasting

Written applications to:

7HO

82 Elizabeth St., Hobart

Doug Melton, 2HD announcer, has returned after three weeks' honeymoon at Bowral. Doug was married to Miss Dorothy McGilvray at the Wesley Church, Hamilton. The reception was held at Illoura Hall, Newcastle, and George Hall, 2HD sporting editor, acted as chairman. Many of the 2HD staff attended the reception, including manager Jim Story, Twinkle (Edwina Ford), Mr. and Mrs. Michael O'Regan, Bob Baecck and his fiancée, Miss Mavis Ashman.

Recently Stuart Dibley, chief announcer at 2HD, was married quietly at Shore Chapel, Sydney. He wore the uniform of a much decorated RAAF Flight-Lieutenant, because it was while he was a pilot in England that he met his bride, Miss Joan Landen of London.

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Leading advertisers swear by the V.B.N. for covering their widely-spread markets in Gippsland, Northern and Western Victoria! Fill in the big blanks in your Victorian coverage with these three powerful popular stations—you'll be in good company

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BROADCASTING BUSINESS

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Thursday,
February 20, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers—
A Problem in Trousers!



SOME fellers always seem to be in trouble.

Like the old chap I heard of yesterday. He was complaining of his arthritis. "Every time I bend over," he said, "and stretch my hands down to my knees and then pull them up again, I get the most terrible pains."

"Why do it, then?" his pal asked.

"You tell me," the old chap said, "how else I can get my pants on."

The old boy had a problem—but somebody with "know how" could have set up for him a neat "step-in" arrangement fixed to the foot of his bed.

It's "know how" that does the trick, always—and in radio today, with everybody flat out after results, "know how" is a "must."

That's why so many of the big boys—and the little chaps, too—are looking for time on 2UW . . . because the 2UW "know how" came the hard way—from years an' years of the experience of success.

The 2UW "know how," in fact, is the real reason why

most people listen to
2UW

