

# Facts

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Facts : on advertising rates.

Facts : on listeners' licence figures.

Facts : on frequency allocations of stations, transmission hours, and operating power.

Facts : in BROADCASTING AARDS about the 106 commercial broadcasting stations in Australia and New Zealand, facts so necessary when arranging broadcast advertising.

Facts : on advertising rates.

Facts : on circulations.

Facts : on mechanical details, contract conditions, copy closing dates, and territory of distribution.

Facts : in NEWSPAPER AARDS about the 650 newspapers in Australia, and all the information required by advertising men when planning newspaper campaign.

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# AUSTRALIAN ADVERTISING RATE & DATA SERVICE

Box 3765, G.P.O., Sydney, N.S.W. Phone FA 7054  
and at

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

# BROADCASTING BUSINESS

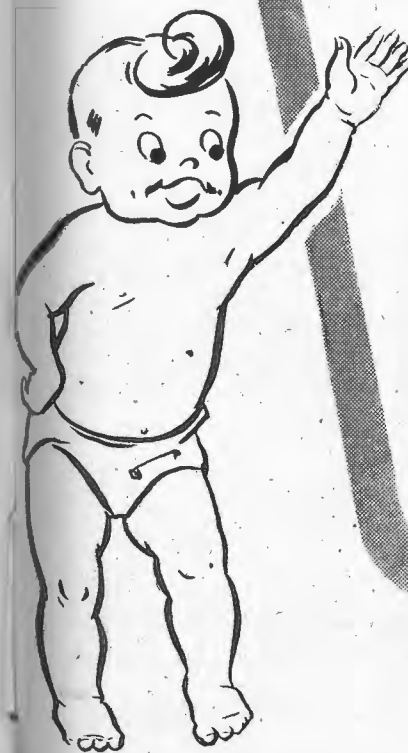
Vol. XV, No. 24  
453rd Issue

Thursday,  
JUNE 12, 1947

Incorporating "Commercial Broadcasting"

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

## Hi Fellers! I've been Fired!



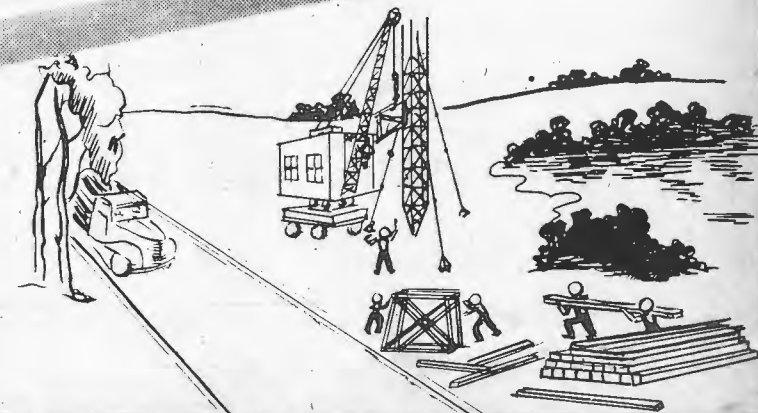
THE boss gave me notice this morning. He was very decent about it—"Thank you" and all that; but I'm fired, all the same.

He said they needed all the room they could find on this page to give those blokes down in the corner a clear go... that mast's going to come right up to the top soon—and that's about the biggest thing 2UW has ever had to talk about.

Boy, what a story that will be! Won't be so very long now, either. We'll be telling you.

Then believe me, there'll be no argument about it—everybody will know that

## Most People Listen Most to 2UW



P.S.: Is this any good? The boss just promised me a job for the Xmas page. I'll be seeing you.

# Question:

WHICH RADIO STATIONS ARE MOST LISTENED TO  
-- BOTH DAY AND NIGHT?

# Answer:

THE LOCAL STATIONS!

-- AND FIRST CHOICE OF INFORMED  
NATIONAL TIME BUYERS INCLUDES:

2AY      2GN      2GF      3BO

ALBURY   GOULBURN   GRAFTON   BENDIGO

4TO      4CA      4WK      4MK

TOWNSVILLE   CAIRNS   WARWICK   MACKAY

These stations dominate the areas they serve, they are the only stations located in their respective towns and wise time buyers choose these stations to get results.

Local listeners depend on them for good programming and a high standard of service... alert advertisers know that their schedule is not complete unless these stations are included.

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.

THURSDAY, JUNE 12, 1947  
Vol. XV, No. 24, (453rd issue)

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## Education in Advertising

The professional status of advertising is as important as it is in say, civil engineering, accountancy, or a dozen other arts and sciences in which the practitioners shoulder the responsibility of directly or indirectly spending "the other fellow's money."

Anything up to ten million pounds a year is spent in advertising media in Australia and most of it is directed by the hundred odd advertising service agencies now in operation. That more attention has not been paid to education in advertising is rather astounding in view of those figures, reflecting as they do a degree of confidence in the practitioners which would hardly be found in any other walk of life.

Everybody in advertising knows that the art, or profession, "just grow'd" like little Topsy—and that at times it's been a bit Turvy as well as Topsy! Nevertheless there has been for a long time an agitation amongst leading advertising agency executives for a comprehensive and acceptable scheme of advertising education which would lead to the maintenance of standards below which practitioners would not be expected to operate.

That aim has always been uppermost with the Australian Advertising Association which has already done much to encourage advertising education. Little real headway could be achieved, however, without the fullest co-operation of all or at any rate most of the advertising agencies. That co-operation has been established with the completion early this year of an agreement between AAA and the Australian Association of Advertising Agencies (Federal). The general secretary of the AAAA elsewhere in this issue discusses that agreement with AAA and points out the method by which certain diplomas are awarded and other progress made along those lines.

The AAA-AAAA scheme itself is commendable and there should be no grounds for complaint about the method of carrying it out. But apparently there has been criticism—of a kind that is not very constructive. The diploma awards of the Advertising Association do not cut any ground from under normal channels of advertising education, few as are those channels. The diploma certificates which have been issued serve a very important purpose and only those without a proper knowledge and appreciation of advertising agency operation could think otherwise.

Another aspect of advertising education which is shining a new light upon the subject is the work of The 21 Club of Australia in its promotion last year and this year of series of lectures on the operation of commercial broadcasting. The syllabus of fortnightly lectures for 1947 commencing next week includes lectures by leading broadcasting and advertising agency executives. From whom better fitted could the young executives and staffs of advertising agencies and advertising departments learn the techniques and arts of the broadcast medium?

There is, however, one disappointing factor about the 21 Club lectures, and it is that their delivery is, so far, localised in Sydney. That difficulty may be overcome, in part, at some future time by the publication of all the lectures for dissemination throughout the advertising profession all over Australia. Each of the lectures given in last year's series were worthy of that attention, and judging by the various titles in this year's schedule and the experience and expert knowledge of the men who are to give them, they too should go to swell a volume which would undoubtedly provide the finest text book on advertising and programming in the broadcast medium that this country has ever known.



# AAAA Supports Diploma Awards

## General Secretary Explains Method of Making Awards Pending Wider Educational Set-up

Some criticism has been voiced in Melbourne advertising circles regarding the diploma awards being made by the Advertising Association of Australia.

In Sydney this week Mr. John R. Humphrey, general secretary of the Australian Association of Advertising Agencies (Federal), said that the AAAA Executive was determined to give advertising a professional status and education was one of the proofs of that desire.

"In March 1946, the AAAA's at their inaugural Federal Convention wrote into future policy and plans the words: 'Advertising Education,'" said Mr. Humphrey. "As a practical expression of that policy a formal agreement was signed by the Advertising Association of Australia and the AAAA's under which certain senior Members of the AAAA's would sit on the General Council and Education Board of the AAA's; and that a carefully selected group of advertising practitioners would be admitted to Diplomas of Advertising.

"In the succeeding months the agreement has been implemented: the AAAA's nominees are active on the Council of the Advertising Association of Australia; and many men and women in advertising agencies in all states have been granted their Diplomas. The Federal Executive of the AAAA's has been mindful of its grave responsibilities in making its recommendations to the AAA's—for that body alone finally grants the Diplomas—and no application has gone forward without the prior endorsement of the State Divisional Committees and of the Federal Executive itself.

"Those who have been granted Diplomas of Advertising have received them because their everyday knowledge of advertising has been judged as the equivalent of their sitting for an examination. Those whose experience of advertising agency practice has been judged as insufficient, have been advised to study and sit for the appropriate Diplomas. Consideration of the applications has been as strict as an examination.



At recent 4A's bi-monthly Federal Executive meeting at Adelaide, time off was taken to visit famous Seppeltsfield.  
Standing, L. to R.: Claude Willmott, M. P. McClelland, Hugh Berry, Mrs. Allan A. Martin, Austin Brown, Allan A. Martin, C. Mooney, Mrs. C. Willmott, C. A. McMillan, G. H. Brown, L. W. Heal, J. E. Vincent.  
Seated: Mr. W. Seppelt, Clem R. Taylor and John Humphrey.

"The AAAA's are thinking ahead in their education plans, too. Member agencies have been asked to suggest to all the junior members of their staffs that they undertake a course of study and sit for the Licentiate of Advertising; and it is hoped that eventually senior positions will carry with them a formal cachet of experience: a Diploma of Associate or Fellow of Advertising.

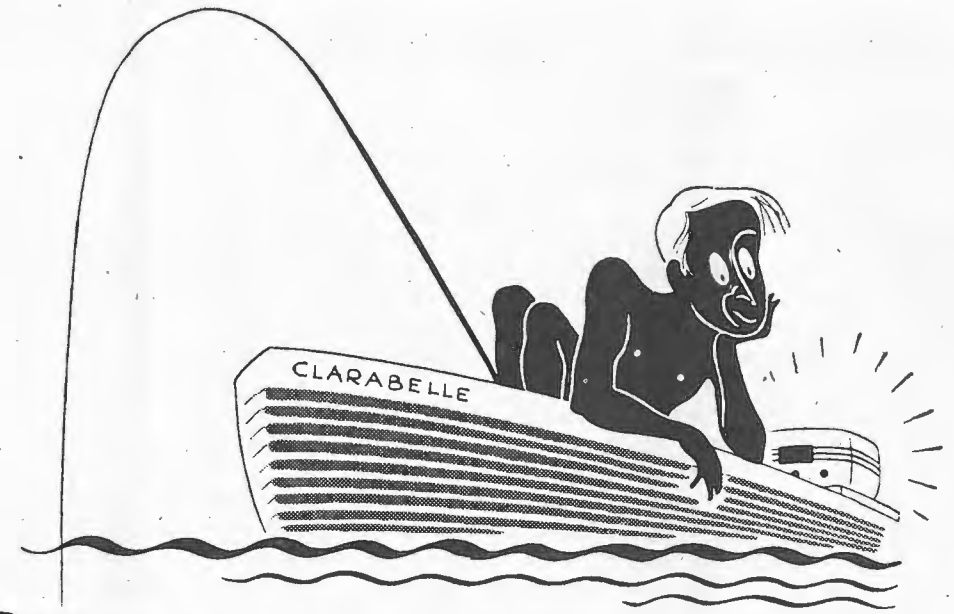
"Advertising education will continue in many forms: with lectures to junior advertising people by senior executives; leading, the AAAA's hope, to lectures in the Universities as part of the Economics or Commerce degrees. Perhaps it may not be too much to expect that, as Australia establishes its place as a nation of manufacturers and distributors, Chairs of Advertising may be established.

## Has Radio failed to Sell Itself

Chief of the Radio Department of Kenyon and Eckhardt Agency in New York, Mr. W. B. Lewis took a crack at radio's failure to sell itself addressing the third annual Radio and Business Conference of the City College of New York. "It was a strange paradox that radio has been one of the most proficient of all advertising media in selling the products and services of others to the American public, but has never succeeded in doing an equally good job for itself," said Lewis. He proposed two public relations jobs for the industry. The first was the obvious one of doing a better job telling the listening public what it is getting from America. His second proposal, which he outlined in some detail, called for the broadcasters in every community to get together, name a manager to form nine committees of six to 12 public leaders each of whom would submit suggested policies on all phases of broadcasting. Findings of these groups would be forwarded to Washington where NAB could repeat the procedure once more on a national scale by submitting the proposals to nine committees of the nation's top leaders in various fields.

### DAMAGES CLAIM AGAINST 3UZ

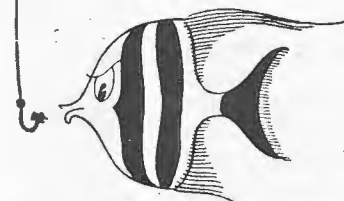
A writ claiming £5,000 damages against 3UZ Melbourne, has been issued by Joseph Lennox Cotter, of Pearl Street, Northcote, Vic. The writ has arisen in connection with an alleged statement made in a "50 or Over" session.



**WHEREVER YOUR MARKET MAY BE...**

You can sell this man sunburn cream, a sports shirt, a sun hat, or even Isaac Walton's classic. In fact, your market is in its most receptive mood when relaxed. So many thousands of radio owners have discovered the pleasure of 2UE; so many more are finding this out every day. It's good listening, that's why, with vital news, topline sports, Australia's greatest musical shows and quizzes. 2UE will make new friends for your product.

**REACH IT THROUGH 2UE**



**FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE**

# AAB Adopts Diary Method

## NATIONAL ADVERTISERS' ASSOCIATION APPROVES NEW TYPE AUDIENCE MEASUREMENT

The Anderson Analysis has officially announced its adoption of the "Radio Listener Diary" method of measuring radio audiences which it has now substituted for the "Personal Interview Recall" method previously employed. The Listener Diary method involves interviewing people in their homes and securing the co-operation of the correct number of radio set owners to meet sampling requirements, who will record their listening in a Diary which The Anderson Analysis supplies to them.

Each Diary covers a week's listening, and is required to be posted to The Anderson Analysis at the end of the survey period, in a stamped and addressed envelope provided for that purpose.

Mr. C. Roy Stanley, secretary of the Australian Association of National Advertisers, which has two representatives on the Advisory Board of Governors of The Anderson Analysis, stated last week that at recent meetings of his Association in Sydney and in Melbourne resolutions were carried approving the Radio Listener Diary method as being an improvement on the Personal Interview Recall method. Mr. Stanley said that amongst the functions of the Board of Governors are the following: (a) To determine the methods to be adopted by The Anderson Analysis in securing information about listening to radio programs and broadcasting stations; and (b) to suggest and/or approve exploratory studies and changes in research technique with the object of improving the accuracy of the various regular A.A.B. Reports.

"Early in 1946, The Anderson Analysis commenced experiments with the Radio Listener Diary method of obtaining information on the lines then being developed in America, which culminated in two full-scale Diary surveys being conducted concurrently with the normal A.A.B. Surveys in Sydney, the first being conducted during December 1946 and the second during February 1947," said Mr. Stanley.

"The results of these test Diary surveys convinced the Advisory Board of Governors that the Radio Listener

Diary method of gathering facts has many advantages over the Personal Interview Recall method which was then being used, and accordingly suggested to the Australian Association of National Advertisers that a Conference should be convened of interested parties to consider the question of whether the Diary method should be adopted.

"At the invitation of the A.A.N.A. a Conference was accordingly convened and held on April 2, 1947, at which there were present representatives of the following organisations: Australian Association of National Advertisers, Australian Association of Advertising Agents, Australian Federation of Commercial Broadcasting Stations, Australian Broadcasting Commission and The Anderson Analysis. At the Conference, the results of the test Diary surveys were discussed in detail and graphs were shown which indicated the differences between information gathered by the Diary method as compared with information gathered by the Personal Interview Recall method, and the reasons for the differences."

According to Mr. Stanley, the principal advantages of the Listener Diary method are as follows:—

(1) With the Diary method, listening is recorded at the time when listening takes place, while with the Personal Interview Recall method, listening is recorded up to 24 hours after it has taken place.

(2) The Diary method enables an accurate record to be obtained of listening-in homes where more than one wireless set is used. With the Personal Interview Recall method, it is difficult to obtain this information accurately unless the members of the family concerned are at home at the time of the interview.

(3) The Diary method makes it possible to obtain particulars of listening-in homes in which normally there is no one present during the day. With the Personal Interview Recall method this is only possible when interviews are conducted in the early morning or during the evening, and on Saturdays and Sundays.

(4) The Diary method enables

people to be sampled in small outlying areas or areas of small population, so that geographically each area is sampled in accordance with its number of radio homes. With the Personal Interview Recall method this is possible, but often is economically impracticable.

(5) The Diary method measures both set-use and listening. With the Personal Interview Recall method it is sometimes difficult to obtain this information accurately, particularly during periods when the program concerned runs for a number of hours, i.e. Racing Sessions, Cricket Broadcasts, etc.

(6) With the Diary method, it is possible to carry out economically, country surveys covering wide areas in which listeners in country towns, and on farms, etc., can be sampled in their correct proportions. With the Personal Interview Recall method, the costs involved are prohibitive.

(7) The Diary method eliminates any possibility of interviewers influencing the record of listening, which is sometimes a possibility with the Personal Interview Recall method.

The Australian Broadcasting Commission has also officially intimated that it considers the Radio Listener Diary method an improvement on the Personal Interview Recall method. Replies are not yet to hand from the other organisations concerned.

"The Anderson Analysis has now officially adopted the Diary method of obtaining information about listening and has used this method in connection with its recent surveys in Sydney, Melbourne, Brisbane, Adelaide, Perth and Newcastle," Mr. Stanley added.

Mr. Geo. Anderson, of The Anderson Analysis, said last week that the recent surveys have all proceeded very satisfactorily and that the wisdom of adopting the Radio Listener Diary method had been amply confirmed. He stated that the co-operation his organisation had received from radio owners had exceeded the most sanguine expectations.

### THE WATCHMAN BACK—ON 3AW

Wartime radio commentator, Mr. E. A. Mann, ("The Watchman"), returns to the air, after a long absence, on June 15. He will give a week's review of the news, through 3AW Melbourne, on Sundays at 9 a.m.—a feature which will be doubly appreciated in a city where there are no Sunday newspapers.

## ANOTHER NEW 3AW ATTRACTION



# Commencing 9.15 a.m., Sunday, June 15

MELBOURNE'S SUNDAY

MORNING SPORTS MAGAZINE

## Spencer Jackson's Spotlight

COMPLETE 45 MINUTE REVIEW OF ALL WEEK-END SPORT.

- Football Champions discuss their game
- Fred Tupper's Stars; pointers for the future
- Complete Stadium Results
- Interviews and Analysis by compere Peter Clarke
- A Clemenger Production

# 3AW—first in sport

- WRESTLING from the Stadium every Wednesday at 9.30.
- FRED TUPPER'S RACING COMMENTARIES.
- SPORTS NEWSREEL, Fridays, at 6 p.m.
- CYRIL ANGLES' SYDNEY DESCRIPTIONS.
- FIRST WITH WEEK-END SPORTS RESULTS.
- FRED TUPPER'S TRACK TOPICS, 11.30 every Saturday.



## WANTS MORE LOCAL MUSIC ON THE AIR

Senator Lamp (Tasmania) wants all broadcasting stations to be forced to increase their quota of Australian music to at least 10%.

In the Senate recently, he asked the Postmaster General:

1. Is it a fact that the Broadcasting Regulations compel all stations to broadcast only 2½ per cent. of Australian music in their programs?

2. If so, will the Government give consideration to the question of increasing this to at least 10 per cent.?

3. Will the Government refer to the Parliamentary Standing Committee on Broadcasting the task of making easy and simple the publication of Australian music?

4. Is it a fact that Australian publishers give scant consideration to Australian music because there is more profit in American music?

5. Will the Government refer to the Broadcasting Committee the task of selecting a book of Australian songs,

6. If so, will the Government make arrangements with the Broadcasting Commission to have these songs so selected sung over the national stations and published?

7. Will the Government refer to the Parliamentary Standing Committee on Broadcasting the question of the steps which are necessary to be taken for the encouragement of Australian composers?

Senator CAMERON.—The answers to the honourable senator's questions are as follows:—

1. Section 88 (2) of the Australian Broadcasting Act provides that not less than 2½ per cent. of the total time occupied by national and commercial stations in the broadcasting of music shall be devoted to the broadcasting of works of Australian composers. This provision was incorporated in the act on the recommendation of the Joint Parliamentary Committee on Broadcasting (1942). The Parliamentary Standing Committee on Broadcasting in its first report to Parliament in February, 1943, stated that "the trend of development now in evidence in favour of Australian composers and the engagement of Australian artists should be allowed to continue without further legislation for the time being." In its eleventh report relating to the control of overseas material for Australian programs (March, 1946), the Standing Committee recommended that certain statistics should be obtained in respect of programs

## DEATH OF RETIRED STATION MANAGER

The death of Mr. Norman Lyons last month brings the passing of another pioneer of commercial broadcasting in Australia. It is less than two years since he retired from his position as station manager of 2UW with which station he had been associated ever since its inception. He was with the national service even before that.

The late Norm Lyons was only 56 but had been in ill health for several months. He is survived by his widow and son, Dr. Ray Lyons of Sydney University.

Successful businessman, grand fellow who never missed an opportunity to lend a helping hand to others, Norman Lyons' memory will be revered not only by all those who knew him personally, but also by the many hundreds of the younger generation to whom he had, through his Aero. Club and Scouts sessions, his model aircraft training and aid to the Police Boys Clubs of Sydney, given such worthy inspiration.

He was a man of amazing versatility and prodigious energy which he threw into whatever job he had to do. In broadcasting he was always "on the ball" bringing to bear an uncanny resourcefulness to cover any situation. His was the strongest influence upon the development of sport broadcasting in Australia and his was a guiding counsel in the arrangement of news broadcasting.

Norm Lyons had retired while still a comparatively young man for a degree of leisure which he had undoubtedly earned. It is a sad thought that he was not given a longer time to enjoy it.

transmitted during portion of 1946-47 for the purpose of enabling a decision to be made as to whether there should be quantitative control over the use of imported material and whether any alteration should be made to the 2½ per cent. quota prescribed in section 88 (2) of the act.

2. Action has been taken in conformity with the recommendation of the Standing Committee and when the statistics have been assembled and analysed, the whole question of the use of overseas productions and Australian compositions will be reviewed. If it is then considered desirable, the matter will be referred to the Standing Committee for further investigation.

## 21 CLUB LECTURE SERIES

An additional lecture (omitted from the list on page 5, "BB" May 20) in the second series being organised by The 21 Club of Australia, will be given at 2GZ Studios on July 21. It will be entitled "Radio Merchandising" and will be delivered by Mr. J. W. Jackson, managing director Jackson, Wain and Co. Pty. Ltd. The six lectures this year will be given at fortnightly intervals commencing June 23, then July 7, July 21, August 4, August 18 and September 1.

The 21 Club of Australia invites all interested in broadcasting to come along and hear the authoritative addresses on the various phases of broadcast advertising. The place, 2GZ studios, Hosking Place, 84½ Pitt Street, Sydney, at 7 p.m. on the above evenings. Accommodation is limited to 160, therefore reservations must be rationed. Advertising agency staffs should request their principals to make the necessary reservations with the hon. sec., Mr. F. B. Haines, B 5370.

## LISTENERS' LICENCE CAMPAIGN

### Many New Licences and Prosecutions

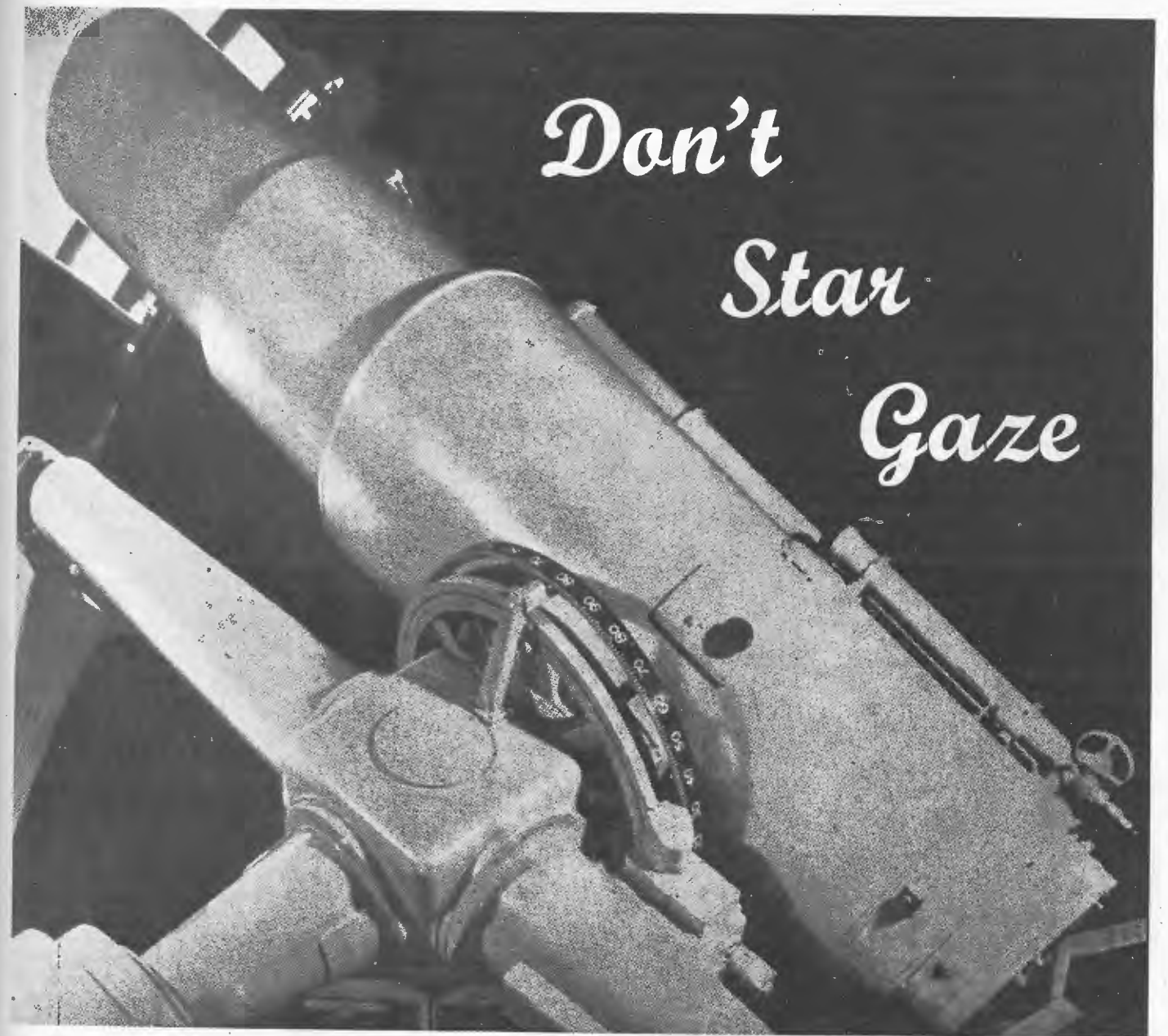
The campaign launched by the P.M.G.'s Department on May 15 designed to make all owners of radio receivers take out a listener's licence, has been achieving results.

Already well over 20,000 new listeners' licences have been issued in N.S.W. and over 15,000 in Victoria. A big increase in licence issues in other States has also been made. At June 9, Senator Cameron announced more than 100,000 new licences had been issued for the Commonwealth.

The Postmaster-General, however, said last week that despite the wide publicity that had been given to the campaign many persons had turned a deaf ear to the warning and already over 400 cases had been obtained for prosecution in the courts.

## ALL-OUT FOR FREEDOM

A lot of interest centres upon the forthcoming joint "Freedom of Speech" conference of top-line executives of mass communication media in America. Informal discussions have been foreshadowed by N.A.B. President, Justin Miller with heads attending from American Newspapers, Publishers, Associations, Motion Picture Producers Association, National Publishers Association and possibly American Society of Newspaper Editors.



Don't  
Star  
Gaze

IT WON'T HELP YOUR ADVERTISING CAMPAIGN

BUT  
BY USING

**2KY**

SYDNEY

and

**2HD**

NEWCASTLE

YOU WILL HAVE  
TWO STAR STATIONS  
LEADING YOU TO SUCCESS...

SYDNEY M 6291

MELBOURNE CENT. 4705

## 21 YEARS IN ADVERTISING

Tributes to Miss Jane Green

of W. T. McClelland Agency

Media representatives in Sydney recently tendered a testimonial luncheon at the Kent Room of the Hotel Australia, to Miss Jane Green, director of W. T. McClelland and Co. Ltd., in celebration of Miss Green's 21st anniversary in the advertising agency field.

Mr. McClelland was asked to act as chairman at the luncheon, and the gathering included Messrs. R. E. Marlow (managing director M. D. Schaffer & Co.), A. Campbell Jones and B. B. Stapleton (general managers, respectively, of 2UE and 2SM), D. Virtue and Bruce Tart (Truth and Daily Mirror), Perc. Messenger (Daily Telegraph), Bob Fisher (Courier-Mail), Bob Jackson (Associated Northern Dailies), A. McKay (Adelaide News), Lyle Thompson (Women's Weekly), Fred Thompson (newspaper and station representative), Ron Steuart, W. W. East (McClelland and Co. Ltd.), and L. Lippman (Mingay



Miss Green  
Director  
W. T. McClelland  
Agency

Publishing Co. Pty. Ltd.). Several apologies were received from advertising friends of Miss Green who were unable to attend, but all wishing her a still longer career in advertising.

After the speeches Miss Green was presented with a handsome black leather duffle-bag.

Speeches, some in lighter vein, outlined Miss Green's progress from the time she became associated with the Advertising Agency field in 1926, with Ferguson Advertising Agency Pty. Ltd. until to-day, when she is a Director of W. T. McClelland & Co. Ltd.

During her advertising life Miss Green has operated in practically all spheres of Agency work, typist, checking clerk, secretary, account executive, copywriter, radio announcer, media manager, company secretary and now company director. It was

## BROADCASTERS AND APRA Stormy Debate in Federal House

(From Our Canberra Correspondent)

CANBERRA.—Following the recent allegation in the debate initiated by Mr. J. T. Lang (Independent member for Reid, N.S.W.) on "Radio Australia," by the Minister for Information (Mr. A. A. Calwell) that some commercial and other broadcasters were trying to effect changes in the payments to the Australasian Performing Right Association Ltd., the question was raised during the closing hours of the parliamentary session last week.

Mr. J. Abbott (Country Party member for New England, N.S.W.), who interjected during the debate that Calwell was lying, asked the Attorney General (Dr. Evatt) whether representatives of the commercial stations and the A.B.C. had approached him.

Dr. Evatt said there had been a deputation. He said Cabinet would consider representations set out by the broadcasting companies and the Australian Broadcasting Commission. The question arose recently because the Association had made a claim against a clothing factory for payment for music being broadcast to factory employees during the lunch hour.

It is understood that a number of Labor members, who are interested in various commercial stations, have been urging the Government to take early action about the relations of the broadcasting industry to APRA. The Prime Minister (Mr. J. B. Chifley) has indicated that if possible, attention will be given to the matter at an early Cabinet meeting.

freely expressed that Miss Green, or "Jane", as she is affectionately known, is perhaps Australia's foremost woman advertising executive.

Tributes were paid to Miss Green's ability and her always willing helpfulness and courtesy to media representatives, and sincere wishes for her continued service in advertising were expressed on all sides.

Some speakers pointed out that in celebrating Miss Green's 21 years in advertising agency business, a tribute was also being paid to that large number of other women in advertising who had during the war years shouldered the executive burdens of agency work while so many of the men were away fighting.

## TOWERS, OF LONDON, ON AUSTRALIAN VISIT



Harry Towers (standing) in typical attitude

Harry Alan Towers, well known English radio producer and head of the British radio production and counsel outfit, Towers of London Ltd., is expected to arrive in Australia at the end of June.

From all reports Mr. Towers is an exceedingly energetic young producer, who, in a whirlwind of activity, has gone into radio in a big way. While completely independent as a producer, he is contracted, in a script capacity, to the BBC, and handles their big weekly film show "The March of the Movies," which has been broadcast at a peak time in Britain for the past five years. A special Forces version is broadcast in more than 20 countries.

Discussing some of Towers' major activities, Mr. C. G. Scrimgeour, Australian representative of Towers of London Ltd. said he is organiser for the "Daily Mail" National Film Award, (British equivalent of Hollywood's famous Oscars) which is broadcast by the BBC, European and Canadian networks, and introduces every English film star of note in a cavalcade of the British productions of the year.

"One of his biggest shows, "London Playhouse," which features such famous British stars as Anna Neagle, Patricia Roc, Margaret Lockwood, Stewart Granger, James Mason and many others, has already been purchased by 2UE.

Mr. Scrimgeour said that Mr. Towers will investigate the possibilities of producing, partially in Australia, an Empire-wide radio transcription series, plans for which are already being developed in London and Toronto. He believes that Australia should be able to provide some really worthwhile material.

## BERNBOROUGH WAS A CHAMPION QUEENSLAND WEIGHT CARRIER...BUT WHEN IT COMES TO BRISBANE RADIO...



# 4BC

Programmes  
CARRY MOST WEIGHT

You're in Good Company  
at 4BC. . . . .

CALLING THE STARS • CASHMERE  
BOUQUET SHOW • COLGATE CAVALCADE  
• CALTEX STAR THEATRE • KING TEA  
COLOUR QUIZ • LEAVE PASS • PLAY-  
HOUSE OF FAVOURITES • PASSING PARADE  
• DISRAELI • WORLD FAMOUS TENORS  
• JANE YOUNG'S COTTAGE • AMAZING  
SIMON CRAWLEY • LEGEND OF KATHIE  
WARREN • BLUEY AND CURLY • EDMUND  
CONQUEST • SCARLET RHAPSODY  
CLOSE SHAVE CLUB • DRAMA OF MEDI-  
CINE • LASTING LOVELINESS • COL-  
GATE HOLIDAY • MODERN ROMANCES  
MUSIC SOFTASILK • POPULAR FALLACIES

Representatives:

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

In conjunction with relay station 4SB . . . 4BC has an unsurpassed line-up of popular presentations, giving Brisbane and South Burnett listeners nights of star studded programme brilliance and days of joyous bright programmes.  
For top results in this area your sales message should go on the station that others have found to give top coverage.

4SB (SOUTH BURNETT) RELAY  
TIMES  
Monday to Saturday, 6 a.m. to 8 a.m.;  
Monday to Friday, 11 a.m. to 1.30 p.m.;  
Saturday, 12.30 p.m. to 11 p.m.;  
Monday to Saturday, 6 p.m. to 11 p.m.;  
Sunday, 1 p.m. to 2 p.m., 5 p.m. to 11 p.m.



# Daytime Serial Advertiser using Radio to Sell Branded Furniture

(By Murray Evans, W. E. Smith Limited Advertising Agency)

At the present time it is unfortunately more common to learn of manufacturers dropping from the ranks of newspaper and radio advertisers than it is to learn today of the entry of a company into the advertising field for the first time. It is, therefore, most refreshing to radio people to see this week a manufacturer not only choose radio in preference to other media for his first large scale use of advertising . . . but doubly refreshing to learn that his use of radio commences with nothing less than a four quarter-hours per week serial in a woman's daytime program.

That is part of the story of Ogden Bros. of St. Peters, N.S.W., who manufacture "Durabilt" furniture. On Monday June 16, they commence the sponsorship of a new serial over 2UW Sydney — "The Legend of Kathie Warren" — at 9.15 a.m., Monday through Thursday, for a period of 12 months.

The rest of this story is equally interesting to radio — this is probably the first time in Australia, we believe, that there has been in this particular furniture field, a manufacturer producing a range of furniture carrying a brand name. It is certainly the first time that such a manufacturer has chosen radio to impress that brand name on the buying public.

Here are the reasons behind the selection of radio for this client, whose account W. E. Smith Limited Advertising Agency have handled for the past 12 months.

We recognised in this client and his product something a little bit unique in the furniture field. Ogden Bros. have been furniture manufacturers for eleven years—but furniture manufacturers with a difference. For instance, they control their own saw-mills, season and kiln-dry their own timber at St. Peters, control every stage of manufacturing that timber into a range of utility furniture in the most completely equipped furniture factory in N.S.W.—and finally sell it under a brand name . . . "Durabilt."

The public in Australia have never been educated to ask for a brand of furniture, except in the case of say, mattresses. So we realised that, firstly, our job would be to attempt

to establish this new habit with the buying public. Secondly, of course, would be the establishment of the habit of people asking for "Durabilt" furniture. There are, fortunately, good reasons why they should — "Durabilt" is strictly utility furniture, made to sell in the low priced field, but constructed in such a way that it possesses outstanding qualities of design, durability, and appearance.

It is six months since we started talking radio advertising to Ogden Bros and, although they then accepted our recommendations, they were not yet prepared to start. You may guess the reason—it's true of so many manufacturers today — they were afraid of further aggravating what was, and is still for them, a seller's market.

We finally convinced our client that this fear should not entirely prohibit advertising. So many advertisers today seem to have lost sight of the obvious fact that advertising can perform functions other than that of creating immediate sales. Have all of us forgotten that advertising can also educate — can instruct — can amuse — can enlighten . . . can do so many of those things which bring ultimate rewards to its users?

In the case of Ogden Bros., selling a range of branded furniture, advertising has to establish a new buying habit . . . that will not be accomplished overnight, and, before it will be accomplished, we are quite certain this client will no longer be operating in a seller's market.

That is why we recommended advertising now. In say six months time, this client will want to create a demand for his products because he will be that much nearer to reaching full production from his factory. By that time, many more people will recognise this brand "Durabilt" and that being so, the job of selling "Durabilt" furniture in a highly competitive field will be made that much easier than if the client had left it until then to commence advertising.

Why was radio selected for this campaign in preference to other media? Because we believe the public are sick and tired of reading in cold print that such and such an article

is worth waiting for, but you can't get it now, etc. . . . Because we believe that message can still be satisfactorily conveyed by radio because it makes use of the oldest, most natural and most human form of communication — the human voice. And finally, because we believe that in selling furniture, you must sell to women — and the daytime radio serial represents an ideal vehicle for carrying our message to the women we wish to approach.

"The Legend of Kathie Warren" will be the clothing of entertainment on the body of our selling campaign. This program will be merchandised through "Durabilt" displays in leading furniture stores. Finally, "Durabilt" advertising will be permanently instilled into the public mind through attractive display stands and printed literature for store distribution throughout N.S.W.

## NEW IRE OFFICERS Ray Allsop Elected President

At the first meeting of the 1947/8 Council of The Institution of Radio Engineers, held at Science House, Sydney, May 21, Mr. Ray Allsop was elected President of the Institution



Ray Allsop



O. F. Mingay

and Chairman of the Council. Mr. Oswald Mingay was elected Deputy President and Mr. Murray Stevenson Vice-president.

TREASURER, Mr. N. T. Wedgner. ASST. TREASURER, Mr. G. Apperley. HON. SECRETARY, Mr. J. Draffin. ASST. HON. SECRETARY, Mr. H. B. Wood.

Chairmen of Committees elected were:—EXAMINATION BOARD, chairman, Mr. D. G. Lindsay; deputy chairman, Mr. J. N. Britton; EDITORIAL BOARD, chairman, Mr. Murray Stevenson, deputy chairman, Mr. G. G. Hall. QUALIFICATIONS BOARD, chairman, Mr. W. T. S. Crawford, deputy chairman, Mr. T. P. Court. EDUCATION BOARD, chairman, Mr. A. S. McDonald, deputy chairman, Mr. M. Tyler. STANDARDS, chairman, Mr. G. G. Hall, deputy chairman, Mr. Lindsay. RADIO FOUNDERS DAY, chairman, Mr. D. G. Wyles, deputy chairman, Mr. T. A. E. McNeill. WAR EQUIPMENT, chairman, Mr. Ray Allsop, deputy chairman, Mr. O. F. Mingay.

# Judge a Radio Station by the Programmes it Keeps



★ "MY HUSBAND'S LOVE"  
Quarter hour, Mon. to Thurs.  
9 a.m.  
Lever Bros. Pty., Ltd.

★ "SALUTE TO TOMORROW"  
Half hour, Mon.  
9.15 p.m.  
Bebarfalds

★ "LEGEND OF KATHIE WARREN"  
Quarter hour, Mon. to Thurs.  
11.45 a.m.  
J. R. Love & Co., Pty. Ltd.



Top-line programmes, smoothly presented, serve loyal audiences in this, Australia's Fifth Market!

In Newcastle, it's on . . .

# 2KO

HEAD OFFICE AND STUDIOS:  
72 Hunter Street,  
Newcastle  
'Phones  
B 2241, B 2242.

SYDNEY OFFICE:  
60 Hunter Street.  
'Phone B 5370.  
MELBOURNE:  
'Phone FJ 2118.

# I Remember . . .

(By W. O. Richards, Managing Director  
The Weston Company)

## FORDYCE WHEELER, of "The Sun," "The Lone Hand" and "His Excellency"



Painting a picture of a man's distinctive characteristics without knowing him intimately, is difficult. No one ever got very close to Fordyce Wheeler. Other than a spasmodic game of golf and an occasional fishing expedition, he never seemed to relax. It was business, first, last and all the time with him.

From the moment the old "Austrian Star" was merged into "The Sun" and his appointment to the Advertising Chair he swung everything he had into the job of building his advertising columns.

He erupted ideas so quickly that his capable lieutenants must have had one heck of a time keeping pace with him. He originated a new technique of approaching the advertiser. He would grab the 'phone and make an appointment, then pouncing like a terrier on a rat he would rush along and state his proposition. If the prospect seemed slow on the uptake he produced from a satchel a couple of 'rabbit killers' in the form of some attractive full page roughs with cleverly written copy illustrated by that maestro of commercial artists, Wally Jardine, featuring the advertiser's product.

More often than not a contract was signed there and then. When speaking of Wheeler I always think of a story I read somewhere about another good salesman. Don't say you've heard it before . . .

A Commercial Traveller visiting a small country town thought he was in for a throat infection. He walked across the street to a Grocery store and asked for a pound of salt intending to mix it with a little warm water for use as a gargle.

"Did you say salt?" said the Grocer. He took his customer to a store room and showed him stacks and stacks of it.

"You've certainly got a lot of salt," said the C.T.

"That's nothing," replied the Grocer, "in the basement I have over 15,000 bags of it!"

"Do you mean to tell me that you sell that much salt?" said the C.T.

"No," replied the Grocer, "but the

guy who sells it to me,— BROTHER, CAN HE SELL SALT?"

Wheeler had an affinity with that Salesman.

As Advertising Manager of "The Sun" he made more money in a month than do most advertising managers in a year. He earned every penny of it.

When he was representing "The Lone Hand" a "Bulletin" monthly publication about 30 years ahead of its time, he sold me 12 full pages; it was the first order he had received. He insisted on wetting its head. We walked from my office and popped into the New South Wales Mont de Piete where he pawned the Contract! He was paid portion of his commission; Mont collected the balance on its due date from "The Bulletin." We breasted the bar of a nearby pub and imbibed a few 'snifters.' They tasted like a mixture of oxalic acid and petrol. The effect of the concoction on the both of us was not so good; we just missed getting into a spot of trouble. We would have taken on Peter Jackson or Griffo, pronto!

Later on he produced "His Excellency," a posh quarterly. Only one issue appeared.

Later still he joined Jimmy Allison. The pair acted as Australian Representatives for Sir Joseph Couston, a big London Printing firm. The partnership did not last long! Jimmy went to London and became Advertising Manager for "The London Times" and associated Northcliffe publications.

Wheeler taught me a lot about advertising and I think he learnt a thing or two from me; this is understandable for I had a few years' start on him in a business that has an irresistible fascination for those making a living out of a hobby.

### NEW STATION FOR TASMANIA

A statement by Senator Cameron says that provision has been made in the program of works for the Postmaster-General's Department to commence the erection of a national regional broadcasting station in north-west Tasmania during 1948

## Radio and the Child

That radio gives the child a far wider understanding of the world today, and makes current affairs something that concerns him, is the contention of Janet Adam Smith, writing recently in the "B.B.C. Quarterly." The writer, former assistant editor of "Listener" and in private life, wife of author and critic Michael Roberts, draws similar conclusions to those of Josette Frank, noted American educationalist, whose article "Radio and the Child" was reprinted in "B.B." April 1.

Janet Smith states that radio nourishes the child's special interests, from railways to bagpipes, and gives him innumerable moments of pleasure.

On the debit side, radio interferes with homework in crowded homes where lessons need quiet and where the rest of the family want "Ttma"; or affects concentration when work is done against a background wireless hum; and it may affect the reading ability of a child used to the constant spoken voice.

She considers that radio makes a challenge to a child's manners, particularly in a small home, because of the constant consideration for what other people want in the way of programs. Parents themselves too often set bad examples of rudeness and selfishness in their individual handling of the receiver.

The writer adds that parents should encourage the child to choose, and not wince when he or she chooses something the older people detest. Radio should be a two-way affair, not only bringing the child music, plays and ideas, but leading him to music, plays and ideas, for the attitude to listening and to the arts that we meet through radio, helps to determine whether the individual will have an active or a passive approach to life itself.

### AUSTRALIAN TRADE WITH INDIA

Token shipments of branded lines of switch gear and other electrical merchandise should be sent regularly to India, states Mr. H. A. Pickett-Heaps, managing director of Hill Elliott Co. of India, agents for a number of Australian firms.

During a recent flying visit to this country, Mr. Pickett-Heaps also stated that the industrial troubles here could easily undo prewar sales promotion, under which prominent Australian products had been able to compete with certain English brands on the Indian market.

## Sydney FM Station on the Air

Sydney's experimental FM station being operated by the P.M.G.'s Department at North Sydney, commenced transmission late last week. Experiments are likely to extend over many months before any official pronouncements are made regarding the tests.

The Melbourne experimental station has been on the air for some weeks and Senator Cameron said recently that other stations would be erected in other capital cities.

In a statement issued by Senator Cameron he said that, "whatever decision was reached regarding the introduction of frequency modulation broadcasting into Australia, several years would probably elapse before it could supplement, much less replace, existing stations because wireless sets being used by listeners were incapable of receiving FM transmissions. Even if it were decided to introduce the FM system a duplicate service would have to be maintained over a very long period until virtually all listeners had obtained suitable receivers."

A special Cabinet sub-committee,

which met on May 13 to examine the current FM position, decided that the adoption of FM broadcasting as a means of providing a regular service to listeners should be deferred pending the outcome of practical tests in the capital cities by the Post Office and the completion of investigations by officials now attending the International Telecommunications Conferences abroad.

This special Cabinet sub-committee comprised the Minister for Information Mr. Calwell; the Minister for Navy, Mr. Riordan; the Minister for Army, Mr. Chambers; the Minister for Repatriation, Mr. Barnard and Senator Cameron, the P.M.G. It is anticipated that this sub-committee will meet again on this subject before the end of October.

### No Public Alarm

Senator Cameron's statement, which received fairly wide publicity in the daily press on Tuesday and Wednesday of last week, emphasised that listeners could buy receivers now available without any fear that today's

models would become obsolete in the course of the next few years.


### Television Deferred

Senator Cameron also stated that because of the costs involved in conducting a television service, even of an experimental nature, plus the fact that the U.K. and U.S.A. had undertaken extensive experiments with black and white and colour transmissions, the government had decided to await the outcome of these developments overseas and the inquiries which were being made by officers of the Post Office during their visit abroad before further considering the subject of television in Australia.

### AGENCIES FIDELITY FUND

Arising out of discussions at the Adelaide meeting of the Federal Council of the 4 A's last month, a fidelity fund to protect members of the association and media, against bad debts, will probably be established.

Mr. C. H. Willmott proposed the fund and the idea was well received by delegates. A strong committee was appointed to prepare the whole scheme in time for submission to the next bi-monthly meeting of the Federal Executive which will be held in Brisbane in July.

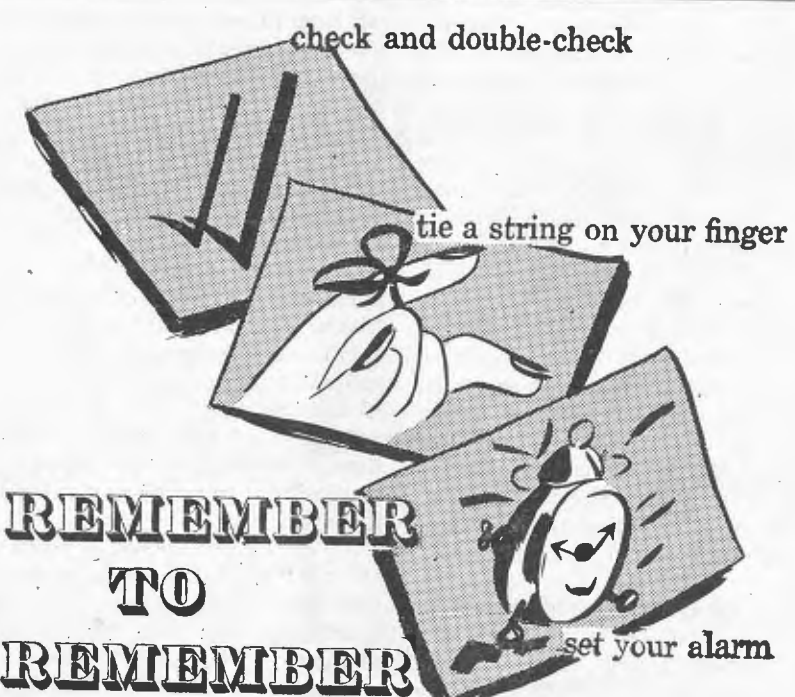


**3CV**

MARYBOROUGH-BENDIGO  
OPERATES ITS OWN  
LOCAL PROGRAMMES  
DAILY AND RELAYS

**3AW**

from 6.30 p.m. to 10.30 p.m.  
every night



check and double-check

tie a string on your finger

**REMEMBER TO REMEMBER**

set your alarm

If you want to reach the biggest slice of listeners in Victoria—exclusive of Melbourne—contact the Macquarie man for details of the 4 million people reached by

**3CV, Central Victoria**



# We Salute

**NOEL V. NIXON—Managing Director,  
N. V. Nixon and Co. Pty. Ltd., Melbourne**



Starting in the advertising agency profession at the age of 18, N. V. Nixon is one of the new generation of executives who have grown up exclusively in that calling.

From the beginning, youthful zeal prompted him to tackle any interesting job associated with agency work, so that to-day, after 21 years' experience, he is truly versatile.

His initiation into the profession was in 1926, when he joined the checking department of Patons Advertising Service in Melbourne. Following two years with that agency, he spent a year under Griffin Shave; and after that introduction, he moved to Brisbane for a while, where he gained further experience with R. S. Maynard Advertising. He was back in Melbourne in 1930, and a little farther up the ladder, for it was then that he began a term of four years as manager of the Melbourne office of Goldberg's. That was followed by 12 months in Sydney as account executive with Catts-Patterson Pty. Ltd.

When N. V. Nixon again returned to Melbourne, it was to take a very important step—to start his own agency—and, in April, 1935, with a staff of one girl, and no accounts, the firm of N. V. Nixon hung out its plate.

From then on, the steady progress of the youthful agency was so marked that by 1939 the staff had grown to very healthy proportions. It was then that the organisation became a proprietary company, whose articles of association were such as to make the agency practically a co-operative business, in which the major executives were, in effect, partners—and still are.

It has always been recognised by Mr. Nixon that there should be a constant flow of new blood, capable of bringing fresh creative ability into the advertising profession—a profession which in many directions is circumscribed by a narrow circle of unchanging faces. That he has followed this in practice is indicated by the fact that, with one exception, he introduced all his executives to advertising

Quick to realise the potentialities of radio, he was one of the first people in Melbourne to write commercials for that medium.

Since then, he has written and produced a number of Australian radio programs, including "Pro Patria", a series of documentary features broadcast during the latter part of the war. That show owed its origin to certain criticism which Nixon made of another series, and, on being challenged to do the job himself, if he did not like the proposed program, he accepted, and brought out "Pro Patria", which subsequently made a definite contribution towards awakening sections of the public to the needs of prisoners of war. It was in one of the early sessions of this series that the first Australian POW to escape from the Japanese made a broadcast. Other features written by Mr. Nixon have included the Merchant Navy documentary series: "Heroes of the Sea"; the variety show: "Smoke Night", and the more recent musical feature: "I'll Be Waiting".

Although his writing ambitions are still undiminished, present demands of business leave little time for their fulfilment.

Widely read in literature, especially modern works, Mr. Nixon once turned this to good account on behalf of one client, when he prepared book review scripts for broadcast over a period of 12 months.

Outside of his reading, any little time which is found for hobbies finds employment in carpentry and gardening.

N. V. Nixon's robust constitution—an obvious asset to any energetic executive—owes much to earlier sports training. At Scotch College, Melbourne, he was interested in swimming, football and rowing, and subsequently he was prominent as an oarsman, not only in Melbourne, but also Sydney and Brisbane, and he participated in competitive rowing right up till 1938.

A vice-president of the Victorian section of AAAA, he is active in movements relating to the improvement of

## STAMPEDE IN STORE

Grace Bros. Ltd., big Sydney department store of The Broadway, have always known just how good radio can be for store advertising, but even they were surprised a couple of weeks ago when two announcements over 2UW and two over 2UE announcing the availability of fireworks, created a stampede at the big store. Police, called in to control the crowd, estimated that 3,000 women and children stormed the department. Sydney afternoon newspapers carried front page pictures and stories of the incident.

## DEPT. STORE ADVERTISING

Charles Rogers & Sons Pty. Ltd., one of Goulburn's biggest departmental stores, have signed a contract with 2GN, Goulburn, for 52 x 30 minute programs, Tuesdays, 8.30 p.m. to 9.00 p.m., featuring the AWA owned Academy Award and Radio Guild Plays, commencing June 3.

Two out of the three Goulburn Departmental Stores now use 2GN, and one of these stores, namely Lemons, use 2GN exclusively.

## TO TEACH FOOD VALUES



Fresh from the task of making New Zealanders more alive to health and nutrition values—he used to get 600 letters per week, and distributed over 150,000 diet charts in that country—Dr. Guy Chapman, former President of the Food Reform Society of N.Z., has commenced on 2UE a similar assignment for Australians.

Sponsored by the New Zealand firm of Wylie Yeast Products (through W. T. McClelland Advertising), he is heard on 2UE every Tuesday, Wednesday and Thursday at 9.45 a.m. On Saturdays at 11.15 a.m. and on Sundays at 9.45 a.m. Dr. Chapman discusses ways and means of preserving and improving soil fertility.

Dr. Chapman is author of "Modern Food Habits" and "Menus, Recipes and Why", and of numerous pamphlets on health and nutrition. He is founder of the N.Z. Compost Association, founder in 1936 of the N.Z. Women's Food Value League (similar to our Housewives' Association), was chairman of the "Dig For Victory" campaign in the Auckland area, New Zealand, and broadcast over national hook-up in N.Z. on health and nutrition for six years.

the ethical standards of the profession. Interested in educational lecturing, he is a strong supporter of the present plans aimed at bringing greater facilities to junior agency personnel for the study of advertising practice.

## VACUUM PARTY FOR "OPERA FOR THE PEOPLE"

"Opera for the People" celebrated its six months' anniversary on Wednesday, June 4, at a cocktail party at Scotts Hotel, Melbourne, given by the Vacuum Oil Co. Pty. Ltd.

Among those invited were 97 members involved in the presentation of "Opera for the People", the cast, orchestra, producers, script writers, technicians and soloists. Also among the guests were Mr. Noel Paton, and other executive members of the staff of Paton Advertising Pty. Ltd., who service the Vacuum account. 3DB was represented by Messrs. Dave Worrall, manager, Roy Russell, advertising and sales manager, Bill McLaughlin, publicity. Peter Sullivan of 2UW was also present.

Representatives of the Vacuum Oil Co. Pty. Ltd. present were:—Messrs. T. H. Blair, general manager for Victoria; T. McKay, assistant general manager for Victoria; and Bruce Bellamy, Australian advertising manager.

In a vote of thanks, Mr. Bellamy said how proud the Vacuum Oil Co. Pty. Ltd. were to be associated with such a beautiful program as "Opera for the People", and thanked all those associated with it for their splendid co-operation.

Responses to the toasts were given by Dorothy Crawford (producer), Hector Crawford (musical director), and Leslie Barklamb (flautist), who thanked the Vacuum Oil Co. Pty. Ltd. for making possible the production of Australia's own "Opera for the People".

## Window Merchandising at Newcastle

Window display unit, prepared by 2KO's Merchandising Division in co-operation with Elliott's Pty. Ltd., of Newcastle, plugging the eminently popular "Community Revels". Aired Fridays, 12 noon to 2 p.m. from the Lyric Theatre, "Community Revels" is sponsored by Elliott's Pty. Ltd.



Scene at the newly opened "Colchester Club" (formerly Navaretti's) in Melbourne, where John McMahon, 3UZ program director, has been compeer of the Saturday night festivities broadcast through 3UZ. Photo shows Mr. Norman Strange (of the P.M.G. Dept.) seated at right, and family group. Third from the left (standing) is Mr. Arthur Prince, general manager of 3UZ. In white coat is John McMahon, beside him Mr. Chris Pappas, owner of the "Colchester Club."



**THERE'S GOLD IN THEM THERE MASTS**

**DAIRYING**  
The dairying industry is a prosperous one in Central Queensland, assuring big spending power to thousands.

**WOOL**  
Wool, in Central Queensland, stands supreme. There's over 10,000,000 sheep shorn yearly.

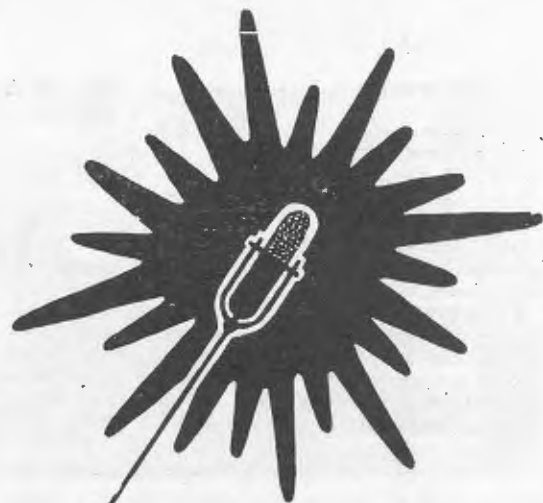
**MINING**  
Mining adds to the wealth of Central Queensland. Operations in this area cover gold, copper, coal.

**COTTON**  
Central Queensland holds pride of place as the principal cotton producing area of the State. An important ginners is established in Rockhampton.

**MEAT INDUSTRY**  
On Lake Creek is what is recognised as one of the largest meat export works in Australia, employing over 2,000 people.

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

**ABC 4BC TNC**  
*The Voice of Central Queensland*



# Radio for Retailers

## This is the Joske's of Texas Department Store Radio Advertising Study

By courtesy of the National Association of Broadcasters in America, "Broadcasting Business" has secured Australian publication rights of the complete Radio for Retailers—Joske's of Texas Study—which is being presented in several instalments. Parts 1 and 2 appeared in the last two issues of "BB".

### HOW THE PROBLEMS WERE MET

#### PART 3

#### MORE PROGRAMS RECOMMENDED FOR THE JOSKE'S STUDY OF RADIO ADVERTISING

In last issue ("B.B." May 29) there was a full examination of five of the 13 programs recommended for the Joske's Study. In this issue we present the remaining eight programs.

**NIGHTLY NEWS ROUNDUP. WOAI**  
11.00-11.15 p.m.

Monday through Saturday

#### Background

Pre-study shows that many people in the San Antonio area, in Mexico and the Central American countries have considerable wealth. Joske's merchandise, service advantages and location make it a logical center for special shopping trips. This program, already sponsored by Joske's and reaching a good audience, can better meet the institutional and selling needs of the store when it includes better commercial copy based on specific promotional objectives.

**TO REACH:** Men and women, and family groups, of above average income in the area mentioned.

**TYPE OF PROGRAM:** A brief sum-

mary of the latest news given by a popular newscaster.

**TO FEATURE:** Better merchandise, men's wear, Diamond Salon, Book Department, items for the home, institutional and service stories.

#### Objectives of this Program

To sell better merchandise by advertising items that are merchandise "news."

To extend the trading area by reaching areas not covered by other media, with a broad institutional promotion that will establish Joske's as the outstanding shopping headquarters in the Southwest.

To build accurate departmental identity and added business for the Men's Store, Diamond Salon and other departments regularly featured on the newscast.

To create goodwill by a regular, important news service.

#### Reason for Selection of Station

This long-established program has already built an audience on this station over a period of years, as evidenced by listener comments, mail response, etc.

This station's wide coverage coincides with the larger areas Joske's wants to reach.

The station attracts the type of audience which Joske wants to reach.

Cost is low, considering coverage and type of audience received.

#### Reason for Selection of Time

The program has built its audience at this time.

The hour suits listeners who want a brief summary of the last minute

news before they retire.

It reaches Mexico and Central American countries at 10.00 p.m.

**TEEN TOP TUNES. KONO 10.00**  
10.30 a.m. Saturday Only

#### Background

Pre-study shows that a profitable objective for Joske's would be to build teen-age business by expanding the assortments of young people's merchandise, by improving the physical plan of the teen-age departments, and by including promotions that will bring them into the store. Students from the five San Antonio high schools and from other schools near the town could be well served by these departments.

An entertaining program is needed to add variety and strength to the "Teena Texas" and other present promotions, and build new contacts with teen-agers not now reached by other media and promotion.

**TO REACH:** Teen-agers in and near San Antonio.

**TYPE OF PROGRAM:** Emceed by a typical teen-age boy and girl who play recorded tunes voted "tops" for the week by the listeners; High School news and discussions; teen-age talent guests; interviews with teen-agers representing some school or extra-curricular activity, or who have some hobby or story of interest.

**TO FEATURE:** Merchandise and services from Joske's Teen-Age Shops; gifts teen-agers can afford.

#### Objectives of this Program

To sell teen-age merchandise by advertising items this age group is most interested in.

To increase traffic for the teen-age departments regularly featured.

To build prestige for Joske's "Teena Texas Shop" and Boy's Department, and strengthen Joske's position with teen-age designers and magazines by correlating merchandising from the "Teena Texas Shop" with the famous fashion names and magazines that appeal to girls of this age.

To create goodwill by associating Joske's with teen-age activities, hobbies and interests.

#### Reason for Selection of Station

Coverage coincides with the audience desired.

Station features popular music regularly and attracts teen-agers who want top tunes on Saturday morning.

#### Reason for Selection of Time

More students are at home on Saturday and can form the habit of tuning to this program.

It allows for later sleeping, but still reaches teen-agers before they are busy with other Saturday plans.

### WHAT THE JOSKE'S STUDY IS

The complete "Radio for Retailers" (or The Joske's Study as it is sometimes called) is a review of one department store's experience in the practical application of broadcast advertising to its retail advertising problems. It includes information from the initial study year, January 1, 1945, to January 1, 1946; to which has been added information obtained from special studies during the last six months of 1946.

Following the American broadcasting industry's presentation in 1944 of "Air Force and the Retailer," which demonstrated the power of radio advertising, the president of Joske's of Texas—a big department store in San Antonio—Mr. James H. Calvert, suggested to representatives of the National Association of Broadcasters that the study be made and offered the complete co-operation of Joske's of Texas. NAB and the San Antonio radio stations accepted the invitation and offered mutual co-operation to plan and conduct a practical radio campaign. Joske's agreed to add to its advertising expenditure an amount which would approximate 20% of the store's direct advertising budget to radio without decreasing its advertising expenditures in other media.

"Broadcasting Business" has secured from the National Association of Broadcasters in America, publication rights of the Joske's Study, which will appear in parts in several consecutive issues with but few and small abridgements.

It allows "Teena Texas" board members to listen to, or participate in; the program before their 11.00 a.m. Saturday modelling sessions at the store, and gives the program an opportunity to feature information about the fashions to be shown at the store, and about the High School girls who will model them.

**WEEKLY NEWS ROUNDUP. WOAI**  
10.00-10.15 p.m. Sunday Only

#### Background

This program recommendation was made for the same pre-study reasons listed for the 11.00 p.m. "Nightly News Roundup".

**TO REACH:** The adult family members of San Antonio, the trade area, Mexico and Central American countries, and in states adjacent to Texas.

**TYPE OF PROGRAM:** A comprehensive digest of the latest news.

**TO FEATURE:** Institutional copy and items or departments that will characterize Joske's as the home of famous and exclusive brand and fashion names in merchandise for the home and the family.

#### Objectives of this Feature

To extend Joske's trading area; increase traffic and sales; build acceptance of Joske's through a personalized presentation of important merchandise news, and of all the merchandise and service advantages which characterize Joske's.

#### Reason for Selection of Station

This station recommendation was made for the same pre-study reasons listed for the 11.00 p.m. Nightly News Roundup.

#### Reason for Selection of Time

The program has built its audience at this time.

It follows a number of Sunday night programs regularly heard on this station.

As the study progressed, representatives of Joske's, NAB and the local radio stations met periodically to review progress. Programs were added and changes in the schedule made when conditions indicated that objectives could thus more effectively be reached. It should be emphasized that these conditions applied only to the Joske programs and problems, and would not necessarily be present in another city, station or store.

#### THREE PROGRAMS WERE DROPPED:

1. "Betty and Bob", a syndicated, transcribed serial drama (April 23, 1945) for a reason which will probably go down in radio history as one of the most unusual coincidences on record. A dishonourable character in the serial drama, a political boss in league with the underworld, who was introduced into the plot as a major part of the entire radio play, had a story name which proved to be almost identical with that of an important local San Antonio political official of high standing—this at a time when local elections were coming up!

The story had been written and transcribed several years previously, and the drama-character was featured throughout the remainder of the series. It was not possible to cut out these sequences or to have new sequences made.

2. "Texas To-day" (after one year of outstanding success). The station recommended that "Texas To-day" be discontinued until new talent could be found which would meet the stan-

(Continued on page 26)



# Transcriptions and Recording

## RECORDING CENTRE OPENS PROCESSING FACTORY

The managing director of the Recording Centre Pty. Ltd., Mr. H. A. Marshall announced last week that the Co. now has its own processing factory at 8 Trinity Avenue, Millers Point, Sydney.

The building which houses the processing equipment was leased from the Maritime Services Board after months of negotiation. It is a two storey building, an old residence of the area with stoutly built walls of two feet thickness of stone, quarried from adjacent rock formations. The interior was completely demolished and rebuilt to conform with modern factory requirements.

The ground floor is an area of 1,000 sq. feet and was substantially con-

creted to accommodate the pressing section in one half and a precision machine shop in the other half.

The first press installed was a 150 ton automatic oil hydraulic built for the Recording Centre by Stacey and Sons of Mascot (Sydney).

A 2KW. pre-heat oven designed and constructed by the Centre looks after biscuit pre-heating with the temperature thermostatically regulated to constancy. The solidly constructed first floor provides space for the office and electro-typing area. Copper and nickelling tanks, each with a capacity of six double-sided 16" transcriptions daily or their equivalent in 10" and 12" commercials, have been installed with a plating current of 3KW. at 6 volt D.C., supplied from a motor gene-

erator installed with panels and rheostats in position beside the tanks. A feature which will interest record users is the fact that the company's routine delivery cycle from recording to vinylite pressing is to be three days with an emergency service of 48 hours.

The building and plant layout with die design and construction was carried out by Gordon Marshall, mechanical engineer, son of the managing director, assisted by Lance Treloar who had 15 years of machine experience with the Australian General Electric works at Auburn. Gordon Marshall served his cadet engineering-ship as a tool and machine designer with the A.G.E. works at Auburn and was a tool designer in the employ of Rheems Company of Alexandria (Sydney) prior to his joining the Recording Centre as Engineer in Charge of the new process works installation and operation.

"As soon as the record pressing settles down to its routine," said Mr. H. A. Marshall in an interview with "B.B.," "it is the intention of the company to go in for precision mechanical engineering devices designed and originated by Mr. G. Marshall and Mr. John Fry, B.E., B.Sc., who is the Company's Electronic Consultant."

## UNION SUGGESTS GOVERNMENT TAKES OVER S.C.C. POWER STATIONS

The gloves came off in the latest of the series of industrial disputes which have disrupted the operation of the Sydney County Council's Bunnerong Power House over the past two years. A meeting called by the Federated Engine Drivers' and Firemen's Association on Wednesday, June 4, to discuss a proposed stoppage decided to continue work providing the N.S.W. Government instituted an immediate enquiry into the cause of the dispute and the management of Bunnerong. That meeting also urged that the Government take over the Bunnerong and Pyrmont power houses, which are both controlled by the Sydney County Council.

Since the war, Governments in States other than N.S.W. have instituted machinery for progressive nationalisation of power generation and distribution. At the present time, N.S.W. is the only State without a Government body directly operating large portions of the State's electricity resources, with power to take over any municipal or privately-owned activities.

# New Listening Pleasure

Hollywood film recordings have what is called "Presence". Every note, every word and every tiny whisper seems to carry with it the very breath of life, the very presence of the performer.

Kinelab Film Recording Technicians have the "know how" of this quality of "Presence". They can record your band and your stars with all the glamour and every fine shade of the original performance.



Kinelab technique is just as effective in disc recording. Radio audiences know a new listening pleasure when they hear your programmes reproduced with such warmth and realism.

That's why three leading Sydney stations and numerous producers entrust the recording of their feature radio shows to —



An absolutely independent technical service available 24 hours a day 7 days a week to any producer of radio and screen entertainment. May we instal a permanent line to your studio —become your recording department?

# Kinelab

## MOTION PICTURE PROCESSES SOUND DEPT.

Recording Technicians to Film & Radio Industry  
KINELAB PTY. LTD. Telephone M 2635  
484 George Street - - - SYDNEY

## Ray Allsop

F.I.R.E. (Aust.); F.S.M.P.E. (U.S.A.)  
Sen.M.I.R.E. (U.S.A.)

## Consultant

RADIO ELECTRONICS SOUND  
RECORDING REPRODUCTION

30 Trafalgar Avenue, Roseville, N.S.W.

JA 1645.

Box 3998, G.P.O., Sydney.

JA 1645.

# W&G

RECORD PROCESSING CO. PTY. LTD.

MODERN METHODS ENSURE  
HIGHER FIDELITY · FASTER SERVICE

185-187 BECKETT STREET, MELBOURNE, C.I, VICTORIA

For Radio Programmes

OSWALD P. SELLERS

Australian Agent for

GEORGE EDWARDS—COLUMBIA

RADIO PRODUCTIONS

SYDNEY:

74 Pitt St.

B 6011-2-3

Telegrams: "Selos" Sydney

MELBOURNE:

370 Little Collins St.

MU 3115

Telegrams: "Selos" Melbourne

## BROADCASTING STATIONS

Contact Radionic Products for all your new, replacement and spare equipment. A high standard of technical knowledge and a thorough understanding of essential characteristics is our background in the manufacture of each article of RADIONIC EQUIPMENT.

**RADIONIC**  **PRODUCTS**

MEADOWBANK (SYDNEY) N.S.W.

PHONE RYDE 243.

## 6PR-6TZ

*Sydney Representative:*

S. O. CLARKE

O'Brien House

Phone BW 7283

*Melbourne Representative:*

VICTORIAN BROADCASTING NETWORK

239 Collins Street

Phone Central 4124

*Follow the Example of the*

## MAN ON THE SPOT

Bundaberg business men are spending more and more money on 4BU, which means that, from an "On the Spot" study

**THEY KNOW**—4BU is the Firm Favourite with District listeners

**THEY KNOW**—That 4BU Listeners are asking for 4BU Advertisers' goods

**BECAUSE**—4BU Advertisers are providing the entertainment they want

**4BU**  
BUNDABERG

Central Coastal Queensland Unit of the Macquarie Network  
SYDNEY REP.: MACQUARIE MELB. REP.: MACQUARIE

## FURTHER INQUIRY ON A.B.C. £70,000 Grant Authorised

Following the Parliamentary Standing Committee on Broadcasting recommendations that a grant of £70,000 from consolidated revenue be made to meet the Australian Broadcasting Commission's estimated loss this financial year, Federal Cabinet has ordered an inquiry into the A.B.C.'s business methods and has appointed a committee of three to make the investigations.

Cabinet decided last Wednesday to accept the PSCBS recommendation and meet the £70,000 A.B.C. deficit from consolidated revenue.

Cabinet has asked the committee to conduct its inquiry as quickly as possible to enable Cabinet to decide its policy on future control of the National Stations.

The Committee consists of the Director-General of Information, Mr. Bonney, Mr. W. T. Harris and Mr. A. A. Fitzgerald, accountant.

## WIRE RECORDER AT ADELAIDE EXHIBITION

A magnetic wire recorder and reproducer, made in Australia by Pyrox Pty. Ltd. under licence from the Armour Research Foundation, U.S.A., created considerable interest when it was demonstrated by Mr. Norman Taylor at the Healing exhibit in the Electrical Court during the last week of the Royal Adelaide Exhibition.

Ease of operation makes the application of the general purpose Recorder practically unlimited. Demonstrations of the Recorder met with an appreciative and enthusiastic response from leading members of parliamentary, educational, scientific, ecclesiastical and industrial bodies in Adelaide.

## AWA LEASES GOVERNMENT FACTORY

The Minister for Post-War Reconstruction, Mr. Dedman, announced recently the approval of the Secondary Industries Commission's recommendation that the former Tamworth (N.S.W.) munitions factory be leased to Amalgamated Wireless (A/sia) Ltd.

Mr. Dedman said that the factory, originally constructed for the Munitions Department, is now to be used for the manufacture of polyvinyl-chloride insulated cables, which type of manufacture would materially assist the telecommunication industry.

The period of the lease is for five years with the right of renewal up to 42 years.

## A.R.C. ANNOUNCES

# REVOLUTIONARY NEW PLAY-BACK NEEDLES

OF GUARANTEED PRECISION AND UNIFORMITY

Standardised radii;  
accurately controlled  
angles—giving



*Vastly improved reproduction from discs*  
*Greatly reduced disc wear*  
*Needle-life exceeding all previous limits*

## Shadowgraphed

### PLAY-BACK NEEDLES

These super-quality Steel Needles are constantly examined under high magnification. Points have standardised radii, accurately controlled included angles. Mirror-polished. Ideal for dubbing. Give best possible reproduction from standard pressings.

## Sapphire-pointed

### STANDARD DIMENSION

Play-back Needles for use in standard pick-ups. Point has standardised radius, accurately controlled included angle. There is a flat on the shank to relocate the needle should it be replaced after temporary removal. Permanently mounted sapphire point lasts indefinitely on transcriptions. No falling-off in reproduction through needle wear.

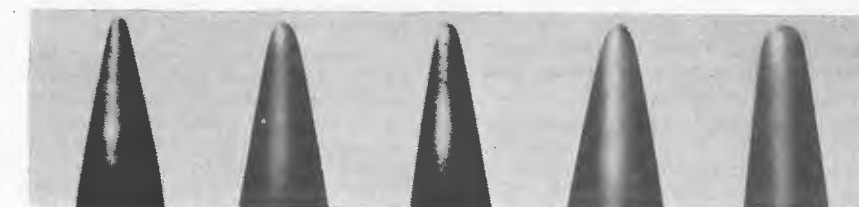
## Sapphire-pointed

### LOW-MASS TYPE

Play-back Needles for use in high-fidelity light-weight pick-ups. Give an improved high-frequency response. Will play fresh acetate discs without marking. Accurately shaped sapphire point and mirror-polished surface burnish the groove, eliminating surface noise associated with tearing of the bottom of the groove.



## MICROPHOTOS REVEAL AMAZING DIFFERENCES



Illustrations above and below are from microphotos, enlarged 50 times. The top row shows points of five different kinds of needles, taken at random from stock purchased. To the unaided eye they seem much of a muchness—but examine these pictures closely. See how the radii vary—how irregularly the points are shaped. What chance has a poor groove when it gets treatment like this?

Below are microphotos of A.R.C. Precision Styli, taken under exactly the same conditions.



★ Broadcasting Stations, Recording Studios, Motion Picture Theatres, Public Address System operators, Music Clubs and the public, have long wanted something better than ordinary steel needles with their many shortcomings. Now these revolutionary A.R.C. needles overcome faults inherent in old-style needles—and give vital new advantages. All types are accurately shaped within close tolerances and mirror-polished.

Ordinary Needle with incorrect radius, in a normal groove; much of the modulation fails to actuate the needle, resulting in poor high-frequency response.



A.R.C. Needle with standardised included angle, in a normal groove. Since the modulation of the groove is lateral, the needle follows the modulation faithfully.



Write for Price List

AUSTRALIAN RECORD COMPANY PTY. LTD. 2-8 Harrington Street, Sydney. Telephone, B 5213



## Reorganisation in Lintas Staff



G. W. Corthine



B. Weekes



N. C. Flood



G. C. A. Stevens

### Fowles Now Radio Director

Managing director of Lintas Proprietary Limited, Mr. W. D. Phillips, recently announced re-organisation of staff which has taken place in Lintas. The changes have been brought about by recent arrivals from overseas and internal staff re-arrangement.

The arrivals include Production Director, Mr. G. W. Corthine and Mr. N. C. Flood from London and Mr. G. C. A. Stevens, from South America. Mr. Ian Rose, Account Executive at Lintas has been joined by Mr. Flood and Mr. Stevens, both of whom have been appointed Account Executives. Staff appointments include that of Mr. Brian Weekes, well known artist as Art Director at Lintas and the appointment of Mr. Kenneth Fowles as Radio Director now that Mr. Alex Thomson is due to leave Australia. Lintas have also recently welcomed to the staff, Mr. L. F. Clay to the layout, Mr. A. C. Headley to the copywriters, and Miss M. J. Hellyer also a copywriter.

Mr. Corthine, after many years with advertising agencies in London, spent five years with the British Army and in returning to advertising with Lintas, he is especially interested in the future of men and women of creative talent within the Agency.

Mr. Stevens has had many years experience in advertising in London and South America where he was sent by a London Agency to form a branch in that land. At the outbreak of war he returned to London to join the R.A.F. where he served for four years with Transport Command as a navigator.

Mr. Flood joined the staff of Lintas recently after four years with the R.A.A.F. in England in which he served as a pilot in a Sunderland Squadron. Before the war he had considerable advertising experience in Australia and when released from the R.A.A.F. in London, became Manager of the Overseas Advertising Division of a large London agency.

Brian Weekes has been with Lintas for 14 years. He spent five years in London gaining experience in layout, photography and painting, where he and his brother Alan Weekes (well known Sydney advertising personality) were both employed in different large agencies. On his return, Mr. Weekes came

to Lintas. He joined the A.I.F. in 1942 and after his release in 1946 returned to Lintas where he has now been appointed Art Director.

Kenneth Fowles who has been recently appointed Radio Director at the age of 34 has been with Lintas since 1941. He joined the Air Force in 1942 and after spending some time in New Guinea, returned to Australia in charge of advertising for recruits in Melbourne Headquarters. He later became a rehabilitation officer with the R.A.A.F. until his discharge in May 1946, when he returned to Lintas. His interest in radio and radio production goes back quite a long way and touches on many interesting productions of the past. For two years he taught at a preparatory school for boys then went on to freelance writing, producing and acting, and from there to become Publicity Manager for Australian Feature Films. Then he went to 2CH as chief announcer, copywriter and studio manager. From there he went to 2UE as chief announcer and studio manager and before joining Lintas, spent three years in New Zealand with Radio Features Limited (an advertising agency handling only radio advertising) where he was the Manager. With the outbreak of war he returned to Australia and worked for Lintas before joining the R.A.A.F.

Mr. L. F. Clay has joined Lintas after 16 years with some of the most important of the London agencies. For three years he was in the layout department of an American agency in London. The war years he spent in London doing propaganda for the Nuffield Organisation and factory propaganda in the Ministry for Aircraft Production. He is now attached to the Layout Department of Lintas.

Mr. A. C. Headley joined Lintas as a copywriter in April. He is well known in Australia for his short stories which have appeared in the "Bulletin," "Sydney Morning Herald" and almost every other vehicle for this type of writing. Many of his stories have been broadcast by the A.B.C. and some have appeared in the Best Selection of Short Stories in the publication, "Coast to Coast."

Another recent arrival is copywriter, Miss M. J. Hellyer, an English girl who

Kenneth Fowles



arrived in Australia on the "Orion" a few weeks ago. She has been employed by agencies in London and during the war worked for U.N.R.R.A. for about 18 months and later assisted well known American war correspondents in London for "Colliers" and other American magazines. While in London, she contributed articles to the "Australian Women's Weekly" and "Daily Telegraph."

### RADIO LICENCES, APRIL 1947

Licence totals for single sets are shown in the first column of figures, with additional supplementary licences (for "second sets," etc.) in brackets in the second column.

#### NEW SOUTH WALES

New Issues	5,945	(844)
Renewals	37,426	(1,568)
Cancellations	4,373	(145)
In force at 30/4/47	587,373	(31,012)
Increase	+1,572	(+639)
Licence % to population	19.94	—

#### VICTORIA

New Issues	3,453	(213)
Renewals	27,538	(1,392)
Cancellations	2,590	—
In force at 30/4/47	415,241	(20,405)
Increase	+863	(+213)
Licence % to population	20.39	—

#### QUEENSLAND

New Issues	2,681	(120)
Renewals	12,653	(285)
Cancellations	1,467	(84)
In force at 30/4/47	202,070	(5,589)
Increase	+214	(+36)
Licence % to population	18.46	—

#### SOUTH AUSTRALIA

New Issues	1,513	(285)
Renewals	11,216	(869)
Cancellations	371	—
In force at 30/4/47	160,535	(4,211)
Increase	+1,142	(+285)
Licence % to population	24.92	—

#### WESTERN AUSTRALIA

New Issues	938	(115)
Renewals	7,845	(342)
Cancellations	10	(13)
In force at 30/4/47	107,755	(5,382)
Increase	+928	(+102)
Licence % to population	21.75	—

#### TASMANIA

New Issues	649	(120)
Renewals	3,689	(163)
Cancellations	303	(26)
In force at 30/4/47	53,023	(3,476)
Increase	+346	(+94)
Licence % to population	21.02	—

#### COMMONWEALTH

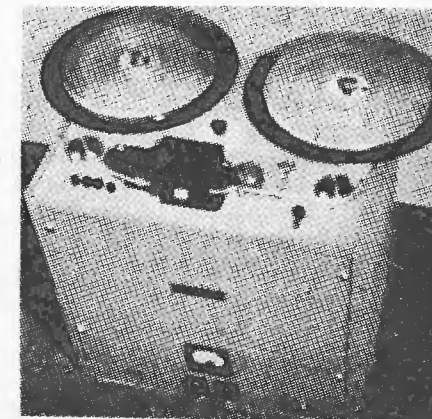
New Issues	15,179	(1,697)
Renewals	100,367	(4,619)
Cancellations	9,114	(268)
In force at 30/4/47	1,525,997	(80,075)
Increase	+6,065	(+1,429)
Licence % to population	20.43	—

## New Tape Recording System

Out of the welter of wire, tape and what-have-you recording systems that have made their appearance overseas during the past few years, several interesting developments are emerging and of these, an American adaptation of the German "Magnetophon" system is the latest.

Details of the "Magnetophon" system were given some months ago in these pages, and it will be remembered that this uses a flexible tape, coated with magnetic material, as the recording medium. This principle has been adopted in the latest device, which has just been announced in the U.S.A. by Rangertone, Inc., of Newark, N.J., and it is claimed that the complete system offers particular advantages with respect to frequency response, signal/noise ratio and dynamic range, as well as the facility for cutting and splicing the tape as required for editing.

The complete recorder, which is illustrated in the accompanying cut, uses 14-inch diameter reels accommodating enough tape for a half hour of recording at a tape speed of 30 inches per second. There is also an



The new Rangertone tape recorder described in this article.

extra unit for programs which require more than one tape.

The controls of the new recorder are simple, yet flexible, according to Rangertone. The erase, record and playback heads are contained in a plug-in assembly, thus facilitating replacement and maintenance. The erase head is always in operation in the recording stage, but may be used separately.

An unusual feature is the machine's ability to erase a signal already on the

tape and record another in one operation. As a safeguard against accidental erasing of recorded material, two push-buttons must be depressed before a new recording can be made. Push-button controls take care of record, rewind, playback and stop functions. A five-position speed control lever permits running tape in either direction at slow and fast speeds when the machine is in rewind position. This lever also permits location of a particular point on the tape for editing or dubbing. A running time indicator or footage counter helps in "cueing" recordings.

The new recorder is rated to give the following performance figures: At a tape speed of 30 inches per second there is a minimum response of 40-10,000 c/s. for 30 minutes running time. At 36 inches per second the response is extended to 40-12,500 c/s. for 25 minutes and at 18 inches per second a "limited" range of 50-7,000 c/s. is recorded for 50 minutes. The noise to signal ratio is approximately -70db ear weighted.

Cost of the unit has not yet been decided, but company estimates it will not go above \$3,000 and the tape initially will be \$10 for a 30-minute roll.

## "FACTORY SPACE TO LET"

We searched those columns for months before we found our new Process Factory premises at 8 Trinity Avenue, Millers Point, Sydney, and now—

WE PROUDLY ANNOUNCE THE OPENING OF OUR MODERN FACTORY, FEATURING SPEEDY DELIVERIES & HIGH FIDELITY PRESSINGS.

## RECORDING CENTRE PTY. LTD.

FILM HOUSE, 251A PITT ST., SYDNEY.

TELEPHONE MA 1140.

# Radio for Retailers

(Continued from page 19)

dards set by the two outstanding women personalities on the program. One of the women went abroad, and the other was forced by family reasons to retire to private life. Substitutions for one or the other of the personalities could have been made without harm to the program: substitutions for both key personalities at one time were not considered.

3. "Living Fashions". Plans for the regular fashion shows, which were to have been an important feature of this program, proved impractical. A popular newscast on a competitive station was put into the time opposite "Living Fashions" and had an outstanding rating. After what was considered a reasonable test period, this program did not give evidence of measuring up to the standards set by the other Joske programs. Therefore, the committee recommended that it be dropped.

One program was changed to a different format in order to take more complete advantage of the total audience of women and men available. Thus "Beauty Time" was changed to the "Good Morning Show", and a new program built for the cosmetic department.

Four new programs were added. Detailed information about these changes is given in the following program recommendations made by the committee and adopted by the store.

**THE OLD RANCH HAND. KABC 7.15-7.30 A.M. MONDAY, WEDNESDAY, FRIDAY.**

#### Background

Because farm and ranch people are a large segment of the buying public in the trade area, Joske's wished to develop a program particularly designed for them.

Study of the area in which these potential customers lived showed that the promotion would have to reach areas much more distant than those served by other media.

Study of competition showed that an outstandingly good general store had for several years been using an early morning radio program with promotion that was highly effective.

Study of Joske's indicated that there were a number of departments stocking merchandise needed by this type of customer.

TO REACH: Farmers and ranchers in all parts of the Southwest.

**TYPE OF PROGRAM:** Featuring Joske's "Old Ranch Hand," a quietly pleasant personality with bits of philosophy and easy conversational talk about advantages of shopping at Joske's and merchandise of special interest to listeners. Recorded music of typical western type, and familiar favourite tunes of all kinds.

**TO FEATURE:** Sporting Goods Department; outdoor playground equipment; working clothes for men; sweaters and jackets for all members of the family; other small items which could be ordered by mail.

#### Objectives of this Program

To sell small items through mail order service, and bring a special type of customer into the store for larger items.

To extend trading area, establish Joske's as the shopping center of the Southwest, and build acceptance of Joske's as the place for ranchers and farmers to come to supply their needs.

#### Reason for Selection of Station

The station is scheduled to increase its power early in 1946 and its greatly increased coverage will reach many farms and ranches in the Southwest.

The emphasis of early morning programming is on rural appeal.

#### Reason for Selection of Time

A program of similar nature beamed at a similar audience is sponsored Tuesdays, Thursdays and Saturdays at this same time.

Station has been programming this time period, Mondays, Wednesdays, and Fridays, to hold the same audience attracted by the commercial program mentioned above.

**BEAUTY AND A SONG. WOAI 8.30-8.45 A.M. MONDAY THROUGH FRIDAY.**

#### Background

When the "Good Morning Show" replaced "Beauty Time" on KTSA, the original need outlined in background information about Joske's Cosmetic Department still existed. As a matter of fact, the department manager and cosmetic firms represented on the program had been so gratified with the different type of promotion possible through radio that another similar program was immediately necessary.

It had been noticed that many of the customers attracted to the department through radio, were interested not only in particular items advertised, but in the collective attributes of

particular name cosmetic lines. Radio had proved its "idea" selling power by getting women to ask about complete treatment preparations of one line, correlated items of cosmetic care, related color harmony in the different make-up preparations of one line, and in the information about individualized beauty care, which representatives of the different lines offered.

This indicated that the new beauty program should stress these phases of line selling, and that the program should be beamed more at the "over thirty" group, who would be more interested in complete lines and better able to afford them.

TO REACH: Town and farm women in San Antonio and Texas.

**TYPE OF PROGRAM:** A program of beautiful recorded music featuring dialogue between the announcer and the beauty personality on the show; a girl with a lovely voice who gives informative type commercials with sincerity and charm.

**TO FEATURE:** Five of the top cosmetic lines carried by Joske's. One line to be the exclusive feature of each day's program. The days of the week devoted to the different lines to be rotated to give advertising for each the advantage of reaching audiences available on different days. Thus rotation can be scheduled to coincide with special promotions, and with visits from out-of-town cosmetic representatives.

#### Objectives of this Program

To give cosmetic advertisers who share advertising costs the advantage of featuring their lines exclusively on a program beamed specifically for their type of products.

To sell specific items and lines of cosmetics to women who will shop in the store personally, or to those who will send to the personal shopper for them.

To establish Joske's Toiletries Department as the outstanding department in San Antonio from which to choose famous cosmetic lines.

To build prestige of the entire store by featuring an outstanding department regularly on a well produced program.

#### Reason for Selection of Station

The character of the station attracts listeners interested in a program of this type.

The station has an 88-county coverage, valuable to cosmetic firms whose names are featured regularly. Mail order business on cosmetics could be established with this coverage.

(Continued on page 32)

# International Telecommunications Conferences

Some 700 delegates, consultants and observers of 60 nations arrived in Atlantic City mid-May to register for the first post-war International Telecommunications Conferences, sponsored by the International Telecommunications Union, of which Australia is a member.

The first portion of the tri-part gathering, the International Radio Conference began its expected three months' session on Thursday, May 15, to revise the General Radio Regulations of Cairo of 1938.

The International Telecommunications Plenipotentiary Conference convenes on July 1 and the International High Frequency Broadcasting Conference will meet after the close of the Radio Conference about August 15. These Conferences have been called at the recommendation of the Five Power Preliminary Tele-Communication Conference held in Moscow last September.

The first day of the Conference was concerned with meeting of the heads of the respective Delegations and preparations for the first preliminary session on Friday, May 16. The pre-

vious day the heads of Delegations approved the establishment of three new main committees which are Allocations, Frequency Listings and General Technical Regulations—all previously sub-committees.

The Technical Co-ordinating Committee, which is a major committee, is in effect a "Court of Appeals" with clearly defined functions, which will co-ordinate and smooth out conflicts or differences of the proposed three new main committees.

Mr. Charles Denny, Chairman of F.C.C., was appointed Chairman-President of International Radio Conference. Sir Stanley Angwin, head of the British Delegation was elected to lead the Allocations Committee. Vice-chairmanship of Radio Conference went to Francis Colt de Wolf, State

## On and off

By George Matthews

I've taken a week off this week. Being kept very busy with business. Time only for one item of Transcription news. . . .

Details not releasable yet, but it's on that almost all the shares in a long established Sydney recording company have been acquired at a high price by one individual.

See you at greater length next issue.

Department D.B.T. Tele-Communications Chief.

One important question to be dealt with early in the Conference will be that of establishing a permanent, central frequency registration bureau.

## CENTRAL QUEENSLAND

To ensure that sales messages reach the 40,000 listeners in this rich responsive market, Sponsors must use 4LG, the station with the huge coverage. 4LG sells to Central Queensland because 4LG'S loyal listening audiences are guided in their buying habits by sales suggestions made by 4LG.

## 4LG CENTRAL QUEENSLAND

Owned and Operated by LONGREACH PRINTING CO. LTD.  
LONGREACH

Sydney: FRED THOMPSON, B 2085  
Representatives: Melbourne: STANFORD ALLAN, Central 4705  
Brisbane: S. EDMONDS, B 5871

87.61%  
of the  
**TOTAL**  
**LICENCES**  
of  
**WESTERN**  
**AUSTRALIA**  
are within  
**50 MILES**  
OF THE TRANSMITTERS.  
of  
6PM PERTH  
6AM NORTHAM  
6KG KALGOORLIE  
6GE GERALDTON

## MR. TIME BUYER!.. Sales Result from Personalised Programs!

Most 3XY programs are built around the personality presenting them . . . for that reason, they possess an intimate appeal to receptive audiences who enjoy these features. We have proved that Sales Messages directed through these channels find a ready response. May we discuss "3XY Time" with you?

# 3XY

163 Spring Street, Melbourne  
Central 6612

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



## PROGRAM BUSINESS

Popular for its bright breakfast fare the 2CH Sydney "Bathtub Session" broadcast Saturday mornings at 8.30, is now sponsored by City Tailors, of George Street, Sydney. Compered by Cliff Nicholls, who presents the 2CH Breakfast Session, the "Bathtub" program has attracted a wide variety of entertainers to the microphone. The entertainers appear on a competitive basis and preliminary auditions are dispensed with.

At a recent broadcast Cliff Nicholls had a dozen members of the crew of the U.S. Aircraft Carrier, "Shangri-la", in the studio and between interviews the men sang their favourite songs.

Popular 3KZ feature: "Penny Serenade", Monday to Friday at 3.45 p.m., commenced a new series on June 2, under the sponsorship of Cadet Radio. The feature is compered by Lewis Bennett on Mondays, Ron Atholwood, Tues., Eddie Balmer, Weds., Norman Banks, Thurs., and Norman Swain on Fridays. During its first 15 weeks, "Penny Serenade" raised over £350 for the Austin Hospital—in penny votes alone. O'Brien Publicity's Melbourne office placed the 52 week contract.

Since Monday, June 2, the 3UZ Children's Session known as the Peters Pals Club, has been compered by "Tiny" Snell. Together with Jimmy Williams, who was John Dexter's aide, "Tiny" will introduce several new features to the session. Present features, such as the newly commenced sports talk by 3UZ's Jack Gurry every Thursday at 4.45 p.m. will continue. The program is sponsored by Peters Ice Cream (Vic.) Pty. Ltd., whose account is handled by Rickards Advertising Service Pty. Ltd.

Macquarie's hit program "Star Pupil" will extend to 45 minutes and move forward to the 8 p.m. Tuesday time channel. The change will take place early in July. The program will take on a national aspect with the introduction of performers for South Australia, Victoria and Queensland. Hitherto, the show has relied upon star pupils from Sydney teachers with the exception of a couple of programs cut in Melbourne. Under the format, John Dease will comper the show and will call in performers and individual comperes from 2GB Sydney, 3AW Melbourne, 5DN Adelaide and 4BH Brisbane.

The new half-hour feature on 4BK at 7.15 p.m. Fridays—"Brisbane—50 Years Ago This Week," has, after its first two airings, produced an amazing response from listeners. The sponsors, E. Sachs & Co., of Wickham Street, The Valley, Brisbane, have already been approached by scores of people offering information and producing relics from the past for inclusion in the program. This half-hour dramatized feature unfolds the story of Brisbane during the same week of the broadcast exactly 50 years ago. Humor, tragedy and historical items are included in each program. The feature was produced for Noble-Bartlett Advertising who handle the Sachs account, by Laxon Radio Productions, Brisbane's new production unit. Commercials are incorporated in the disc, and excellent tie-up being that E. Sachs & Co., were established exactly 50 years ago. Following the program's successful premiere in Brisbane, Mr. V. G. Laxon stated that production had commenced on a similar show for Sydney and Melbourne and would be available for release in the respective capitals in the near future.

A "last-minute" sporting review, broadcast on Saturdays from 11.15 to 11.45 a.m., commenced over 3KZ on May 31. Sponsored by the Victorian Football Association, and featuring Dave Brennan, formerly of 3DB, the session gives the very latest information on racing, football and other sports. The "VFA Sports Review," which will run until the conclusion of the football season, is a Clemenger agency account.

A quiz broadcast over 4KQ, 9-9.30 p.m. Mondays, sponsored by Webster's Twentieth Century Dictionary (Ajax Publishing Co.) entitled "Telequiz," asks listeners to write to station 4KQ, who rings them up in their own homes, asks them a question. If answered correctly a lottery ticket is sent to them. After 12 weeks, winners of lottery tickets are eligible for the grand final "Telequiz"; if this question is correctly answered, the prize will be a 15-day Pioneer Tour to Sydney, with all expenses paid. Campbell Advertising have arranged this campaign.

Appointed one of the employers' representatives at the International Labor Conference at Geneva in June, Cr. H. P. Higginson left Sydney by flying boat on June 7 and will return at the end of July. Mr. Higginson, as well as being a Melbourne City Councillor, is also president of the Employers' Federation of Victoria and secretary of the Property Owners' Association of Victoria.



### "SPEAKING OF THE STRAND"

Bob Pollard interviewing shoppers in the foyer of the State Shopping Block.

"Speaking of the Strand," broadcast through 2CH Fridays at 1.30 p.m., with sponsors, chiefly, from the Strand Arcade, is now broadcast from the foyer of the State Theatre where Bob Pollard, comper, interviews theatre goers and passersby on topical subjects.

Messrs. J. A. Greig Pty. Ltd. of the State Shopping Block, has now joined

the sponsors of the program, the other sponsors being Lillian Park, the Chic Salon and the Strand Bag Shop. Hilda Morse handles the commercials.

Passersby are interviewed on the most topical subjects of the moment. People interviewed receive tickets admitting them to the current State Theatre attraction.

## BROADCASTING BOOKINGS

The Queensland Temperance League have renewed their contract over six country stations—4GY, 4SB, 4BU, 4LG, 4VL, 4ZR—1 hour weekly for 52 weeks using A.W.A.'s feature, "Jonesy." Gordon & Gotch handle the account.

Castlemaine Brewery are sponsoring the popular comedy feature "Blucy & Curley" over 4BC/SB every Tuesday, Wednesday, Thursday at 6.30-7 p.m. and the Oakey Rubber Co., are sponsoring the George Edward production—"Dick Turpin of Rookwood Hall" every Sunday at 6-6.30 p.m. over 4BC/SB. National Advertising handle both accounts.

"The Life of Disraeli" produced by 3XY Melbourne, sponsored by Hutton-Foggitt-Jones, in 26 thirty-minute episodes, over 4BC/SB every Monday 7.15-7.45 p.m. Johnston Jones Advertising account.

Sandy Robertson, Brisbane dancing teacher, has taken a 1/2 hour weekly over 4KQ, commencing Sunday, June 8, 10.45 p.m. (Edmonds Advertising account).

Chemist Roush, "Brisbane's radio chemist" has contracted with 4KQ for 5 minute sessions nightly, Monday to Friday after 7 p.m. news, entitled "Radio Chemist Speaks." (Edmonds).

Curzons, Queen Street emporium, are sponsoring a 1/2 hour series called "Curzon's Theatre of the Air" over 4KQ Tuesdays at 7.30 p.m. (Edmonds).

Queensland Institute of Public Affairs have placed their feature "Highlighting the Headlines" 4BH 9 a.m. Saturdays and 4KQ 6.50 p.m. Wednesdays (Noble-Bartlett).

Josephson & Sons Pty. Ltd., through Noble-Bartlett, half-hour 4BH 6.30 p.m. Fridays, for 52 weeks. Program features Jim Anderson, well-known Brisbane racing personality who gives a Racing Anticipation Service.

Queensland Newspapers have commenced a campaign of 100 word scatters in the breakfast, women's, afternoon and evening sessions on the following stations—4BC, 4BH, 4BU, 4CA, 4GR, 4GY, 4IP, 4MB, 4RO, 4SB and 4TO. Arrangements were made through Noble-Bartlett Advertising.

"Sincerely Rita Marsden" serial with good woman appeal, has been placed on 4BH Brisbane, 8.45 to 9 a.m. Monday to Thursday—for King Tea, by R. S. Maynard Agency.

Fostars Shoes Pty. Ltd., have revived "Man-in-the-street" broadcasts "Brisbane Speaks," over 4BK from outside their shop in Queen Street, Tuesdays 1 to 1.30 p.m., for 52 weeks.

With a slight improvement in the tailoring position in Brisbane, well known tailoring organisation, Hoffman Tailoring, has booked half hours for modern musical program on 4KQ Sundays, 11.30 a.m. titled "Music to Measure." Account is handled by Littleton-Harvey-Simmins.

Pauls Ice Cream & Milk Ltd., through Littleton-Harvey-Simmins have renewed contract for 12 months on 4BC/SB covering 4 x 1/2 hours weekly women's session, Monday to Thursday at 11.15 a.m. Present feature running in this spot is the Donovan Joyce show, "The Legend of Kathy Warren."

Uproft Bros., Oxford Street, Sydney, have contracted with 2UE for 12 months for the presentation of a session titled "Fretted Strings", Sundays at 3.45 p.m. Compered by Tony McFadyen, session will embody a quiz for listeners.

Clan Stuart Trading Company, distributors of "Hairloom", who have been using "spots" in 2UE's afternoon session for some time, have renewed their contract this time for five news flashes per week.

Merle's Pty. Ltd. have taken 52 x 1/2 hrs., through 3XY, sponsoring "Highlights from All American Hit Parades", Sundays, 6.45 p.m. The session features new releases in American records, obtained from an exclusive source.

## Soldier-Doctor Addresses BREIF Club

Guest speaker at the monthly luncheon of the BREIF Club of Sydney, which was held at the Wentworth Hotel on June 2, was Major-General F. A. Maguire, C.M.G., D.S.O., V.D., M.D., F.R.C.S., who, under the title of "Calling the World", gave a particularly interesting address around the subject of radio and its importance, which he described as "the most potent force in the world"

Major-General Maguire referred back to the early days of Greece, when orators addressed the populace on all matters of civil interest and where everyone had, by their vote, a say in the government of the country. He said, that only within the last thirty years were we getting back towards that stage of democracy, and that largely because, through the advent of radio, orators or leaders can talk to all of the people in their homes. Because of its virtue in that direction, radio, he said, was an avenue for propaganda and, as such, may fall into the wrong hands, and if its control should fall into the hands of anyone with an ulterior motive to serve, then the people can be swayed by its power. Nevertheless, radio remained as a true means of preserving freedom of speech and, he contended, the future of the human race may well be wrapped up in radio.

He suggested the possible introduction of a universal language throughout the world, which with radio would go a great way towards creating world peace. Newspapers are of use only to people who could read them, but with a universal language, which could be understood by everybody, then it would be impossible for anyone to ring down an iron curtain or to set one group of people at the throats of another. He said that television would be

equally important as radio in perhaps thirty or fifty years time, when every home was equipped.

Speaking directly to the luncheon gathering, he told them that they were very important people, because they handle and control the future of this most potent force. They did this, he said, because they were executives and leaders, and their followers and employees looked to them for guidance and support.

Finally, Major-General Maguire discussed the qualifications he considered necessary in a leader. They were, a self-control, or as he described "imperturbability"; imagination, which he said had been described as an "almost god-like property"; inspiration, and finally moral courage and moral standing.

BREIF Club treasurer, Mr. John Rubie, in proposing a vote of thanks, said, he felt that the gathering had been enchanted by Major-General Maguire's address. He described the General as a learned scholar and a distinguished soldier and surgeon and suggested had he lived in the early days of Greece he described, he would have been one of their orators who had the power of speech and who thought deeply before speaking.

Club President, Mr. O. F. Mingay, reminded the gathering of the next golf day to be held at Pennant Hills on June 24, and the BREIF Club Ball which is to be held at the Wentworth Ballroom on September 2.

Country and Interstate visitors to the luncheon included Messrs. A. Stephen of Radio Wholesalers Ltd., Adelaide; N. Hamilton of Windsor; and E. Kaw of China-Australia Trading Co., and V. A. Kaw of Devonport, Tasmania.

### New I.R.E. Committee

The Adelaide Division of the I.R.E. (Aust.) at its meeting on May 29, elected the following office-bearers for the 1947-48 period:—

W. J. Bland, chairman; C. W. Tyrrell and H. L. Austin, vice-chairmen; T. W. Govenlock, secretary and treasurer; J. P. Hale, auditor; C. E. Moule, program officer; and R. W. George, publicity officer.

It was decided to hold regular monthly meetings on the first Monday of each month, commencing July.



# State by State Progress Review

## Victoria

### GENERAL MOTORS' DIFFICULTIES

Speaking at the annual meeting on May 23, the acting chairman (Sir John Butters), said that the trading loss registered by General Motors-Holdens Ltd. during 1946, resulted from the low volume of car and truck production and sales, and certain extraordinary expenses. Much of this expense was a result of the transition from war to normal operations. The company had also been seriously affected by industrial troubles last year, and the position had not improved a great deal since, particularly in relation to the supply of materials. It was stated that given more stable supply conditions in Australia, the company would be able to look forward to a renewal of profitable operations. Considerable progress had been made with plans for their Australian-built car, the first experimental model of which was already undergoing tests. Reference was also made to the retarding influence on industrial development of the present heavy taxation.

### MANAGEMENT CONFERENCE IN MELBOURNE

Sponsored by the Institute of Industrial Management, a one-day "Top Management" conference, attended by over 300 executives, was held at Melbourne University on May 28. High taxation was a far greater "exploitation" of the workers' productivity than anything an employer could do, and a reduction in taxation would increase purchasing power far more than a strike, said Cr. H. P. Higginson, who is president of the Victorian Employers' Federation. It was also stressed that a distribution of wealth was not a sound aim for workers, because if the total income of persons receiving more than £1,000 a year was spread over all the people receiving £400 or under, an increase of only a few shillings a week per head could be expected. It is proposed that further conferences will be held during University vacations in September and December.

### VIC. PREMIER HOPES TO BALANCE BUDGET

As a result of an improvement in the general finances of the State, the Victorian Premier, Mr. Cain, states that he is hopeful of a balanced budget this financial year, notwithstanding severe losses on the railways. The Legislative Assembly was told on May 28 that the railways deficit would be about £1,536,000, instead of an expected

£263,000. This was partly due, said Mr. Cain, to industrial troubles, which recently had caused a loss of between £300,000 and £500,000. References were also made to a reduction in passenger traffic due to air competition, and also the return to the roads of a large number of private cars.

### VIC. BUILDING PERMITS DROP

The number of building permits for new dwellings in Victoria issued during April, 1947, represented a decrease of 25% compared with March, according to Mr. O. Gawler, Government Statist. The April permits, amounting to 622, covered private dwellings to a total value of £924,970. Buildings erected by the Housing Commission are not included in these figures.

## Queensland

### NEW BRIDGE

Construction of the Burdekin River high level bridge was commenced in mid-May and residents of Home Hill are reported to be pleased with the rumour that the Commonwealth Saving Bank is to set up a branch in the main street of Home Hill.

### CAIRNS PROSPERITY

Indicative of the prosperity in the Cairns district is the recent report of the Cairns Harbour Board, which shows the progressive cash receipts for the four months of this year. This report disclosed an increased of £35,894/13/1 on those for the four months of the previous year, while the progressive expenditure for the four months of this year disclosed an increase of £32,645/6/8 compared with the same period of the previous year.

### SEWERAGE FOR CAIRNS

At an estimated cost of about £400,000, Cairns is to commence a sewerage scheme this year or early next year. The Cairns Council already has £15,000 in hand towards the cost, and it is hoped to raise the remainder of the money required by a loan and government subsidy. The main business portion of the town is to be seweraged first.

### PEANUTS NOT "PEANUTS"

North Queensland may be a large peanut producing centre if investigations and surveys now being made prove promising. A party of experts recently visited the Atherton Tablelands to make investigations and discuss with agriculturists the prospects of putting in crops of peanuts. The chief need for peanut production to be stepped up is for oil to be extracted as substitute for other vegetable oils

such as linseed, which are now unprocurable. The Cooktown district has also been suggested as another area where peanut growing can be conducted on a large scale. The general manager of the Queensland Peanut Board visiting Atherton recently stated that next year the Commonwealth of Australia required 50,000 tons of peanuts. This year the estimated crop is 20,000 tons. In 1942 the production was 5,222 tons, in 1943 5,807 tons, 1944 9,420 tons, 1945 11,325 tons, 1946 13,400 tons. Maize is also bringing great prosperity to Atherton. Harvesting commenced last month and the estimated yield for the district is 18,000 tons from an area of 23,000 acres—the best crop since 1938.

### SUGAR CRUSHING DOWN

Although the sugar crops in the Cairns and Innisfail districts have made remarkable recoveries under good rainfalls since the beginning of this year following the 1946 drought, total crushings will be far below the best years.

### NEW TEXTILE FACTORY

Allied Australian Textiles Ltd., big manufacturing concern of Manchester, England, is to establish works at the former Rocklea munitions factory, Brisbane.

### BIG BUILDING JOBS

The Queensland Building and Engineering Co. has secured the contract for building new nurses' quarters at Townsville for an amount of £222,624. The new building will be a seven storey structure to provide accommodation for 180 nurses. The Presbyterian Assembly in Brisbane last month decided to proceed with the construction at Brisbane of a modern Presbyterian War Memorial hospital to cost £300,000.

### PUBLIC WORKS

The Queensland Premier, Mr. Hanlon, recently stated that good progress was being made with the State £26,000,000 works program for the year. The current year's program amounted to £19,235,000, of which £16,848,200 was for works, the balance being for advances by the Agricultural Bank for Soldier Settlement. The unallotted reserve of approximately 60% of the works program should be expended by June 30, 1947.

### TOURIST BOOM

Queensland is having its biggest tourist boom since the end of the war and more and more of its visitors are travelling to that State by plane. The Barrier Reef is one of the major attractions for visitors, but many are finding new and pleasurable resorts in southern and central Queensland for holidaying.

## Western Australia

### OVERSEAS PUBLICITY

A new departure in publicity has been made in the Western Australian Agent General's office in London by the installation of a talkie projector for showing suitable W.A. films. If a constant supply of good films dealing with West Australian subjects can be maintained, this should prove a most popular and valuable medium of publicity.

### ELECTRIC RAILWAYS FOR PERTH?

At a recent meeting of the Claremont Municipal Council, a resolution was moved that the Government be urged to consider the electrification of railways in the metropolitan area. Cr. A. W. Crooks, who moved the resolution, said that an underground service through Perth would enable the city's free and natural development northwards, which was hampered by the present system.

### WEALTH IN PEARLSHELL

A record high price for pearlshell has been reached. Top grade shell averages over £650 per ton, and the average of all grades is about £600 per ton. This was stated by Mr. V. Gibson, managing director of North-West Pearlers Pty. Ltd., on his return from Melbourne recently. Mr. Gibson said that the future recovery of the pearlshell industry depended on boats being made available. These are almost impossible to obtain ready built, and cost more than £4,000 to build, compared with less than £1,000 before the war. This year there are 21 boats operating from Broome, the main centre for the State, while in 1940 there were 65 boats engaged in pearling in West Australian waters. The availability of labour and the Commonwealth Government's policy regarding the indenture of more Asiatics is a further factor in the recovery of this industry.

### W.A. INST. ADVERTISING

Mr. A. J. Wells, of the Rich Sign Company, who has occupied a seat on the board of management of the West Australian Institute of Advertising for many years, recently tendered his resignation owing to pressure of business. Mr. A. W. Simpson was elected to fill the vacancy.

### NEW COMMUNITY CARRIED BY AIR

The air migration of about 1,000 people to Wittenoom Gorge began early in June. Airlines (W.A.) aircraft chartered by the Blue Asbestos Ltd. carried workers who, with their families, will live at the model town of Wittenoom. The company will pay the workers' fares to the mines and the fares will then be deducted in small amounts from weekly earnings. Those who remain six months or more will have their fares refunded. It is hoped later to establish a plane service from

Wittenoom to Port Headland for the benefit of the townspeople. Wittenoom Gorge is 130 miles south of Port Headland and 730 air miles from Perth.

## South Australia

### CARDBOARD MANUFACTURE

With the building expansion and installation of new plant which is now under consideration, the output of the Cellulose (Australia) Ltd. mill at Snuggery, near Millicent, will be increased by 250 p.c.

The mill already provides a profitable market for thinnings from the State pine forests, finds employment directly or indirectly for 450 people, and obviates the need to import from other States or overseas cardboards which are essential to primary and secondary industries.

Had the mill not been operating, Australia would have had to import £360,000 worth of these cardboards last year—the value of production of the cellulose mill for 1946.

The present directors are the chairman (Mr. T. E. Barr Smith), Sir Richard Butler, and Messrs. F. C. Wade, R. R. Stuckey and C. B. Anderson.

### INDUSTRIAL EQUIPMENT

Manufacture of garage and similar industrial equipment and high pressure lubricating apparatus is well under way at the Finsbury factory of Tecalemit (A/sia) Pty. Ltd., the S.A. Premier, Mr. Playford, learned on a recent visit to the factory. Managing director, Mr. A. Sewell, is currently on a two-months' tour of the Far East and India, investigating markets for the company's products.

### URANIUM FIELD BROADCAST

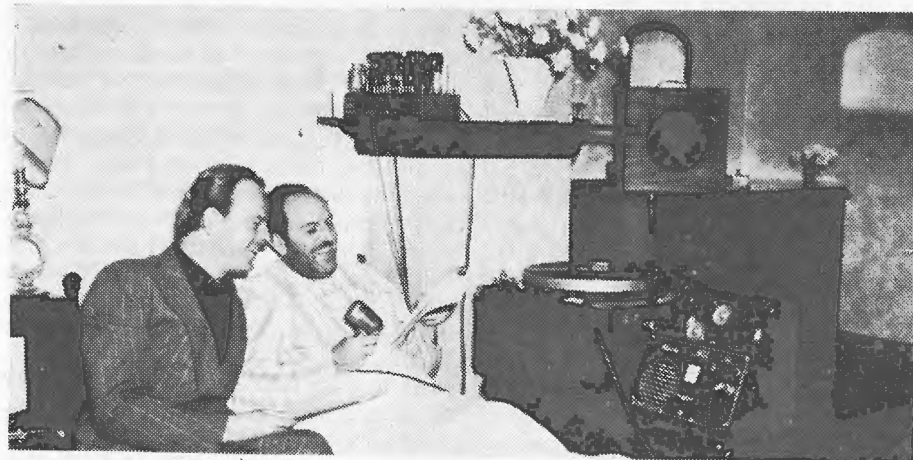
A 5AD recording party, under the direction of Ron Sullivan, accompanied the South Australian Premier's party of Federal Members when the Minister for the Army (Mr. Chambers) visited the uranium fields at Mt. Painter this week, June 11 and 12. The fields, nearly 500 miles from Adelaide in the Flinders Ranges, have been the subject of Federal discussion lately. The story of Mt. Painter will be recorded on lines similar to that of the Leigh Creek coal field which proved an extremely successful broadcast when 5AD, under the auspices of the State Government, recorded descriptions of the coal field last August. The Mt. Painter broadcast should be of even greater interest in view of world-wide attention to atomic fission. The object of the recording party will be to describe to listeners what the uranium fields look like, how the ore is extracted, its value to this modern age and its importance, industrially, to South Australia. The broadcast will be exclusive to station 5AD.

### WATER FOR LEIGH CREEK

The rapid expansion of Leigh Creek area under the pressure of coal production has necessitated immediate consideration of a vast new water service system to supplement the supply now drawn from Sliding Rock, 24 miles away. Proposal is to build a reservoir on Leigh Creek at an estimated cost of £60,000.

Two German coal experts being brought to Australia by the Federal Government will be loaned to S.A.

## WHEN A RADIO STAR IS ILL, THE SHOW GOES ON



Bob Dyer (with beard) and Lloyd Lamble recording "Atlantic Show starring Bob Dyer" for Saturday, May 31, 1947. Dyer and Lamble reminisced over past Atlantic Shows and played recordings of some of the highlights, including the winning of the Crackpot Sweepstakes (£558 worth of merchandise won by Norman Graham), Tommy Trinder's appearance as guest star and the Barrel Stunt—when Bob bought a man's clothes for £15/- and offered him a further £5 to walk home in a barrel. To make recording the show from his bedside. "Bob Dyer's Dude Ranch" from 2FC and National Regionals was broadcast from Dyer's bedroom. Landlines were installed and the music was done at Broadcast House, and the comedy routine at his home at Balmoral. About 30 friends and neighbours were invited to be the audience.



# Radio for Retailers

(Continued from page 26)

## Reason for Selection of Time

Families are off to work and school, and women can enjoy the program before starting their morning work. **THE GOOD MORNING SHOW. K TSA, 7.45-8.00 A.M. MONDAY THROUGH SATURDAY.**

## Background

By June of 1945, experience in advertising cosmetics on the air had led to definite plans for a specific kind of cosmetics promotion beamed particularly at an audience of women only. (See background information of "Beauty and a Song").

These plans, combined with the belief that Joske's could profitably beam a program to the women and men in the available audience at 7.45 a.m., led to the recommendation of the "Good Morning Show."

Comparative ratings for this time showed that no one station had a dominant lead in percentage of audience. This indicated that a good program (built to appeal to the type of women and men available) could take better advantage of the opportunity to build an audience, than a program beamed only to women.

**TO REACH:** Working men and women and housewives in San Antonio and surrounding territory.

**TYPE OF PROGRAM:** Well selected recorded music. Accent on melody type and general favorites rather than jive. Two personalities are featured in a dialogue format: A girl who uses Joske's personal shopper name, Peggy Wilson, gives information about merchandise. The likeable emcee also is featured as being closely associated with the store, and gives information about some of the men's merchandise, gifts, etc. Program gives time and weather reports, the news headlines of the day, and top local information.

**TO FEATURE:** The Peggy Wilson shopping service; the top merchandise information of the day; selling event days; women's Inexpensive Dress, Suit and Coat Department; women's Sportswear; accessory departments; Men's Store; gift and popular priced merchandise from any department of the store.

## Objectives of this Program

To sell popular priced items and

good value merchandise of higher price.

To increase traffic to entire store on selling event days.

To establish Joske's as the store of good values at popular prices, and to build the particular departments which have good assortments of this type of merchandise.

To promote the Peggy Wilson personal shopping service.

To create goodwill by a program of early morning music and informational services.

## Reason for Selection of Station

Its morning programming attracts a good local and rural audience.

Coverage reaches areas which can be used to promote the personal shopping service.

## Reason for Selection of Time

It reaches working people before they go to work. (San Antonio peak morning bus load occurs between 8.15 and 8.45 a.m.) Station has a large audience in the time segment just before this program. Other stations do not offer large audience competition at this time.

It can reach people before the store opens with any important store information of the day.

Joske co-workers can hear their own program before they go to work.

**FOR MEMBERS ONLY. (BUDGET HOUSE) KONO 11.45-12.00 NOON MONDAY THROUGH SATURDAY**

## Background

Before the fall of 1945, Joske's had completed plans to open a new separate popular-priced home furnishings store across the street from the main store. This type of furniture had not for some time been associated with the name of Joske's as the main store had featured only more exclusive furniture.

As has been pointed out, a number of competitive stores featured furniture in a price line similar to that to be stocked in the Budget House. Most of these stores were advertising via radio. The survey analysis by Badar Associates showed that members of the "1400 Club" were mentioning these stores as their preference for furniture purchases, and as stores which had interesting advertising about furniture. Overlapping men-

tions from these "1400 Club" respondents showed that 35.5% of the married women and 39.6% of the single women listed radio as the kind of advertising which helped them most in buying their personal and household items. In this same group of respondents, 15.3% of the married women and 27.1% of the single women listed newspaper advertising as the kind that helped them most. Radio and newspaper combined was listed by 37.1% of the married women and 14.5% of the single women.

Success in radio promotion of lower priced Basement merchandise, to the "1400 Club" group already listening to Joske's other fifteen-minute segment of this program\* indicated that advertising Budget House merchandise and services to this same group would be profitable.

\* During 1945, the segment of this program used for the Bargain Basement had been moved up from 11.30 to 11.00 a.m.

**TO REACH:** Members of the "1400 Club" and other women who like popular music around the luncheon hour.

**TYPE OF PROGRAM:** Same as described in original "For Members Only" recommendation for Bargain Basement.

**TO FEATURE:** Joske's New Budget House; stressing payment plans and all regular Joske services.

## Objectives of this Program

To sell specific items of home furnishings rapidly.

To establish the name and location of the Budget House.

To identify the Budget House as the place to look for all kinds of good-looking, dependable home furnishings at down-to-earth prices.

To encourage the use of long-term-payment and Budget plans.

To designate Budget House services as identical with those associated with the main store.

## Reason for Selection of Station

Same as described in original "For Members Only" recommendation for Bargain Basement.

## Reason for Selection of Time

This quarter-hour before noon had the highest rating on any station at this time.

**MUSICAL HEADLINERS. KONO 2.00-2.30 P.M. SUNDAY ONLY**

## Background

At the time of the planned opening of the Budget House (information in preceding program recommendation) Joske's recognised a need for further Bargain Basement promotion.

One of the most important promotions in creating traffic for the entire

store was the regular "Monday value features" in the Basement. Heretofore short announcements had been used for this purpose.

Experience in radio advertising for the Bargain Basement had revealed several important ways of advertising promotions of this kind: By general "look for values" copy which would make people want to come into the store to look for values in all departments; by brief examples of the types of merchandise to be found among the Monday value features; by stressing certain departments carrying these values and calling special attention to the detailed listings of value features: by stressing certain departments carrying these values and calling special attention to the detailed listings of value items in the newspapers. It was thought that such a program could combine these selling approaches into stronger promotion for the Monday value events.

**TO REACH:** The men, women and young people in San Antonio who will be interested in low-priced merchandise from all departments of this "store within a store," and in home furnishings from the Budget House.

**TYPE OF PROGRAM:** A half-hour program of transcribed popular music, featuring the musical headliners of the week. The first fifteen-minute segment is used for the Bargain Basement and the second for the Budget House.

**TO FEATURE:** The general value story of all Monday features of the Bargain Basement, and to highlight the particular departments or lines of merchandise which are most representative of those value days. Half of program to feature Joske's Budget House, payment plans and other services.

## Objectives of this Program

To sell Bargain Basement merchandise on Mondays.

To build Monday traffic to the entire store.

To establish Joske's Bargain Basement as "the store within a store" and identify it as a center of savings, where a customer can expect to find good values at low prices in departments which feature items for the home and wearing apparel for the entire family. Half of program to reach objectives also listed under the Budget House's "For Members Only" recommendations.

## Reason for Selection of Station

The coverage of the station coincides with the coverage needed for advertising aimed to bring people into the store immediately for special

value days.

Its programming stresses popular music seven days a week and attracts a Sunday audience which stays tuned for music of this kind.

## Reason for Selection of Time

Program has been a regular Sunday feature at this time on this station.

Competing stations are offering symphonic music at this time, giving this program an opportunity to attract listeners who prefer popular music.

## Additional Recommendations

At the time the original program recommendations were submitted to Joske's, two major additional recommendations were made:

1. That competent radio personnel be employed. It was recommended that this radio department be established in the store where it could have regular and close contact with Joske co-workers, customers, merchandise, selling problems and operational procedure; that the radio director and copywriters become part of the publicity department; and that the sales promotion manager supervise their work and outline a systematic order of responsibility and duties, which would best integrate radio advertising into his entire publicity department procedure.

2. To hasten the building of radio audiences, to keep attracting additional listeners, and to help produce maximum results from all advertising, it was strongly recommended that Joske's establish and maintain promotional co-ordination;

- a. Through pre-program announcements.
- b. Mention of its radio programs in regular newspaper advertising.
- c. Special newspaper advertisements plugging its radio shows.
- d. Direct mail pieces tied in with its radio advertising.
- e. Point-of-sale and other displays in windows and on selling floors.
- f. Instructions to store personnel which would correlate in-the-store selling with Joske's radio advertising.

This entire plan was accepted, and program contracts were signed by Joske's.

During the first week of January, 1945, all of the originally recommended programs were started on the five San Antonio radio stations.

## Observations and Recommendations

The committee in charge of this study has drawn from it observations which are applicable to retailers and

broadcasters generally. While each must evaluate these recommendations in the light of his own problems and opportunities, a thorough study of them will make his analysis easier and more accurate.

## Investigate Possibilities of the Medium

The Joske Committee believes that deciding whether or not to use radio advertising should be preceded by a thorough investigation of the possibilities of that medium to meet specific problems of the retailer.

This means a close association between the radio station representative and the retailer.

Before discussing programs, time, talent, etc. the retailer should first learn all he can about the radio service itself. The broadcaster should learn all he can about the problems of the retailer. Mutual confidence and frank exchange of basic information is a necessary first step for both.

The retailer should compare the promotional job he is doing with the job that could be done by adding radio. Careful establishment of definite objectives is the next step, and consistent follow-through to achieve those objectives should follow.

For example, six major objectives for Joske's radio promotion were established at the beginning of the campaign. To show how and to what extent these were achieved, the committee offers the following evidence. Admittedly, the evidence is hand-picked; the committee does not intend to convey the impression that results were unflinchingly good or achieved with little effort. Nevertheless, the result is impressive.

**To be continued: Watch next issue for "Examples of How Radio Met Joske's Objectives."**

## NO STATION FOR ALICE SPRINGS

The Post-Master General's Department has refused an application from the local newspaper to establish a commercial broadcasting station at Alice Springs (Central Australia) which is over 500 miles from the nearest radio transmitter and where reception difficulties are noticeable.

The Department stated that the number of stations is restricted because of the limited frequencies available and also that expansion of the A.B.C. system to cater for listeners in districts not satisfactorily served is planned.

## Spotlighting EVENTS

**JUNE 17:** Inst. Sales and Business Management (Aust.)—Salesmen's discussion groups, speaker A. H. Cooper, A.S. B.M., Sales Manager Bryant Bros. Pty. Ltd., Prudential Lecture Hall, 39 Martin Place, Sydney.

**JUNE 23:** Lecture by Mr. E. J. Moloney, "Radio Copywriting," at 2GZ Studios, Sydney.

**JUNE 23:** Inst. Sales and Business Management, Salesmen's Discussion Groups, speaker, P. P. McRae, Merchandise Manager, Westinghouse-Rosebery Pty. Ltd., Prudential Lecture Hall, Martin Place, Sydney.

**JUNE 25:** VIA film night, showing technical advertising films, Kelvin Hall, Collins Place, Melbourne.

**JULY 2:** W.A. Institute of Advertising (Inc.)—Monthly General Meeting, Withnell Chambers, Perth, 1.30 p.m.

**JULY 7:** Lecture by Mr. R. E. Lane, "Radio Timeselling," at 2GZ studios Sydney.

**JULY 15:** Victorian Institute of Advertising, half yearly dinner, Victoria Palace, Melbourne.

**JULY 21:** Lecture by Mr. R. F. Leggatt, "Radio Merchandising" at 2GZ studios, Sydney.

**JULY 22-23:** AAAA, Federal Executive meeting, Brisbane.

**AUGUST 4:** Lecture by Mr. J. E. Ridley, "Radio Broadcasting Station Organisation," at 2GZ studios, Sydney.

**AUGUST 18:** Lecture by V. M. Brooker of A.W.A. on "History of Recording as applied to Radio", 2GZ Studios, Hosking Place, Sydney.

**SEPTEMBER 2:** BREIF Club Ball, Wentworth Hotel, Sydney.

**OCTOBER 6-10:** AAAA annual conference, Hotel Australia, Melbourne.

**NOVEMBER 10-17:** Broadcasting Federation's Annual Convention, Jervis Bay.

## STOP PRESS

### ACTORS EQUITY TO ENFORCE "UNION SHOP"

Actors and Announcers Equity reported this week to be enforcing 100% unionism in broadcasting employment by declaration of determination to see that only Equity members engaged. Suggestion is that N.S.W. Trades & Labor Council will be asked to intervene in effort to achieve full co-operation all unions involved. All unionists will be urged to boycott shows in which casts not 100% Equity members. Understood only few radio actors and announcers not already members of Equity.

## Purely Personal

Mr. Alf. Mallalue, general manager of Murdoch's Ltd., Sydney department store, was the guest of Mr. Bert Dutton (2GB manager) at the Breif Club luncheon at the Wentworth Hotel on June 2. Another radio sponsor in the guest list was Mr. Frank Small, of Allied Bruce Small Pty. Ltd. He was the guest of Mr. Norman Woollett, of EMAIL. Two other visitors were Messrs. Reg. Kelly (publicity manager of 2GB) and Mr. T. Cornioley (artist, of O'Brien Publicity).

Mr. Ron Dudgeon, manager of Byer Industries Pty. Ltd., which incorporates Broadcast Recording Supplies, Melbourne, met with an accident in the factory on May 23 and is expected to be in hospital for some weeks. He was drawn into a metal milling machine and suffered severe injuries to an arm, including the severing of arteries.

Mr. Roger Fair, advertising manager for station 4BK/AK, has been appointed a member of the National Fitness Council of Queensland for 12 months.

Congratulations to Mr. Gordon Lewis, manager of 3SH, Swan Hill, who recently became the father of a bonny boy.

Mr. Leigh Stitt, chief executive national sales division of Drug Houses of Aust. Ltd., Melbourne, has been visiting Brisbane on business—whilst there stayed at Lennons.

Miss C. H. Wood of 2UW paid a visit to Brisbane recently to attend the quarterly meeting of the Executive Committee of the Commonwealth Broadcasting Corporation Q'land Ltd., also present were Messrs. E. E. Gold, 4GE, A. P. Wynne, 4MB, E. J. Rheuben, 4RO, and the senior executives of station 4BC, Messrs. E. P. Griffin, secretary and director, L. Prouse-Knox, general manager and R. M. Graham, sales manager.

A.W.A.'s New Zealand representative, Mr. Robertson, accompanied by his wife, passed through Brisbane recently to spend a short holiday at Coolangatta.

Managing director of National Advertising (Q) Pty. Ltd. Brisbane, Mr. H. H. Willis, was one of the lucky ones recently, when he had a week's holiday down "the Bay."

There were "weighty" discussions at 4BK Brisbane last week when Brisbane Stadium manager, Bert Potts (20 stone), 4BK compere John Dobbie (20 stone) and wrestler Chief Little Wolf (write your own ticket!) got around a table for a business chat.

Mr. Harry Millard (Ajax) sporting commentator at 4KQ has been invited to the 'Come to Mackay Carnival' week, June 14 to 22, by station 4MK, when he will be doing the Public Address work and any radio sporting broadcasting, for them.

Mr. Ernest Lashmar, chairman of APRA, and Mr. George Sutherland, member of the board of APRA, have arrived in London to attend the first post-war Copyright International Congress from June 26-28. Mrs. Lashmar accompanied her husband on the long flying-boat trip from Australia. Mr. Sutherland, who is managing director of Broadcast Exchange of Aust. Pty. Ltd., Melbourne, will make an extended tour of Europe and U.S.A. during which he will study latest developments in the production field as well as in other of the many activities in which he is interested.

Mr. Eric McCrae, manager of 7HO Hobart, has had a very busy time lately making flying trips between Hobart, Sydney and Melbourne. He is now happily settled back again in Hobart.

At the annual meeting of the Victorian Chamber of Manufacturers in Melbourne on May 27, Mr. C. N. McKay was elected unopposed as the new president. Deputy president of the Chamber for the last two years, Mr. McKay heads up H. V. McKay-Massey Harris Pty. Ltd. and is also president of the Royal Agricultural Society of Victoria.

After making a comprehensive business trip to Queensland, Mr. W. John Haysom, director of W. John Haysom and Co., returned to Melbourne at the end of May.

## CLASSIFIED ADVERTISING

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

### WANTED.

PRESTO TWO-SPEED MOTOR wanted. Any condition. Price and details to "R", Box 5, Cessnock.

## EXPERIENCED MANAGER WANTED

for  
PROGRESSIVE  
ADVERTISING  
AGENCY

Applicants should be capable of supervising all phases of Service Agency work. State age, experience and salary required.

Write to  
G.P.O. Box 1273  
SYDNEY

ADVERTISING AGENCY  
with important national accounts  
requires

## EXPERIENCED PRESS COPYWRITER

As our press and radio campaigns co-ordinate, a working knowledge of radio would be an asset, but not necessarily essential.

Write, enclosing specimens of recent work and giving age, experience and salary required, to Claude Mooney Advertising Pty. Ltd., 422 Collins St., Melbourne, C.1.  
Excellent opportunity for the right man.

Two members of 2UE's staff who have been on the sick list, Billy Moloney and Ken Howard, have now quite recovered. Bill was away for about three months enjoying a complete break from his very busy life in radio and films, while Ken was laid up for a while with a jarred muscle sustained while hitting one of those mammoth drives of his along the fairway.

If any of our readers are interested in having some business transacted in U.K., they could contact Mr. C. H. Beattie, M.C., of No. 2, The Barbette, Castle Craig, XL1941. He leaves Sydney on the S.S. "Tuscan Star" about July 3, and is open to transact any business that anybody would be prepared to entrust him with.



# The VICTORIAN BROADCASTING NETWORK

Head Office : 239 COLLINS ST. MELBOURNE      PHONE : CENT. 4124

Sydney Representative: S. O. CLARKE, c/- Western Newspapers, 56 Young St. 'Phone: BW 7283.



YOU'RE heading in the right direction to give sales a "lift" when you make a drive with the V.B.N. Earn goodwill, too, with the many staunch listeners to these popular stations.



# Don't Mark Time Save Time!

## Save time when buying time!

BROADCASTING AARDS will save you time by supplying, at your fingertips, all the information you require about the advertising rates, listeners' licence figures, frequency allocations of stations, transmission hours of stations, and other information about the commercial broadcasting stations in Australia and New Zealand.

BROADCASTING AARDS can be carried with you wherever you go. It's handy—it's compact—and—it's accurate. The information in BROADCASTING AARDS is checked regularly, and you are kept informed through the Monthly Supplements of the very latest rates and data of the broadcasting stations.

BROADCASTING AARDS is the modern reference book for all 'buyers of time'. If you are actively interested in broadcast advertising, a copy of BROADCASTING AARDS is your most valuable assistant.

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# AUSTRALIAN ADVERTISING RATE & DATA SERVICE

Box 3765, G.P.O., Sydney, N.S.W. Phone FA 7054

and at

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

# BROADCASTING BUSINESS

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454th Issue

Thursday,  
JUNE 26, 1947

Incorporating "Commercial Broadcasting"

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

*Choose Your Partners—*

NEW SALES  
25 JUN 1947  
PARLIAMENTARY

A distinguished company of the greatest advertising names on the air will be your partners in success when you join the sponsorship parade on

# 2UW

(MOST PEOPLE LISTEN MOST TO 2UW)