

# A MEDIA FILE ON THE OFFICE DESK OF EVERY ADVERTISING MAN

*AARDS is a portable ready reference media file for  
the desk of every advertising and business executive*

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(now available)

BROADCASTING EDITION: Covering the 105 Commercial Broad-  
casting Stations in Australia and New  
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Countries, £A.2/10/-; America, \$10.00; other Foreign  
Countries, £A.3/3/-.

## AUSTRALIAN ADVERTISING RATE & DATA SERVICE

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Queensland Market Data Section — See Page 19

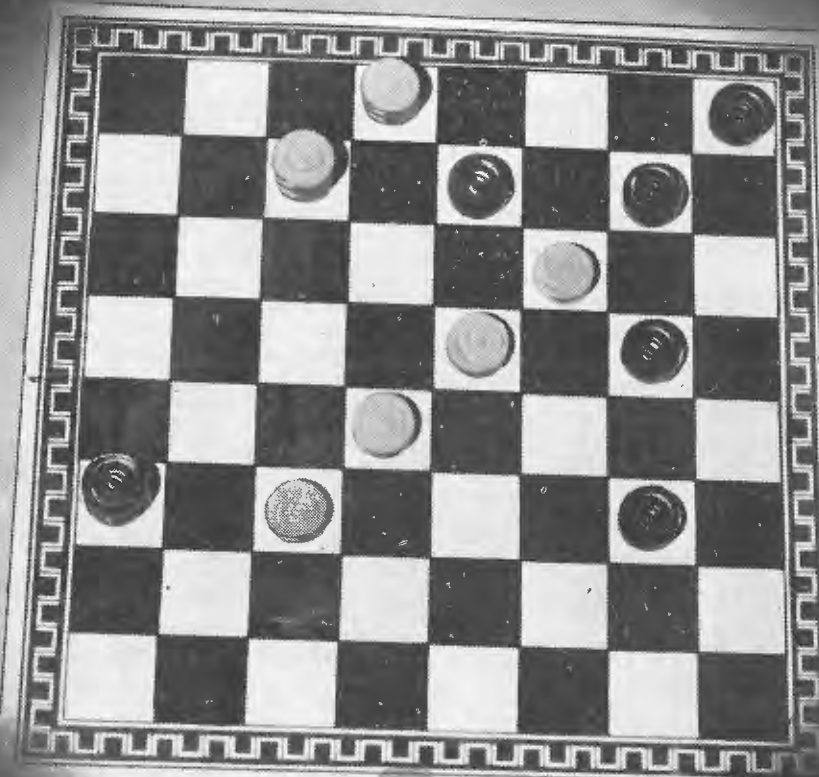
# BROADCASTING BUSINESS

VOL. XV, No. 26  
(455th Issue)

Thursday  
JULY 10, 1947

Incorporating "Commercial Broadcasting"

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



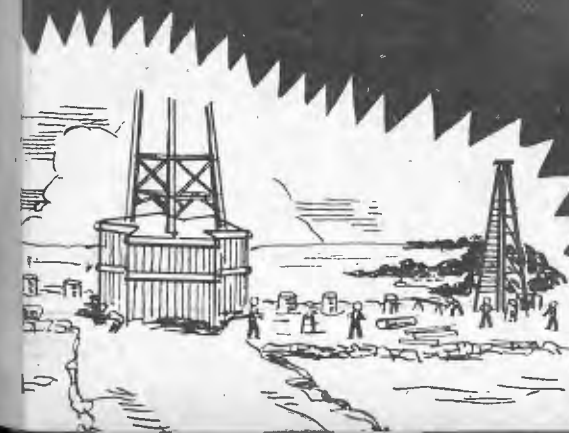
*It's Your Move\*  
.... To Win!*

The move, of course, is to 2UW

# 2UW

*(Most People Listen Most To 2UW)*

\* A pretty problem, this: white to move and win in seven moves.



# HERE THEY ARE 9 STATIONS in 9 PREFERRED MARKETS

... PREFERRED  
by alert advertisers who want  
to build sales now and insure  
sales for the future.

- |            |          |         |         |
|------------|----------|---------|---------|
| 2AY        | 2GN      | 2GF     | 3BO     |
| ALBURY     | GOULBURN | GRAFTON | BENDIGO |
| 4TO        | 4CA      | 4WK     | 4MK     |
| TOWNSVILLE | CAIRNS   | WARWICK | MACKAY  |
| 7LA        |          |         |         |
| LAUNCESTON |          |         |         |

These stations are preferred by advertisers and listeners alike. Advertisers choose them for the results they bring—listeners depend on them for their good programming and high standard of service.

Each station has more listeners more hours of the day than any other station. It's the local impact that does it—and alert advertisers know that when they use these stations they obtain concentrated coverage of concentrated markets.

All particulars from

**AMALGAMATED WIRELESS (A'SIA) 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, JULY 10, 1947  
Vol. XV, No. 26 (455th issue)

Contents:	Page
AAAA (Federal) Lecture Series	4
Copywriting for Radio (By E. Moloney)	6
P.M.G. Congratulates Broadcasters	10
We Salute—Alf Bartlett	12
Anderson Replies to McNair	14
Man Behind Advertising No. 11	16
Queensland Station Location Map	19
The Queensland Market	20
May Licence Figures	22
Purely Personal	38
Agencies	38
Coming Events	38
Stop Press	38

### Advertisers This Issue

A.W.A.	2
AARDS	40
Johnston Jones	27
Kinelab	17
Radionic Products	37
Recording Centre	36
Sellers O.P.	36
V.B.N.	39
White & Gillespie	36
Whitfords	37
2GB	9
2HD	15
2KO	11
2KY	15
2UE	5
2UW	Front Cover
3AW	7
3CV	31
3XY	13
4AY	35
4BC	18
4BH	31
4BK-AK	25
4BU	33
4CA	29
4GR	33
4IP	29
4KQ	26
4LG	23
4MB	28
4MK	30
4RO	24
4TO	29
4WK	30
4ZR	30
6PR-TZ	37
7LA	35

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## Saturation

Is there a home in all Australia without a radio receiver? There could be a few—but few indeed and scattered far apart. In short, the distribution of broadcast receivers in Australia has just about reached absolute saturation point. Two months ago, the P.M.G.'s Department possibly would not have admitted that fact. To-day they must. Their own figures prove it; not only their figures, but their own collections of £1 licence fees also prove it.

Way back in early 1945, "Broadcasting Business" showed that there was a big discrepancy between the then stated P.M.G. record of licensed listeners and what must have then been the fairly accurate calculation of actual broadcast receiver ownership. "Broadcasting Business" had a survey carried out covering only the capital cities, and those surveys showed that only about 2.5 homes in every hundred were not radio equipped. This fact was brought under the notice of the P.M.G.'s Department.

The P.M.G.'s Department in April decided to use the power of advertising to achieve what all their policing methods had failed to do in the past—to rope in the "pirate" listeners—and to this end launched a campaign in press and radio which netted a staggering increase of licences.

The May increase of 111,797 compares with the previous month's increase of 6,065. It compares with the increase for May 1946 of 1,578. It compares with an average monthly increase from May 1946 to April 1947 of 7,509. Thus it will be seen that a great deal of licence fee revenue has been lost to the Government, not only over the past twelve months but, obviously, also in previous years. And the blitz is not yet being relaxed. The June figures when they are available will undoubtedly be much above the average monthly increase, and so may also be the July figures. It is not at all likely that the efforts of the Department, however persevering, will achieve 100% licence fee coverage. There will always be among the community too many smart evaders. Just imagine, too, the difficulty of policing licences in some of the sparsely populated hill country throughout the Commonwealth!

The May increase of 111,797 licences carried the percentage of radio receivers to population in Australia from 20.43 to 21.93. When that is figured out in terms of dwellings, there's very little change left out of 100%. In fact, on the basis of the average of only 4.5 persons per dwelling, which in pre-war days was an accepted figure, present licences show that only 1.28 homes are not radio equipped. Of course the census now being examined might cause some recasting of those percentages. Our population figures will undoubtedly be up—but so also may be the average number of persons per dwelling.

It is because of this emphasis on the large number of hitherto unlicensed radio sets in use that detailed discussion on licence distribution in Queensland has been avoided in the special Queensland market data feature in this issue of "Broadcasting Business." Any such discussions could have been laid upon unsond premises. Queensland's share of the May increase in licences was 9,296 compared with an average over the past twelve months of less than 1,000 per month. As yet, no details are available as to the area distribution of the new figures.

## Some Missing Friends

We live in strange times. This issue of "Broadcasting Business" was planned to contain 48 pages. At the eleventh hour it had to be reduced to 40 pages. Such is the shortage of printing paper in Australia and such, too, the uncertainty of deliveries of long-standing orders. We therefore regret that in addition to lots of comparatively important news items, several regular features have had to be held over until next issue. These include "The Joske's Study" instalment, W. O. Richards' "I Remember" and Geo. Matthews' "On and Off."

## Shadow of Atomic Power

"Atomic Energy from the Political, Social and Economic Aspects" was the subject of an address delivered by Mr. John Briton at the BREIF Club luncheon held at the Wentworth Hotel, Sydney, on Monday, July 7.

Mr. Briton said he had received a letter from Professor Albert Einstein seeking financial assistance for a committee of scientists who are endeavouring to awaken the public everywhere in the world to the menace of atomic warfare.

Professor Einstein heads a committee of atomic scientists in America.

Mr. Briton quoted at length from the letter, which made the following points:

(1) Atomic bombs can now be made cheaply and in large numbers, and probably would possess greater destructive power than those already exploded.

(2) There is no known military defence against atomic attack and none can be expected.

(3) Other nations can discover the secrets of the manufacturing formula possessed by the United States.

(4) Defensive preparedness would be futile as it would involve inconceivable disruption of our present mode of life.

(5) If there is another war, atomic bombs will be used and will destroy civilisation.

(6) There is no solution other than the introduction of international control of atomic energy and the elimination of war.

More than 120 BREIF Club members and visitors listened attentively to Mr. Briton.

A vote of thanks was moved by Mr. J. M. Malone, who said that members would feel grateful to Mr. Briton for having given them some information on such an important subject.

The following new members were welcomed:

Messrs. B. McDowell, A. J. Banks, J. M. Gleeson, H. Howard, H. Gyles and F. P. Gavey.

A greater number of Sydney broadcasting and advertising agency members and friends attended the luncheon than usual and one of the interstate visitors was Mr. Frank Anderson, advertising manager of 5DN/RM Adelaide, who is visiting Sydney this week and Melbourne next week.

Mr. John Briton, B.Sc., B.E., F.I.R.E. (Aust.), M.I.E. (Aust.), and an executive of H.M.V., has been co-opted as a member of the N.S.W. State Committee of the Council

## AT OPENING OF NEW AWA RECORDING STUDIO IN MELBOURNE



Left to Right: Messrs. E. Hughes, architect; A. H. Longstaff, assistant general manager A.W.A., and Melbourne manager; L. Bishop, manager O'Brien Publicity; A. E. Lawrence, manager of AWA Melbourne broadcasting dept.; N. V. Nixon, managing director, N. V. Nixon and Co. Pty. Ltd.; E. L. Jarvis, director, J. Walter Thompson, Aust., Pty. Ltd.; Humphrey Bishop, AWA producer; B. G. Carden, general manager, Carden Advertising Service; V. M. Brooker, manager, Broadcasting Dept., AWA; Mrs. V. M. Brooker, and Messrs. A. N. Kemsley, director, United Service Publicity Ltd., and T. Webster, radio manager, Paton Advertising Service.

An important advance in Australian radio production facilities was made when the new Melbourne recording studio of Amalgamated Wireless (Australia) Limited was opened on July 1.

To mark the occasion, a cocktail party was held on the premises at 167 Queen Street, at which advertising agency principals and radio managers and other identities were welcomed by Mr. A. H. Longstaff, assistant general manager of AWA and manager of the Melbourne Office, and Mr. V. M. Brooker, F.I.R.E. (Aust.), S.M.I.R.E. (U.S.A.), AWA broadcasting and recording manager, assisted by Mr. A. E. Lawrence, manager of the company's Melbourne broadcasting activities.

The development of the new studio will do much to stimulate Melbourne production activity, and provides another avenue for the encouragement of new talent in Victoria, especially in

### SPECIAL SHOW TO AID LEGACY

With the object of assisting Legacy's War Orphan Button Day Appeal on Friday, July 18, A.W.A. and Amalgamated Wireless Valve Co. have produced a special half-hour program which will be broadcast on 2CH, 2GN, 2AY and 2GF on July 17. Discs of the shows have been offered free of charge to Sydney Legacy Club and it is understood that Legacy will ask numbers of commercial stations to co-operate by broadcasting the feature at an appropriate time preceding Button Day.

for Industrial and Scientific Research. Mr. Briton was wartime Chief of the C.S.I.R. Division of Radiophysics.

the fields of acting and writing. Previously more than 70% of all Australian recorded programs had been made in Sydney, but with the introduction of more Victorian talent, it was hoped to stimulate competitive standards, with resultant advantage to the listener.

### AGENCY HEADS IN LECTURE SERIES

Arrangements have been completed by the AAAA (Federal) for a series of lectures on advertising to be delivered at fortnightly intervals in the Shell Theatre, Shell House, Sydney commencing Thursday July 31.

As seating capacity in the theatre is limited to about 160, 4A's secretary, John Humphrey, hopes that every effort will be made by advertising agencies to arrange for early bookings for staff members.

The lectures will be as follows:—  
July 31: "What Advertising Means to Australians," by W. Farnsworth.

August 14: "The Place of Advertising Agencies in Business," by R. Maynard.

August 28: "Advertising Agency Organisation," by L. V. Bartlett.

September 11: "An Advertising Agent and his Client," by a client.

September 25: "What is a Good Advertisement," by H. Berry.

October 16: "This Thing Called Marketing," by J. Jackson.

The lectures conveniently dovetail with the series on the operation of commercial radio under the aegis of The 21 Club of Australia each fortnight at 2GZ studios in Sydney.

WHEREVER YOUR MARKET MAY BE....

REACH IT THROUGH

# 2UE

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

Sailors DO Care . . . The worthy matelot takes good care that he gets what he likes most. He is as keen as the next man when it comes to values. It's a value-conscious world to-day, which is why so many people choose 2UE for their radio entertainment.

The sports fans, the news-hungry, the music and entertainment loving thousands, the quiz enthusiasts—all are friends of your product when your sales message goes through 2UE.

# Copywriting for Radio

(By E. J. Moloney, Director J. Walter  
Thompson (Australia) Pty. Ltd.)

Condensed from a Lecture on the subject of Copy Writing for Radio, delivered by Mr. Moloney for the 21 Club of Australia, in Sydney on June 23.

Some commercials had been recorded before 1936, but so far as we can check, it was not until August 27, 1936, that dramatised commercials, as part of a nation-wide campaign of spot announcements, were used in Australia. This first recorded campaign of spots was for Bond's Non-Slip socks. If anybody can remember an earlier instance of a recorded dramatised commercial we'd like to hear about it because it would have important documentary value.

I was lucky enough to have joined J.W.T. just in the nick of time to work under Sam Dobbs on all the new ideas he had just bought out from the States. As I had worked in a retail store, Farmer's, I knew that you had to give the facts and prices to sell. But that sort of heavy-pressure price-reduction selling seemed to be in a different category from an Esquire column for instance, or a fashion folder; or, as far as I knew then, a radio commercial.

The result was that I wasted too much time getting down to business—worrying about the attention-getting trimmings of the commercial and elaborating on them. In fact I had little idea of the importance of sweating to get the one right basic sales story and then sticking to it. Sam Dobbs hammered away at Mrs. Stiver and me (we were the only two copywriters at J.W.T. at that time) and much of the hammering was done after the day's work was over. It was often after 4 o'clock in the morning before we finished the previous day's work.

I'll tell you here and now that I am an aggressive opponent of sliding a commercial into a program so that it won't come as too much of a shock to the sensitive ears of our listeners. Common sense dictates what can be said in a commercial so that it won't sound sour on the show which carries it. But if the show is right for the product the commercial should be right for the show and no apologies needed.

If you ask people what they think of commercials they will, almost without exception, say that they wish they didn't have to hear them. People say that because they are such snobs when asked for their opinion. But everyone of us here tonight must know that people do not object to listening to commercials. If they did there would not be one of us with a job in commercial radio. If they object to listening to commercials they wouldn't be spending the hundreds of thousands of pounds a year which they do spend on products which are advertised exclusively on radio.

Of course, program good-will has an influence on sales—it provides an extra large audience for your commercials. But always remember that some of radio's biggest advertising successes were made without the benefit of any program. Bonnington's Irish Moss sales shot up immediately we put that product on the air using dramatised recorded spot announcements only; and you should have seen the sales graphs for other clients when we put recorded testimonials on the air for them also for the first time.

I cite those products because they went straight to the point with their sales message. They were not fancied up with soft background music. We put sweat and blood into getting the announcers of that time to talk like real people . . . and not like Sir Henry Irving reciting "The Bells".

If we couldn't get the real people who sent us the testimonials for Kellogg's All-Bran to stumble through the commercial themselves we went to work on actors who could speak like real people without any suggestion that they were playing character parts.

We had a wonderful time with recorded dramatic spots for 12 months or more until too many advertisers followed suit. Then came a time when it seemed that every commercial had got on to wax and every local

Bernhardt was getting a break selling some breakfast food or cough cure, so for quite a while we went easy on the dramatised commercial and the major part of our commercial recordings were made with straight announcers speaking unaffectedly and sincerely. And when it comes to putting the real sell across for a product which is sold over the air for year after year your announcer is the person to do it.

Use your dramatised opening if you like, to get quick attention, to point up the work-saving factor of a product. But when it comes to the educational sell—the reason why a product can do all that is claimed for it—leave that part of your message to your announcer.

That was something which, back in '36, '37, or '38 we had to find out the hard way. It was only after comparing dramatised commercials that "listened" well with other commercials that sounded "phony" that we realised that actors should hardly ever be allowed to sell.

They can't make their lines sound real if they have to describe the product very much, no matter how good they are, because the people they portray—the average man and woman in the street—couldn't be expected to have the technical knowledge of the product on the tip of their tongue.

So, finally, we kept to a simple rule. Your actors in the dramatised section of the commercial represent the consumers of your product in the situation where the product is used. Your announcer represents the manufacturer who is the logical person to explain the reason why a product can do all it does for the consumer. And remember you must always have a "reason why". A claim that a product will do such and such a thing—without backing up that claim with the reason why it will do it is no selling commercial at all.

#### Retail Store Selling

I feel the stores which are advertising consistently over the air at the present time, are selling the character and service of their store more than they are selling actual merchandise. It is more important for a store than for any other type of business to have a personality. It might be a personality which stamps it as a place such as Macy's in New York, where you can always shop for less. It might be a personality which gives you the

(Continued on page 8)

## Q: During the past few months what Melbourne Station has Shown the greatest growth?

### A: (1) MUSICALLY

By the new 8 o'clock Macquarie features include a greatly augmented "Shell Show" Band, now comprising 23 star musicians . . . The new 8 o'clock 45-minute round Australia link-up of Australian "Star Pupils" . . . the newly formed Junior 3AW Dance Band . . . and Peters Junior Amateur Quest with three scholarships for the most outstanding performers.

### (2) IN PUBLIC SERVICE

An all-day appeal on Mother's Day by 3AW was one of the State's most notable Charity Drives. Over £5,000 was raised . . . Peters Pals Entertainers are now taking a 2-hour radio show to all Melbourne Suburban Town Halls every Thursday night. Current schedule:

STH. MELBOURNE - July 10th  
ESSENDON - - - - - July 17th  
CAMBERWELL - - - - - July 24th  
BRUNSWICK - - - - - July 31st

### (3) IN SPORTS

The complete Sunday morning review of the week-end sport for 45 minutes, with leading sports stars in the studio for Spencer Jackson's "Spotlight" is a new session to add to 3AW's most comprehensive sports coverage under Fred Tupper.

### (4) IN NEWS

The 3AW Radio Roundsman (Bob O'Brien) continues to get first hand scoops twice daily at 12.15 and 6.45 p.m. . . . The new Saturday night documentary "This Year of Grace" is analysing current social problems.

### (5) IN TECHNICAL ADVANCEMENT

The erection of 3AW's new quarter-wave vertical radiator in an area destined will give the station full volume within the five millivolt contour for all the Melbourne suburban area.



# 3AW

Key Victorian Station for  
Macquarie Broadcasting Network

impression that here is the store where you will shop in greater comfort.

Remember shopping is more than a necessity for women. It is an entertainment. Both men and women like the entertainment a store offers, the displays, the demonstrations, the children's barber shops, the restaurants, the Christmas spirit, the mannequin displays. All of this can be dramatised before the microphone. Some of it has been dramatised at times but, to my way of thinking, to nothing like the full extent which should be possible.

#### Basic Copywriting

With young writers starting in at our agency, and with young writers who come to us with samples of their work, I find the same inclination over and over again . . . too much respect for the way they use words and too much respect for catchy ideas.

The best way to get that out of one's system is to take a daily trip through chain stores. Or in the busy stores around Liverpool Street. Or in your local suburban shopping centre. Watch the women who are shopping. They are the people who are going to buy the great part of what we have to sell. Most of them look as though they have too much work to do. When you hear them talking together you can tell that most of them have only the most primary education. Some are tired. Some are fierce-looking. It is true that most of them are comfortably dressed these days. But very few look as though they've stepped out of the pages of *Vogue*.

Ask yourself how many of these everyday people could be expected to show any literary appreciation of your beautifully-turned phrase during the few seconds it takes to go over the air?

But don't mistake me. I don't mean that you should go to the other extreme and talk down to the people who are our customers. It is simply a matter of using straightforward conversation to them. The first thing you've got to do is make sure your facts are stated simply and in their proper order.

If a listener does not get the full meaning of a radio commercial she cannot turn back the dial and hear it all over again. That is why radio copywriting is a different technique from

*Mr. Moloney's lecture on Copywriting for Radio was the first lecture in the 1947 series of lectures on the Operation of Commercial Broadcasting, arranged by the 21 Club of Australia. The lectures are given in the studios of 2GZ at fortnightly intervals. So heavy were the applications from the advertising fraternity in Sydney for the seats for the first lecture that a rationing system had to be introduced. The 2GZ audience studio was packed to capacity, as also was an additional studio to which the lecture was fed by loudspeaker. At the conclusion of the lecture, the president of the 21 Club asked for a show of hands of all those present who would not be attending the next lecture. Only one hand went up!*

the writing of the press advertisement.

Yet it is easier writing than press advertising because the sound of words can be so much more emotional than the sight of them. Let us get it out of our minds even if we are working for a big national show that we are selling to the nation. We are not. We are selling to just one man, to just one woman, to just one family at the most.

Talk to them as you would if you were a salesman calling on them in person at their home. That's what you are.

If you were in their homes you wouldn't exhort them to buy your product. You wouldn't "kid" them—I can't think of any other word to describe some of the commercials we hear—and you certainly wouldn't talk down to them.

You would do your best to talk to them as one of themselves. You would act as a pleasant, friendly individual without being over-familiar.

#### Basic Information

If you're in an advertising agency you should have all the facts about the product ready at hand on your desk. I would never go to work on a campaign of any sort without a market research on the product to refer to. When you're working on a national account, you must know how your product is used once it gets into the home. Who, in the family buys it? What the family thinks of

other products? There are so many things you must know.

If you're a radio station copywriter the accounts you work on probably don't need an exhaustive background knowledge but you still need your facts.

Take the commercials for Bonnington's Irish Moss. I've had listeners to Mrs. 'Obbs "parrot" back phrases such as "Keep up that steady sip, sip, sip." Or "the faster you're rid of that dangerous congestion the faster you're rid of that cold".

That's selling them. To do that you've got to work out your basic idea. Find the most effective way of putting that basic idea into selling words and stick to it. Take one of those phrases I used a few moments ago. You'll find it in the very first spot announcements we recorded for Bonnington's nine years ago. It's been in every one of the hundreds and hundreds of Bonnington's commercials we've recorded since then because it's part of the basic idea of the product.

#### Working on Words

Every copy writer must have the ability to work on words—to polish and prune until every short sentence is bursting with meaning and can be completely understood the first time it is heard.

Throw out your adjectives. Work on your verbs. "Lifebuoy lather frothing all over you" is better than "Lifebuoy lather flowing all over you". The verb is the word to work hard on.

When you use dialogue keep it brief and natural. But you don't always sound natural if you use slang phrases trying to be idiomatic. Slang might play a big part in the language of Australians but in advertising dialogue on radio the use of slang often sounds as though you're writing down to your audience. That's as bad as bullying them or soft-soaping them.

The recent Federation ruling against musical commercials shouldn't worry us much because judging by the way they've been written and produced in Australia they sounded, for the most part, as though they'd been composed by the client's daughter. But I trust that this doesn't lead to a general banning of music or musical sound effects in commercials when they are justified. For instance, getting back to Bonnington's again. There you have three violin notes symbolic of "Sip, sip, sip." With these three notes you are neatly planting a thought in the listener's memory.

(Continued on page 10, Col. 3)

# SERVICE For

- The Listening Public
- The Broadcasting Stations
- The Advertiser

Macquarie Broadcasting Services Pty. Ltd. was formed in 1938 as a time-selling and programme-producing organisation on behalf of the limited number of stations which comprised the Macquarie Network.

Macquarie programmes are serviced nationally from a central office, by arrangement with the stations, their representatives and the advertisers concerned. Year by year, the nature and scope of the service have been extended, until to-day Macquarie programmes are sponsored by national advertisers on over 50 commercial stations throughout the Commonwealth.

Thus, with post-war radio in vigorous competition with other advertising media, Macquarie proudly offers its contribution to the progress of commercial broadcasting:— For the listener — entertainment; for the advertiser — success; and for the agent — service.



IN TUNE WITH THE NATION

# MACQUARIE

BROADCASTING SERVICE

MACQUARIE BROADCASTING SERVICES PTY. LTD., 136-38 PHILLIP ST., SYDNEY, AND AT 239 COLLINS ST., MELBOURNE

## Postmaster General's Appreciation of Improved Programming

### Opening of New Transmitter Site for Melbourne Station

Appreciation of what he termed a great improvement in commercial broadcasting programs was expressed by the Postmaster General, Senator Cameron, when officially opening the site for a new transmitter and aerial for 3AW Melbourne, on June 25. Senator Cameron drove the first stake marking the site and was later entertained at luncheon.

Situated at Alphington, 5½ miles from the city, the site is flat and damp and well suited to the purpose. The new mast, said Mr. Randal M. White, manager of 3AW, would be a quarter wave vertical radiator,—the first to be used by a Melbourne commercial broadcasting station. He added that an extensive earth mat system would be laid, consisting of 120 copper wires, radiating to a distance of 385 feet.

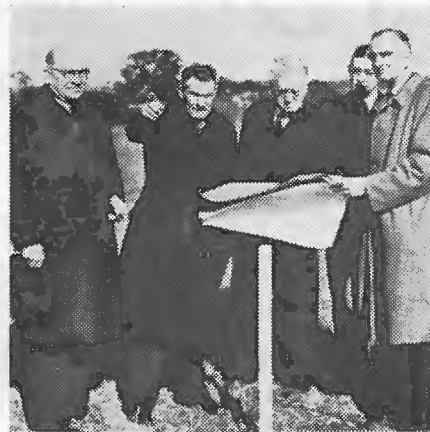
Further details were given by the station's chief engineer, Mr. J. W. Ryan, who stated that the aerial would take the form of a pre-fabricated self-supporting steel lattice mast, nearly 200 feet high, on a 16 ft. base.

The transmitting building will house the latest model AWA transmitter, capable of delivering 2,000 watts to the aerial, although for the time being this would be reduced to 600 watts.

Mr. Frank Tait, director of 3AW, paid a tribute to the Postmaster-General for his support of every worthwhile development of commercial broadcasting since he took office. He also thanked PMG officers for their ready co-operation and valuable advice at all times.

In reply, Senator Cameron, on behalf of the Government, congratulated the management of 3AW on their efforts to provide better service to listeners, which, he said, was the primary function of commercial broadcasting; and he was pleased to note the improvements being made generally by commercial station managements.

At the official luncheon, guests included, in addition to Senator Cameron, Messrs. C. G. Brown, J. O'Kelly, N. Strange, and C. Friend, of the PMG's Dept.; Mr. Sid Morgan, senior



The Postmaster-General (Senator Cameron), examining plans of 3AW's new transmitting site at Alphington. L. to R.: Mr. Frank Tait (Director 3AW) Mr. John Ryan (3AW chief engineer), Senator Cameron, Col. Buckland (consulting engineer and contractor), and Mr. Randal M. White (3AW manager).

vice-president, AFCBS; Mr. Ray Dooley, secretary, AFCBS; Mr. W. McFerran, hon. secretary, AAAA; Mr. J. Cudlip, vice-president, AANA; Cr. A. K. Lines, representing the Mayor of Heidelberg; Mr. E. Phillips, Heidelberg Town Clerk; Col. L. G. Buckland, consulting engineer; Mr. C. N. Hollinshed, architect; Mr. H. E. Rowe of AWA; Mr. W. Chancellor, of Johns and Waygood; Col. L. R. Thomas, manager for Victoria, ABC; and radio newspaper representatives.

Acknowledging the presentation to him of a small memento of the occasion, Senator Cameron stated that to keep the public interested and informed was the best work in the world, and he again commented on the great improvement to listeners of the service by commercial broadcasting. He also referred with gratitude to the effective and congenial teamwork of his departmental officers.

On behalf of the AFCBS, Mr. S. Morgan said that while commercial stations naturally liked to turn in good balance sheets at the end of the year, they realised they had a job to do for the public. He mentioned the community service work carried out by all stations, and commented on the spirit of healthy competition in commercial broadcasting, which was all to the benefit of the listener.

## Copywriting for Radio

(Continued from page 8)

The commercial is the listener's price of admission to the show. I'm sure that if this were pointed out to the listeners from time to time they'd listen to commercials with even more respect than they do now.

Listeners do listen to our commercials with respect. They prove it when they go out and buy our products.

I have to admit that on many of the big shows that I heard in America, the commercial is so smoothed out you're hardly aware that you've heard it. On some shows, the people in the studio audience are given gadgets to hold and are asked to press them when they hear anything they don't like in a commercial. This registers on a graph.

As I said before, people, when asked to express an opinion, are snobs. They'll press that gadget disapprovingly right through the commercial for Johnson's Jelly Beans because it comes right in the middle of East Lynne. But they'll go straight out and buy Johnson's Jelly Beans because all of the time they were pressing the gadget the announcer was making their mouths water.

There is no doubt that most commercials are all the better for being dovetailed into a show but however neatly we lead in to a commercial, how cleverly we present it, let us make absolutely sure that when the time comes for us to say what we've got to say, we shall say it clearly and with as much punch as the product needs.

Radio has made life a lot more entertaining for that family, that man or that woman listening on the other side of the radio receiver.

There is the washing powder that really does save the housewife hours of hard work on wash day. There is the breakfast food that snaps and crackles so that children are willing to eat without being scolded. There are vacuum cleaners, refrigerators and all sorts of appliances that make life so much easier. Soon there will be quick-frozen foods and washing machines that will cost less than refrigerators. It needed advertising to make people want them. It will need more advertising to make people want all the new things that are to come. Life wouldn't be so very comfortable as it is today only that there was advertising to build the demand for all the things that make life easier . . . to give people a desire for a better standard of living which must lead to a better way of living.

# Judge a Radio Station by the Programmes it Keeps



★ "ELLIOTT'S COMMUNITY REVELS"  
Two Hours Fridays  
12.00 noon  
Elliott's Pty. Ltd.

★ "SURPRISE PARTY"  
Half-Hour Wednesdays  
8.00 p.m.  
Makers of Lifebuoy

★ "RADIO RHYTHM"  
Quarter-Hour Monday to Friday  
7.00 a.m.  
W. Winn & 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.

# We Salute—

A. T. BARTLETT—(F.O.A.)

A. T. Bartlett (F.O.A.) of Noble-Bartlett Advertising, first rubbed shoulders with advertising when, as an apprentice compositor at Jackson & Sullivan's of Brisbane, with a flair for lay-out and love of good typography, he handled advertisement settings and the production of advertising literature for Brisbane advertising men of 25 years ago.

In his apprenticeship teens, he studied a correspondence advertising course, and in his early 20's was offered a directorship on the staff of Read Press Pty. Ltd. graduating from lay-out compositor - cum - advertising manager, to editor of the firm's two radio journals—a monthly known as The "Queensland Radio News" and a weekly program paper "The Broadcast Bulletin." During his five years (1925-1930) association with these now defunct journals, Alf Bartlett covered every phase of the birth of broadcasting in Queensland—from the erection of first temporary 4QG transmitter by the Queensland Government in the courtyard of the Treasury Building in George Street, to carrying on a spirited crusade (with the blessing of the radio trade) for the granting of "B" class licences for Queensland.

In 1930, Alf Bartlett joined the staff of Rothwells (a large men's wear store) as advertising manager, and where he produced some sensationally effective campaigns on small appropriations. Fresh from his association with broadcasting, his keen advertising mind saw possibilities to exploit the then new medium of commercial radio, and some of his best remembered stunts such as "The Vicar of Rothwells," "Mr. Poros and Mr. Style" and "The 3-6-5 Man" were run largely by the use of radio.

Mention of "The Vicar" (farical dissertations on local and topical subjects) brings to mind that over the three years' run enjoyed by this program, the pious role of "The Vicar" was played in turn by three gentlemen of radio whose names are now well-known by listeners everywhere—Rod Gainford—Edward Howell—and Jim Pendleton.

In 1932, A. T. Bartlett hung out his shingle, specialising in the fields of radio and direct-mail. Despite the depression, he did well and when, 18 months later, came the fusion of the



thriving agency business of Morden Bros. and Noble (controlled by Mr. W. H. Noble) and that of A. T. Bartlett, the new-comer could show figures good enough to close the deal with "Nuts" Noble for a partnership to be known as "Noble-Bartlett Advertising." That was in 1933—since then the agency has gone steadily forward and is today ranked among the largest and best in Queensland—with a staff of 28 trained personnel in its radio, press, direct mail and art departments.

From the outset, this agency maintained a separate division for the promotion and production of radio advertising, and among the many fine appointments in its modern suite of offices, is a sound-proof audition room and audition equipment of which any agency might well be proud.

Away from the office, Alf Bartlett is a keen gardener and photographer. He has had prints exhibited and accepted for publication, and has excelled in the home-movie field. His latest success in this direction was the winning of the Queensland Cine Society's 1946 Trophy for the best coloured film of the year.

One day in 1927 or '28 passing the then small electrical shop of Chandler's in Adelaide Street, he spied a little table near the entrance, piled high with radio components. Scenting a quarter page for some of his journals, he spoke to the proprietor who replied "No thanks Mr. Bartlett, I do not intend to worry about radio—I've merely got a few parts for the cranks"—Today, Alderman J. B. Chandler (Lord Mayor of Brisbane) is chairman of Directors of the Chandler Broadcasting Stations, while his electrical business is the Queensland distributor for "Radiola" receivers.

Looking back, Mr. Bartlett recalls that being granted a commercial licence for Brisbane, an owner seriously discussed with Bartlett the question of selling the advertising rights for £1,000 a year—unfortunately for Alf, he changed his mind

before the deal could be closed.

In the early 1930's the old 4BK in King House was offered around the city for £2,000—lock, stock and licence.

In the name of 'entertainment' in those days advertisers were permitted to do almost anything in front of the microphone . . . such as ask announcers to sing (and most of them couldn't) endless parodies to the tune of well known melodies, with a plug in every verse; broadcast 15 minute sketches where the product's qualities were openly worked into the plot or shamelessly revealed in the climax; let the sponsor loose at the microphone to give the life history of himself or his product.

When owned by the Queensland Government, Station 4QG accepted advertising announcements, despite its A class licence. These took the form of a series of 100 word announcements from 7 to 7.15 p.m. nightly (without musical breaks) preceded by the grim warning—"our advertising session is about to commence."

## SAVAGE CLUB

The monthly luncheon of the Sydney Savage Club on July 2 at the Trocadero was well attended by "Savages" who heard an interesting address on conditions in Great Britain today, given by guest Mr. Fred Williams, who is representative in Australia of the great firm of Cautaulds.

Mr. Williams is on his ninth visit to Australia and admitted that he wasn't quite sure whether he was still an Englishman or an Australian. He flew Home recently for consultations with his directors and was thus able to give some up-to-the-minute impressions of just what the English people were going through.

All eyes and hopes were upon the forthcoming harvest, he said, for upon it depended so much to the Englishman of today. It meant food. In spite of adverse conditions, the farmers had gone to work with a desperate determination, working day and night, to clear and repair their lands from flood damages.

He found it hard to express the gratitude of the British people for the food parcels being sent from Australians. Hundreds of thousands of British homes had savoured Australian food parcels. Apart from the humane aspect of this food supply, he felt that Australian businessmen in the provisioning line should welcome the opportunity of establishing such marvellous goodwill for Australian food-stuffs with a view to future trading.

# THESE ARE THE REASONS

Why Peters Ice Cream (Vic.) Ltd.

# HAVE RENEWED FOR THE NINTH SUCCESSIVE YEAR WITH 3XY

- ★ The "Peters Pals Club" enjoys an active new membership of 54,109 children.
- ★ An average of 50 Children participate in each night's "Pals Show," in which they present musical and vocal items, answers to questions, Radio Pantos and General Entertainment for children.
- ★ Approximately 800 children attend the monthly Children's Parties organised by 3XY.
- ★ Programme interest is maintained with competitive educational features involving general knowledge, quizzes, hobbies, writing, drawing etc.
- ★ All children's activities are organised and presented by Tom Jones as "UNCLE TOM."

WE HAVE ACHIEVED RESULTS  
FOR THIS SPONSOR! . . . WE  
CAN DO IT FOR YOU, TOO!

# 3XY



"UNCLE TOM" currently presents  
"Children's Australiana"  
An historical feature based on legends  
and myths

163 Spring St.  
Melbourne  
Central 6612

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

# The Easy Way and The Hard Way

\*By G. H. Anderson, Principal,  
The Anderson Analysis

The adoption of any improved method of measuring the radio audience—and the Listener Diary method, in the opinion of those competent to express considered views, is definitely an improvement on the Personal Interview Recall method—must inevitably produce reactions from people who are likely to be adversely affected.

In the last issue of "Broadcasting Business," Mr. McNair contributed an article apparently designed to justify his retention of the Personal Interview Recall method of measuring the radio audience.

It is not the policy of The Anderson Analysis to belittle or enter into controversies with its competitors, but as some people may have read Mr. McNair's article without studying it very carefully, the more obvious misstatements should not be permitted to pass uncorrected.

The article in question states that "the Radio Listener Diary system which is now being publicised as an improvement on the Personal Interview Recall method is not a new method at all. It is really a modification of the old mailed questionnaire idea which was discarded by men like Cherington, Gallup and Roper long ago." *This statement is incorrect.*

The Listener Diary method of measuring the radio audience as now used by The Anderson Analysis is reported to have been first developed in America in 1942 by the Columbia Broadcasting System, which spent 50,000 dollars developing and perfecting the method and has used it extensively ever since.

Since 1944, the Listener Diary has been adopted and used by the Audience Surveys Inc. in measuring the radio audience in such cities as New York and Chicago.

Since the middle of 1946, the Diary method has been adopted by the Hooper organisation in the U.S.A. to supplement the information about radio audiences which it obtains from its regular telephone surveys.

In July 1946, the American National Association of Broadcasters issued a Report in which it stated "the Diary method of measuring the radio audience is a relatively recent development."

Mr. McNair's article also likens the Listener Diary method to the "Famous Literary Digest flop" in the United States Presidential Election of 1936.

*There is no similarity between the Listener Diary method of measuring the radio audience and a Public Opinion Poll.*

The Literary Digest Poll was carried out in America in 1936, and results were based on 2,376,523 returns from 10,000,000 ballot papers which were posted to people whose names were selected from telephone directories. The sample used did not include people who had no telephones, and no special care was taken to distribute the ballot papers in their correct proportions among rich and poor, white collar workers and labourers, black men and white men, or northerners and southerners. As a result, the poll was in error to the extent of 21.8%.

Mr. McNair's article states that the Personal Interview Recall method is not an easy one and that if researchers here or elsewhere could find an easier one that would give equally reliable results, Mr. McNair would certainly follow it.

The article then goes on to deal with people chopping firewood, listeners pouring in questionnaires, and wharf labourers, social leaders and industrial workers sitting down hour-after-hour and day-after-day filling in complicated forms.

*What this has to do with easy and hard ways of measuring the radio audience or with Listener Diaries, is really very puzzling.*

Anyone who thinks that the Listener Diary method is "easy" is making a grievous mistake—the Personal Interview Recall method of measuring the radio audience is simple compared with the Diary method.

If anyone is looking for an easier method of measuring the radio audience than the Personal Interview Recall method, then he certainly will not attempt to use the Listener Diary method.

In the Report of the American National Association of Broadcasters previously referred to is stated "The need for accurate controls in the sample and the intricacies of the analysis of the results, makes this method relatively expensive, but because of the hour-to-hour and day-to-day comparisons given for the same group of listeners over a week's time, it offers some features not available in any other technique."

Space, and the patience of readers,

*\*In this article, Mr. Anderson in defence of the diary method of audience surveys, replies vigorously to Mr. McNair's viewpoints expressed in an article which Mr. McNair contributed for our previous issue (B.B. June 26).*

*Mr. Anderson has offered to explain in some detail for a later issue, the operation of the diary method.—Ed. "B.B."*

precludes my dealing in detail with other inaccuracies in the article referred to.

I would, however, like to emphasise that The Anderson Analysis holds no brief for any particular method of measuring the radio audience. We constantly are experimenting with our own ideas and with methods being developed or used overseas, and when we find a method which we can prove to be a commercially practicable improvement on the Listener Diary Method, we shall adopt it just as readily as we adopted the Listener Diary method when we proved it to be an improvement on the Personal Interview Recall method of measuring the radio audience.

I have no desire to belittle the value of the Personal Interview Recall method. In the past it has served us faithfully and well, and in the future it will continue to be used by us as one of the most important means of conducting market investigations and in conducting investigations into special problems associated with the actions and reactions of radio listeners.

As illustrating that we do know what we are talking about when we discuss the Personal Interview Recall and Listener Dairy methods of measuring the radio audience, the following facts are informative:—

1. During the past 3 years, The Anderson Analysis has conducted more radio audience surveys and interviews by the Personal Interview Recall method than any other organisation in Australia, as will be seen from the following figures:—

City	Surveys	Effective Interviews
Sydney . . . . .	24	47,250
Melbourne . . . . .	22	40,250
Brisbane . . . . .	15	26,250
Adelaide . . . . .	15	26,250
Perth . . . . .	6	10,500
Newcastle . . . . .	6	10,500
Totals . . . . .	88	161,000

2. During experiments with the Listener Diary method, which covered

(Continued on page 37)

# 2KY 2HD

SYDNEY

NEWCASTLE

Are in Permanent Contact with the Cash Market  
provided by the Industrial Workers of N.S.W.

SYDNEY

M 6291

MELBOURNE

Stanford Allan  
CENT. 4705



## MAN BEHIND THE ADVERTISING: No. 11

Chemist A. E. Roush, of Brisbane, doesn't mind admitting that through broadcast advertising he has built up a very large retail and manufacturing pharmaceutical business. In fact he publicises it in a way, for his slogan which appears over the doorways of his retail pharmacies is blazoned forth in large letters, "The 'Radio' Chemist".

This is a very clever piece of "point of sale recall" merchandising, which should be the aim of every broadcast program carrying sponsorship.

However, that is a very different story from trying to get from Mr. Roush personally some highlights of his remarkable career. But these facts do emerge. He was born at Allora, outside Warwick, Queensland, and commenced his education at Warwick State School. From there he went to the Warwick State High School, where he won the Barnes Prize for being the best scholar.

He was always keen on chemistry, even as a little fellow, and after leaving the High School he went to the Pharmaceutical Section of the Queensland University to study pharmacy. Here he excelled by winning eight gold medals out of nine in the Final Pharmacy Examinations for Queensland in 1927. This feat had never been done before, and he still holds the record.

He worked for a Brisbane suburban chemist for a short time after leaving the University, but soon struck out on his own in a little shop in Kedron. After two years doing well there, he decided to open a more central shop. This was the beginning of his present chain—The Fortitude Valley shop, where he still runs a branch.

Chemist Roush had never spoken through a mike until he signed up a contract for announcements in 1931. Since then he has used little of other forms of advertising.



MR. E. A. ROUSH—  
Queensland's Radio Chemist

He writes and broadcasts all his own sessions, which include "The Diary of a Chemist" broadcast, 7.30 a.m. each morning on 4BH, for the past 14 years; "The Radio Chemist Speaks" at 7.13 p.m. each night on 4KQ; and "Cold Noses", broadcast for two years, in which the 'Radio Chemist' gives kiddies advice about their pet dogs. Until recently he had for 3 years sponsored and broadcast another quarter-hour session, "Tales of the Test Tubes"—talks about famous chemists, doctors and scientists. The secret of success in broadcast advertising, says Mr. Roush, depends on two things—persistence and personality. In other words, never letting the public forget your name, and secondly, tying up your product or type of business with some particular type of entertainment.

Master of five Chemist Roush Pharmacies placed at strategic points in Brisbane, as well as a wholesale and manufacturing concern known as Modern Laboratories, Eric A. Roush gives broadcast medium of advertising its full marks in developing his healthy pharmacy organisation.

## RAY WALTERS OF WILLMOTTS BACK FROM U.S.A.

### Impressed with F.M. Broadcasting

Some interesting observations upon his recent visit to America were made by Mr. Ray Walters, radio director of Willmott's Advertising Agency in Sydney, in an interview with "Broadcasting Business" last week.

Mr. Walters' visit to America was mainly in connection with the Johnson & Johnson account which the agency handles in Australia and to attend conferences of the parent company organisation in New Jersey, on general merchandising policies. But he found time to study some of the salient features of program production in Hollywood and New York.

He was impressed with the quality of F.M. broadcasts which he had an opportunity of hearing in homes in San Francisco. He found a very apparent difference in F.M. and A.M. reception—the F.M. being particularly

free from the restrictive effect of the use of the microphone.

He was not so impressed with the immediate success of television, regarding it along with most Americans as still a "novelty." When he was in New York a few weeks ago the total number of television receivers in that area was stated to be only 20,000. Many of these were installed in cocktail bars and similar places of public resort outside which one usually could read a notice "Television inside"—attracting people and patronage on the novelty appeal of television.

In Hollywood, Mr. Walters said he sat in on production of the S. C. Johnson and Son sponsored NBC program, "Fibber McGee and Molly" which has been a consistently top-rating show in U.S.A. for several years. He was surprised to discover how much produc-

tion work went into the making of that weekly half-hour family drama, how much rehearsing, and how much really hard work. That was the way the Americans got really polished shows on their networks.

In the Fibber McGee show, production begins on Monday morning (before which, of course, there have been script conferences and the script writing during the previous week). Morning and afternoon is devoted to script reading and time checks. The entire cast is called for Tuesday morning including the big orchestra and The King's Men, and each unit is rehearsed and timed separately. A full dress rehearsal is held early Tuesday afternoon for complete timing and checking, and a final rehearsal of the full show from 4.30-5 p.m. At 5.10 p.m. the studio audience is admitted and "warmed up." Jim Jordan (Fibber McGee) introduces the cast and on the click of 5.30 the show is on the air right across the continent and up into Canada.

'Presence'  
means your show  
goes into the  
listener's  
own home!

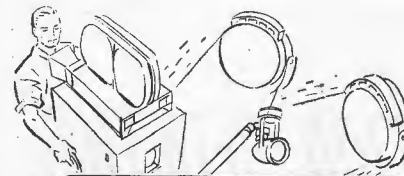


★ A recording—to be successful—has to bring your most expensive artist right into the listener's home the way you hear Kathryn Grayson in your favourite theatre. That kind of recording is Kinelab's business.

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

Kinelab technique in radio recording retains every fine shade of the original performance—the warmth and realism when reproduced is unmistakable. Kinelab technique in radio recording is backed by over 15 years' experience in servicing the special technical requirements of all the major film distributors and producers in this country.

Kinelab technique is just as effective in disc recording. That is why three leading Sydney stations and numerous producers entrust the recording of their feature radio shows to—



# Kinelab

## THE RECORDING UNIT WITH

RECORDING TECHNICIANS  
TO FILM & RADIO INDUSTRY

## A MOTION-PICTURE BACKGROUND

KINELAB PTY. LTD., TEL. M2635, 484 GEORGE ST., SYDNEY



*Listen to  
"HELLOS"  
all day*

*while*  
**Brisbane womenfolk LISTEN TO 4BC**

*and is it any wonder*

DAYTIME PROGRAMMES include—  
4 one hour programmes, 16 half hour  
programmes, 41 quarter hour features.  
Among those are "Jane Young's Cot-  
tage," "The Amazing Simon Crawley,"  
"Musical Memory Tests," "Limelight  
& Shadow," "Legend of Kathie War-  
ren," "The Moonstone," "Robinson  
Crusoe" "Talisman's Tales."

DAYTIME SUNDAY SUPREME  
On Sundays alone, 4BC broadcasts 4  
one hour programmes, 10 half hour  
programmes and 5 quarter hour pro-  
grammes, giving Brisbane its finest  
Sunday entertainment.

S.R.O. FOR THE PAST 5 YEARS

MATINEE UNIT PROGRAMMES  
Matinee Unit Programmes are a  
feature of 4BC's afternoon sessions and  
are broadcast 3 hours daily Monday  
to Friday including 60 feature units.

There is room for your sales message  
in the Matinee Unit Programme.

With national and local advertisers combining to give 4BC  
and relay station 4SB the top popularity programmes, is  
it any wonder most Brisbane people most of the time listen  
to 4BC? Is it any wonder more and more coverage  
conscious radio buyers all over Australia are realising this  
Station combination has the ready-made audience every  
sponsor is seeking?

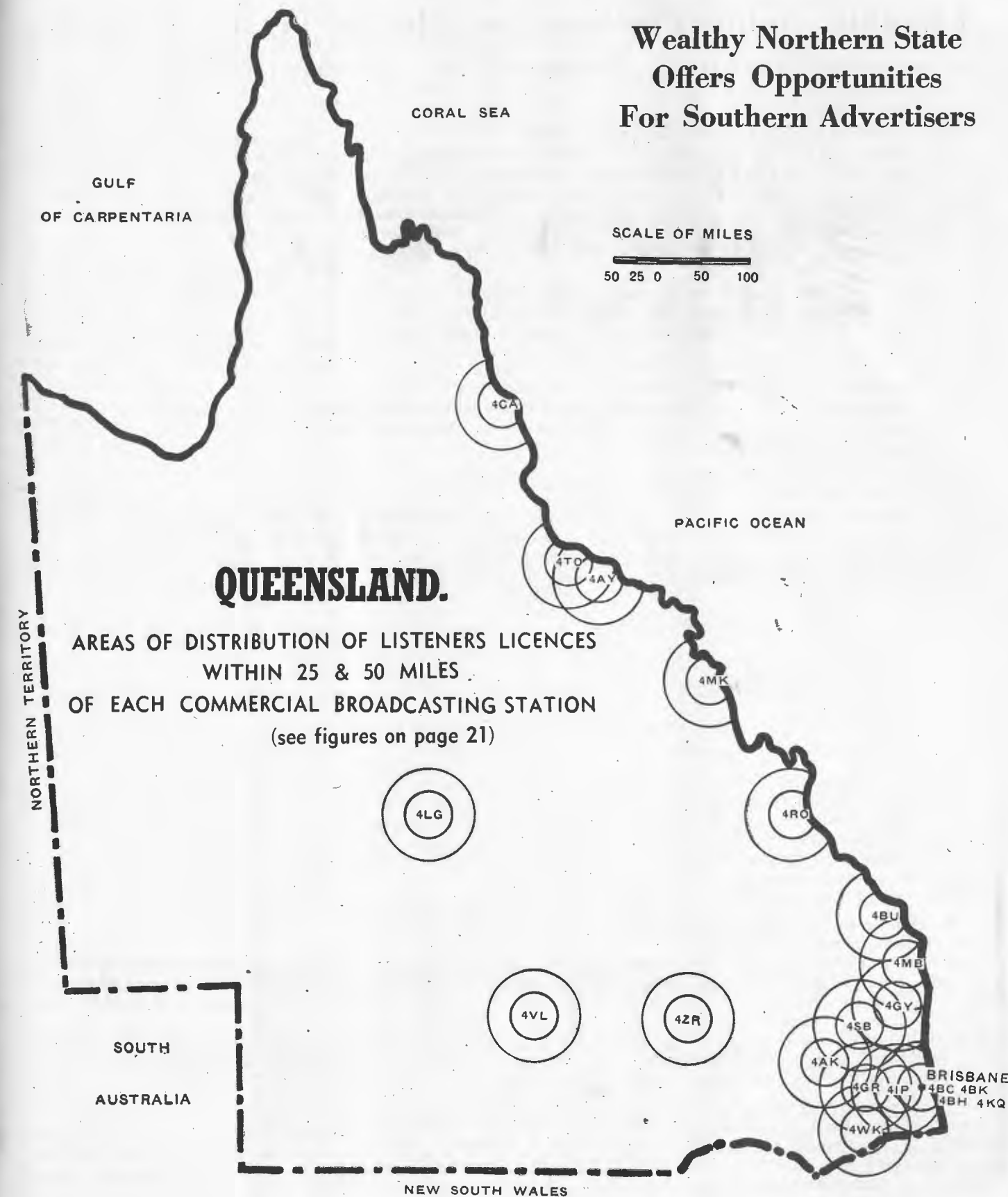
RELAY TIMES—4SB (SOUTH BURNETT), 2000 Watts.  
Monday to Saturday, 6 a.m. to 8 a.m.; Monday to Friday,  
11 a.m. to 1.30 p.m.; Saturday, 12.30 p.m. to 11 p.m.; Monday  
to Saturday, 6 p.m. to 11 p.m.; Sunday, 1 p.m. to 2 p.m.,  
5 p.m. to 11 p.m.

**4BC** THE STATION WITH THE  
TOP RADIO FEATURES

REPRESENTATIVES—  
MELBOURNE: E. L. P. Jeffrey, 370 Little Collins Street.  
SYDNEY: F. Thompson, Asbestos House, 65 York Street.  
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

# Queensland Market Data Section

Wealthy Northern State  
Offers Opportunities  
For Southern Advertisers



QUEENSLAND.  
AREAS OF DISTRIBUTION OF LISTENERS LICENCES  
WITHIN 25 & 50 MILES  
OF EACH COMMERCIAL BROADCASTING STATION  
(see figures on page 21)

# Queensland is Big Importer of Goods from the Southern States

## Valuable Sales Markets in North Well Serviced by Twenty Commercial Transmitters

In this specially prepared article, an effort is made to project a true economic picture of the State of Queensland insofar as marketing and merchandising is concerned and in relation to the availability of the broadcasting medium of advertising. It is the fifth article prepared by BROADCASTING BUSINESS in a series covering each State of the Commonwealth. New South Wales, South Australia, Victoria and Western Australia were featured in the issues of Sept. 5, '46, Nov. 14, '46, March 6, '47 and May 1, '47 respectively.

Opening the Rockhampton Show on June 19, the State Treasurer (Mr. Larcombe) revealed that in the four years to 1945 the net value of Queensland primary production exceeded £200,000,000, while total production was £328,280,000.

Naturally it is not possible to present in one issue a complete statistical review of the State of Queensland, nor to cover anything like every phase of rural and industrial activity.

But the objective achieved in this market data article is the focussing of attention upon the valuable northern markets. Having regard to Queensland's enormous productivity and her relatively small population it becomes obvious that the people, individually, are well off, with reasonably long purses. That means that the Queensland people are susceptible to heavy sales campaigning by manufacturers and distributors.

The strategic locations of the commercial broadcasting stations throughout Queensland indicate that the broadcast medium is the most effective for reaching every concentration of population in the most "decentralised" State of the Commonwealth.

So far as programs are concerned, experience has proved that Queenslanders appreciate and enjoy just the same type of top ranking shows and features as do the people in the Southern States. If anything they may have an even keener appreciation of good music as it is well known that Queenslanders are extremely musical.

It may be desirable to give special attention to commercial announcements associated with programs for broadcast to Queensland audiences.

Compared with southern standards, the average Queenslanders is shy, deliberate in his outlook, questioning, but not suspicious. *Friendliness, faithfulness and factualness* will win his confidence. Those three "F's" should always be a must in the preparation of commercial copy for Queensland audiences.

### Decentralisation

Decentralisation of Queensland's population of approximately 1,100,000 lays an interesting foundation for any kind of a study of the State's markets and merchandising facilities. The enormous area of the State, with its wide variety of rural and heavy industries, has called for the establishment of a vast network of rail, shipping, and air services. And, in passing, it is interesting to recall that Queensland really can claim to have been the cradle of Australian aerial development. It was out in her wide interior that QANTAS — (Queensland and Northern Territory Aerial Services) was born — a thought in the mind of Mr. Hudson Fysh. And from out there too came the first finance that launched QANTAS on its way.

However Queensland has claim to more substantial industries than flying. Cattle, sheep, wheat, maize, sugar, copper, gold, timber, cotton, peanuts, tropical fruits, dairying, are among the major products of her soil, while in the factory sphere in terms of value of production the leaders are food, drink, and tobacco (£10,259,000), industrial metals, machines, implements and conveyances (£9,227,925), wood-working and basketware (£2,610,939), skins and leather (£1,870,063), paper, stationery, printing, bookbinding, etc. (£1,650,787).

The latest statistical figures available are for the year 1945-46 and from these the following more detailed table of values of 20 of Queensland's principal factory products is compiled:—

Product	Value £.
Raw sugar . . . . .	12,808,804
Meats, incl. Canned . . . . .	9,994,647
Butter . . . . .	9,240,010*
Timber, sawn incl. veneers . . . . .	3,201,962
Wool, scoured . . . . .	1,932,022
Bread . . . . .	1,483,790
Cheese . . . . .	1,402,587*
Beer . . . . .	1,186,731
Flour . . . . .	1,057,925
Plywood . . . . .	795,387
Arrowroot . . . . .	753,617
Leather . . . . .	752,771
Hides and skins . . . . .	665,788
Footwear . . . . .	649,656
Cloth, flannel, tweed . . . . .	329,234
Soap . . . . .	282,478
Jam . . . . .	281,440
Fruit, Pres'd., pulped . . . . .	263,522
Bran, pollard . . . . .	257,636
Biscuits . . . . .	101,482

\* Includes Government subsidies

Reporting on his figures for 1945-46, the Queensland Government Statistician says that factory employment in Queensland reached the highest level ever recorded, regaining its position as third largest manufacturing State. Average employment over the whole year (65,460) was 11,350 greater than in the last pre-war year, and 9,646 of this increase were males.

Western Australia was the only other State to record an increase in factory employment for the year 1945-46 as a whole, but in each of the other four States there was a strong upward movement during the last six months of the year from a trough which followed a war-time increase much greater than that experienced in Queensland. Estimates of monthly employment published by the Commonwealth Statistician show that Queensland has participated in an Australia-wide continuation of this upward movement during the first seven months of 1946-47, and that this State's rate of increase has been accelerated.

The industry classes showing the greatest aggregate increases in Queensland employment during 1945-46 were "Woodworking and Basket Ware," which includes sawmilling (413), "Clothing" (404), "Furniture, Bedding, etc." (357), and "Paper, Stationery, Printing, Bookbinding, etc." (294). The greatest proportionate rise was in "Bricks, Pottery, Glass, etc.," where the increase of 186 was 43.4 per cent. of the 1944-45 number. The only classes to record decreases were "Food, Drink, and Tobacco" (806), which was more than accounted for by a three months' strike in meatworks (the figures being average numbers over the whole year), "Industrial Metals, Machines, Implements, and Conveyances" (186), and "Textiles and Textile Goods" (147).

The greater part of the increase of 11,350 workers since 1938-39 was in the "Industrial Metals, Machines, Implements, and Conveyances" class, which employed an additional 7,970 workers (an increase of 58.4 per cent.), and "Food, Drink, and Tobacco," which employed an additional 2,506 workers (an increase of 16.4 per cent.). Classes which were operating at a lower employment level than before the war were "Bricks, Pottery, Glass, etc." "Clothing," "Furniture, Bedding, etc.," "Paper, Stationery, Printing, Bookbinding, etc.," "Rubber," and "Musical Instruments." Other classes showed increases over their 1938-39 numbers.

The number of factories operating in Queensland rose from the war-time low level of 2,641 in 1942-43 to 2,783 in 1944-45, and this rise was accelerated in 1945-46 with an increase of 162 to 2,945, compared with 3,087 in 1938-39. The average number of persons, including working proprietors, employed per factory in 1945-46 was 22.2 compared with 23.0 in 1944-45, the peak figure of 24.4 in 1943-44, and 17.5 in 1938-39.

The value of goods produced and work done by Queensland factories during 1945-46 was £91,201,000 (£92,718,000 in 1944-45). The value of production, which is net after the purchase of materials (including containers), power, repairs and replacements, was £30,270,000 (£30,902,000). Of this figure, salaries and wages accounted for £18,012,000 (£17,980,000), divided into £16,178,000 (£16,059,000) for males and £1,834,000 (£1,921,000) for females. The balance of value of

production has to meet depreciation, office expenses, etc., as well as proprietors' drawings and profits.

A factor contributing to the 1945-46 declines of 2 per cent. in the value of output and the value of production in a year in which the number of persons employed rose by 2 per cent. was the reduction, at the end of the war, in the amount of overtime worked, which is reflected in the fall in the average male wage from £325 to £315. Value of production per worker fell from £482 to £462.

The area of Queensland is 670,500 square miles. It has 3,236 miles of coastline. From north to south (N.S.W. border) the State stretches 1,300 miles and from east to west (Northern Territory border) 900 miles. Of the total area less than 11% is unoccupied either for private production or for public reserves.

Queensland is liberally supplied with ports giving direct communication overseas and with the capital cities of the other States. The ports, together with the chief exports handled are Brisbane (wool, butter, meat, tallow, mineral sands), Maryborough (butter, timber), Bundaberg (sugar, rum), Gladstone (wool, meat), Rock-

*The reader must be alive to the potential trap inherent in slavish trust in the arbitrary circle of 25 and 50 miles radii of broadcasting stations as applied to actual listening or to licence figures. We have followed the system adopted by the P.M.G.'s Department in licence figures distribution within prescribed radii, not to perpetuate the strict application of station coverage within such arbitrary areas, but because there is as yet no other standard of calculation in universal practice or operation and the industry has grown up with this basis of licence distribution calculations. If field strength maps of every broadcasting station were available, there would be a very different pattern of lines covering the State (see map on page 19). — Editor.*

hampton (wool, meat, hides), Mackay (sugar), Bowen (meat, coal, salt), Townsville (sugar, mineral concentrates, meat, tallow), Cairns (sugar, timber, copper), Thursday Island (pearl and trocus shell, beche-de-mer).

(Continued overleaf)

### KEY TO MAP ON PAGE 19 Showing Station call signs, localities, power, and 25 and 50 mile licence distribution as at December 31, 1946.

Call Sign	Location	Power, watts	Licensed Receivers	
			25 miles	50 miles
4BC	Brisbane	1,000	102,908	111,928
4BH	Brisbane	1,000	102,908	111,928
4BK	Brisbane	750	102,908	111,928
4KQ	Brisbane	1,000	102,908	111,928
4AK	Oakey	2,000	9,745	15,291
4AY	Ayr	500	2,090	9,407
4BU	Bundaberg	500	4,715	9,046
4CA	Cairns	300	4,783	8,395
4GR	Toowoomba	500	10,790	24,548
4GY	Gympie	200	3,569	11,628
4IP	Ipswich	200	102,234*	119,486*
4LG	Longreach	500	697	709
4MB	Maryborough	300	4,320	11,541
4MK	Mackay	100	4,755	5,247
4RO	Rockhampton	200	8,724	9,292
4SB	Kingaroy	2,000	2,877	5,169
4TO	Townsville	200	7,258	8,867
4VL	Charleville	200	638	744
4WK	Warwick	100	3,240	16,416
4ZR	Roma	100	919	1,482

\* Including metropolitan area of Brisbane.

# QUEENSLAND MARKET SECTION—Cont.

Most of the direct overseas imports arrive at Brisbane and about one-third of overseas exports go from Brisbane while large shipments are made direct from Townsville and Cairns.

Queensland's extensive railway system was originally designed as three separate systems serving Southern, Central and Northern districts. There are now no gaps between these three formerly separate arteries while in recent years main roads and aerial development has been enormous.

While the larger part of exports is sold overseas, the larger portion of imports is purchased in Australia, chiefly goods manufactured in the Southern States. The State has a greater proportion of its working population engaged in primary production than any of the other States.

## Broadcasting Facilities

Against the foregoing background of basic statistics and other information indicative of the remarkable wealth of the great State of Queensland can be found a comparatively evenly distributed community well served with broadcasting facilities.

Brisbane has four commercial broadcasting stations and there are 16 other commercial stations serving their respective "markets." These are at Ipswich, Warwick, Toowoomba, Oakey, Roma, Charleville, Kingaroy, Gympie, Maryborough, Bundaberg, Rockhampton, Longreach, Mackay, Ayr, Townsville and Cairns. Reference to the map of Queensland on page 19 will show at a glance the actual location of these stations and their markets.

It has been the practice in presenting these State market studies in *Broadcasting Business* to examine the actual listeners licence distribution in relation to each of the areas. However the recent "blitz" by the P.M.G.'s Department against unlicensed radio listeners has revealed so many tens of thousands of unlicensed radio receivers that little confidence can be placed in the actual figures revealed for individual areas as at December 31, 1946 (the latest available), except that on a relative basis they show the comparison between the different centres. In Queensland, perhaps more than in any other State, because of its vastness and wide distribution of population, it would be natural to expect a very high percentage of unlicensed (and therefore uncounted) listeners.

For the first month of the blitz (May) the P.M.G. has already revealed

the abnormal increase of 111,797 new licences for the Commonwealth. This compared with the previous month's increase of 6,065! Queensland figures jumped up 9,296 to 211,366 compared with the previous month's "normal" increase of 214. The monthly figures of May showing the position in each State is published below, followed by the P.M.G.'s Department licence figures for December 31, 1946 showing the distribution of listeners licences in force in metropolitan and country areas and within 25 and 50 miles of principal cities and towns.

## Radio Licences, May 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	42,570	(2,761)
Renewals	49,875	(2,347)
Cancellations	188	(10)
In force at 31/5/47	629,755	(33,763)
Increase	+42,382	(+2,751)
Licence % to pop.	21.38	—

### VICTORIA

New Issues	49,189	(2,743)
Renewals	36,980	(1,707)
Cancellations	—	—
In force at 31/5/47	464,430	(23,148)
Increase	+49,189	(+2,743)
Licence % to pop.	22.81	—

### QUEENSLAND

New Issues	10,685	(544)
Renewals	16,287	(456)
Cancellations	1,389	(4)
In force at 31/5/47	211,366	(14,765)
Increase	+9,296	(+554)
Licence % to pop.	19.31	—

### SOUTH AUSTRALIA

New Issues	3,739	(554)
Renewals	14,300	(1,177)
Cancellations	814	—
In force at 31/5/47	163,460	(14,765)
Increase	+2,925	(+554)
Licence % to pop.	25.37	—

### WESTERN AUSTRALIA

New Issues	4,385	(584)
Renewals	10,198	(455)
Cancellations	10	—
In force at 31/5/47	112,130	(5,966)
Increase	+4,375	(+584)
Licence % to pop.	22.63	—

### TASMANIA

New Issues	3,632	(396)
Renewals	5,032	(221)
Cancellations	2	(47)
In force at 31/5/47	56,653	(3,825)
Increase	+3,630	(+349)
Licence % to pop.	22.42	—

### COMMONWEALTH

New Issues	114,200	(7,582)
Renewals	132,672	(6,363)
Cancellations	2,403	(61)
In force at 31/5/47	1,637,794	(87,596)
Increase	+111,797	(+7,521)
Licence % to pop.	21.93	—

## Queensland Licence Distribution at Dec. 31, 1946

	Licences	Popin.	Popin. % of
Metropolitan	92,912	370,500	25.07
Country	102,997	723,687	14.23
State	195,909	1,094,187	17.90
25 & 50 Miles			
Brisbane	102,908	421,484	24.41
	111,928	475,302	23.55
Atherton	2,383	17,625	13.52
Ayr	3,646	52,404	16.49
	2,090	12,375	16.08
Bundaberg	3,407	41,529	22.65
	4,715	22,518	20.93
Cairns	3,046	46,421	19.43
	4,783	23,745	20.11
Charleville	3,395	48,850	17.18
	638	3,742	17.05
Charters Towers	744	5,067	14.68
	1,270	9,900	13.83
Dalby	3,362	11,500	11.84
	1,659	8,198	19.55
Gympie	12,958	59,370	21.82
	3,569	24,390	14.63
	11,628	68,492	19.80
Ipswich (25)			
Inc. Metro.	102,234	419,278	24.38
Exc. Metro.	9,322	48,778	19.13
Ipswich (50)			
Inc. Metro.	119,486	500,464	23.87
Exc. Metro.	26,574	129,964	20.47
Kingaroy	2,877	16,092	17.87
	5,169	35,789	14.43
Longreach	697	4,041	17.00
	709	5,062	14.06
Mackay	4,755	22,860	20.78
	5,247	29,065	18.05
Maryborough	4,320	20,190	21.39
	11,541	53,527	21.56
Oakey	9,745	47,928	20.33
	15,291	83,064	19.65
Rockhampton	8,724	41,908	20.81
	9,292	47,944	19.61
Roma	919	5,045	18.21
	1,482	8,492	17.44
Southport	5,933	30,423	19.50
(Ex. Metro.)	18,251	93,710	19.47
Toowoomba	10,790	53,241	20.26
	24,548	123,059	19.94
Townsville	7,258	28,533	25.43
	8,867	40,055	22.11
Warwick	3,240	21,209	15.27
	16,416	89,339	18.42

In compiling information for this study of the Queensland "market," managements of commercial broadcasting stations in their respective centres supplied details of the productivity and salient features of those districts. In the following columns will be found extracts of great interest from those reports: Ed. "B.B."

### The Wealthy Downs

Situated in Toowoomba, the largest inland city of Queensland and "capital" of the Darling Downs, 4GR, first established Queensland commercial station, enjoys excellent all-round coverage over some of the richest country in the State.

The great productivity of the Darling Downs is amply illustrated by figures published in May 1947, by the district statistician:—"Of 2,729,229 bags of wheat produced in Queensland during the 1945/46 season, 2,610,514 were grown on the Darling Downs and only one acre in every sixty under cultivation in this area was fertilised."

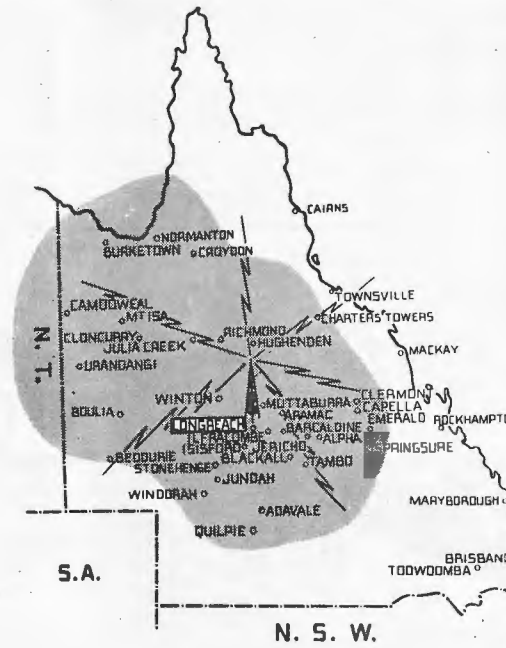
Again, the Darling Downs supplies approximately 30% of the maize and

# THE NEW 4LG WATTS

1,000 WATTS CENTRAL QUEENSLAND

YES SIR WE ARE UP AMONGST THE BIG POWERS NOW. (WE EXPECT OUR NEW 1,000 WATT TRANSMITTER TO BE IN OPERATION ABOUT THE MIDDLE OF AUGUST) — AND WE'VE A BIG TERRITORY TO COVER... LOOK AT THIS LIST OF TOWNS ALL WITHIN EFFECTIVE COVERAGE OF 4LG AND PROVIDING A READY MADE AUDIENCE OF OVER 40,000 PEOPLE.

- Aramac
- Quilpie
- Croydon
- Julia Creek
- Barcaldine
- Isisford
- Springshure
- Normanton
- Richmond
- Jericho
- Stonehenge
- Emerald
- Urandangie
- Burketown



- Alpha
- Jundah
- Capella
- Camooweal
- Hughenden
- Blackall
- Windorah
- Clermont
- Mt. Isa
- Winton
- Tambo
- Adavale
- Charters Towers
- Cloncurry

If it's a long reach you want— it's LONGREACH we give you

# 4LG

Sydney Rep.:  
Fred Thompson  
65 York Street  
Phone BX 2737

Melb. Rep.:  
Stan. Allan  
247 Collins Street  
Phone Cent. 4705

At Longreach:  
Box 189 P.O.  
Phone Longreach 224  
Mgr., J. D. Adermann

milk produced in the state of Queensland.

The density of the population may be gauged from the fact that 123,059 people live within a fifty mile radius of 4GR.

Toowoomba, as well as being so closely allied to the agricultural pursuits of the Darling Downs, is also a thriving industrial city, and the output from secondary industries is claimed to exceed £10 million per year.

#### Warwick and District

Southern gateway to Queensland's richest agricultural land, Warwick—a city of solid prosperity—built on the banks of the Condamine River, thrives on the flow of commerce to and from the Darling Downs, one of the heaviest producers of Australia's wheat crop.

Ten thousand inhabitants within a five miles radius of the city enjoy the luxury of a climate which has been scientifically described as the most equable in the world, 1,450 to 1,500 feet above sea level.

Management of 4WK, in supplying some district statistics, says that Warwick takes in an area of seven square miles of a district covering 2,000 square miles, which is populated by no more than 30,000 persons, the majority of these folk deriving their income for

## QUEENSLAND MARKET SECTION—Cont.

the most part, either directly or indirectly from the land. Dairying and wheat-growing form their chief occupation.

Spreading north and westward from Warwick is the expanse of arable country embraced by the Darling Downs, which comprise 16½ million acres.

Throughout the Darling Downs there are 50 cheese factories and 15 butter factories, with the factory in Warwick rising to an output of 3,000 tons per annum, and nearby cheese factories turning out 300 tons.

Capable of growing almost all the cereal crops, as well as many other choice products, wheat and maize figure most prominently on the Downs. The Warwick fields, in a radius of 20 miles from the city, alone yield over 1 million bushels a year. In Warwick nearly half-a-million bushels of wheat are converted into 10,000 tons of flour each year.

To the northwest of Warwick is grown the best and strongest staple wool in Australia.

The Warwick district is well fur-

nished with minerals, amongst which is a good steaming coal and limestone, which has been largely used in the manufacture of cement.

In the granite belt surrounding Stanthorpe, 35 miles distant, large quantities of tin are mined yearly. The timber supply keeps four mills operating on a log output of 20,000 feet per day. The last fruit and vegetable crop of the granite belt, 15—40 miles around Warwick, returned £500,000.

Warwick is a city fully equipped for the needs of modern life with a water supply (capacity 600 m. gallons), sewerage scheme, gas and electricity, radio station, daily newspaper and sporting facilities.

Within 5 miles radius of the city of Warwick there is a population of 10,000 approximately, while populations of the larger towns within 16 to 35 miles of Warwick are Killarney, 1600; Allora, 1400; Yangan, 800; Clifton, 1000; Stanthorpe, 2800 and the estimated population within 35 miles of Warwick is 35,000.

Coal from the Tannymorel and Mt.

(Continued on page 26)

**THE HEART OF THE WEALTH OF CENTRAL QUEENSLAND**

4RO is situated at the heart of the greatest pastoral, agricultural and mining area in the Commonwealth and is the **ONLY COMMERCIAL STATION** covering the area . . . the two nearest transmitters are respectively 150 and 180 miles away, to the South and North.

4RO is a "must" on any appropriation embracing Queensland.

**REPRESENTATIVES—**  
 MELBOURNE: E. L. P. Jeffrey,  
 370 Little Collins Street.  
 SYDNEY: F. Thompson, 65  
 York Street.  
 BRISBANE: Station Theatre, 4BC,  
 Wintergarden Street, Queen

**4RO**  
 ROCKHAMPTON  
**TRC**

*The voice of Central Queensland*

## No Other Single Broadcasting Unit In Queensland Can Make This Claim!

THE BEST WAY TO REACH OVER  
1,000,000 LISTENERS IN THE RICH  
DISTRICTS OF SOUTH QUEENSLAND  
AND NORTH NEW SOUTH WALES,  
DAY AND NIGHT, ALL YEAR,  
IS PER MEDIUM OF THE  
ONE - PROGRAMME ONE - RATE  
POLICY OF

**4BK AND 4AK**  
 (BRISBANE) (DARLING DOWNS)

THE COURIER-MAIL STATIONS

*Queensland's Link In The Major Network*

## QUEENSLAND MARKET SECTION—Cont.

Colliery districts, 10 to 15 miles from Warwick, supplies practically all local requirements for gas, fuel and the local railway requirements.

Electricity is distributed by the Toowoomba Electric Light and Power Co. Power is purchased bulk from the State Electricity Regional Scheme and supplies 3 phase 50 cycles—415/240 volts.

In Warwick are six banks and the Commonwealth Bank advises that the Savings Bank deposits in the Warwick branch stood at £2 million as at May, 1947.

There are 20 hotels in Warwick and local and nearby retail outlets include 43 grocers, 11 chemist shops 11 boot and shoe shops, 16 mercers, 22 garage and service stations, 55 motor car distributor agents, 19 frock shops, 12 manchester and material shops, 11 furniture houses, 12 refrigerator distributors and 17 radio retail services and electric goods retailers.

### Versatile Area

In the heart of the prolific Maranoa, probably the most versatile industrial and agricultural district in Australia,

is situated the town of Roma, the focal point of the activities of this great area.

Wool, wheat, dairying, viticulture, coal-mining, flour and timber are established industries and the prospects of oil being commercialised in the near future are said to be very bright.

Station 4ZR at Roma, without another commercial station within 200 miles, claims that within their service area are 34,600 listeners.

In wheat production the Maranoa is well to the fore, with 200,000 bushells marketed annually and approximately 65,000 of these processed into flour at the local mill.

The district is one of the biggest beef and wool producing areas in Australia and markets annually 50,000 gallons of high-grade wine.

### Bundaberg

Bundaberg, city of the Burnett, nestles in one of the richest cane-growing, dairying and agricultural areas in the State, and is responsible for an average annual sugar turnover of £2,000,000.

The city's population is 16,000. Within 25 miles radius there are 22,600 people and within 50 miles, 47,000.

Bundaberg is also an important air centre, and the Hinkler Airport situated in the Western suburbs handles considerable passenger and freight traffic daily.

Shoulder to shoulder with Bundaberg are the rich Gooburrum and Woongarra shires, small in area but vast in wealth. These shires house the Millquin, Quanaba, Fairymead and Bingera Sugar Mills. West of Bundaberg lies the Gin Gin town and mill which are both in the 4BU listening area.

The first sugar grown in Queensland was planted in the Bundaberg area and today it is the only centre in Australia which grows, mills, and refines sugar.

Bundaberg also is the port for the Burnett River and berths ships of up to 2,500 tons. Focal point for all industries in the district, its annual trade turnover approximates £2,600,000.

Other district staples are the manufacture of mining and sugar-crushing machinery, dairying, milling of the

(Continued on page 28)

Queensland Brewery Limited, brewers of Bulimba Pilsener Beer, one of Queensland's largest buyers of radio Time.

# BULIMBA PRESENTS

## ★ "SINISTER MAN"

4— $\frac{1}{4}$  hours Monday to Thursday, 6.15 p.m. 4BK-4AK-4IP featuring a series of Edgar Wallace thrillers.

## ★ BULIMBA SPORTS ROUND UP

$\frac{1}{2}$  hour Friday 9-9.30 p.m. 4BK-4AK-4IP, featuring Tom Foley interviewing leading sports personalities from all over Australia.

## ★ BULIMBA LAUGH PARADE

One hour live variety-musical show. 8-9 p.m. Saturday 4BK-4AK. Queensland's biggest locally produced commercial presentation.

serviced by

## Johnston Jones Advertising

National Mutual Building  
Queen Street, Brisbane

**ADVERTISERS!**  
**STAKE YOUR CLAIM on the**  
**NEW RADIO GOLDFIELD Now!**  
**GET IN early ON THE GOOD TIMES**

# 4KQ

ON  
THE  
DIAL  
650  
KILOCYCLES  
461  
METRES

*Like an arrow in true flight to the target, an advertiser's message over 4KQ goes straight to its sales' objective—DIRECT TO THE PEOPLE. Fundamentally the station of the people, 4KQ offers a unique opportunity to advertisers who aim to sell to the great mass market—THE HOUSEWIFE AND THE FAMILY MAN. NOW IS THE TIME to book time on 4KQ for YOUR Product or client. The station is on the air . . . its success was immediate, and its future assured—AND—extra attractive times for advertisers are presently available.*

Get in touch NOW with our advertising department for particulars, rate, card, etc.

**231 ELIZABETH STREET, BRISBANE**

## QUEENSLAND MARKET SECTION—Contd.

district's own timber, distillation of alcohol from sugar by-products, and the breeding of stud cattle. There are also furniture, fish-curing, bacon-curing, pottery and agricultural machinery works, a Commonwealth-known plant nursery and considerable fruit-growing and poultry-raising.

The Bundaberg Foundry, now a thriving engineering works, commenced as a small shop in the centre of Bundaberg. It now covers over five acres of river frontage and vies with the Commonwealth's best machine shops. It specialises in machinery for the sugar industry and in marine engineering. In the last few years a number of steel river-craft have been launched from its slipways.

The Port Curtis Dairy Association is an old-established Bundaberg organisation whose annual butter-production is worth £175,000 to its cream-suppliers in this area. In the last ten years production has more than doubled.

East of Bundaberg are the seaside resorts of Bargara, Burnett Heads, Elliott Heads, North Coast and the

river resorts of Skyringville and Kolan River—all of which are now beginning to come into their own as popular winter resorts for tourists from the south.

Within radial distance are the big towns of Childers, Gladstone, Biggenden, Mundubbera, Gayndah, Gin Gin, Howard and Monto.

### Mackay

Five hundred and ninety-eight miles north of Brisbane and on the banks of the Pioneer River is located the prosperous city of Mackay, with a population exceeding 14,000. The district population, however, exceeds 34,000, distributed over the Mirani, Nebo, Pioneer and Sarina Shires. Mackay literally lives on sugar. More than £60 million worth of the white "gold" has been produced in the Mackay area, with an annual production value now approaching £3 million.

Seven large, efficient cane mills operate in the district to crush the sugar cane gathered from hundreds of cane farms. One of the by-products of the

cane mills is molasses, and large quantities are railed to Sarina, a few miles from Mackay, where the power alcohol distillery operates to produce many thousands of gallons of power alcohol.

In 1939 the city of Mackay completed construction of an artificial harbour at a cost exceeding £1,750,000. This port is located only 3 miles from the city of Mackay, and connected by rail to the main trunk coastal railway from Brisbane to Cairns.

In addition to the production of sugar many other primary industries are flourishing contributors to the wealth of Mackay and district. Butter production is approaching the million pound mark per annum, with a value exceeding £100,000. The co-operative butter factory has 225 suppliers.

Pig-raising is increasing and the annual value of this industry exceeds £15,000.

Another important factor in Mackay's progress is the fishing industry, where some 280 boats are engaged and almost 1,000 men. This fleet of boats secures large catches of fish for local and southern consumption.

Other agricultural pursuits include large areas used for the production of

pineapple growing, vegetables, potatoes, pumpkins, tomatoes, bananas, sweet potatoes, cucumbers, and with refrigerated rail cars large quantities are forwarded to distant marketing centres.

The wealth of the Mackay district is indicated by Savings Bank deposits, which for 1945/6 reached £1,750,000.

In the Mackay hinterland lies a vast stretch of cattle raising country which brings much wealth to the city of Mackay.

Secondary industries operating in Mackay include one of the best equipped foundries in the State, which employs 123 hands and supplies machinery not only for the local sugar mills, but huge presses for Yallourn (Vic.) briquetting plant.

### Cairns and Districts

Cairns is the terminus of the Northern railway from Brisbane, an important shipping port and radial centre of branch railway lines running to Ravenshoe, Millaa Millaa, Mungana, Forsayth, Mt. Garnet, Mt. Mulligan and Rumula.

The area of the Cairns Municipality of over 16 square miles carried a population as at 31/12/46 of 16,500. Due

to evacuations in 1942, the population dropped by 5,000 in the three months, January-March of that year, but since then the population has more than recovered. The Barron River is a wonderful asset to Cairns, for besides providing a splendid water supply, the river has been harnessed hydro-electrically, and supplies light and power not only to the city but to adjoining towns and the district generally.

The first gas was made in Cairns in the year 1899, by the old Cairns Gas Company, which has now been reorganised into the Gas Supply Company

Limited. The present output is 340,000 cubic feet per day and the carrying capacity of the plant is 410,000 cubic feet per day. When the extra retorts now being installed are in production, in approximately six months time, the carrying capacity will be increased to 600,000 cubic feet daily.

The Municipality of Cairns rating valuation for the last financial year was £592,070 and the total revenue for the year was £83,135. Revenue from the Barron Falls and Cairns Regional Electricity Boards was £148,774.

(Continued overleaf)

## 4TO TOWNSVILLE CAN PAVE THE WAY TO GREATER SALES

Your sales road can be a smooth one, paved with greater sales and greater profits . . . if you use 4TO, Townsville, because 4TO serves the richest market in North Queensland, and your sales talks hit home with the listeners who tune to 4TO for the kind of radio entertainment they enjoy.

All particulars from—

**AMALGAMATED WIRELESS (A/SIA) LIMITED**  
SYDNEY BRISBANE MELBOURNE

## CAIRNS IS A 4CA MARKET

4CA is the only Station giving exclusive day and night service to Cairns listeners.

As the result of giving listeners the kind of programmes they want to hear, 4CA has built a continuous, well-balanced audience, night and day.

You can cash-in on this Market by letting 4CA deliver your sales message where it counts.

All particulars from—

**AMALGAMATED WIRELESS (A/SIA) LIMITED**  
SYDNEY BRISBANE MELBOURNE



## an essential cog in YOUR SALES MACHINE

Maryborough's great industrial wealth, and 16,000 population, is contained within a 3 mile radius. Iron and steel works, ship-building yards, locomotive construction workshops, machinery plants and hardware factories make Maryborough the Newcastle of Queensland. Further out lie the timber mills, bacon factories, flour and sugar mills fed by a rich agricultural area.

This is a strong buying market fully covered by 4MB.

### REPRESENTATIVES:—

Melbourne: E. L. P. Jeffrey, 370 Little Collins St.  
Sydney: F. Thompson, 65 York St.  
Brisbane: Station 4BC, Wintergarden Theatre, Queen Street.

You SHOULD include  
THE RICH INDUSTRIAL  
AREAS OF QUEENSLAND



The rich industrial area within the coverage of 4IP, Ipswich (including an annual £1,000,000 coal yield) makes it an excellent choice for inclusion in your Queensland radio allocation. There are over 392,000 listeners within 25 miles of 4IP's mast.

### Representatives:

Sydney:  
John Hamilton . . . XU 4956  
Melbourne:  
Hugh Anderson . . . Cent. 4366

In the Rich ROMA District  
people listen to

# 4ZR

REPRESENTATIVES:—

Melbourne: E. L. P. Jeffrey, 370 Little  
Collins Street.  
Sydney: F. Thompson, 65 York Street.  
Brisbane: Station 4BC, Wintergarden  
Theatre, Queen Street.

# 4MK MACKAY

YOUR Inexpensive and only Broadcasting  
Station in

**A £3,000,000 MARKET**  
REAL SUGAR IN ANY LANGUAGE

4MK has limited availabilities for spots and sessions.

Call our Southern representatives now

**A.W.A.** SYDNEY MELBOURNE BRISBANE  
PHONES B 0522 MU 9161 B 6556

AT HOME—  
AWAITING YOUR CALL

AND LISTENING TO

# 4WK WARWICK

Fiddling with the dial to get long-distance Stations is no longer a favourite Warwick indoor sport. Nowadays, it's the Warwick Station that wins hometown listeners, enters the family circle and is accepted by every member of the household.

Remember, at home in Warwick, awaiting your call are thousands of loyal listeners with the "Hometown Station habit".

Market your products through 4WK.

All particulars from—

**AMALGAMATED WIRELESS (A/SIA) LIMITED**  
SYDNEY BRISBANE MELBOURNE

## QUEENSLAND MARKETS

(Continued from page 29)

During the war years Cairns was to all intents and purposes a front line City, and in consequence of much housing and other premises being taken over by the Army, a certain amount of shabbiness ensued. Since the war ended, however, and with the availability of paint and other materials, the City is quickly regaining its spruce pre-war appearance. Considerable funds have been expended on repairing streets, and roads, which were worn by the heavy Army traffic.

There are branches of eight banks in Cairns and branch offices of the Adelaide Steamship Company, A.U.S.N. Co., Australian Steamships Pty. Ltd., Burns Philp and Co. Ltd. and Howard Smith Limited.

Very large oil depots are maintained in Cairns by Caltex, The Shell Oil Co. and the Vacuum Oil Co. All petrol and oil arriving in Cairns comes direct by oil tankers and facilities exist for pumping the oil from the ships at the wharves by pipe line to the depots.

One of the most important industries in Cairns is timber, and Cairns Timber Limited is the largest single employer of labor in the district, with approximately 300 hands all the year round.

Being the outlet for the sugar area extending as far south as Tully and Ingham, and for the primary products and raw materials of the Tableland, shipping is naturally a most important factor in the economy of Cairns.

During the last twelve months 638 vessels berthed in Cairns, representing a total tonnage of 706,736. Imports for the year totalled 78,419 tons and exports 119,844 tons. The value of the imports amounted to £242,966 and the value of the exports £1,353,794. The customs duty collected in the port for the 12 months totalled £105,624 and the excise £582,018.

Townsville.

Townsville is the Queen City of the North.

The Townsville Harbor Board presides over one of the biggest undertakings of its kind in Australia. Mt. Isa ore all goes through Townsville and a large meat export trade is enjoyed, the result of the operations of Alligator Creek and Ross River meatworks. The Townsville Port handles

(Continued on page 32)

IN SOUTH EASTERN  
QUEENSLAND—

its **4BH** first!

- First on the Dial
- First in Public Favour
- First in Rate Card Value

BROADCASTERS (AUST.) PTY. LTD.

43 ADELAIDE ST., BRISBANE. 'PHONE B 2002.

Representation: Chandlers Broadcasting Service, Australia House, Car-  
rington St., Sydney, B 6402. Macquarie Broadcasting Service, 239 Collins  
Street, Melbourne, Cent. 4634-4456.

NETWORK AFFILIATION—MACQUARIE

## The Solid Foundation for Your Victorian Campaign

- THE SHELL SHOW
- MACQUARIE'S PLAYS
- GEORGE FOSTER'S SHOWS
- MACQUARIE SPORTING RELAY
- STAR PUPILS
- RELAYS 3AW FROM 6.30 P.M.
- GREATEST DAYTIME FOLLOWING

YOUR MACQUARIE MAN  
WILL TELL YOU MORE ABOUT

# 3CV

Studios at Maryborough  
and Bendigo

# 3AW

with

# 3CV

SERVING THE 1,387,700  
PEOPLE WITHIN 50 MILES  
OF MELBOURNE

SERVING OVER 174,000  
PEOPLE WITHIN 50 MILES  
CENTRAL VICTORIA

together REACHING  
OVER 1 <sup>3</sup>/<sub>4</sub> MILLION PEOPLE!



**Townsville**—Contd. from page 30.

many thousands of tons of sugar annually, and for the year ended August, 1946, 254 vessels, aggregate tonnage 904,191, berthed at Townsville, loading 203,829 tons of cargo for overseas. Shipping imports amounted to 144,274 tons and Harbour Board Revenue of £121,654 was taken for the year ended August, 1946.

The Townsville railway station is the largest rail centre outside Brisbane and the outback districts of North Queensland, including Cloncurry, Mount Isa, Charters Towers, etc., are served from Townsville and the Townsville wholesale firms, such as Thomas Brown & Sons, Burns Philp, Samuel Allens, Cummins and Campbell's and Dalgety's do an enormous business with all such centre. Railway employees in Townsville number between 1,800 and 2,000.

Townsville Commonwealth Bank employs a staff of 50 to 60, and it is the only "note-issue" branch outside of the capital cities. All the Australian trading banks have branches in the city.

There are two large foundries in Townsville, 3 sawmills, 1 tinsplate factory, 1 soap factory, 5 cordial factories, 2 ice-cream factories and 2 furniture factories.

In the retail field there are four large departmental stores and 44 big southern firms have branches in the city.

The population of Townsville and its 14 suburbs as verified by the Townsville City Council Health Department at 30/6/46, was 36,664. This is 8,131 greater than the 28,533 credited to the 25 miles radius of Townsville by the P.M.G. Department figures, which only goes to show how out-of-date and misleading some official statistics can be.

The approximate value of the export trade from Townsville in normal times is as follows: Meat, £1 million; sugar, £2 million; wool, £1,500,000; silver, lead, coal, fertiliser, hides, ore, tallow, timber, livestock, £2,500,000—a total of £7 million. Wage bill of the major industries is approximately £1,500,000 per annum.

**Longreach**

Out in the central heart of Queensland is one of the world's richest pastoral areas stretching for hundreds

of miles east, west, north and south of Longreach. Two-thirds of the entire Queensland wool clip comes from this "district." The town of Longreach is naturally the commercial centre and large enough to support its own commercial station.

Not only sheep, but some of Australia's finest cattle runs are also out in Queensland's rurally rich centre. Comparatively level lands stretch away from Longreach, and within 200 miles radius it is estimated there is a population of over 40,000 living on properties of a rateable value of over £10,000,000.

To the north-west lies Mt. Isa, great iron ore producing centre, which in turn is also famed for its sheep and cattle.

Seasonal prospects are reported to be excellent since the breaking of last year's drought. All pastures are being restocked with stock trains arriving daily at Longreach returning to their various properties sheep which had been away on agistment for many months. Cattle, too, are on the move again heading for the inland pastures.

Spending power of Queensland's western community can be gauged by the fact that through the railways alone over £80,000 worth of C.O.D. business is transacted annually, which does not take into account postal V.P.P., or cash or credit purchases.

**Bountiful Ayr**

Situated only 50 miles from Townsville, Ayr is a rich town able to support its own broadcasting station.

The immediate district surrounding 4AY is primarily a sugar district. While other districts were suffering from eleven months' drought, the Ayr-Home Hill-Giru district carried a beautiful crop of cane—a crop exceeding 700,000 tons. Pioneer, Kalamia, Inkerman and the Invicta sugar mills are within 25 miles radius of Ayr and the sugar industry alone is worth £2,250,000 to the district.

The district surrounding Ayr is unique with its enormous underground water supply. It is estimated that approximately 500 million gallons of water is pumped every day when irrigation is in full swing—enough water to supply every capital city in Australia. While electricity is used on some farms for pumping, the majority use large Diesel engines.

The meatworks at Alligator Creek and Ross River come within 4AY's coverage as well as the largest bridge under construction in Queensland—the Burdekin River bridge, with the small township mushrooming in its vicinity. Bowen with its salt works, and the Merinda meat works, one of the largest in North Queensland; Proserpine with its sugar industries and the large number of tourist resorts in its vicinity; Collinsville and Blair Athol, noted for coal; Clermont, the centre of a large mining, cattle and wool district; Charters Towers with its colleges and mining; Atherton, the centre of a big dairying district, are all within signal striking distance.

**Rockhampton**

Rockhampton, big shipping port, and rail junction midway between Bundaberg and Mackay, is another of Queensland's thriving seaport cities which further demonstrate the decentralised nature of Queensland industries. Gladstone—85 miles south—is connected by bitumen road and rail.

With over 40,000 population within 25 miles radius, Rockhampton is a modern city supporting electricity and gas undertakings and is well sewered; it is the administrative centre for approximately a third of the State. It is the seat of both Anglican and Roman Catholic bishoprics, has a resident Supreme Court Judge. The city relies mainly on its hinterland pastoral areas of the Callide and Dawson Valleys. But near at hand are some big industrial concerns. Mt. Morgan, the world's largest gold mine, employing 1000 men and with a mine town population of over 3,300 is only 23 miles away. Stores and other businesses are reported to be flourishing there. Nearer at hand the Central Queensland Meat Export Company, four miles out of Rockhampton, employs 1,200 hands.

Rockhampton enjoys a big tourist trade from the southern States and from overseas. Yeppoon (population 2000) about 26 miles away and Emu Park are both famous tourist and health resorts, as also is Rundles Beach at the mouth of the Fitzroy River, 34 miles away, where the world famous green tailed prawns abound.

Rockhampton's 70th annual show, officially opened June 19, revealed in its abundance of high quality exhibits, the remarkable recuperative powers of the Central Queensland districts which emerged only at the beginning of the year from a long dry spell.

All is not sugar  
That brings grist  
To our Mills!

When we're talking facts and figures we can be excused jumbling a couple of old proverbs to illustrate the importance of the Bundaberg and Burnett Valley market. True, our district's annual sugar cheque is worth a cool £2,000,000 but that's not all. Dairying and agriculture is worth also tens of thousands of pounds every year, so too are our local secondary industries. A city of 16,000 souls does not live on sugar alone — but they've got "sugar" to spend.

**4BU BUNDABERG**

A UNIT OF THE MACQUARIE NETWORK

Sydney and Melbourne Representatives—Macquarie.

**REAP A HUGE SALE HARVEST**

There's a rich market on the Darling Downs . . . 126,000 people living in the richest agricultural area in the State of Queensland. Here's a market you cannot afford to ignore, particularly when you have such an effective media as Station 4GR, Toowoomba. 4GR caters for the Downs people with a brilliant line up of popular presentations. Smart radio buyers include 4GR in their Queensland Radio Appropriation . . . follow the top programmes.

REPRESENTATIVES:  
MELBOURNE: E. L. P. Jeffrey, 370 Little Collins Street.  
SYDNEY: F. Thompson, 65 York Street.  
BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

**4GR**  
TOOWOOMBA



*THE VOICE OF THE DARLING DOWNS*



### New Persil program stacks up problems for a "Juvenile Jury"

The new Persil program, "Juvenile Jury", which in some measure is a replica of the highly successful American feature of the same name broadcast over the Mutual Broadcasting Network, opened up on an Australia-wide line of stations this week. Broadcast on Tuesday or Monday evenings, mainly at 8 p.m., the show will have 35 outlets.

The following stations will carry the program, Tuesdays at 8 p.m.: 2CH and 2UE Sydney, 2GN Goulburn, 2KO Newcastle, 3DB-LK Melbourne, 3BO Bendigo, 4BK-AK Brisbane, 4IP Ipswich, 4CA Cairns, 4MK Mackay, 4TO Townsville, 5AD-MU-PI-SE South Australia, 6IX-WB-MD Western Australia. Mondays, 8 p.m.: 2BH Broken Hill, 2GZ Orange, 2KA Katoomba, 2LT Lithgow, 2MW Murwillumbah, 2WG Wagga, 3BA Ballarat, 3GL Geelong, 3MA Mildura, 3SR Shepparton, 3UL Warragul, 4BU Bundaberg, 4RO Rockhampton, 7BU Burnie, 7EX Launceston, and 7HT Hobart. 6KG Kalgoorlie Monday 8.30 p.m., and 6TZ Dardanup 6.28 p.m. Mondays, are the only variations from the 8 p.m. time

### The Remarkable "Piddington Show"

The most daring attempt at unusual programming in Australian commercial broadcasting will be made in a series of programs entitled "The Piddington Show" which will open on 2UE Sydney to-night, July 10. "The Piddington Show" is a demonstration of mental telepathy. Sid Piddington is a member of the sales staff of 2UE. During the war he was a P.O.W. in Changi Camp where, in association with Rus. Braddon, he developed and demonstrated his remarkable talent. British, Australian and Dutch scientists were amazed at his demonstrations.

It took 2UE over 12 months' experimentation in production to devise a method by which Piddington's demonstrations could be turned into radio program fare. The result, auditioned to a representative gathering of the Australian press last week, created a remarkable impression.

The feature will be sponsored by Beare & Ley Pty. Ltd., men's and boys' outfitters of Sydney and suburbs, whose advertising consultants, The Weston Co., have organised a comprehensive merchandising plan to tie-in with the broadcasts.

### OIL CO's GESTURE Chance for Sydney Singers

A happy gesture marked the conclusion of the 2UW-Vacuum Oil Co. quest for Sydney voices to appear in "Opera for the People". The original intention was that the entrants would be reduced to 20 by a panel of judges in Sydney, for final audition by Mr. Hector Crawford, the director of the program, who was to fly from Melbourne for the purpose. The quality of the entrants was so high however, that when Mr. Crawford arrived in Sydney, he found 38 voices had been selected for his hearing. Auditions extending over two days reduced that number to seven (although it was originally planned that only five would be heard in the final broadcast test) and the seven went on the air in a special program from 2UW, relayed to 3DB-LK. To accommodate the extra two finalists, the broadcast was extended from 30 to 45 minutes.

Mr. Crawford and his sister Dorothy, who produces the program, then came to the microphone and announced that *three* and not *two* of the voices would receive their chance in "Opera for the People". Mr. W. L. Orchard, assistant general manager for N.S.W. of the Vacuum Oil Co., who had introduced the program on the stage of the 2UW Theatre, asked Mr. Crawford if he could use the other four voices in Melbourne; and when Mr. Crawford said "Yes!" Mr. Orchard said: "Then the Vacuum Oil Co. will make it possible for all seven to go to Melbourne."

The seven young singers selected were:—John Cameron, Eleanor Houston, Gunter Herschberg, Valerie Ryan, Patricia Church, Gwentyth Turtley and Valda Bagnal.

### FAMOUS "SMOKES" FUND ENDS

The last of the two-hour concerts devoted to the 4BH Smokes for Sick Soldiers Fund was given on June 29. During six and a half years a total of £73,000 was donated by listeners and distributed in cigarettes, tobacco and postal notes to servicemen and women in hospitals. With only a small number of such personnel still in hospital, the Fund now operates as one portion of the Community Chest inaugurated by 4BH to assist several charitable organisations, including the Queensland Bush Children's Health Scheme, the Brisbane City Mission and the Mater Mothers' Hospital Appeal. The Community Chest concerts will be regular affairs conducted in the 4BH auditorium from 3 till 5 each Sunday afternoon.

# 4AY

## "THE VOICE OF THE NORTH"

To the live sales Executive there is unbounded opportunity in sending his message to thousands of eager listeners.

The signal of 4AY carries to industries both secondary and primary of immense wealth embracing:

### WOOL—SUGAR—MINERALS—CATTLE

ENTRUST YOUR MESSAGE TO



—THE VOICE OF THE NORTH—



# 7LA LAUNCESTON

## THE GATEWAY TO TASMANIA

Presenting the leading Feature Programmes of local and National sponsors  
LAUNCESTON and district is a valuable market for you and your clients. 7LA offers SERVICE, PERFORMANCE and RESULTS, plus 17 years' experience.

OUR MAINLAND REPRESENTATIVES ARE—

A.W.A. SYDNEY MELBOURNE BRISBANE  
BO 522 MU 9161 B 6556

Call them NOW for the few choice positions available

## Romance of Industry Adds Important Fare to Documentary Broadcasting

Some valuable new broadcasting ground has been broken by Sydney station 2CH in the production of the series "The Romance of Industry," in which the first broadcast was given on Monday last, July 7, in a regular time channel at 7.30 p.m.

The theme is one which has remained remarkably dormant in Australian broadcasting but should prove attractive to numerous sponsors. The ingenuity of commercial broadcasting has proved that documentary programs can be made very entertaining—perhaps more entertaining than most film documentaries. In "The Romance of Industry" series, each half-hour is separately sponsored and each dramatises the stories and the traditions surrounding the particular sponsor's long established firm or industry.

The first in the series, broadcast this week, was the Bank of N.S.W. and provided ample scope for the exciting dramatisation of development in Australia over the past 100 years. By way of exceeding contrast, another program will deal with Felt and Textiles (Aust.) Ltd. and another with the romantic history of the foundation and functioning of QANTAS Empire Airways.

More than a dozen half hour features in the series have already been booked for airing in the Monday evening channel on 2CH, the sponsors of their various features including as well as the Bank of N.S.W., such firms as Lewis Berger and Sons (Aust.) Pty.

At the hat draw for Romance of Industry dates. Left to right, Messrs. Gray (M.L.C. Insurance), R. Powell (R. & K. Powell Advertising), L. Lunn and M. D. Chapman (manager 2CH), A. D. Hannam (Weston Co. agency) and Leo Finn, who drew the names.



Ltd., David Jones Ltd., Australian Gaslight Company, Wunderlichs Ltd., Wesco Pty. Ltd., Lysachts Ltd., Amalgamated Wireless (A/sia) Ltd., J. C. Ludowici Pty. Ltd., Felt and Textiles (Aust.) Ltd. and Mutual Life and Citizens.

The management of 2CH adopted a grand old Australian custom in arriving at the order of dates on which each of the sponsor's programs would be broadcast. The names were drawn from a hat in manager Maurice Chapman's office in the presence of representatives of the firms and companies concerned.

### JUDGING SOON IN PROGRAM AWARDS

The Australian Federation of Commercial Broadcasting Stations' children's program awards and all-program Academy Award will shortly be advanced a further step when the Federation's committee in Sydney arrange for the appointment of judges. Entries in both groups closed on May 31. Programs submitted are those which have been broadcast during any part of the previous 12 months.

### PREI HEARING IN MELBOURNE

The case in which the Professional Radio Employees' Institute of Australia is claiming higher wages and a review of working conditions, came before the Arbitration Court in Melbourne on June 19. The application, which commenced in Melbourne in April, has already resulted in hearings in Sydney.

The balance of the evidence on behalf of the stations was submitted at the June 19 hearing, and statements were submitted by Messrs. Ridley, Worrall and Fitts.

Final addresses by counsel on behalf of both the stations and employees have yet to be delivered when the hearing is resumed on a date to be fixed.

### SALES TAX ON RECORDS

The Deputy Commissioner of Taxation has notified the following ruling: All records for gramophones, including those which are used exclusively for advertising purposes, are subject to sales tax at the general rate of 10%, as from November 15, 1946.

For  
**Reliability**  
**Co-operation**  
**Precision**

Phone MA 1140

THE  
**RECORDING CENTRE**  
**PTY. LTD.**

Film House, 251a Pitt St., Sydney

**W & G**

**RECORD PROCESSING CO. PTY. LTD.**

**MODERN METHODS ENSURE  
HIGHER FIDELITY · FASTER SERVICE**

185-187 BECKETT STREET, MELBOURNE, C1, 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 BOOKINGS

Frank Mason & Co. Ltd., who recently took over the national selling of all programs by Australasian Radio Productions, reports among others the following shows for sponsorship. To Weston Co. Agency for Beckers Pty. Ltd.: "The Burtons of Banner Street" currently featured on 2UW, Sydney; to Alan Martin Advertising Service, Adelaide, for F. H. Faulding & Co. Ltd.: "My True Story", 208 self-contained quarter-hours for broadcast on 5DN; to Paton Advertising Service for Port Huon Fruit Juices: "Dr. Mirakel" for 7BU, Burnie; to Bayne Mackay Advertising for J. H. Whelan Pty. Ltd.: (Valencia Shoes), "The Mask of Marius Melville", 52 quarter-hour serial on 5KA-AU.

Malcolm McMahon, general storekeeper of Goulburn, and J. Pollard, furniture removalist, of Goulburn, have each booked sponsorship of quarter-hours of 2GN'S Sunday School of the Air, 4.30-5.30 p.m., Sundays.

P. R. D. Hollis, chemist, of Goulburn, "Keyboard Cocktail", featuring pianist Frankie Carle, 8.30-8.45 Fridays.

Bella Vista, guest house, Olinda, "Happy Holiday" session, 3KZ, 1.30-1.45 p.m., Saturdays, commenced June 28 for 13 weeks.

Hal Kennedy, dance promoter, "Hal Kennedy Presents", 3KZ, 12.30-1.30 p.m. Commenced June 20 for 52 weeks.

Stahmers Pty. Ltd., furniture warehouse, Melbourne, "The Melody Carpet", 3KZ, 4.15-4.30 p.m., Tuesdays and Thursdays; 52 weeks.

Rhu Pills, renewed, 12 months, 1/4 hr. weekly, through 4BC, 4BK/AK, and four Queensland country stations; new 1/4 hr. weekly through 3DE/LK, in addition to sponsorship mid-day newsreel (5 x 1/4 hrs. weekly). Another 1/4 hr. for Rhu Pills is being aired weekly through 5DN/RM; also a direct announcement campaign over 2GB, 2UW, 2UE, 2KY and nine N.S.W. country outlets. (Paton Advertising Service.)

John Broomhill & Co., biscuit manufacturers, Melbourne, for 52 weeks, 3UZ, "Music with a Flavour", Thursdays, 4-4.15 p.m.

FOR  
**MAXIMUM**  
SINGLE NETWORK  
**COVERAGE**  
OF THE  
GOLDMINING  
FARMING  
PASTORAL  
AND  
METROPOLITAN  
AREAS OF  
**WESTERN**  
**AUSTRALIA**  
USE THE  
**WHITFORD NETWORK**  
**6PM-AM-KG-GE**

## Anderson Replies to McNair

(continued from page 14)

a period of nearly a year, The Anderson Analysis incurred costs amounting to more than £1,000 in hard cash and staff time costs. Since the adoption of the Listener Diary method, it has been used satisfactorily in surveys conducted in Sydney, Melbourne, Brisbane, Adelaide, Perth and Newcastle.

3. On 2nd September of last year, The Anderson Analysis published a statement in "Broadcasting Business" stating that its research had shown that, in Sydney alone, there were "some 70,000 homes in which the radio receiving sets were not licensed." In Broadcasting Business" of 3rd October, 1946, Mr. McNair stated that "the P.M.G.'s figures are reliable enough and research does not indicate any very large proportion of unlicensed sets." On the 30th May, 1947, the Deputy-Director of Posts and Telegraphs publicly an-

## SHOP IN YOUR OWN TOWN

"Calling Crookwell" a new series of sessions over 2GN Goulburn Tuesdays, Wednesdays, and Thursdays, in the breakfast session from 8.00-8.15, is sponsored by some leading Crookwell N.S.W. business firms.

Main theme of Crookwell Sessions is to stress to the people of Crookwell and district the mutual advantages obtained from shopping in their own town and supporting their own local industries and services.

nounced that more than 20,000 wireless licences were taken out in New South Wales during the first week of the drive against unlicensed sets. In the last issue of "Broadcasting Business" it is stated that the Postmaster-General has revealed that the total number of licences in Australia for the month of May, 1947, increased by 111,000 as a result of the special campaign which had been conducted against unlicensed listeners.

## 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

## Agencies

**HAROLD S. BLAKE  
TRANSFERS TO  
THE WESTON CO.**



Mr. Harold S. Blake has been appointed accounts executive to The Weston Company, effective from July 1. Mr. Blake resigned from David Jones, where he had been assistant advertising manager for 19 years.

Except for the periods when he has acted as advertising manager, he has been a retiring "behind-the-scenes" man, but a creator of some of the most competent retail advertising campaigns this country has seen. Essentially a modest man, "George" deprecates any suggestion of genius, but he cannot deny that several of his advertisements have been published overseas in advertising annuals as text book examples.

Brilliant copywriter and layout man, he is listed amongst Sydney's leading typographers. In Jarrolds, one of England's biggest publishing houses, he learned the art. He served on the staffs of several English and Scottish newspapers before appointment as advertising manager for the "Wireless Press" in England.

He served in World War I in the British Mercantile Marine as a Marconi operator, then came to Australia in 1926 as advertising manager for Civil Service Stores. Two years later he joined David Jones, bringing to their advertising a sensitivity, dignity and compelling interest that has seldom been equalled.

He has a wide range of interests, has written several books and is a keen and most successful amateur photographer.

With the completion of the alterations to their new suite of offices on the 4th floor, 409 Collins Street, Melbourne, United Service Publicity Pty. Ltd. staged the official opening in June. In order to accommodate all the guests, two informal functions were held, the first on June 13 when the agency executives welcomed their clients. The second gathering was held on June 20 and about 70 people attended, representing advertising interests, including the newspapers and radio. Staff of U.S.P. has grown to 50 since the agency opened only 18 months ago.

Congratulations and all good wishes to Ron and Mrs. Ansell upon the birth of a daughter on June 19. Ron, who is a director of O'Brien Publicity Pty. Ltd., now has a family of three little girls.

Claude Mooney, managing director of Claude Mooney Advertising Pty. Ltd., left for Brisbane on June 25, expecting to be away from Melbourne for some time.

The AAAA's (Federal) "Current Affairs Bulletin," published for confidential use of members from the 4A's secretariat in Sydney, is meeting with an appreciative reception in most live agencies. Such regularly circulated documents carrying important news and views within the profession should be thoroughly studied by all concerned—and all who SHOULD be concerned. The bulletin apparently deals with matters which do vitally affect the profession as a whole.

While on the subject of 4A's, it is noticeable on a round of Sydney agencies that more and more office waiting-room walls are decorated with the AAAA (Federal) membership certificate, which is rather a handsome affair, adding a further note of prestige in the eyes of the visitor.

Messrs. Harper Wilson and C. D. Morris, new associate directors of United Service Publicity Pty. Ltd. ("BB" June 26), have had interesting careers in radio and advertising. Joining 3UZ in 1934, Mr. Wilson was made program manager in 1936, and was responsible for such successes as "The Battle of the Sexes", "Happy Days" and "Star Night at Earl's Court". He is at present producing the "Shell Show". In 1941 he enlisted in the A.I.F., was posted to the Australian Corps of Signals, and commissioned in 1942. Joining the 6th Division as a Signal Officer in 1943, he rose to the rank of Captain. He took part in the New Guinea campaign, and was the Army Signals Officer on board H.M.A.S. "Colac" in the amphibious landing at Dove Bay. In August, 1945, he was seconded from the 6th Division and returned to Australia to undertake special radio publicity for the Army. Mr. Morris has had intensive experience in advertising agencies, and in 1937 joined Samson Clark, Price-Berry Pty. Ltd., as senior account executive. In 1942 he enlisted in the 1st Aust. Armoured Division. Later transferring to Aust. Design and Experimental Directorate (later M.G.O. Branch, Design Div.), he became officer in charge of Engineering Art, Publication, and Photographic Sections. While there he built up the largest art studio ever formed in Australia. In November, 1944, he was transferred as officer in charge of production to L.H.Q., Central Publishing Section, newly formed for improving, co-ordinating and speeding-up Army printing.

A recent addition to the production staff at Lintas Proprietary Limited is Mr. G. J. M. Jackson, who has been connected with radio in Sydney since 1934 when he was with 2GB, remaining with them, in the days of the B.S.A. Players, for two years. In 1936 he joined 2UE as chief continuity writer, and later returned to Macquarie as production manager on Macquarie Network, where he remained until 1939, when he joined the staff of Paton advertising agency in Melbourne as radio manager. He spent the war years from 1941 in the Air Force and on his discharge became a freelance producer and script writer.

## Purely Personal

Mr. A. E. Hyland has been appointed relieving Trade Commissioner to the Department of Commerce and Agriculture to strengthen and assist the work of the State and Federal export advisory committees. From 1926 to 1939 he was director of Australian trade publicity in London, and was Australian representative of aircraft production during the war.

Messrs. R. S. Begg, chief engineer; A. C. Wigan, general supply manager; H. A. Cavanaugh, general sales manager; and A. F. Jesmore, general manufacturing manager, have been appointed to the directorate of General Motors-Holden's Ltd.



**NEW SECRETARY  
OF MACQUARIE  
BROADCASTING  
SERVICES PTY.  
LTD.**

Due to pressure of other professional obligations, Mr. R. A. Irish has resigned his position as Secretary to Macquarie Broadcasting Services Pty. Ltd. He will, however, continue to act as financial adviser and tax consultant to the Company.

Mr. R. E. Lane, General Manager of Macquarie, announces his successor in Mr. D. W. Watt, pictured here, formerly General Manager of Snider and Dean Theatres Ltd. and associate companies, effective as from July 1.

## Spotlighting EVENTS

**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.

**JULY 31:** AAAA (Federal) Advertising Lecture, "What Advertising Means to Australia" (W. Farnsworth), Shell House, Sydney, 7 p.m.

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

**AUGUST 14:** Vict. Inst. Advtn. Monthly Luncheon, Victoria Palace, Melbourne.

**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.

**SEPTEMBER 18:** Advertising Arts and Theatrical Ball, St. Kilda Town Hall.

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

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

## Stop Press

### AUDIENCE MEASUREMENT

Washington, June 30: An overall study recording audiences for sponsored and unsponsored programs on the four national networks has been made public by N.Y. agency Geyer-Newell and Granger Inc. Developed over two years ago, the charts have heretofore been used confidentially by the agency. Another highlight on audience measurement is rejection by BMB of C. E. Hooper's million dollar request to become publisher of Hooperatings.

### NEW TELEVISION STATION

Washington, June 30: NBC's Washington tele station WNBW went on the air June 27 related to NBC's video network.

### PSCB IN QUEENSLAND

It is understood the Parliamentary Standing Committee on Broadcasting will visit Queensland this month to take evidence in country centres on complaints of poor radio reception, or "black" spots of listening.

### SYDNEY STADIUM BROADCASTS

As a result of the successful negotiations between the Sydney commercial stations, the A.B.C. and the management of the Sydney Stadium, descriptions of the boxing and wrestling from the stadium will now be broadcast as from Monday, July 14, it was announced on Wednesday morning last. Six stations including 2UW, 2SM, 2KY, 2GB, 2CH and the A.B.C. will be giving descriptions.

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**3HA features**

- Opera for the People
- Doctor Mac
- Palmolive Holiday
- Lux Radio Theatre
- Colgate Cavalcade
- Close Shave Club
- Ralph & Betty
- P. & A. Parade
- Aunt Jenny
- Calling the Stars
- Martin's Corner
- Ovaltine Show
- Jimmy Colt
- Leave Pass
- Amateur Hour
- Melodies with Monte
- Sincerely Rita Marsden
- Star Theatre
- Reflections in a Wineglass
- Quiz Kids

**3TR features**

- Junior Information
- Calling the Stars
- Reflections in a Wineglass
- Sincerely Rita Marsden
- Bob Dyer Show
- Cadburys Hit Tunes
- Crossroads of Life
- Star Theatre
- Donald Novis Sings
- Mask of Fate
- Opera for the People
- Mrs. Obbs
- Softasik
- Lux Radio Theatre
- Musical Memory Test
- The Devil's Cub
- Surprise Party
- The Singing Cowboy
- Close Shave Club
- P. & A. Parade

**3SH features**

- Star Theatre
- You Be the Judge
- Cashmere Bouquet Show
- Meet the Bruntons
- Quiz Kids
- National Singers
- Never a Dull Moment
- Lasting Loveliness
- The Corsican Brothers
- Reflections in a Wineglass
- The Big Four
- Modern Romances
- Return of First Light Fraser
- Colgates Cavalcade
- Macquarie Radio Theatre
- World Famous Tenors
- Danger Unlimited
- Calling the Stars
- Junior Information
- Opera for the People

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