

WHO WILL BUY What, Where and Why?



Some men in business just ask the question and wait. Enterprising businessmen, by quick and easy reference to their copy of AARDS study the markets, the desired coverage and penetration essential to the successful distribution of their merchandise and plan their advertising accordingly. These keen businessmen are attracting the attention of the product buyers throughout Australia. They are appreciative of the assistance AARDS has given them and they commend AARDS' authoritative, concise and easily assimilated reference on all advertising media.



AARDS is subscribed to and used daily by all advertising people who are modern thinkers, modern planners and modern operators.

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

and at

MELBOURNE (Central 2642) :: BRISBANE (B5320) :: ADELAIDE (Central 7944) :: PERTH (B 5320)

BROADCASTING BUSINESS

Vol. XV, No. 23
452nd Issue

Thursday
May 29, 1947

Incorporating "Commercial Broadcasting"

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

It's nine now!



Hi Fellers!

BOY, are things moving in 2UW's morning session! Remember a couple of pages ago, I told you about Pioneer Tours and "Anne of Green Gables" at 11.30 Mon. to Thurs.? What a magnificent show that is—you should see the mail that's coming in, saying "Thank You"!

"Anne" made the morning serial total, eight in a row . . . but now it's NINE.

W. W. Campbell & Co. Ltd., leading Sydney furniture house, who have been presenting George Edwards' programmes over 2UW at night, for years an' years, have now taken four quarter hours each week in the morning session for a series of George Edwards' programmes . . . And they've already booked four features to carry them right through the year!

Nine serials between 9 a.m. and 12 noon . . . Boy, what an audience! And there are more on the way!



MOST PEOPLE LISTEN TO 2UW



The Package to Buy...

*Eight markets that
never were more open to the persuasion
of good merchandise, well presented.*

*Eight stations —each with a local identity as
unmistakable as that of the leading Depart-
ment store and with the same friendly influence*

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

These eight stations give you a set-up that starts you right in the middle of the shopping district in each market and covers all the town and surrounding district.

Collectively they tie together a potential audience of 500,000 in an overall sales pattern that makes sense. Each has its place in every advertising campaign.

All particulars from —

AMALGAMATED WIRELESS (AUSTRALASIA) LTD.

SYDNEY :: BRISBANE :: MELBOURNE

BROADCASTING BUSINESS

Incorporating COMMERCIAL BROADCASTING

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

THURSDAY, MAY 29, 1947
Vol. XV, No. 23 (452nd issue)

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Retail Store Radio Advertising

In this issue we present the second instalment of the "clinical" study of a retail store's radio advertising—the story of Joske's of San Antonio, Texas. If the reader missed the first instalment in the previous issue that would be a pity, but the story can be taken up from here and followed through the next six instalments in the next six issues.

The complete report of the Joske's study was prepared by the National Association of Broadcasters in America in co-operation with Joske's of Texas who undertook the study in an endeavour to learn as much as possible of the most effective procedures and techniques in the application of radio advertising to retail promotion problems. That they succeeded in great measure will be realised by the reader by the time he has traversed the first and second instalments of the report as published (by courtesy of NAB) exclusively in Australia by *Broadcasting Business*.

It will be fully realised that in some minor degrees there are differences of conditions existing in America from those in Australia, and while these differences are only minor ones they are sufficient to render it impossible to superimpose the whole Joske's study upon an Australian background. Nevertheless there is in the report a wealth of valuable information which can be used to very great advantage in Australia. There are many programming examples and techniques disclosed in the report, which will win favour with Australian broadcasting stations, with producers and, more important, with Australian sponsors. In fact, the Joske's report is one of the best contributions to the general picture of broadcast advertising which the industry in any country has ever produced.

In Australia, retail store managers, station managers, producers and advertising agency executives alike will find much profitable reading in the report; while broadcasting sales managers will find it a valuable sales assistant when discussing advertising projects with retail store managements.

In a general way, the Joske's of Texas study reflects the perfection of retail store advertising applicable to any country with a sponsored radio service, to any store in any city or country town. Make it a *must* in your fortnightly business reading.

They're Rounding Up The Pirates

The distribution of listeners' licences within 25 and 50 miles of principal Australian cities and towns published on page 24 of this issue reveals that there was a substantial increase of 62,639 in total licences in force at December 31, 1946, compared with the same date in the previous year. Incidentally, population of the Commonwealth at 7,461,150 on the PMG Department's reckoning, increased by 297,555 during the same period.

Comparing the total licence increase for the year with the figure as at December 31, 1945, the up-trend represents a gain of 4.4%. That percentage gain is fairly evenly distributed throughout the whole Commonwealth.

As healthy as the licence position would appear to be on this great total of radio homes for Australia's total population of less than seven and a half million people, recent activities of the Postmaster General's Department make it very clear that there are still some thousands of "bonus" listeners to our radio programs. Radio sponsors can regard them as "bonus" listeners, but the PMG's Department look upon them as radio "pirates." Hence the concentrated drive being made by the Department to round up all unlicensed listeners. This campaign has only been under way a few weeks and already it has had a telling effect. There has been an unprecedented rush by set owners to take out licences at post offices all over Australia.

3UZ

The Oldest Commercial Radio Station in Victoria

3UZ commenced operations way back in 1925, and has occupied a premier position right throughout its 22 years of commercial broadcasting.

3UZ Programme Features Include:-

"50 & Over"
"Are You An Artist?"
"Christies Radio Auditions"
"Authors' Playhouse"
"Bluey & Curley"
"Story U.S.A."
"The Showman"

It's 3UZ for YOUR Radio Sales Message

NILSEN'S BROADCASTING SERVICE PTY. LTD.
45 Bourke St., MELBOURNE, C.I. Phone Central 1925

SYDNEY REPRESENTATIVE:-
E. A. WOOD, 47 York St. Phone: BX 2098

Press Rate Increases a Slug to National Advertisers

Whereas there have been only isolated cases of rate increases in Australian commercial broadcasting station time since 1939, there is a very different story to be told so far as concerns the Australian metropolitan press whose average rate card increases amount to 65.57%.

In point of fact, however, the increase to national advertisers could amount to considerably more than that as the space bookings within the limit of appropriations would necessarily have to be smaller, and thus come within still higher scales of rates.

This position was recently demonstrated by the Australian Association of National Advertisers in a bulletin to members pointing out the results of a study of thirteen metropolitan dailies in the capital cities.

Excluding the "Daily Mirror" in Sydney, because it was not published in 1939, AANA included only members of the Audit Bureau of Circulations in order to obtain accuracy, and claims that the average cost per inch at the 1,000 inch rate in 1939 was 10/11.3, and that in 1947 it had increased by 65.57% to 18/1.4.

That calculation however, presupposes the advertiser would purchase the same volume of space in 1947 as he did in 1939, and therefore is not a true picture of the actual increase to the advertiser. He is limited by two main factors (a) availability of space, and (b) the Taxation Department. He must buy less space than in 1939 and therefore pay at the higher scale of rates.

The misguided idea that many advertisers buy more advertising than is needed to distribute their goods rather than pay alleged surplus profit taxes, is immediately blown out by this factual picture presented by the AANA. If it required x number of inches to satisfactorily advertise a line of goods in 1939 it should require at least x plus something to do the same job in 1947, having consideration for increased fields to cover, increased competition, and increased costs of production, which in turn demands bigger distribution.

AANA has worked out the total cost of 13,000 inches on the basis of 1000 inches in each of the thirteen papers for 1939 at £7,112/10/0 and claims that similar appropriations for 1947 will buy only 7,496 inches. Thus the com-

bined rate per inch has increased to the advertiser by 75.5% rather than the 65.57% actual increase on rates. In other words, that type of press advertising will cost the national advertiser the increase in rates plus the lower buying volume increase normal to all rate cards.

AANA further has found that the combined circulations of the newspapers studied totalled 1,545,712 in 1939 and had risen to 2,220,433 in 1947—an increase of 43.68%. Over the same period, the cost per inch per 10,000 copies rose from 11.05d. to 13.5d.—an increase of 22.17%.

THE OPERATION OF COMMERCIAL RADIO

New Series of 21 Club Lectures

At the May luncheon of The 21 Club of Australia, the president, Mr. Leo Finn, announced that the Club's winter series of lectures on the operation of commercial radio would commence on June 23.

The lectures, as in the case of last year's series, would be given in the Sydney studios of 2GZ. Eventually all the lectures would be published in book form to provide the most complete and authoritative work on the subject.

The tentative schedule drawn up for the 1947 series is as follows:

JUNE 23. "Radio Copywriting," by E. J. Maloney, director J. Walter Thompson Aust. Pty Ltd.

JULY 7. "Radio Time Selling," by R. E. Lane, general manager Macquarie Broadcasting Service Pty. Ltd.

AUGUST 4. "Radio Broadcasting Station Organisation," by J. E. Ridley, general manager Country Broadcasting Services Pty. Ltd., and president Australian Federation of Commercial Broadcasting Stations.

AUGUST 18. "History of Recording as Applied to Radio," by V. M. Brooker, manager AWA Radio Recording Studios.

SEPTEMBER 1. "Radio Audience Measurement," by Messrs. M. D. Chapman, manager 2CH, A. Fairhall managing director 2KO and A. Campbell-Jones, general manager Radio 2UE.

MAJOR NETWORK CONFERENCE

Representatives of all Major Network stations met in conference at 2UW Sydney last week. Those represented were:—

A. Fairhall (2KO, chairman), J. T. Taylor (2UW Sydney), D. T. Worrall (3DB Melbourne), A. Robertson (4BK/AK Queensland), K. Macdonald (5AD/PI/MU/SE South Australia), B. Samuel (6IX/WB/MD West Australia), H. C. Little (7HT Hobart), A. Evans (7EX Launceston), J. N. S. Wallens (Melbourne Network representative) and I. W. Phillips (Sydney Network representative).

PAPER FAMINE HITTING AUSTRALIAN INDUSTRY

The shortage of paper in Australia is assuming more serious proportions than even during the war years. This conclusion is reached as the result of surveys of stocks in all States of the Commonwealth and upon examination of possible relief from overseas imports.

The paper situation is not confined to newsprint and is making itself felt in all manufacturing and distribution industries which involve packaging of products or materials. Cartons and similar paper pulp packing materials are in desperately short supply, while even paper bags are rapidly becoming unprocurable.

In Brisbane this month the annual conference of the Federation of Retail Grocers and Storekeepers' Assns. of Australia decided to press the Federal Government for urgent measures to relieve the shortages. The Queensland association warned that public health would suffer unless foodstuffs packaging was given priority and the use of clean wrapping paper and paper bags restricted to essential foodstuffs only.

MUSIC FOR THE MASSES

Under perfect conditions the first presentation of "Music for the Masses" was held at the No. 1 Sports Ground in Newcastle recently. The program was given by 10 massed bands with leading Newcastle artists and the presentation was in aid of the Lake Macquarie Appeal for Ex-Servicemen. The show was broadcast by 2HD. It was the first time that a venture of this type has been attempted in Newcastle, but the success of it will warrant another presentation in the near future.

ABC News Service Starts Next Week

ANPA Acting-President points to further Public Burden

After more than eight months' planning the ABC's own news service (the responsibility of which was imposed on the Commission by the Federal Government) will come into operation on Sunday next, June 1.

Referring to the long standing and harmonious relations which had existed between the Australian newspapers and the Australian Broadcasting Commission, Mr. Eric Kennedy, acting president of the Australian Newspaper Proprietors' Assn., opening the half yearly conference in Sydney on May 13, reviewed the radio news situation.

He said it would be recalled that last year the Federal Government directed the Commission to set up its own news service, independently of the newspapers. Unwilling to embarrass the Commission and to give it time to organise the service, the newspapers gave six months' notice to terminate their supply of news.

The latest estimate of the cost of the Commission's service was £155,000 a year, a figure which time would certainly not diminish.

Since £70,000 a year of his money would now go to the Commission as a subsidy, the taxpayer would be fully entitled to ask: "How independent is this news?"

It seemed that the overseas sources would be the same news agencies which served Australian papers through the Australian Associated Press (cable organisation).

As AAP was now a partner in Reuters, the Commission's news service would actually obtain news from an AAP partner in London.

AAP had other sources in London and New York not available to the Commission. In Australia the Commission's service would collect the same hand-outs from the same official people, report the same words in the same Parliaments, and other public bodies, and get the same information from the police, the fire brigades and the hospitals, and it would have all the fun of chasing the same fire-engines to the same fires.

And it would get the same statements about the same strikes from the same union leaders.

At the Commission's request, the term was extended to seven months, expiring on April 30 last. Then the Commission asked for more time, and it was agreed to extend it by still another month, making eight months in all.

Since September last, the Commission has paid at the rate of £5,000 a year for unrestricted right to use the Australian news gathered by all members of the association at a combined cost of not less than £1,000,000 a year.

For many years before that, the Commission had had the run of the newspapers for agreed periods of broadcasting for a token payment of £200 a year. The highest price ever suggested to the Commission for an all-world coverage of news was £30,000 a year.

COMMUNISTIC TACTICS

Referring to Communist activities Mr. Kennedy said some newspapers had been accused of seeing a Communist behind every bush, but more of these people were to be found in offices, behind doors carrying resounding names of associations with fine purposes, which were screens to the real purpose of destroying Democracy.

Newspapers, however did not lack friends, for they have had more readers and keener news students than ever in Australian history, while the flow of letters to the editors revealed their wide scope and interest and observation.

VIGOROUS DRIVE BY VIA

A vigorous drive is being conducted by the Victorian Institute of Advertising to promote membership. Thirty-one new members have so far been enrolled this month, bringing the total to an all-time peak of 352.

An energetic approach is also being made to other matters connected with the Institute, the prime objective of which is the continued up-grading of the ethics and dignity of the advertising profession.

An indication of the growing influence of the VIA is the recent determination by the Advertising Arts

PM'S TRIBUTE TO COMMERCIAL STATIONS

A tribute to the willingness of co-operation offered by commercial stations in all appeals of a national character, was paid by the Prime Minister, Mr. Chifley, in the House of Representatives on May 6.

Mr. Chifley was replying to a question by Mr. Fraser, who, referring to the recent national quiz championship in support of the National Savings Campaign, asked whether this "blanket" of the air was established by the exercise of powers vested in the Postmaster-General.

If it was the result of a voluntary arrangement entered into by the various radio stations concerned would the Minister have the position examined with a view to ensuring, now the war is over, that no matter how excellent the program or how good the cause, the dangerous and undemocratic procedure of regimenting listeners shall not be resorted to?

Mr. Chifley replied—

"The arrangement referred to was made by the loans organization, which is under my administration, in connection with the National Savings Campaign. On several previous occasions, similar programs have been arranged in connection with such appeals. I am not aware that any coercion was exercised, or any directions given, to ensure the co-operation of the commercial radio stations. As a matter of fact, they have been very helpful in connection with appeals of this kind and, indeed, in connection with all appeals of a national character. No direction was given by me, or by the Postmaster-General. A satisfactory arrangement was reached between the commercial stations and the loans organization. I shall make inquiries in order to verify that statement, and the honorable member will be supplied with the information later."

Charities Appeal Committee, that, for the first time since 1931, the VIA will be responsible for conducting the Advertising Arts Ball, to be held in the St. Kilda Town Hall on Thursday, September 18.

Active steps are also being taken by the Institute for the formation of an advertising club, which, pending the issue of a license, would supply light meals and other amenities. The VIA is represented on the club's licence campaign committee and will participate in the deputation to the Chief Secretary on the subject, at an early date.



WHEREVER YOUR MARKET MAY BE....

Habit forming—that's what it is!

So many thousands of listeners know what they like, and make certain they get it, by leaving the pointer permanently set on 2UE.

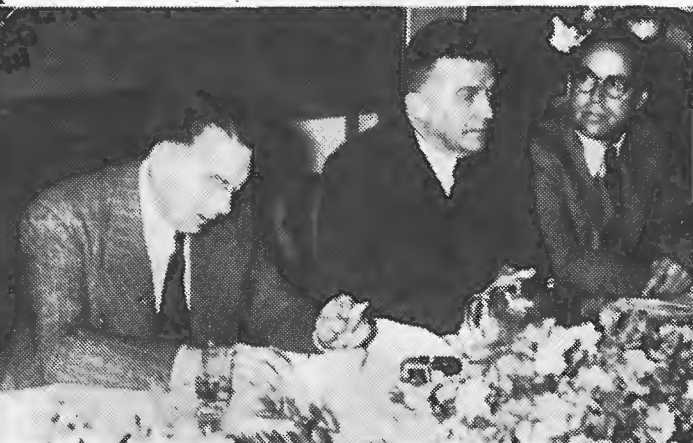
When your sales message is associated with vital news, topline sports and Australia's greatest radio entertainments, it arouses a responsive buying public —makes new friends for your product.

REACH IT THROUGH **2UE**

FOR BETTER MARKET COVERAGE, TIE UP WITH 2UE

Great Development of an Australian Company

Bruce Small's 30/- to £50,000 Advertising



Mr. Tom Webster, N.S.W. manager of Bruce Small Pty. Ltd., addressing The 21 Club of Australia. At right the Club president, Mr. Leo Finn, Mr. Vincent Freeth and Mr. Maurice Chapman.

The dramatic story of the rise to fame in Australian industry of the Bruce Small Pty. Ltd. organisation and of advertising expenditures that commenced at 30/- in 1920 and had grown to £50,000 a year in 1947 was told by Mr. Vincent Freeth, advertising consultant to the company, at the May luncheon of the 21 Club of Australia, held at Ushers Hotel, Sydney, on May 20.

Mr. Freeth and Mr. Tom Webster, N.S.W. manager of Bruce Small Pty. Ltd., were guests of the Club. Mr. Frank Small was unfortunately unable to attend owing to an eye injury.

Guests of private members included Mr. R. V. Dearman, assistant general manager AWA, Mr. John T. Barnes, one of the founders of the Club, who had resigned when he left the broadcasting field, and Major Network managers who were in conference in Sydney last week, Messrs. D. Worrall (3DB), A. Robertson (4BK), K. McDonald (5AD), B. Samuel (6IX), A. E. Evans (7EX), H.C. Little (7HT), and J. N. S. Wallens.

New members welcomed to the Club were Messrs. A Campbell-Jones (2UE), B. Stapleton (2SM), A. Fairhall (2KO) and Kinsley Lock (2KO). Apology was received from Mr. Reg Lane who was unable to attend.

Club president, Mr. Leo Finn, after welcoming the guests made witty reference to the wide ramifications of Allied Bruce Small and threw in the suggestion that as the war was now

over and the popularity of the word "Allies" may have waned somewhat, the company might consider changing its name to UNO Bruce Small, which in itself would be both name and slogan!

Proposal of the toast to the guests was given to Maurice Chapman who spoke amusingly of the prowess of both Mr. Frank Small and Vincent Freeth . . . as fishermen. He recalled accompanying both men recently on a trout fishing expedition, and how during the long night hours there had been much talk of this and that and particularly of advertising and of broadcasting. He found that Frank Small was a man remarkably knowledgeable even of the intricacies of broadcasting and one who appreciated the problems of radio.

Responding on behalf of Mr. Frank Small, Mr. Freeth said he deeply appreciated the gesture of the 21 Club in having them as guests. Mr. Small had asked him to tell members some-

thing of the development of the Allied Bruce Small organisation, and this Mr. Freeth proceeded to do with interesting anecdote and staggering figures.

Speaking of the company's advertising policy Mr. Freeth said that it was the bell behind the bulls eye—the ring of the cash register which determined the buying of advertising for the Bruce Small organisation.

Mr. Freeth related how a canvasser of the Melbourne "Evening News," Mr. Joe Kitts, had sold Bruce Small his first advertising in 1920. It was for 30/-, and even that was determined finally on the toss of a coin and Bruce Small agreed to spend the profit from sales from the advertisement on further advertising. For that first advertisement, Joe Kitts had written the line which was to become so famous—"£2 deposit and 5/- a week" which pioneered hire purchasing.

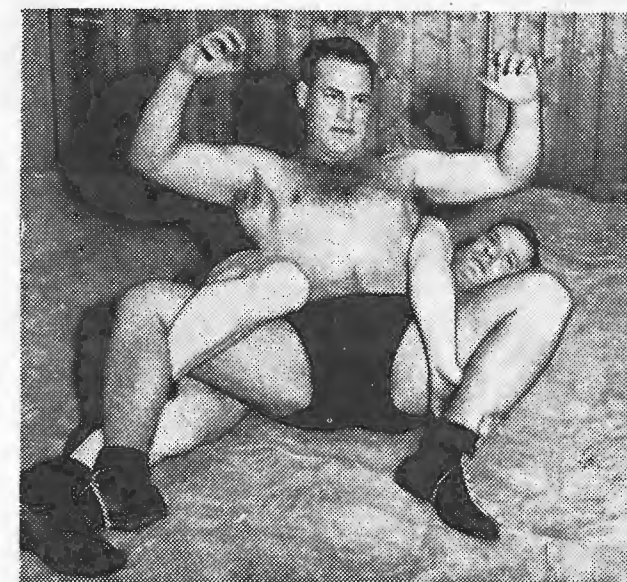
(Continued on page 33)



At right: 21 Club members and their guests at the luncheon.



BOXING



WRESTLING

Heavyweights, lightweights—champions of the ring. World-famous wrestlers from overseas. Brilliant footwork—punishing blows. Mountains of flesh heaving and sweating, straining, groaning roars from the crowd, and Eric Welsh, of 3DB, on Wednesday and Saturday evenings "telemiking" to an eager audience in the Western District, through 3YB.

3SR and 3UL listeners enjoy these sporting highlights, too!

"CITY OF 3YB WARRNAMBOOL"

WESTERN DISTRICT UNIT OF THE ARGUS BROADCASTING SERVICES PTY. LTD.

Head Office: 365 Elizabeth Street, Melbourne. Phone: F 0411. Sydney Rep., V. M. Dinneny. Phone: BW 8493.

**WRIGLEY'S CELEBRATE 10th ANNIVERSARY OF
"DAD AND DAVE"**



A cocktail party at "Rancliff," Woollahra, last week to celebrate the tenth anniversary of that grand old serial "Dad and Dave", provided the opportunity for two leading sponsors (one chewing gum, the other soap) to get on the one program.

While the "Dad and Dave" celebration was in progress Lever Bros' "Surprise Party" entertainment unit went into action to make one of Harry Dearth's amusing programs which are broadcast over 40 Australian stations.

Managing director of Wrigley's, Mr. G. Ekblade and Mrs. Ekblade, entertained 40 guests at the party, to mark the tenth year of broadcast and the company's sponsorship of "Dad and Dave".

The occasion probably establishes a world's broadcasting record with 1,600 episodes of one feature recorded and broadcast for the one sponsor.

Another record mentioned by Mr. George Edwards during the evening was that of he and Nell Stirling (Mrs. George Edwards) having made nearly 20,000 recorded quarter hour serial episodes in twelve years. Actor and actress scripters, Eric Scott and Lorna Bingham of the George Edwards Players company, have written about 5,000 scripts apiece.

Mr. and Mrs. Ekblade welcomed to the party Mr. W. A. Donner, managing director Columbia Graphophone (Aust.) Pty. Ltd., Miss Gourley, secretary of Wrigley's (A/sia.) Pty. Ltd., and Mr. L. W. Smith, sales manager of Wrigley's, Messrs. L. R. Coleman, managing director, and E. T. Moloney and T. Carruthers, directors of J. Walter Thompson Aust. Pty. Ltd., Mr. O. P. Sellers, George Edwards, Nell Stirling, Harry Dearth and R. Monson, and Mrs. Stirling (J.W.T.), members of the "Dad and Dave" cast, Loris and Lorna Bingham, Eric Scott, Warren Barry, Tom Farley, Moray Powell, Ethel Gabriel, Hazel Hollander, Pat Penny, Dorothy Whitely, Lyndall Barbour, Bahs Mayhew, Sumner Locke-Elliott; members of the "Surprise Party" entertainment unit J. Tuttle, P. Holleley, J. Evans, S. Stephenson, John Cameron, Lionel Hickey's Quartet, The Harmoniques, and Marie Ormiston, and "Broadcasting Business" Editor, L. Lippmann.

Mr. L. R. Coleman (managing-director of J. Walter Thompson Co.), George Edwards, Mr. G. Ekblade (managing-director Wrigley's (A/sia) Ltd.), and Harry Dearth drink a toast to the incoming 11th year of "Dad and Dave."

**AAAA FEDERAL
COUNCIL MEETING**

The bi-monthly meeting of the Federal Council of the Australian Association of Advertising Agencies was held in Adelaide on May 20 and 21 in the Board Room of the Advertiser Newspaper Ltd. Delegates included Hugh Berry, Fed. Pres. (N.S.W.), C. H. Willmott (N.S.W.), C. A. McMillan (Q'ld.), J. E. Vincent (Vic.), W. R. McFerran (Vic.), Claude Mooney (Vic.), G. H. Brown (W.A.), Clem Taylor (Chairman S.A. Division) and John Humphrey, Fed. Sec. (N.S.W.).

An important development arising from the meeting was the planning for the creation of a Fidelity Fund to protect advertising agencies and media against bad debts. A committee was formed and the proposal will be presented to the Annual Federal Convention in Melbourne in October.

The Federal Executive decided it should shortly compile a comprehensive survey of Australian advertising conditions for the Commonwealth Government.

Progress was reported on plans to elaborate and intensify the association's educational scheme and about



**ADVERTISING EXECUTIVE
SUPPORTS SINGING
COMMERCIALS**

Interviewed in Melbourne on his return from a 2½ months' trip abroad, Mr. G. Noel Paton, managing director, The Paton Advertising Service Pty. Ltd., said that he disagreed with the idea of banning singing commercials. It was essential, he said, that such advertising should be pleasant and well produced, but it could be left to the stations and agencies to refuse items which did not measure up to the best standards. He added that some of the singing commercials he had heard in America were really excellent.

In the course of his travels to England and America, during which he flew 30,000 miles, Mr. Paton noted the steps which have been taken in both countries to tighten up the accreditation of advertising agencies with the aim of limiting the activities of mushroom organisations, run by people with few or no qualifications.

Concerning television, he said the technique of telecast advertising had already been established to some degree in America, even down to a recognised form for one minute dramatic presentations.

On the subject of agency fees in the United States, Mr. Paton said that the agencies were trying to obtain an increase on the usual 15%, plus service charges.

40 fellowship and associate degrees were issued at the meeting.

The Federal Executive has reaffirmed its decision to go on with the case for 15% commission, and plans were made to put further action into operation.

L. Austin Brown of Adelaide was appointed as a member of the Association.

This photo taken at a civic reception to delegates to the 4A's Federal Council meeting in Adelaide shows from left, Messrs. C. W. McMillan, J. R. Humphrey, J. E. Vincent, G. H. Brown, Clem Taylor, the Lord Mayor of Adelaide (Mr. McLeay) and Hugh Berry.

THE LINK . . .



OLD AND NEW HAWKESBURY RIVER BRIDGES

**Joining MIGHTY SYDNEY with the RICH
INDUSTRIAL NORTH**

These most populous sections of Australia's most populous State, whose toiling legions represent SPENDING POWER have another link

2KY and **2HD**
SYDNEY and NEWCASTLE

Friendly, Personal, Family Stations who are welcome in Every Home

SYDNEY—STATION 2KY (M 6291)

MELBOURNE—STAN. ALLAN (Cent. 4705)

Unsuitable Films for Children

Suppression of Broadcasts Alleged

The question of unsuitability of some films for young audiences and the frustration of an effort which had been made to use a Victorian commercial station to draw attention to the danger of such films was recently raised in the House of Representatives by Mr. Gullett, member for Henty, Vic.

Mr. Gullett said that many films shown to school children at matinees in Victoria are undoubtedly most unsuitable and it is certain that they must have a harmful effect on them. Recently, a parents and citizens association arranged to make a number of broadcasts to parents in Victoria with the object of bringing the danger to public attention. After two broadcasts had been made they were told by the broadcasting station authorities that they could not continue the broadcasts because they were opposed to the interests of the theatre owners who advertising through the station. What steps can the Minister representing the Postmaster-General take

to ensure that information of this kind, which clearly the people should know about, shall not be suppressed simply because it is detrimental to the interests of powerful advertisers?

Mr. Calwell replied: "I do not know whether anything can be done in regard to the honorable member's complaint, but I shall bring his observations to the notice of the Postmaster-General. I agree with the tenor of the honorable gentleman's complaint and I shall ask the Postmaster-General to consult, if necessary, with the Minister for Trade and Customs, under whose control the censorship of films operates. It is obvious, in this case, that the evil should be attacked at its source. Possibly the Minister for Trade and Customs may be able to do something about the evil itself and the Postmaster-General may be able to take some action with regard to a broadcasting station carrying on a form of censorship of its own to protect the interests of its advertisers."

LET'S CRITICISE CRITICISM

This broadcasting criticism . . . let's pull it to pieces and get down to the tin-tacks of its fabrication. We are sick to death of hearing the old talk, which is almost proverbial, about pleasing most of the people most of the time. That kind of talk should have gone out with the cat whisker and bright-emitter valves. It behoves broadcasters, instead, to displease listeners the least of the time because, obviously, it is not in human nature to please listeners all of the time.

In the beginning, when radio was a novelty, all of the listeners were pleased most of the time. They were not displeased because broadcasting was a new wonder and they listened to it with rapt attention without analysing the programs.

When the novelty wore off they listened more attentively to the items which went to make up the programs and those which went against their grain came in for definite criticism. Unfortunately there was broadcast so much that displeased the majority of listeners so much of the time, that criticism increased considerably.

Taking the programs of all of the stations together they were a higgledy-piggledy collection of items which even the gods of Olympia could not collate into a reasonably pleasing pattern. Consequently listeners were obliged to twiddle their dials so much that it led to widespread criticism. It was inevitable therefore that something had to be done but it is a strange trait of human nature that many people are more prone to criticize than to praise.

But, let us take the other side and what do we find? It is an amazing circumstance that most of the criticism always aimed at radio was in the large cities: strange, because, with so many stations to select from with a multiplicity of varied programs, all of the listeners could not be satisfied all of the time or, at least, not displeased altogether any of the time.

Why then this criticism? Admittedly there was in some of the programs much that was dull and uninteresting and some that was of low standard, while occasionally there was heard some irritating items and sheer rub-

THE VICTORS



Victory smiles by members of 3DB's golf team, which retained the John Haig Cup in this year's radio tournament at Huntingdale on Thursday, May 15, as they survey the score board after the game. From left: Roy Russell, Merv. Harris, Darrel Brewin, John Stuart, Cedric Zahara and David Worrall, 3DB's manager.

Holder of the John Haig Cup, 3DB retained the trophy this year by easily defeating their rivals in the annual broadcasting stations' tournament finishing 10 up. Individual scores were: Roy Russell and Cedric Zahara (3 up), David Worrall and Darrel Brewin (5 up) and Merv. Harris and John Stuart (2 up). Best individual score of the day was returned by David Worrall, with a nett 69. Piquancy is added by the fact that he was playing against Mr. G. T. Chippendale, who is the handicapper for Dave's club, Kingston Heath. His good form may have effect on his present handicap of 18-14.

HUGE ORDER FOR CABLES BY PMG

It is announced by the Postmaster-General (Senator Cameron), that his Dept. has placed orders worth £1,250,000 for cables, a large proportion of which would be made in Australia. This is part of the material required in connection with the big postwar developmental program, which would cost about £25,000,000, of which half is in connection with outdoor lines.

bish below the tastes of even those of lowest intelligence. Self-imposed censorship within the industry soon rectified that state of affairs but it was through the broadcasting of those items that criticism was aimed at broadcasting generally.

With the clean-up of the services very little of this cheap and low class entertainment is now heard but, to use the old sayings, a little goes a long way and once you give a dog a bad name, it sticks.

Hence the survival of much of the criticism of the broadcasting programs.—"HOS."

the bigger they are . . . the harder they fall

That goes for sales problems, too — when you bring them to 2SM.

Take the case of the worried advertiser who was scratching his head wondering how he could stir up some business . . . yes, in these days . . . situated as he was in an out-of-the-way location.

He scoffed when we suggested that he solve his problem via 2SM.

After a little consideration, the advertiser decided to accept a handful of 50-word announcements in our Factory Session, which now boasts more than 800 factories regularly tuned to it. "How are stocks?" we asked. "We don't want to oversell you." He laughed and said we'd perform miracles if we did. Stocks were high.

He heard his first announcement at 2SM studio. No sooner than compere Dom Harnett delivered the commercial the studio telephone rang, seeking further details.

The advertiser's eyebrows lifted. He returned to his office and phoned us two hours later. "Cancel advertising that particular line," he said, "we've sold out."

That is but a small instance of the sales power of our "Working to Music" session in particular, and 2SM's ability to win results in general.

We are confident we can solve your sales problems, large or small.

For first-class sales results to delight any sponsor's heart, may we suggest you consult



TO SELL MORE

MELBOURNE REPRESENTATIVE
OATEN-WARD (Ernest J. Oaten-Dudley H. Ward), 379 COLLINS STREET, MELBOURNE, C.1. Phone MB 1146

I Remember . . .

GEORGE TAYLOR, of "The Worker," "Building," "The Australasian Engineer & Construction."

(By W. O. Richards)

Successful advertising men come in all shapes, sizes and guises.

Taylor was an architect, engineer, artist, editor, scientist and advertising man. The George Taylor Lectureship in Aeronautical Engineering & Wireless at the Sydney University is a permanent Memorial to his achievements in these sciences.

Despite his attainments and many accomplishments, I maintain that a good education is not a pre-requisite of a successful newspaper representative. Rather is he a freak of nature and not necessarily the product of a University.

Of medium height—a smart dresser, clean shaven, keen of eye and blessed with an engaging personality, Taylor was no 'one tripper.' You were always glad to see him anywhere, anytime. He had the happy knack of turning casual acquaintances into firm friends. No one in distress ever put the acid on Taylor for the price of a long sleeve or a Sargent's pie without receiving good advice and practical assistance in the way of a 'loan.' In a business deal he was as keen as mustard. He was one of those who put his trust in the Lord but made all others pay cash! His methods of securing business for his papers were based on service. He knew all the answers because he knew all the ropes. Irrespective of whether he succeeded in closing a contract on his first visit he kept in close touch with his prospective clients; he often succeeded in doing things for them they couldn't do for themselves, and because of this, usually managed to get what was coming to him in the way of business. He turned in contracts for "The Worker" in such volume that the accountant, when he saw him coming, ducked into the wash room and whiled away the time cogitating on the mentality of the adolescents who be-smattered its white washed walls with silly sketches. The accountant heaved a sigh of relief when Taylor departed and was compelled to wait till the end of the month for his commission.



The late Mr. George Taylor

Later he established "Building" and other technical journals, enjoying then, as now, a wide circle of subscribers and an army of consistent advertisers. These Publications are today edited by his charming widow, Mrs. Florence Taylor, A.R.A.I.A., L.R.I.B.A., A.M.L. struc., E. London.

Written and illustrated in his own breezy, inimitable way, his book, "Those Were the Days" is worth reading by those interested in the gay Bohemian life of Sydney in the twenties. It tells of the extraordinary escapades of writers, actors, painters, sculptors, politicians and captains of industry when they met occasionally at some city club. He used to relate to his friends some of the amorous adventures of these characters. Judging from these tales one can assume that those were the days when men were men and women had tons of fun!

Taylor's own way of life was an example to us all. As straight as a gun barrel—a man's man, he epitomised all that an advertising man should be. If he, and men of his type, aren't brushing wings with the angels at this moment, then it's a poor look out for you!

When talking with Mrs. Florence Taylor the other day, I learned these further facts about my old friend. He was 14 years of age when he passed his senior exam. at the University. People enquiring how he, being deaf, managed it at such an early age, Taylor would reply facetiously, "I didn't hear the lecturer."

But all his life he was a student. He was a survey draftsman in the Lands Department, an assayer, and a geologist. He was an astronomer when there were only about 13 astronomers in Australia. His later work in engineering brought him Honorary Membership of the Institute of Engineers; in soldiering he was a major in the Intelligence Corps. His work in wireless and aviation is well known. The Royal Aeronautical Society in London give a fifteen guinea gold medal award in his name for the best thesis of the year.

AAAA DEPUTY FEDERAL SEC. APPOINTED IN MELBOURNE

At recent meetings of the AAAA, it was decided to appoint a Deputy Federal Secretary located in Victoria, the choice being left to the Victorian Division. It has since been announced that, commencing this month, the appointment would be held by Mr. John Andrew, who is associated with J. R. Fullarton and Co., Secretary for the Institute of Chartered Accountants.

Cost of the appointment is being borne by the Federal body.

John Charles Thomas



Commercial stations in Sydney and Melbourne made good "radio copy" out of the arrival in Australia of famous American baritone, John Charles Thomas. In the picture above John Charles Thomas is seen shaking hands with Norman Banks after being interviewed in 3KZ's "Voice of the Voyager" broadcast Sundays, 7.30 p.m., under sponsorship of Marigny Laboratories Pty. Ltd. In Sydney John Dunne also secured an excellent interview with the baritone in 2SM's "In Town To-night" session.

MINISTER OF TRADE AND COMMERCE
CANADA

OTTAWA April 29, 1947.

Via Air Mail

Biber's Radio Productions,
Sydney, Australia.

Dear Sirs:

Your new programme, "The Romance of Canada", has been brought to our attention by our trade officials in your city, and I can assure you that your generous tribute to our country is deeply appreciated.

During the war years we were drawn closer to your great country and your people by our contacts with those splendid young representatives who came to us for training under the Commonwealth Air Training plan. Many of these young men married Canadian girls and our traditional bonds have been strengthened by these blood ties. We attempted to express these genuine feelings in the display which we sent out to represent Canada at the Royal Easter Show in your city. At the same time we suggested in this display the extent to which you in Australia and we in Canada are dependent upon each other for the raw materials and commodities each produces in quantities exceeding the needs of our own peoples.

There is already, therefore, a solid foundation of mutual understanding, respect and inter-dependence in Australian/Canadian relations. But we should not take each other for granted and programmes such as the one you are presently producing can result only in the enrichment and widening of our accord. My one regret is that the series cannot be heard in Canada.

Although I am sure officials of the Canadian Broadcasting Corporation know of your programme I am writing to bring it to their attention.

Yours very sincerely,

James A. MacKinnon,
Minister.

Biber Radio Productions' latest feature programme is an A.W.A. Ortho-acoustic recording and is now available for release throughout Australia and New Zealand from:



Radio-Recording Studios

47 YORK ST., SYDNEY

167 QUEEN ST., MELBOURNE



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

By courtesy of the National Association of Broadcasters in America, "Broadcasting Business" has secured Australian publication rights of the complete Radio for Retailers—Joske's of Texas Study—which will be presented in several instalments. Part 1 appeared in last issue of "BB," May 15.

PART 2

Major Objectives of the Overall Radio Plan

Based upon the application of initial research to the store's problems, six major objectives were established for the overall radio plan. They were:

1. Build store traffic and increase sales by:
 - a. Advertising top departments and "in demand" merchandise.
 - b. Creating greater acceptance of Joske's as a Texas institution to which customers will turn first for their purchases.

(Reach all customer types regularly with information about store merchandise and services that establish Joske's character, identity and individuality. Stress customer advantages such as: size of store, location, merchandise in all price lines for customers of all types, big assortments, famous brand names, convenience of shopping-for-everything under one roof, pleasantness of shopping in air-conditioned store, escalators, public address system, personal shopping service, charge and budget accounts, Charge-A-Plate, wrapping and mailing service, De luxe gift wrapping service, etc.)

2. Identify Joske's with the civic, social, cultural, educational and military groups of the city and surrounding country by:
 - a. Sponsoring programs wherein material of interest to these groups can be featured, or representatives of the groups can participate.
 - b. Promoting various city-wide and national drives.

3. Extend Joske's trading area by:
 - a. Reaching out-of-town people who are not exposed to Joske's current advertising.
 - b. Adding a new and potent advertising impact on those already reached by other media.

4. Increase the effectiveness of current Joske advertising by:
 - a. Reaching as many families as possible in the immediate trading area who are not being reached by other Joske advertising.

5. Strengthen Joske's position with manufacturers, designers and magazines by:
 - a. Promoting lines, brands and names in a manner that will create greater reciprocal co-operation.

6. Give new selling impetus to store personnel by:
 - a. Co-ordinating their in-the-store selling with a "personalized" outside pre-selling form of advertising.

To meet these objectives, it was recommended that Joske's add only programs to its radio schedule, and that the 109 announcements per week then on the air be continued. Programs were recommended for the purpose of encouraging a larger, more loyal listening audience, and because they offered Joske's an opportunity to correlate the nature of the radio entertainment or information and the advertising.

Fifty-four weekly programs were recommended, because this large coverage would reach more potential customers and more types of potential customers at more frequent intervals, and could be programmed to serve the specific needs of more departments of the store.

Each program recommendation was planned to meet one or more of the major problems of the overall radio plan, by being beamed at a specific

audience with a specific set of objectives.

The programs recommended were of a type that, in the opinion of the committee, could be produced by any station or store in the U.S. Programs of simple format were purposely selected; elaborate productions, which admittedly might be more effective in certain cases, were avoided because of the "study" aspects involved here.

Despite the simplicity of format, it was learned that, especially in the early stages of this study, there was a dearth of production personnel, program talent and skilled radio copy writers in San Antonio. Part of this situation may have been due to wartime personnel shortages in radio. The situation improved as time went on. Similar conditions probably existed in many other cities. The observation emerged from this study that a prime responsibility of radio stations is the training of radio copy writers, the improvement of production facilities, and a continual search for new talent, as well as the further

HOW THE PROBLEMS WERE MET.

Programs Recommended for the Joske Study of Radio Advertising.

BEAUTY TIME—KTSA, 7.45-8.00 a.m.
Monday through Saturday

BACKGROUND.

Pre-study shows that the Toiletries Department is a top department in customer preference and sales volume; is well stocked, well displayed and located; has over 25 treatment lines, many of which are exclusive-with-Joske's in San Antonio, promotion of which could bring traffic to the department and the store.

Newspaper advertising for this department has been exceedingly good. Radio advertising has been limited to a daily 5-minute strip featuring item announcements for two main lines. A program which will sell the department and the lines by stressing the ways to use cosmetics and beauty preparations could add strength to the present promotion and additional business for the department.

TO REACH: Urban working girls, family women (urban and rural), men who will buy cosmetic gifts or men's toiletries.

TYPE OF PROGRAM: Recorded melody music; time and weather service; brief, easy-to-remember beauty tips. Woman who conducts the program should have a good voice and a friendly, dignified, natural manner.

TO FEATURE: Established Joske cosmetic lines, and information about their use.

OBJECTIVES OF THIS PROGRAM.

To sell cosmetic items and lines by telling about their use, effect, appeal as gifts, etc.

To establish Joske's Toiletries Department as the outstanding department in San Antonio.

To build prestige of the entire store by featuring an outstanding department regularly on a program which brings service, information and entertainment to its listeners.

REASON FOR SELECTION OF STATION.

Cosmetics are high on the list of types of products ordered through Joske's personal shopping service, and this station will reach many potential customers outside San Antonio.

Co-operative advertisers whose lines will be featured will receive beneficial consumer-attitude advertising that will make this broader coverage more valuable than local coverage only.

This station has a large audience (metropolitan and regional) in the time segment just before this program.

REASON FOR SELECTION OF TIME.
It reaches working girls and women who are getting their families off to

WHAT THE JOSKE'S STUDY IS

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

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

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

development of available talent.

If any Joske programs are used as guides elsewhere, it is recommended that they be tailored to suit the purposes of the particular retailer and the particular market.

work and school.

It reaches customers before the store opens. This is particularly important on special price features of interest to working girls; and in notifications about, or brief interviews with, special representatives who will be in the store during the day.

Other stations do not offer large audience competition at this time.

Joske cosmetic salesgirls can hear their program before they come to work.

Notices about store hours, and important store information of any type, can be scheduled at this time to reach customers before the store opens. A good time like this can always be adapted to any advertising which should reach customers before the store opens.

NEWS AT NINE. KONO 9.00-9.15 a.m.
Monday through Saturday

BACKGROUND.

Pre-study shows that Joske's policy is to serve the needs of all classes of people by bringing them wide assortments of the best merchandise at fair prices; many of these departments stock popular priced merchandise; and there is need for adding promotion of items from these departments, as well as strengthening the identity of the departments by featuring regularly the brand names, services, etc., which have built the present identity.

TO REACH: Single and married women who listen regularly to this station for music and news; others who habitually listen to this newscast.

TYPE OF PROGRAM: A popular local newscaster gives the latest Associated Press news from home and

(Continued overleaf)

Radio for Retailers

(Continued from page 17)

abroad, and the weather report. Announcer does commercials at opening, at a natural break between world and domestic news, and before the closing weather report.

TO FEATURE: Any popular priced merchandise with news appeal. Girls', women's and children's wearing apparel that has news value in name, price, etc.; items for the home; information about store hours; special services and selling events; tie-ins with city-wide events.

OBJECTIVES OF THIS PROGRAM.

To sell popular priced items and good-value merchandise of higher price which will appeal to families of average income, and to build acceptance of departments which regularly feature this merchandise.

To build stronger traffic for entire store on selling event days.

To establish Joske's as the first place to look for good merchandise at moderate prices . . . everything from inexpensive clothes to complete home insulation with Rock Wool, and as the place to expect convenient services like those offered by the wrapping and mailing department; budget and charge accounts, etc.

To create goodwill by associating Joske's with a service that brings the listeners up-to-the-minute news.

REASON FOR SELECTION OF STATION.

It regularly attracts an audience interested in news and music.

This newscast already has a good audience.

It reaches the income group interested in popular priced merchandise.

Station coverage coincides with the type of distribution needed for popular priced merchandise.

Cost of the program is low for the large metropolitan audience it reaches.

REASON FOR SELECTION OF TIME.

Women and girls, interested in popular priced merchandise, have finished getting families off to work and can listen to this program as the first news of the day.

It reaches the potential customer before she starts for town to do her shopping.

TEXAS TO-DAY. WOAI 9.30-9.45 a.m. Monday through Friday

BACKGROUND.

Pre-study shows that San Antonio with its civic auditorium, art museums, historical buildings, Junior League tea room, parks, open air theatre and country club is a center which attracts people interested in these activities; where considerable money is spent by well-to-do residents, resort tourists, out-of-town visitors, and by families of military personnel. Pre-study indicates a need to strengthen promotion of better merchandise to these groups with a program coinciding with their major interests.

TO REACH: Town and country women in San Antonio and Texas, particularly the women leaders in social, civic, educational and cultural activities, and those who represent the higher income groups.

TYPE OF PROGRAM: A popular woman radio personality and a personable Junior Leaguer in a friendly, informal dialogue discussion, plus interviews with visiting celebrities and local people of interest. Topics can include fashion, books, music, art, local or national current events, education, interior decorating, anything that represents the interests of progressive women in San Antonio and Texas today.

TO FEATURE: Better merchandise of all kinds and merchandise and services appealing to women interested in these program topics.

OBJECTIVES OF THIS PROGRAM.

To bring local customers into the store immediately to look at the better merchandise or special interest items advertised on the program; also to encourage telephone or mail orders.

To build Joske's as the store of name fashions, fine jewelry, silver, furs, furniture, good books, special foods, interesting gifts, etc., and as the place for special services like those offered by the Bridal Consultant, the De luxe Gift Wrapping Section, or the Monogramming Center.

To identify Joske's with civic, social,

cultural and educational interests of San Antonio and Texas.

REASON FOR SELECTION OF STATION.

Because it is the strongest station in town (at this time), it has established a prestige which attracts the type of audience desired for this program. This added prestige value, as well as the selected audience type, should be considered when evaluating cost of coverage.

The wide station coverage (88 counties) is most valuable for advertising better merchandise as the out-of-town people who buy this merchandise are the type who will plan shopping trips for complete wardrobes. Station reaches people not contacted by other media and can be used for mail order and telephone business.

REASON FOR SELECTION OF TIME.

It is early enough to reach women interested in the various activities featured on the program before they leave home for particular meetings, appointments, shopping, etc.

An audience of the type Joske's wants to build on Texas To-day has formed the habit of tuning to this station at this time to listen to The Morning Call.

No similar programs are competing at this time on other stations.

Robert St. John's News of the world, which attracts a discriminating audience, is scheduled in the preceding time period.

FOR MEMBERS ONLY. KONO 11.30-11.45 a.m. Monday through Saturday

BACKGROUND.

Pre-study shows that the Bargain Basement is a well-managed and well merchandised division doing a big volume by serving those who look for good values at low prices; that stores offering similar merchandise are reaching some of these people with radio advertising, indicating a need to use radio for adding interpretation and strength to the item-list type of newspaper advertising used now by this section of the store.

TO REACH: The members of the "1400 Club", and other American and Latin-American women who like popular music.

TYPE OF PROGRAM: Recorded popular musical program featuring selections for listeners who have secured special "member" numbers by writing in to the station. This is a 15-minute segment of a full hour's program.

TO FEATURE: Joske's Bargain Basement merchandise; special selling events; budget accounts.

OBJECTIVES OF THIS PROGRAM.

To help sell specific items from all departments rapidly.

To increase store traffic by regularly featuring special selling days or weeks.

To establish Joske's Bargain Basement as "the store within a store" and identify it as a center of savings where a customer can expect good values at low prices in every department every day.

To build the departments within the Bargain Basement by scheduling them regularly with advertising that associates the brand, line, or item of merchandise with a low price that is typical of the values offered in that department every day.

To encourage the use of budget accounts for Bargain Basement shopping.

REASON FOR SELECTION OF STATION.

Program has been running for over a year and has built a rating which ranks second in a five-station city.

The cost is low.

Station coverage coincides with the coverage needed for advertising which can bring people into the store daily to buy low-priced merchandise.

Though Joske's is listed as the preferred store by all groups surveyed concerning shopping habits, known listeners to this program list different stores which stock more inexpensive merchandise than the three stores most regularly mentioned by the majority of respondents in typical panel surveys. These are the listeners Joske's wants to reach with advertising for the Bargain Basement.

REASON FOR SELECTION OF TIME.

It is the second best segment of this one-hour program from a rating standpoint, and is closer to the noon hour.

FULTON LEWIS, JR. KMAC 6.00-6.15 p.m. Monday through Friday

BACKGROUND.

Pre-study shows that Fulton Lewis, Jr., has a good following in and around San Antonio of the type who are potential customers for the Men's Store, Home Furnishings Department, etc.; that the Men's Store is a top department with its strongest competition coming from the various men's specialty shops in the city, and indicates a need to reach more potential customers regularly with promotion that sells the department's identity and character, as well as its merchandise.

TO REACH: Business, professional and military men; business and club women; the adults of the home listening together.

TYPE OF PROGRAM: A network-co-operative news analysis. One of the most popular in the country, for listeners and sponsors alike.

TO FEATURE: Men's Store merchandise; boy's clothing; Book Department; Home Furnishings; Rock Wool and other departments which feature merchandise that will be bought by men and women or by the family group; charge accounts; personal shopping service; wrapping and mailing and other services that will be of particular customer-benefit to busy men and women.

OBJECTIVES OF THIS PROGRAM.

To sell advertised merchandise and increase traffic by featuring clothing and other items that are merchandise news.

To strengthen acceptance of the Men's Store as a convenient separate section of Joske's where the best brand and fashion names can be selected.

To create goodwill with a news commentary of educational nature.

REASON FOR SELECTION OF STATION.

Fulton Lewis has been a Mutual network commentator for many years; and this station is now a Mutual network affiliate. The station covers San Antonio and its immediate trading area.

REASON FOR SELECTION OF TIME.

It is the scheduled time of this network program and can reach a great number of the San Antonio business people who quit work at 5.30 p.m.

ALOHA FROM THE ISLANDS. KONO 6.30-6.45 p.m. Monday to Saturday.

BACKGROUND.

Pre-study shows that San Antonians dine early; that in addition to this general "dinner-hour" audience, there are 70,000 military people stationed in the nearby centers and posts, most of whom can listen to the radio after 5.30 p.m.; that Joske's has many departments which stock general merchandise of interest to men and women, and has an outstanding Military Department, offering specialized and personalized service. Pre-study shows separate military stores as the competition to this department, and indicates a need for promotion that will reach service men and women, and that will regularly emphasize, in a personal way, the department's many customer advantages.

TO REACH: Men and women living in the immediate trading area; military personnel stationed in or near San Antonio.

TYPE OF PROGRAM: Recorded selections from a special library of Hawaiian music.

TO FEATURE: Merchandise and services of all types with particular emphasis on the Military Department.

OBJECTIVES OF THIS PROGRAM.

To help sell merchandise by advertising items that will be discussed by the family group, and to highlight important information about the following day's store events.

To sell merchandise from the Military Department with information about "in demand" items.

To build acceptance of Joske's as a convenient, pleasant place to shop.

To give greater identity to all departments advertised; to establish Joske's Military Department as the main shopping center for service people's clothing and accessories.

To create goodwill by a pleasant program of dinner music.

REASON FOR SELECTION OF STATION.

Station already has a good audience with this program.

Coverage reaches potential customers in Joske's immediate shopping area and people living in or near army installations.

It is a music-and-news-station, and attracts an audience that wants music.

REASON FOR SELECTION OF TIME.

It is a dinner-hour period that will attract listeners who work during the day, and who want to relax and listen to sweet, restful music.

(To be continued)

Watch next issue for a further instalment of the Joske story.

PLANS FOR FEDERAL CONVENTION OF AAAA

Preliminary plans for the AAAA Federal Convention to be held in October, have been prepared by the Victorian members of the Convention Board.

Meeting rooms and various functions have been arranged and a comprehensive business paper is being prepared by the N.S.W. members of the Federal executive; and the subject was also given attention at the Executive meeting being held in Adelaide last week.

THE

EVERLASTING

HILLS

- *Very* BEAUTIFUL...
- *Very* BLUE...
- BUT *Very* DIFFICULT

THIS bird's eye view of the Central Western Area of New South Wales clearly demonstrates that mountainous terrain . . . it shows how wise have been the P.M.G. planners in granting radio licenses.

Look at the pockets, the valleys . . . look at Lithgow, at Young, at Parkes, at Mudgee, Bathurst and Dubbo.

It does not matter whether you are a Listener, an Advertiser, a Radio Time Salesman, or an Engineer; it is obvious to all that to gain . . .

NOISE-FREE LISTENING

IN THIS AREA . . . TO REALLY SELL TO THE 127,000 PEOPLE WITHIN 25 MILES OF THE TOWNS LISTED, YOU MUST USE . . .

MACQUARIE STATIONS 2LT 2LF 2PK 2MG

ASSOCIATE STATIONS 2BS 2DU

**REPRESENTATIVES 2LT, 2LF, 2PK, 2MG, Macquarie Sydney & Melbourne
2BS, 2DU, Don Scott, Sydney - Stan Allan, Melbourne**





Australian Made Playback Styli

Another new Australian industry has sprung into being with the announcement by Australian Record Company Pty. Ltd., that manufacturing processes have been perfected for the production of playback needles in a wide range.

Managing director of the company, Mr. D. M. Fegan, stated last week that development of record play-back needle manufacture had been proceeding for many months but any announcement about it had been withheld pending the company's complete satisfaction that materials available could be relied upon for consistent quality. The standard now achieved in both material and manufacture, he claimed, gave a needle with vastly improved reproduction from discs, greatly reduced disc wear and needle-life exceeding all previous limits.

The range includes shadowgraphed play-back steel styli, sapphire pointed standard dimension and sapphire pointed low mass type styli, as well as cutting styli for recording.

Mr. Fegan said that the company's manufacturing arrangements provided for an output of ten million steel needles a year, and this can be increased, plus a quantity of sapphire pointed styli more than sufficient to meet all demands. It was anticipated

that a considerable export market would be developed. Already a first shipment of steel and sapphire needles had been sent to Burma, and an inquiry has come from Iraq!

There has been a distinct shortage of playback styli throughout the whole of the broadcasting and recording industry for many months and it is hoped that the Australian made needles will fulfil all requirements.

New Range of Incidental Music

Rondex labels will soon be making their appearance on a range of theme and incidental music available for program and film producers.

The range is being produced by Australian Record Libraries Pty. Ltd., which is composed of Australian Record Co. Pty. Ltd. and the well known musical composers and arrangers Iris Mason and Hal Saunders.

In addition to marketing discs with theme and incidental music, arrangements have also been made with Fox Films for putting the same items on film strips for use in motion picture productions. The company will also provide "tailor-made" musical themes and bridges as required by producers.

To-day's the Day

With the title "To-day's the Day," the AWA Radio Recording Studios have produced a series of programs which appropriately commemorate notable events in the calendar. These are half-hour programs, telling in a narrative and dramatised story and music, why the occasions are celebrated.

Station 2CH has already presented, under sponsorship, the programs in commemoration of St. George's Day and Mother's Day. The sponsor of the latter was Grace Bros., the program having been broadcast on Thursday, May 8, at 8-30 pm.

The line-up of programs being prepared for "To-day's the Day" will include such occasions as: Australia Day, Jan 26; Easter Day, March-April; St. George's Day, April 25; Mother's Day; V.P. Day, August 15; Trafalgar Day, October 21; and Christmas Day.

S.A. Foundries Resume

By a unanimous decision, members of the South Australian Ironworkers' and Moulders' Unions decided to return to work on May 21.

The dispute, which began on November 15, when employers closed down their foundries after the Ironworkers' and Moulders' Unions had applied overtime embargoes in an effort to secure a £1 a week increase, was one of the longest in the State's industrial history.

"SELLING"

An interesting little brochure has been designed and circulated to advertisers and clients by the W. E. Smith Advertising Agency, Sydney. The brochure is in the form of a four page issue and is published every two months under the title of "Selling," with the first issue published in May. "Selling" is distributed to advertisers on a purely promotional basis and is intended mainly to give an insight to the value of advertising.

70 YEARS IS A LONG TIME!

—but that's the aggregate behind the THREE control room personnel at the RECORDING CENTRE PTY. LTD.

This, combined with high fidelity recording equipment makes your choice an obvious one.

THE RECORDING CENTRE PTY. LTD.

Film House, 251a Pitt Street SYDNEY
Phone MA 1140

BROADCAST OF COUNCIL ORCHESTRA

The Rockdale Council is believed to be the first local council to form and control a suburban municipal orchestra, built up on a purely amateur basis, and entirely supported by the council.

On Monday night, May 19, 2GB broadcast portion of a special concert by the Rockdale (Sydney) Municipal Orchestra, and arrangements have been made with Mark Mayne's to include the broadcast in place of their usual "Music About Town" session, which occupies the 9.30 to 10 p.m. time channel.

The performance formed the opening night of the St. George Festival of Arts and Music.

INTERNATIONAL RADIO CONFERENCE NOW IN SESSION

An international conference attended by delegates from all over the world was commenced on Thursday, May 15, in Atlantic City, U.S.A., for the purpose of revising the Radio Regulations appended to the International Telecommunication Convention.

Nearly every nation is a signatory to the Convention and the Radio Regulations made thereunder prescribe the conditions which are universally observed for the purpose of ensuring the orderly operation of telecommunication services throughout the world. One very important matter covered by the Regulations is the allocation of bands of frequencies for broadcasting stations in such a manner to ensure the most efficient use of operating channels and to reduce the possibility of mutual interference.

The Postmaster General, Senator Cameron, said that the Conference was of great interest to Australia because of the extensive use which was made of wireless stations here, to provide a means of communication in areas which could not be economically served by the normal telephone and telegraph facilities. The Government had, therefore, arranged for Australia to be strongly represented. The Australian delegation is headed by Mr. L. B. Fanning, Director General of Australian Posts and Telegraphs, and he is accompanied by a strong team of technical advisors from his department.

PRESTO NEWS

Available from Stock:

Presto Shadowgraphed Red Shank Transcription Playback Needles. Price: 5/6d. per 100.

Presto Steel Cutting Needles. Individually shadowgraph inspected. Standard Packing: 3 per packet. Price: 2/6d. each —7/6d. per packet.

Presto Long Sapphire Cutting Needle, Dural Shank Type 604A. Price: £2/1/- each.

Audak L-18 Pickups. Price: £18/18/- each.

Phonovox Pickups. Price: £14/-/- each.

Presto Type 1-C Super High Fidelity Cutting Heads. 600 ohms. Price: £55/-/-.

Presto Type 5-C High Fidelity Cutting Heads. 5 ohms. Price: £24/-/-.

The Presto Model K-8 Recorder comes complete with 12" Dual Speed Recording Turntable, amplifier, speaker, microphone and stand, and will cost approximately £165/-/-.

The Presto Type 88-A Recording Amplifier: Price on application.

Stocks are limited and this is your opportunity to secure Presto Products—which have stood the test of time! So book your Presto requirements at once.

Place your orders NOW! To-day!!

SOLE AGENTS:

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

76 CLARENCE STREET, SYDNEY. B 3908

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

W & G Service and Air Freight . . . annihilate distance



Enquiries appreciated

W & G RECORD PROCESSING CO. PTY. LTD.
185-187 a'BECKETT STREET, MELBOURNE, C.1, 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

Latest Listeners' Licence Figures, December, 1946

Broadcast listeners' licences in force in metropolitan and country areas and within 25 and 50 miles of principal cities and towns as at December 31, 1946.

(Note: The 25 miles figures appear first and the 50 miles figures under them.)

Locality	Licences	Popln.	% of Popln.	Locality	Licences	Popln.	% of Popln.	Locality	Licences	Popln.	% of Popln.
NEW SOUTH WALES				VICTORIA				SOUTH AUSTRALIA			
Metropolitan	322,208	1,398,000	23.04	Metropolitan	258,108	1,170,000	22.06	Metropolitan	103,383	362,500	28.52
Country	247,674	1,546,546	16.01	Country	296,104	1,374,124	21.55	Country	54,005	276,334	19.54
State	569,882	2,944,546	19.35	State	400,326	2,036,017	19.66	State	157,388	638,834	24.63
25 & 50 Miles				25 & 50 Miles				25 & 50 Miles			
Sydney	343,669	1,485,064	23.14	Melbourne	273,198	1,251,418	21.83	Adelaide	111,367	399,174	27.90
Albany	365,406	1,602,151	22.81	Ballarat	11,960	66,845	17.74	Crystal Brook	120,118	442,938	27.12
Armidale	5,916	30,588	19.34	Bendigo	33,488	161,826	20.69	Mannum	5,771	25,349	22.77
Bathurst	11,639	68,808	16.91	Charlton	9,785	53,605	18.26	Exc. Metro.	12,142	50,128	24.22
Bega	2,789	16,138	17.28	Colac	19,105	126,454	15.11	Mt. Gambier	3,655	17,000	21.50
Broken Hill	4,002	31,562	12.68	Geelong (25)	1,630	15,567	10.49	Murray Bridge (25)	12,856	75,000	17.14
Canberra	4,732	27,114	17.45	(50) Inc. Metro.	5,800	45,168	12.84	(50) Inc. Metro.	2,772	13,147	21.08
Casino	16,809	93,390	17.99	Exc. Metro.	4,453	21,045	21.16	Pt. Augusta	3,835	25,103	15.23
Cessnock	1,733	10,323	16.79	Geelong (50)	16,968	99,699	17.02	Pt. Lincoln	4,941	18,696	26.43
Cootamundra	3,487	20,321	17.16	(50) Inc. Metro.	13,220	63,596	20.81	Renmark	4,289	21,501	19.95
Corowa	5,511	27,532	20.02	Exc. Metro.	299,301	1,306,164	22.92				
Cumnock	4,005	15,738	25.45	Hamilton	41,193	156,164	26.38				
Dubbo	6,928	33,586	20.63	Mildura	2,913	16,464	17.69				
Glen Innes	8,230	48,460	16.98	Maryborough	9,259	55,555	16.66				
Goulburn	14,260	99,940	14.27	Sale	3,640	16,047	22.42				
Kempsey	49,992	216,905	23.05	Shepparton	7,840	44,380	17.67				
Lithgow	57,750	259,535	22.25	Swan Hill	4,088	20,857	19.26				
Moss Vale	883	5,290	16.69	Warragul (25)	9,013	55,451	16.25				
Mudgee	3,216	15,828	20.32	(50) Inc. Metro.	3,576	21,112	16.94				
Newcastle	2,276	18,600	12.24	Exc. Metro.	28,880	128,746	22.43				
Orange	9,876	79,340	12.45	Warrnambool	4,412	22,962	19.21				
Parkes	4,094	23,646	17.31	Mildura	4,589	27,560	16.65				
Singleton	1,485	81,131	16.62	Sale	2,754	16,563	18.61				
Tamworth	8,230	48,460	16.98	Swan Hill	9,336	49,869	18.72				
Taree	10,249	69,390	14.77	Warrnambool	5,387	33,435	16.11				
Wagga Wagga	1,073	10,280	10.49	Warrnambool	13,010	85,566	15.20				
Wollongong (25)	11,484	71,758	16.00	Warrnambool	1,726	13,425	12.85				
(50) Inc. Metro.	906	6,550	13.83	Warrnambool	4,204	35,073	11.98				
Exc. Metro.	5,424	38,225	14.19	Warrnambool	7,760	41,645	18.63				
Young	2,708	16,559	16.35	Warrnambool	44,015	228,810	19.02				
	5,774	31,227	18.49	Warrnambool	27,884	152,760	18.25				
	1,850	13,070	14.15	Warrnambool	4,527	27,505	16.46				
	5,315	36,450	14.58	Warrnambool	10,055	50,119	20.06				
	4,304	23,573	18.26								
	10,154	61,541	16.49								
	4,037	20,335	19.85								
	6,557	42,314	15.49								
	1,729	13,364	12.94								
	4,309	34,831	12.37								
	1,503	10,190	14.75								
	7,301	47,214	15.46								
	2,097	13,383	15.87								
	5,983	38,502	15.54								
	9,526	38,761	24.58								
	196,750	867,687	22.68								
	35,646	168,687	21.13								
	3,267	18,827	17.88								
	5,883	40,180	14.64								
	10,426	59,611	17.49								
	14,921	96,492	15.46								
	7,986	34,967	22.84								
	18,085	100,730	17.95								
	48,012	192,089	24.99								
	56,632	246,782	22.95								
	1,020	7,320	13.93								
	1,510	19,020	7.94								
	4,400	22,917	19.20								
	23,083	114,179	22.22								
	1,851	13,473	13.73								
	4,747	35,694	13.30								
	6,902	38,615	17.87								
	18,238	106,250	17.16								
	48,037	198,069	24.25								
	56,594	246,606	22.95								
	5,212	30,058	17.34								
	11,590	79,855	14.51								
	2,921	17,577	16.62								
	5,506	43,808	12.57								
	7,118	52,955	13.44								
	53,883	242,662	22.20								
	4,075	21,613	18.85								
	8,309	50,312	16.50								
	3,254	19,810	16.43								
	5,484	41,110	13.34								
	5,160	27,672	18.65								
	10,730	73,086	14.68								
	14,509	57,414	25.27								
	358,615	1,545,073	23.21								
	36,407	147,073	24.75								
	2,474	17,039	14.51								
	9,053	56,728	15.97								

SPORTING QUIZ IDEA SEEMS POPULAR

Under the sponsorship of the manufacturers of Lotusland Inner Spring Mattresses, the "Lotusland Sporting Quiz," a half-hour audience participation show took the air on May 16 at 7.15 p.m. from 2UE, making the third of this type of end-of-the-week feature broadcast by Sydney commercial stations.

Lotusland also sponsor the half hour feature "Bye Bye Baby," at 9.30 p.m. Mondays from the same station. Compered by Clif Cary and Ken Howard, highlights of the "Lotusland Sporting Quiz" include a playback of one of the races of the past; when he has given the horses as they swing round into the straight, the playback will stop and the contestant will be asked to name the horse that won the race, with a prize, if he answers correctly, of £5. Ken's description is resumed, and should the contestant have nominated the wrong horse as the winner, the prize jackpots to £10 the following week.

The next feature is that 7 contestants from the audience are selected and given 5/- to punt with. They can nominate which sport—cricket, racing, football, golf and general—they want questions about,

LET'S GET DOWN TO EARTH

AND SOLID FACTS

The Darling Downs is recognised as Queensland's richest agricultural district, and Toowoomba is the centre of this particularly rich area. The latest figures to hand show total gross return for purely primary products at approx. \$11,550,000 and secondary industry at approx. \$1,500,000, making a grand total of about \$13,000,000 or 13 per cent of the State's total wealth. The Downs is certainly a prosperous district.

You can't afford to miss out on this rich market, and the surest and best way to get your sales message to the 126,000 people on the Downs is through . . .

MELBOURNE: P. G. Sullivan, Alkira House, 18 Queen Street.

SYDNEY: G. Thompson, Asbestos House, 65 York Street.

BRISBANE: Station 4BC, Wintergarden Theatre, Queen Street.

4GR
TOOWOOMBA

THE VOICE OF THE DARLING DOWNS

SMILEAWAY CLUB REUNION IN MELBOURNE



An outstanding feature of pre-war years when, under the leadership of the late Charlie Vaude, the membership figures reached 40,000, 3DB's "Smileaway Club" has been revived on a large scale under the direction of the popular stage and radio comedians, Eric ("Mick") Edgley and Clem Dawe. Picture shows the first reunion, held at the Princess Theatre on Friday, May 2, which was a great success. Members arrived at the theatre more than two hours before the doors opened. Despite Melbourne's transport troubles, a packed house enjoyed a gala show which, led by Edgley and Dawe, featured all 3DB's leading personalities—Eric Welch, Derek Prentice, Alan Bell, John Stuart, Eric Pearce and others. Second from the right in this photo is Mrs. David Worrall, wife of 3DB's general manager.

and in turn they come to the microphone to be quizzed by compere Eric Parrant. The first question has an "even money" value, and the contestant answering this correctly can put the 10/- he has won, or part of it, on the next question which has a "2 to 1" value; answering this correctly wins him £1/10/-; he then has the choice of a question from the betting groups of "even money," "2 to 1," "4 to 1" or "8 to 1" with questions as the odds lengthen becoming more difficult. Should he plunge with his whole £1/10/- on an "8 to 1" question, he leaves the Sporting Quiz Betting Ring richer by £13/10/-.

Clif Cary, 2UE's Sporting Editor, will also interview each week, a sporting celebrity who, at the end of the discussion will be given £2 to punt with in the same manner as earlier contestants.

NOTE.—The percentage of dwellings equipped with wireless receivers may be estimated by multiplying the figures shown in the fourth column by 4, that being the approximate number of persons per dwelling.

Program Promotion In Two Cities



Top picture shows one of the series of window displays arranged by 3KZ Melbourne to further advertise their feature programs. The display is in a prominent Collins Street position and is attracting interest from passersby.

Below: An equally prominent and telling radio feature window display, this time in Brisbane, where the 1947 Spell Show is being promoted by 4BH.

"HUMOURETTES" IN MACQUARIE NEWS

Macquarie has sold Purina, through Paton Advertising, a contract for two minute "Humourettes" in the early morning Macquarie News Service. These will contain a short early morning gag by that prince of storytellers, Jack Lumsdaine. Contract covers all New South Wales stations featuring the Macquarie News Service. These are:—2GB, 2HR, 2WL, 2CA, 2MG, 2LT, 2PK, 2LF, 2TM, 2MO, 2BS and 2DU.

MERCHANDISING IDEA

The Durol Chemical Co. Pty. Limited who have contracted with 2UE Sydney for a "spot" campaign in the breakfast and Sally's Workers' Sessions, have had a letter to listeners printed which ties in with their broadcast sales message.

This reads:

"Mrs Sally Harten of Radio 2UE kindly forwarded your letter to us, requesting a sample of Durae Hair Beauty Treatment. We are happy to

TALENT IN INDUSTRY GETS SPECIAL CHANCE

The popular desire of individuals to appear on the air was emphasised recently when 2UW decided to present a Sunday afternoon hour under the title of "Industry Entertains," featuring talent from among men and women of industry. An open invitation was extended through the station's microphone to all who wished to be heard.

Aspirants were to attend at 7.30 pm, on a Wednesday night and when 7.30 came, about 200 people were jammed in 2UW's Studios, all eager to be heard.

Their occupations ranged through almost a complete roll-call of industry, from an aircraft-inspector to a bottle-o, from a plastic moulder to a film set-builder and including a steel-works labourer, a peanut-butter worker, an apprentice violin-maker (he brought along an instrument of his own make), a brewery-cooper, a recording engineer, a fireman, a newspaper reporter, a veneer-finisher, and an electric-plater.

Their acts included pretty well the whole range of entertainment—straight singers, comedy acts, impressionists, instrumentalists (solo and in combination), freak instrumentalists and even a phantom race broadcaster... about the only thing missing was a bass violin!

The only requirement for the audition was that each applicant must actually be employed in industry; and surprisingly among those who attended the audition, there were almost as many men as women.

2UW Production Manager, John Barnes heard 73 of the acts before 11.30 pm—and then he called it a day.

On the following Wednesday night, the studios were again packed to the doors—and for future auditions, applicants will be called in controlled numbers after each has completed an application form.

The broadcast program each Sunday is presented by 12 acts selected from the weekly auditions, with a personal interview at the microphone, spotlighting some interesting feature of industrial processes and conditions, associated with the performer's work.

forward the sample and appreciate your interest in our product.

... If your hairdresser is not stocked with Durae Hair Beauty Treatment, would you kindly mention to her that supplies may be obtained from the Durol Chemical Coy."

GOLDBERG'S INSTALL LATEST A.W.A AUDITION UNIT



● The full facilities of a modern broadcast studio is the latest client-service installed at the Goldberg Advertising Agency.

Modern times demand modern methods.

Goldberg's recently contracted with A.W.A. to build the necessary equipment for a complete auditioning and monitoring service. Clients may now attend previews of sponsored sessions, sitting in the comfortable surroundings of the Agency, and can listen to live and recorded features, themes and commercials, with expert intermingling of speech and musical backgrounds when desired.

Individually-controlled amplifying speakers extend to executive offices throughout the organisation.

Greater opportunity, too, is available for copy and script writers to check their work before submission to clients, and to monitor their own programmes.

A.W.A AUDITION UNIT

Centralised Radio Receiver.
12/15W. Audio Amplifier, complete with accessories.
Monitor Speaker and Fader.
Twin Speed Dual Turntables with 'Audak' Transcription Pick-ups and Input Transformer.
Shure 55B Super-Cardioid Microphone with standard desk stand.
Equaliser Circuit with simple switching for immediate change from orthocoustic to standard recordings.
Extension Loud Speakers—high fidelity—separate faders.
CONSTRUCTED TO THE DETAILED SPECIFICATIONS OF THE GOLDBERG ADVERTISING AGENCY BY A.W.A.

GOLDBERG ADVERTISING

(AUSTRALIA) PTY. LTD., 15 HAMILTON STREET, SYDNEY — BW 4281

and at MELBOURNE, ADELAIDE, WELLINGTON, AUCKLAND, LONDON, with Associate Houses throughout the world.

MALCOLM P. ARONSON—Twenty-two Years of Popularising Feltex



Although consistent users of advertising space for many years, Felt & Textiles of Australia Ltd. have never before received so much enthusiastic and congratulatory comment as has followed the publication of their prestige campaigns for 1946 and 1947.

Although the war is over, Felt & Textiles' output of the popular floor covering, Feltex, is still far behind pent-up demands. Consequently, the Company's aim has been to publish advertising which will secure favourable name-recognition without encouraging sales. The 1946 series, tracing the development of interior decoration from the Middle Ages to modern times and the present series depicting world achievements, have done this admirably.

The driving force behind this and all other Feltex advertising, is one man, Malcolm P. Aronson, who joined the Company, as sales manager, in December, 1924, when the office staff consisted only of Mr. Van de Velde, Miss Van de Velde and Miss Pye, with indirect but invaluable assistance from Mr. Titchen and Miss Townsend of the Titchen & Brown organisation (then the Company's auditors and accountants).

These were troublous times for any sales manager. The Company was going through a severe attack of growing pains and factory production was frequently the subject of criticism on the part of customers with what they considered legitimate complaints. To Mr. Aronson fell the unenviable task of solving these difficulties. He says, reminiscantly, that the habit of quick thinking inculcated during that period has stood him in good stead during the many crowded years in which he has developed and guided the Company's advertising policy.

It was in 1935 that Felt & Textiles' first advertising made its appearance. Even then the Managing Director was decidedly doubtful as to the usefulness of this method of sales promotion, but results proved so encouraging that the policy of the Company changed overnight and ever since that, advertising has played an increasingly important role in the development of the Company's activities.

In the 12 years which have since elapsed, not even the war caused a deviation from this progressive policy. Apart from press and periodical advertising, Felt & Textiles' publicity, under Mr. Aronson's guidance, has utilised every medium including window displays, point-of-sale material, illuminated clock signs, radio sessions, and the inimitable displays that are such a feature of the decor at Feltex House. Naturally enough, a number of these were discontinued during the war in order to conform

with National Security Regulations. Nevertheless, a continuous flow of press advertising kept the name "Feltex" always in the minds of potential users.

Mr. Aronson is a strong advocate for the use of colour advertising. Consequently, the Feltex full pages in such media as "Australian Women's Weekly" and "Woman" are always the subject of favourable comment by the public, the trade and the advertising industry.

Two of the most recent were particularly effective. "Mothers and Fathers" depicted a happy pair of youngsters furnishing a doll's house. Needless to say, the floors were covered with Feltex, the inference being that "as the twig is bent so the tree will grow".

The other showed a group of handsome merino sheep whose coats were blue, brown, green and red respectively. This highly original "attention-getter" informs the reader that Feltex colours are dyed-in-the-wool. The use of such unconventional yet opportune devices is typical of Mr. Aronson who has that freshness of outlook which is essential to advertising success.

An example typical of Mr. Aronson's keenness, alertness and thorough understanding of merchandising tie-ups, was the 1947 calendar published for the use of Feltex retailers. This handsome calendar consists of the illustrations from the 12 period advertisements mentioned above—one for each month in the year—and is overprinted with the participating dealer's name and address.

While this "Furnishing through the Ages" campaign was running an offer was made of reprints suitable for framing or as "reference." So great was the response that the offer had to be withdrawn owing to a shortage of paper!

Throughout Mr. Aronson's long and distinguished sales and advertising career, he has had close and enthusiastic co-operation from Goldberg Advertising (Aust.) Pty. Ltd., advertising agency which has originated a number of outstanding Feltex campaigns under Mr. Aronson's direction, and has also developed and produced many of Mr. Aronson's own ideas.

For the first time, since 1940, when Feltex went off the air, the agency recently issued contracts to a network of interstate radio stations for a regular weekly session advertising Feltex and featuring the popular balladist, Terry Howard.

Thus Malcolm Aronson reforges yet another of the advertising links which formerly comprised so solid a sales chain for Felt & Textiles' most famous product.

HONOURS FOR APPLETON AND FLYNN

The Annual General Meeting of the Institution of Radio Engineers Australia, held in Sydney on April 29, unanimously elected Sir Edward Appleton, G.B.E., K.C.B., Sc. D., F.R.S., of the Department of Scientific and Industrial Research, London, and Dr.

John Flynn, O.B.E., to Honorary Life Membership of the Institution.

The honour to Sir Edward Appleton was conferred by virtue of his distinguished attainments and as a mark of appreciation of his valuable services to Radio Science.

Dr. John Flynn is world-renowned for his inauguration and association with the Flying Doctor Service of Australia. This scheme, started by the Rev. Dr. John Flynn, through the Presbyterian Church authorities, has provided a medical service for the outback of Australia with simplified radio links.

PROGRAM BUSINESS

"The Esplanade-Lakeholme Show" is the title of a quarter hour feature sponsored by the proprietor of the "Lakeholme" cabaret Newcastle, Monday nights at 8.30 p.m. on 2HD. The session presents the world's greatest entertainers plus an easy competition for listeners. 50 word announcements are also being used in all sessions daily to publicise the cabaret.

For the third successive year Foy & Gibson Pty. Ltd. are sponsoring the Amateur Show from 5KA, Adelaide. Prize money totals £130. Successful amateurs will be selected by three independent judges as well as by popular vote. The program commenced May 8 with stars of the Amateur Show, and gets into competitive swing May 15. Compere is Bill Davies.

"Morning Meditation" previously presented by the Baptist Tabernacle of Newcastle, Wednesday mornings at 10 o'clock, on 2HD Newcastle, has proved so popular that the combined Baptist churches of Newcastle have taken out a contract for the same channel every Monday, Wednesday and Friday morning. "Morning Meditation" is completely undenominational in character and is usually presented by the Reverend E. F. Heather.

"Afloat with Henry Morgan", the George Edwards Production, sponsored by Darrods of Bourke Street, commenced its first broadcast from 3KZ on Monday, May 12, from 7.15—7.30 p.m. and will be heard Mondays to Thursdays, inclusive, in the same time channel. This drama on the life story of the Prince of the 17th Century Pirates, Sir Henry Morgan, is in 52 episodes, and follows "The Mask of Fate", which finished on May 8. John Clemenger Advertising Pty. Ltd. service this account.

D and H. Bunny, sponsors of "Highlights from the World of Sport" broadcast from 3XY, Fridays at 7.15 p.m. have inaugurated a competition, in which listeners are invited to forecast the highest and lowest scores of the combined League and Association teams. Three guineas has been made available for the winner. Should there be no correct entry, the nearest one will receive one guinea, the remaining two guineas jackpotting till the next week.

"Fountain Melody Highlights" is the title of a quarter hour musical session sponsored by W. C. Douglass Pty. Ltd., at 7.45 p.m. Mondays through Fridays on 2SM. The session features an important highlight each night.

"Platterbugs Parade" takes the air Saturday mornings from 11.15 to 11.55 when John Sherwood invites "platterbugs" to come into the 2SM studio, play their favourite discs, or platters, as they are known and give a commentary on the disc played. So far "Boogie Woogie" has been the most selected, but classical discs are favoured by quite a number of the platter collectors who visit the studio.

The Liberal Party are sponsoring a series of programs from 3XY, entitled "The Voice of Liberalism," at 10.15 p.m. on Wednesdays, and 10.45 a.m. on Thursdays. Many prominent speakers will be heard during these sessions.

Macquarie's "First Light Fraser", which occupies the 7.15 p.m. Network time-channel for Nestles came in for some solid publicity last week. Following right on top of the front page newspaper story that the U.S. Army and Navy were experimenting with a new atomic weapon—a radio-active cloud, the episode broadcast on the same day dealt considerably with this subject. This particular episode was produced on disc nearly three months ago. The Sydney "Sun" gave prominence to the story with a good "break" in the front-page column "Contact". This story also mentioned the fact that the war-time "First Light Fraser" also predicted the use of midget submarines and rocket bombs. "The Return of First Light Fraser" is written by Maxwell Dunn and produced by Lawrence H. Cecil.

"The Storyteller", sponsored by T. B. Guest & Co. Pty. Ltd., commenced its first broadcast from 3UZ Melbourne on Sunday, May 25, from 8.23—8.38 p.m. and replaces "This Crazy World". Gil Charlesworth recounts two tales in each program, with themes that are as interesting as they are varied. John Clemenger, Pty. Ltd., handles the account.

Broadcast under the sponsorship of the Antler Distributing Co., a quarter hour session for dog owners has been scheduled for 2UW on Sundays, at 10.15 a.m. In this session Mr. Ken Hudson, editor of the "Australian Dog World", discusses dogs and answers listeners' queries.

Billed as the "George Foster Five Star Community Show", 2GB has re-introduced its pre-war community concerts. The first concert was held at the Roxy Theatre, Parramatta (Sydney) on May 2, when the theatre patrons were given 45 minutes entertainment before the theatre program commenced. The tie-up with Hoyts theatres is the outcome of a similar arrangement as that of 4BH, Brisbane with Hoyts Regent Theatre, Brisbane.

"The Burtons of Banner Street", story of a modern family in a post-war world, has been placed by the manufacturers of Bex, in the 7.15 p.m. Monday to Thursday channel on 2UW, to follow the conclusion of "Enter a Murderer." The program centres on the return from the war of two sons of the family, each with his own problem to work out; and of their re-adjustment to civilian conditions, complicated by the fact that they fall in love with the same girl. The cast includes Nan Summers, Patricia Kennedy, John Morgan, Robert Peach, Peter O'Shaughnessy, Walter Pym, David Reid and Myles Wright. The contract was placed through the Weston Co. agency.

W. W. Campbell and Co. Ltd., well-known Sydney furniture house, have taken four quarter-hours weekly in 2UW's morning session for sponsorship of "The Unbeliever" at 10.30 a.m.

Campbells have been sponsoring George Edwards programs in 2UW's program for approximately 10 years, and the presentation of serials in the morning session represents a radical departure from this sponsor's long-established policy.

A few weeks ago, 2UW announced the placing of eight serials between 9 a.m. and 12 noon, when "Anne of Green Gables" went on the air under the sponsorship of Pioneer Tours. The W. W. Campbell feature is number nine—and nine serials between 9 a.m. and 12 noon represents an interesting morning schedule on the air in Australia.

Australia's Amateur Hour one of World's Biggest Talent Bureaux

Sponsor's Aid and Service Free to Budding Artists

More than 2,600 Sydney citizens focussed "BB's" attention on Australian radio's outstanding phenomenon. They were the eager fans who on Thursday, May 8, packed the Town Hall for the first broadcast from there of "Australia's Amateur Hour." Hundreds more were turned disappointedly away by "house full" signs—just as they have been turned away in towns and cities from Adelaide in South Australia to Bundaberg in Queensland.

Why this apparently simple program stirs such intense enthusiasm; why, with its basis of non-professional artists, it has consistently held in all surveys a position high among the top ratings, is something of an enigma.

At AAH headquarters, 65 York Street, Sydney, critics of commercial radio who sneer at its apparent lack of contribution to Australian cultural development, could learn enough about the activities of this particular undertaking to keep them quiet on that point. For as well as being big entertainment, Amateur Hour's booking department is one of the biggest in the entertainment world.

Back in 1940 the J. Walter Thompson Company formulated for Lever Brothers the program that was to break world listening records with the rating, in some areas, of 76%. J.W.T. in America had at that time achieved overwhelming success with "Major Bowes Amateur Hour," which boosted sales of Chase and Sanborne Coffee to an all-time peak. Major Bowes

followed the simple formula of locating and presenting talented persons who might otherwise go through life unheard and unknown.

The artists got a chance to show what they could do; the listening audience got a thoroughly good hour of entertainment, and through a simple voting device, the chance to encourage the amateurs and help them up the ladder to fame.

The strongly emotional appeal of being able to help an unknown to success was one "plus" that has been developed to make this program more than just another period of entertainment on the air.

In Australia the basic pattern of "Major Bowes" was followed, but with the addition of certain important features; the creation of a self-contained organization to handle the production; talent scouts to continuously travel inter-state auditioning and selecting talent; a round of personal shows by the Unit in various suburban and country centres; the creation of a carefully organized and controlled booking service to obtain professional engagements for successful amateurs.

Harry Dearth, producer of the Lux Radio Theatre, was appointed first compere and director of "Australia's Amateur Hour."

Pre-announcements and newspaper advertisements heralded the show, and

Story of a star: Sixteen years old Barbara Wheatley is among the aspiring amateurs shown in the top picture waiting auditions at 65 York St. In the next picture she is shown filling in an application form that she hopes will lead to a singing career. In the third picture she has reached the stage of the audition before assistant producer Claude Holland with Jean Bates at the piano. With booking manager John Tuttell she looks at her first big contract—with the Sydney Prince Edward Theatre, but that was after (lower left) she had her big chance when she appeared with Dick Fair on Australia's Amateur Hour.

applications from amateurs were solicited. The response was immediate and immense. In a matter of weeks a huge supply of fine talent had been lined up.

From its first broadcast on November 28, 1940, AAH was an unprecedented success. Since then, more than 3,300 acts have been presented. That figure represents, in duos, trios, and combinations, many hundreds more artists.

After six months consolidation, Harry Dearth took the Unit on the first of its interstate tours. In 1943, when Dearth joined the RAAF, Dick Fair took control. During the later war years, touring was limited by travel restrictions, but since 1945, Fair has spent as much time "on tour" as in Sydney.

These interstate and country broadcasts are counted one of the planks of Amateur Hour's success. They ensure a constant supply of new talent, and most important, make Australia at large feel it has a chance to appear on and share in the program. Land-line problems have barred broadcasts from Western Australia and Tasmania, but Dick Fair is now working on plans to visit those two States.

The present Unit consists of Dick Fair, producer-director; Claude Holland, assistant-producer; Jean Bates, accompanist. With two secretaries, they put the show on the air—last year travelling ten thousand miles by air around the Eastern States.

Always slightly ahead of the Unit in mileage and location is talent scout Clifford Arnold. He reaches the scene of a forthcoming broadcast a month before Dick Fair. In country towns not only does he hold court at the station, but seeks out promising artists in outlying centres. For the April broadcasts from Inverell and Lismore, auditions were held in 11 surrounding towns. For the March Sydney season, one-night-stands were held in 14 suburbs, while auditions are continuously going on at 65 York Street.

In the capitals particularly, Clifford meets an unbroken stream of aspirants throughout his working day (and night). His tally of 36,000 auditions in three years must make him the country's most-experienced judge of talent, while he is himself an expert pianist.

Of the show as it is on the air—well, everybody with a radio knows the familiar pattern of Dick Fair's friendly interviews, the amateur's heroic efforts, and Jean Bates' skilled accompaniments,

TALENT BOOKINGS FREE

It is as the program signs off that the most interesting facts of Amateur Hour's organization come to light.

Much has been said by Dick Fair of the booking office and the work done in making professional engagements for the Hour's artists. Few people fully realize just how successful this service has been.

Tangible proof of its importance hangs on the wall of booking manager John Tuttell's office—a graph showing the month-by-month value of engagements gained, through the agency, by Amateur Hour artists. A recent peak touched £700, and the overall value stands at £50,000. *This sum has been distributed without the deduction of one penny of commission.* The agency is maintained by the sponsors purely as a means of helping unknown amateurs.

To many of the artists, an appearance on the Hour gives opportunity to start them on careers, without further help from the agency. Independently negotiated engagements are estimated to be worth another £50,000.

The booking office has representatives in Melbourne, (Charles Wenman, 294 Little Collins Street); Adelaide, (Richard Moore, 5AD); and Brisbane (Marshall Palmer, Hollywood Theatre). They are alive to every opportunity that will bring work for the many talented performers listed on their books.

Theatres, cabarets and clubs all over Australia are currently featuring "stars of Australia's Amateur Hour," and count on them as a big drawcard. Brisbane's Cremorne Theatre on May 24, commenced a season with billing of ten AAH acts. The Prince Edward Theatre in Sydney has in the last six months consistently drawn talent for its stage presentations.

Many engagements come from organizers of private functions, who find that the attraction of an Amateur Hour name is one step towards making the party a hit.

Publicity offered by the Hour's publicity department is an additional help to artists. The department keeps in touch with amateurs interested in professional careers and keeps them before the public eye through the medium of radio and stage papers. Several ex-AAH people at present studying abroad write regularly to Dick Fair and their movements are reported in publicity releases.

"STAR PUPILS" MAKE GOOD

Another more recent commercial station venture which is making an outstanding contribution to the de-

velopment of Australian talent is the Macquarie Network's "Star Pupil" program broadcast once weekly.

Many graduates of the program are furthering their careers in the entertainment world. For example, two of them, violiniste Isobel Mallitt and tenor Paul Miskell, were selected by the Savage Club for their annual scholarships given to the year's outstanding young artists. "The Dancing Years" cast contains two other "Star Pupils", David Williams and Barbara Cooper. Conductor Henry Krips is another who has endorsed the opinion that these "Star Pupils" are potential star artists. He included two, Noel Melvin and Geoffrey Moore, in a recent "Singers of Australia" performance.

The Macquarie Network has shown its own appreciation of them by casting many of them in other productions. John Dease's "Ballad Time" has featured no less than 15 from "Star Pupil's" ranks. Another 12 artists have appeared in the "Musical Comedy Theatre" broadcasts. Other young artists who came up through this program have been guest stars in the "Macquarie Sports Show". In its first six months on the air, "Star Pupil" introduced 160 young stars of to-morrow who were recommended by 61 teachers. Latterly the show has paid brief visits to Melbourne and in the future, other capital cities will have the opportunity to present their "Star Pupils."

The format of the program differs completely from Australia's Amateur Hour and in "Star Pupil" performers are paid professional fees. In addition a professional atmosphere surrounds each pupil's presentation with, quite often, special orchestrations as well.

W.A. Institute Of Advertising

The "Study Group" of the West Australian Institute of Advertising (Inc.) is now well under way and this activity is directed towards the students of advertising, particularly rehabilitation trainees, by conducting a series of lectures and discussions on Tuesday evenings at the Institute's rooms in Perth.

The series commenced with a discussion on the subject, "What is Advertising?" by the president, Mr. N. E. Hutchinson, who is in charge of the Perth advertising department of Gordon and Gotch and who has been associated with advertising for 27 years. Other lectures on the syllabus include an illustrated discussion on "The Film in Advertising" with the members as guests of the Vacuum Oil Co., and a lecture on "Type and Measurement" by Mr. A. B. Davies, instructor in printing at the Perth Technical College.

It is also planned that on alternate nights, discussion on various subjects will take place, including dissection of current advertising appearing in local publications. The study group is under the chairmanship of Mr. T. Darrell Hick, and the secretary is Mr. W. F. Dixon of the Arthur Collett Agency.



RADIO ADVERTISING

If it Wanes Who Cares?

(By D. L. Manuel)

If radio advertising in Australia does wane (it won't) the newspaper press could be expected to enjoy the satisfaction of the successful propagandist—because, make no mistake about it, a very large section of the press, both in America and Australia, is "shooting" at radio, with malice aforethought.

This "mud-slinging" attack on commercial radio commenced in the American press two years ago when newspapers discovered, from their reduced revenue, that radio advertising had grown up and was challenging them on their own ground.

Mud-slinging can boomerang—even a bad salesman finds that it does not pay—and radio interests might be able to afford to let the press continue to publish anti-radio propaganda. I say "might." The answer I think should be counter-propaganda.

My own little bit of mud-slinging is this. I am led to believe that there are newspapers in Australia, which are operating at a loss—but if you can find me an established commercial radio station which is operating at a loss, then I would gladly give three months free service to such a station—because there is none.

I don't want you to think that I am belittling the value of press advertising. That would be a million miles from fact—because my association with the buying and selling side of both merchandising and advertising, has given me a very healthy respect for newspaper space, particularly in certain directions. I am writing this article, not to indulge in mud-slinging at the press, but because I believe that radio should use its own powerful propaganda machine for its own protection; and not sit back and let the opposition try to undermine it.

BACK TO AMERICA

When I was selling radio time, a little over a year ago, I was confronted by a bright advertising agency executive, who, with some queer form of satisfaction passed me a "Time" article entitled "END OF A SPREE." Quite recently a big advertiser passed me

the same article and buzzed his secretary, who, at his request, staggered in beneath the weight of many American magazines, all "ear marked" to make the various anti-radio articles accessible.

Well, I ask you—and I asked him too!! Who, but those feeling the effects of the krowing radio medium, would want to publish this drivel which can be so promptly refuted with figures showing the amazing move-forward of radio over the past six years.

Naturally, we all realize just why the propaganda neatly tucked into the bright pages of American magazines has been "shooting" at radio

CLOSER TO HOME

The revelation by Hansard (issued on October 11, 1944) showing 52% of the radio stations, either owned or controlled by newspaper interests, provides part explanation for the comparative absence in Australia of anti-radio propaganda.

But naturally enough, a newspaper with no radio interests, apart from its big appropriation for radio advertising, came out a few weeks ago with a stupid hint that the rot was setting in with regard to radio advertising. This paper, in which a rather bright kind of cove writes a very popular column, also has a "big sister." The big sister (she's a big girl now) was put on the market with the help of radio advertising.

Quite recently we heard the outraged daily to which I refer, groaning very loudly because yet another station had cashed in on their rather bright sporting session—a whole hour on a big Sydney radio station.

In spite of all this, the particular paper is a good and well respected publication and can be congratulated for its vision in making such good use of radio to boost its circulation.

THE ADVERTISING AGENT

If these stray shots at radio in the Australian press grow into the proportions of the anti-radio campaigns in the newspapers of America, then radio in Australia has a real job to

The writer of this article was formerly a sales executive of a leading commercial broadcasting station. He is now in charge of the radio division of one of our biggest advertising agencies.

do. It must do something for its own protection.

What can be done? I think the advertising agency should be the first objective in radio's counter-propaganda.

Ripley wouldn't believe this, but there are advertising agencies in Australia who have not secured radio accreditation—and a few more are on the borderline.

Some advertising agencies in Australia seem to be sitting on the fence dangling their legs among piles of blocks. Working on the devil you know idea, they stick with the press and can't be sold radio. It is a shame really, because these men, some of them brilliant individuals with every efficiency in press advertising, really avoid using radio because they just simply don't know the medium and in some cases stubbornly don't want to know it.

The answer to this is that radio stations will have to get together and form a really good educational body which will be capable of making sure that the up-and-coming lads in advertising are given proper tuition in the various branches of radio advertising.

Advertising is a business for specialists, so radio will have to educate the specialists of tomorrow.

WHAT DO STATISTICS SHOW?

Without recourse to graphs or diagrams, statistics definitely show that from 1922 to 1947, there has been an astronomical rise in radio advertising revenue. More recently, 1935 to 1947, radio advertising has gone really "big time." In the absence of an organised statistical source quoting Australian developments, there is just one example that can be quoted as a fairly general illustration from America.

A SOAP CONCERN:

	Total Appropriation	Network Radio Appropriation	
1935	\$ 6,053,311	\$ 468,433	(7.7%)
1945	\$15,013,661	\$7,274,603	(48.5%)

In 1939, "Fortune" asked—"If you had to give up either going to the movies or listening to the radio, which one would you give up?" The response was that 79% of the people would give up the movies and only 14% would give up the radio. More

recently the nationally known Research Centre of the University of Denver asked the same question and the reply was that 84% would rather give up the movies and only 11% would be prepared to give up radio.

The evidence adds up to one very important conclusion—that to-day more people spend more time listening to radio programs than they spend doing anything else—except working and sleeping.

As recently as February, 1947, the Principal of a very big American survey organisation wrote an article off "RADIO'S INFERIORITY COMPLEX AND HOW TO CURE IT". The gentleman we are referring to, stated that "taking pots shots at radio is the season's favourite indoor sport". This gentleman's complaint is with the people in radio itself. I feel well disposed towards sharing his feelings in this direction.

The same gentleman in an eight-page article gives many reasons in support of what I am trying to convey here, but what a pity I cannot quote them because on the question of ratings it is my firm belief that the ultimate rating in any business of any kind is the balance sheet. The rest of it depends on to whom the responsibility of spending an advertising appropriation is delegated, and how they approach the job before them.

I do not feel like quoting the controller of any form of survey or rating organisation, because what proof have any of them, either on press or radio, that the individual on one hand reads any particular ad. or, on the other hand, absorbs the commercial of any radio session.

The obvious, of course, is on radio's side—radio has been so successful in so short a space of time, chiefly because:—

- nearly everyone owns a radio;
- radio entertainment ranks first over all other forms of entertainment;
- radio is the nation's chief source of news (if anybody doubts this, let them look back on their own habits during the war);
- radio is more typical of the Australian home to-day, than any other installation, excepting such domestic installations as the gas main and the water taps; and
- radio is easy to listen to; it is pleasant to hear, and there is so much to choose from.

THE IMPORTANT THING is, there is propaganda in circulation at the moment which illustrates clearly that somebody is feeling the effects

of radio's rise to popularity as an advertising medium, and somebody will most certainly take every opportunity of trying to convince the man who constructs an advertising budget that his appropriation for radio should be cut.

That is why radio can no longer afford to sit down and pat itself on the back, because if things go on as they seem to look like going on, radio might find itself without many sponsors who have lapped up the anti-radio propaganda released by the press. These sponsors, of course, or should I have said potential sponsors, will not come from the ranks of those who, during the war, put almost their full appropriation into radio because they have been taught what radio can do for them if it is used properly and planned by people who know something about how to approach, and how to organise it.

THE TRUTH OF IT ALL, is that, irrespective of the newspaper controlled radio stations, many others can get together and organise their own defence. Many say that attack is the best form of defence. Apparently press interests believe this, but after all, being such a subtle medium, radio does not need to attack: what it has to do is to exploit, consolidate and build up the planning end of its own propaganda.

Radio is without doubt the greatest propaganda machine of modern times and surely there is some place in its broadcasts, and in the scheme of things directed by the people who run the broadcasts, to plan to meet

the big future that lies ahead of radio. When some of the monopolies, if they can be forced, release the stranglehold they have on television and many of the developments which can hit them hard in so many directions, radio will definitely be the most intimate, the most successful and the most pleasant form of conveying any form of message to any type of individual.

RADIO IS HERE TO STAY —IN A BIG WAY

If it wanes you get wet (if you don't carry an umbrella). The umbrella that radio interests should carry is a protective propaganda umbrella and a creative, elevating, educational background to be passed on in every conceivable way to the people, to whom is entrusted the heavy responsibility of spending somebody else's money in advertising.

Bruce Small Advertising

(Continued from p.8)

In 1921, Bruce Small spent £43 on advertising and his turnover was £6,818. In progressive stages, the organisation's advertising appropriations had risen to £50,000 in 1947, against a projected turnover of £1,750,000. Target set for turnover at a not far distant date by the dynamic head of the firm was five millions a year.

Current advertising program covered 151 newspapers for 9000 separate advertisements representing 150,000 inches of space; 30 radio stations carrying 6000 announcements; 200 outdoor posters carrying 24-sheets.

SPONSORS

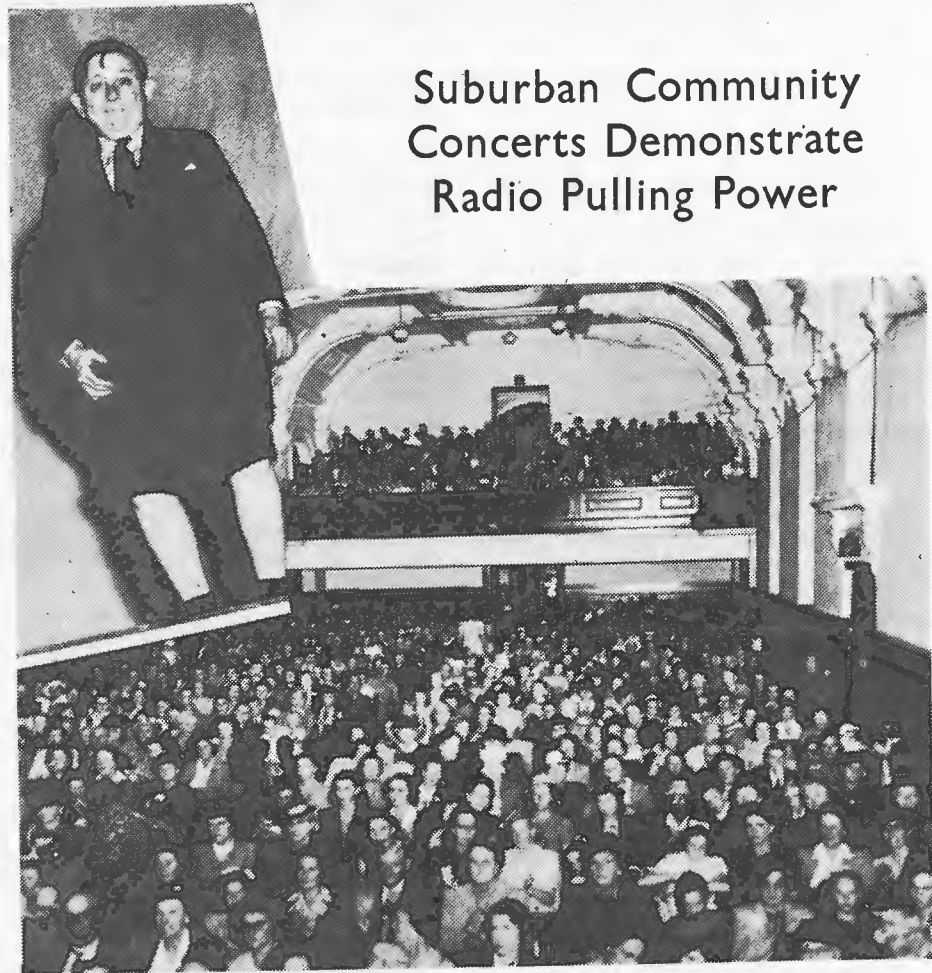
Capitalise on a market of spenders—ready and with the means to buy—when they have confidence in a sales message that sells them. That's where 4BU fits into your merchandising programme because 4BU's programmes and clear transmission hold the listener's interest and respect. 4BU is your obvious choice to cover Central Coastal Queensland.

4BU BUNDABERG

A unit of the Macquarie Network

Sydney Rep.: Macquarie.

Melb. Rep.: Macquarie.



Suburban Community Concerts Demonstrate Radio Pulling Power

With Wee Georgie Wood, famous English comedian, as the chief draw card, the first 2CH Community Concert since the war was presented at Parramatta Town Hall with a crowded audience on Friday, May 9, and the entertainment has been pulling full houses ever since with 2CH personalities and popular variety artists as the chief attractions.

In pre-war and the earlier war years Parramatta was the home of the 2CH Community Concerts with large and enthusiastic audiences week by week. The programs were noted for the greatest variety, and a large section of those who attended had their seats permanently booked for each concert.

MR. TIME BUYER!... Talking of your WINTER CAMPAIGNS?

Months ago we made our plans for winter's increased listening audience. New programmes are all lined up... our entire organisation is geared to cope with more business. Let's discuss our "winter readiness" in your office... soon!

3XY

163 Spring Street, Melbourne
Central 6612

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

AGENCIES

Ex-F/Lt. Chas. H. Lucas, director of N. V. Nixon and Co. Pty. Ltd., was recently married to Ex-Major Elizabeth Rattan, head of the A.W.A.S.

J. Evans, media manager of Claude Mooney Advertising, was away at Olinda enjoying his holidays, and thus missed out on the happy little party which the staff gave to Miss Betty Thompson, who has been with the firm for five years, and is leaving to be married to Rick Driscoll on June 7. She was the recipient of many good wishes at the dinner party given her by her colleagues on May 15 at Mario's.

Cec. Corboy, well known in radio circles, and formerly of 3UZ, has commenced representation business on his own. Now at 405 Collins Street, Melb.

John Wilkinson, a director of the Marsh agency (Sydney), spent last week in Brisbane on leave. John could not resist the temptation to look up a few business acquaintances, however, and so had his trip made quite enjoyable by northern hospitality.

The Melbourne office of George Patterson Ptd. Ltd. announce their new telephone number as MB2431.

Plans are in hand by the Victorian Division of Australian Association of Advertising Agencies to sponsor a further series of parcels for British advertising agency staffs.

Mr. W. J. Haysom, of Haysom Advertising Co., Melbourne, has been visiting Brisbane, when he attended the Grocers' and Retail Traders' Association convention, held recently. He also made a tour of some of the country districts before returning south.

Mr. H. W. Cottee, managing director Cottee's Passions Ltd., has announced that Hawkins Advertising are now handling the firm's advertising.

It is officially announced that the advertising account for Silver's Food Bars and California Supper Shop has been transferred to the Goldberg Advertising Agency.

VIA ENTERTAINS BACK-STAGE

Under the auspices of the Victorian Institute of Advertising, about 300 of Melbourne's advertising identities and their friends mustered at the Princess Theatre on May 9 to see the play, "Life With Father." After the show, the party was entertained by the Institute to supper on and behind the stage.

The function, which was quite informal, created a lot of interest on account of its novel setting. Mr. D. Macdougall, president of the Victorian I.O.A., welcomed the guests, and introduced Leonard Lord and Virginia Barton, stars of the company.

In a short address, the American actor paid a tribute to Mr. Garnet H. Carroll, who has been responsible for re-opening the Princess Theatre to stage performances, and stressed the importance of dramatic art and other cultural activities in the development of international goodwill and understanding.

ADELAIDE STATION'S PUBLIC RELATIONS

The part played by radio sponsors in providing better entertainment is being brought to public notice by station 5KA Adelaide. From time to time throughout the day, the Station reminds listeners that the programs heard and enjoyed are made possible through the generosity of sponsors, and invites Mr. and Mrs. Citizen to repay the sponsors by purchasing those goods which are radio advertised.

S.A. EFFORT FOR BRITISH RELIEF

A combined appeal by national and commercial broadcasting stations in South Australia, was made Sunday, May 25, when Adelaide held its Guest Sunday in aid of the Lord Mayor's Food for Britain Fund. The program originated from 5AD and broadcast from 12.45 to 1 p.m. in Norman Corwin style and made a strong appeal.

MOTHERS' DAY APPEAL RAISES £5,000

The all-day effort on behalf of the building fund for the Deaf and Dumb Kindergarten made by 3AW Melbourne, on Mothers' Day, May 11 ("B.B." May 15), resulted in over 4,000 individual donations, to a total value of over £5,000.

S. R. BUTTLE'S EXTENSIVE USE OF RADIO

To mark the opening of their new store in Goulburn, S. R. Buttle Pty. Ltd., big Sydney grocery chain, conducted a successful preliminary campaign over local station 2GN.

The campaign began with hundreds of scatter announcements for the day and a half preceding the official opening of the new branch and on the day of the opening, 2GN conducted an actuality broadcast from the store. The air campaign aroused considerable local interest in the new establishment.

S. R. Buttle are continuing the use of 2GN for future advertising, having undertaken the sponsorship as a sustaining feature of the George Edwards Production, "Black Ivory," broadcast Mondays to Saturdays at 6.15 pm.

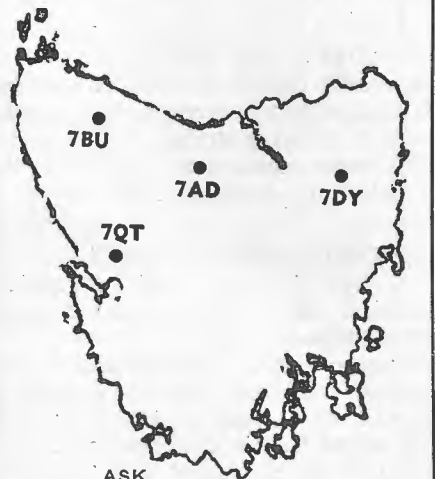
Buttles have used the 9.30 am Monday to Thursday channel on 2UW Sydney for the past eight years and are currently using George Edwards serials.

"AUSTRALIA MAKES IT"

Great interest is being displayed in the plans for the "Australia Makes It" Exhibition, due to open in the Exhibition Buildings, Melbourne on June 12.

TASMANIAN COASTAL NETWORK

7BU **7AD**
BURNIE **DEVONPORT**
7QT **7DY**
QUEENSTOWN **DERBY**



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

4LG knows Central Western Queensland markets, its people, its climate, its productivity, its industries, its peculiarities.

4LG concentrates its efforts, its knowledge and its services to Sponsors who are seeking effective coverage of this market.

4LG sells to a ready-made audience of 40,000 people.

4LG CENTRAL QUEENSLAND

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

Sydney: FRED THOMPSON, B 2085

Representatives: Melbourne: STANFORD ALLAN, Central 4705

Brisbane: S. EDMONDS, B 5871

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

OVER
74%
OF THE
TOTAL
POPULATION
OF
WESTERN
AUSTRALIA
IS WITHIN
50 MILES
OF THE TRANSMITTERS
6PM -AM -KG -GE

Purely Personal

When 2CH manager Maurice Chapman "threw the first fish" at the 21 Club luncheon in Sydney last week it landed right in chairman Leo Finn's lap! Chappie, proposing the toast to the visitors, told how he had fished with them—for trout. Leo, when asking Vincent Freeth to respond, mentioned that as well as trout fishing, Vince Freeth filled some of his spare time wrestling with advertising problems. Mr. Freeth said he considered one of the best catches in his life was the invitation to the luncheon and after hearing all the fishy stories, all he could add was that there was nothing fishy about Finn!

Happy man last week was John T. Barnes and happier still his friends and former business associates members of The 21 Club of Australia, when John T. attended the Club's monthly luncheon at Ushers Hotel. He was one of the foundation members of the Club but withdrew from membership when he ceased to represent 3XY in Sydney (son Fred now does that). Recently he underwent a major operation from which, through the long weeks in hospital, grave fears were held for his recovery. John T.'s right hand must be still sore from the friendly wringing it received at the luncheon.

Mr. J. A. Kerr, general manager of 2BE Bega, N.S.W., was in Melbourne recently on a brief business trip—his first visit to the southern capital.

Mr. Stanford Allan visited Brisbane on a business trip for a fortnight about the middle of May and will leave Melbourne for Adelaide early in June for a week.

Mr. Alan Prince, son of 3UZ's general manager, Arthur Prince, was in Melbourne for three days recently on business. He is a director of Merchandising Services, Sydney.

Cliff Cary, 2UE's sporting editor, has accepted an offer made by the well-known London publishing house of Jarrolds Ltd. to write an 80,000 words book dealing with the recent MCC tour in Australia and the prospects of the Australian team to visit England in 1948. Cliff proposes to deal quite frankly with all the disputes that occurred during the tour, and will also relate many "behind the scenes" stories of incidents which took place while the Englishmen were here. Jarrolds hope to publish the book in time to coincide with the arrival of the Australian team in England next year.

At a function held at the Hotel Australia, Melbourne, on May 16, Mr. H. E. Kettle, managing director of General Motors-Holdens Ltd., was welcomed to Melbourne by the Victorian Chamber of Automotive Industries. Mr. Kettle succeeds Mr. L. J. Hartnett, who resigned recently.

Bryn Samuel, general manager of W.A. Broadcasters Ltd., is at present on a business trip to Sydney and Melbourne.

Dave Muir, of the Whitford Network, is spending his annual leave at Mandurah where the fishing is reported to be good.

Mr. Bruce Bellamy, advertising manager of the Vacuum Oil Co. and immediate past president of the Victorian Institute of Advertising, was guest of honor at a dinner given by members of the Outdoor Advertising Association of Australia on Monday, May 12, at the Hotel Australia. Mr. Bellamy was presented with a wallet of notes as a tribute to his work as president, during the past seven years.

Well known in the oil business over a period of 20 years, Mr. N. J. Fairless has been appointed assistant general manager of the Neptune Oil Co. Pty. Ltd., at the Australian headquarters in Melbourne.

Bob Dyer, compere of the Atlantic Show and the Dude Ranch, has been laid up for two weeks with a very bad cold. Complication of pneumonia setting in was feared but was averted. Bob hoped to be back again on the job this week.

Understand that Mr. Jim Joyce, of Donovan-Joyce Productions, Sydney, is already looking forward to spending his Xmas vacation at Surfers' Paradise. His friends at 4BC have their eyes open for suitable accommodation for him during the festive season.

Mr. Harold Cox, Brisbane manager for A.W.A., did an excellent job in a recent Repertory Theatre Society play, "Black Limelight," when he played the part of a detective with true-to-life Scotland Yard efficiency.

At the meeting of the Melbourne Rotary Club on May 21, Mr. E. Bate, chief engineer of the State Electricity Commission of Victoria, was elected president, to take office as from October 1.

Mr. Noel Dickson, general manager of Frank Mason & Co. Ltd., left Melbourne on May 26 for a brief business trip to Adelaide.

Mr. Ken Lloyd, head office salesman of the Argus Broadcasting Services, has just concluded a visit to Warrnambool, where he officiated as relieving manager.

A visitor to Sydney recently was Mr. Harold Fuller, energetic manager of 3YB, Warrnambool V., the Argus Western District unit.

Mr. A. G. Otto has been appointed advertising manager for the Sun News-Pictorial and United Press of Melbourne. Hailing originally from New Zealand, Mr. Otto was associated with the Labor Daily, Sydney, before becoming assistant advertising manager of The Sun in 1931. For a short period during the war he was Federal Government advertising liaison officer for Victoria.

Ray Chapman, who has rejoined 3AW as chief announcer, after a four years' absence, has taken over the Saturday night dance programs, from 7 p.m. to 1 a.m. There are 9 different units in this dance program, and a "By Request" session commences at 9 p.m.

Tom Jacobs, 2SM news editor, is up and about again after a short spell in hospital.

BROADCAST BOOKINGS

Royal Art Furnishing Co. Pty. Ltd. are sponsoring over 4KQ, Brisbane, a new half-hour feature program, "Sentimental Souvenirs," 6.15 p.m. to 6.45 p.m., Tuesdays, for 12 months. (Campbell Advertising.)

Charlie Hope (Cold Flame Refrigerators) have booked for 52 weeks with 4BH, Brisbane, "Melodies that Linger On," quarter-hour every Saturday night, 6.45 p.m. (Noble-Bartlett.)

Tandaco Packing Pty. Ltd. has signed for 52 half-hours on 3SR/YB/UL, featuring the new 3KX Quiz Program, "Tandaco Turnabout," through the Goldberg (Vic.) agency.

Julien Salon have contracted with 4BH, Brisbane, for 5 x 50 word announcements, Monday to Friday, for three months, women's session. (Campbell Advertising.)

Thomas Ozanne, farm specialist, is using 100 worders, Monday to Friday, breakfast session, on 4BH, through Campbell Advertising.

National Services Centres, South Brisbane, are sponsoring over 4KQ an amateur hour, entitled "What Have You Got?" associated with the search by this Centre for goods in short supply. Mondays, 7.30 p.m. Edmonds Advertising account.

Crystal Clothing Industries Pty. Ltd. have signed for 52 weeks, quarter-hour session, of Perry Como on 2SM, Sydney, at 9.30 a.m. Thursdays, for 52 weeks, and renewed quarter-hour feature, "Today in Sport," 7.15 p.m. Saturdays, on 2UE, and tri-weekly announcements in breakfast session on 2UW. W. E. Smith.

Wheat Industries Pty. Ltd. (manufacturers of Fielders Corn Flour) renewed "Song For You" on 2KO. W. E. Smith.

Spotlighting EVENTS

JUNE 11: Brisbane Advertising Agents Social Club fortnightly luncheon, McDonnell's Cafe, Brisbane.

JUNE 12: Monthly luncheon Victorian Institute of Advertising, Guest speaker, W. Dunstan, V.C.

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

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

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

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

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

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

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

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

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

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

STOP PRESS

FOUR A's PLANS

Federal Council AAAA meeting in Adelaide instructed executive to plan for such centralised services as media surveys and consumer surveys of general application, all as part of AAAA service to members. Service will also involve compilation of statistical information on population trends, import and export trade which will eventually take the form of a statistical bulletin.

GET ALL THREE WITH ONE SHOT!



POPULAR FEATURES!

BETTER FIGURES!

ATTRACTIVE COVERAGE!

You can quickly see for yourself the many advantages of getting better acquainted with the leading attractions in Victorian country radio! Put yourself in the picture NOW—the V.B.N. will introduce you



The VICTORIAN BROADCASTING NETWORK

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

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

Facts

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- Facts : on advertising rates.
- Facts : on listeners' licence figures.
- Facts : on frequency allocations of stations, transmission hours, and operating power.
- Facts : in BROADCASTING AARDS about the 106 commercial broadcasting stations in Australia and New Zealand, facts so necessary when arranging broadcast advertising.
- Facts : on advertising rates.
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BROADCASTING BUSINESS

Vol. XV, No. 24
453rd Issue

Thursday,
JUNE 12, 1947

Incorporating "Commercial Broadcasting"

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

Hi Fellers! I've been Fired!

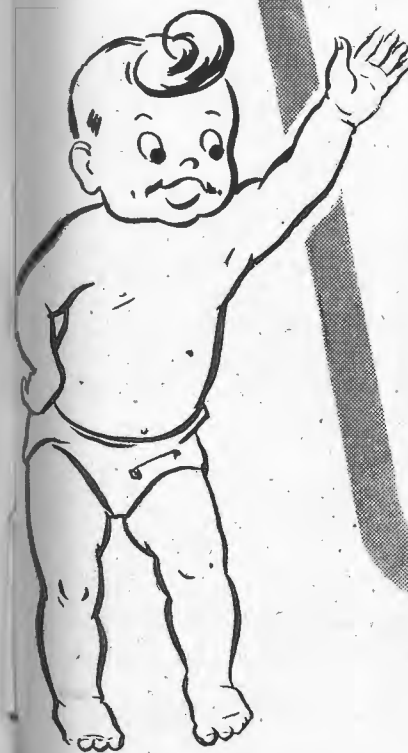
THE boss gave me notice this morning. He was very decent about it—"Thank you" and all that; but I'm fired, all the same.

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

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

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

Most People Listen Most to 2UW



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

